

W H Y   W e   E x i s t   ·   H O W   W e   R e c r u i t



*Pam Arley*

A S S O C I A T E S

Y o u r   A g e n c y   F o r   L i f e



P a u l   M i t c h e l l   A s s o c i a t e s

hello & welcome from  
**paul mitchell**

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W H Y   W e   E x i s t

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A S S O C I A T E S

## our history



### OLD DOG

#### Paul's Story

*"As a then eleven-year veteran of the UK's largest accountancy recruitment agency, we first set up shop in the heart of Leicester's historic New Walk – **our home since 1989.***

*Our first hire – then five-year old daughter Charlotte – helped paint the first office.*

*Furnished with a phone, a boxy Amstrad and business plan, we quickly established a sterling reputation as the **specialists in financial recruitment** for Leicestershire.*

*Within a few years, Paul Mitchell Associates **signature brand of recruitment** was lauded by clients and candidates alike, **setting the benchmark** for ethical recruitment that was – and still remains – elusive to more conventional agencies.*

*As the business grew, so too did our reach, our team and the need for a bigger offices. Satisfied clients soon began asking for non-accountancy personnel, opening the door to **all-new recruitment sectors.***

*Over time, many past candidates would return to Paul Mitchell Associates as clients – **strengthening partnerships** that have spanned a lifetime."*

our  
future



new tricks

“With a proud legacy of more than **10,000 successful appointments** – placed with over **2,000 satisfied clients** – we look to the future with a renewed spirit and vision.

One that revives and transforms public perception of the recruitment industry and through action – not word – embodies the **values and beliefs** to which all great agencies should aspire.

Our goal is not just to recruit people who need a job. It is to recruit the people who **believe in what you believe.**

To **inspire business minds** to discover their place, people and potential – free from fear.

To become the **life-long recruitment companion** and comfort of clients, candidates and employees.

We're Paul Mitchell Associates and this is **Your Agency For Life.**”

Sincerely Yours

  
F O U N D E R

## vision & mission

### We Believe

Everything we do, we believe in **challenging the status quo.**

We exist to **inspire business minds** to discover their place, people and potential – free from fear.

The way we challenge the status quo is by becoming the **life-long companion** and comfort of clients, candidates and employees.

We just happen to be a **great recruitment agency.**

Reflecting on the more than three-decades Paul Mitchell Associates has been in business, we revisited our **collection of testimonials** received from clients and candidates.

Through their words, **we made a discovery** – one that transformed our view of what a great agency can and should be.

These people reminded us of something of which we are incredibly proud: a lot of our clients in fact **didn't start out as clients at all...**

### An Agency For Life

They first came to our attention as candidates – some at the beginning of their careers. We were amongst the first to **believe in their potential.**

We inspired them to **pursue the careers they wanted**, remaining by their side during good times and bad – their life-long recruitment companion.

And when it became time to build teams of their own, they placed their belief in us – free from fear. We had **earned their trust** and – in the process – have become their agency for life.

We believe our goal is not just to recruit people who need a job. It is to recruit the people who **believe in what you believe.**

Reflecting on this discovery, we are proud to introduce Paul Mitchell Associates' **new vision and mission** for the next three-decades – beliefs which embody both our legacy and future.

Whilst there may not be a job for life – **we are proof** that you can have an agency for life.



"Your Agency For Life"



## Our Vision

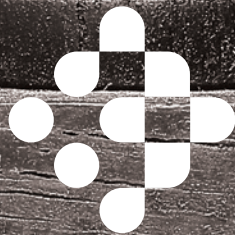
*"To inspire business minds to discover their place, people and potential – free from fear."*

## Our Mission

*"To become the life-long recruitment companion and comfort of clients, candidates and employees."*



S t a m p   o f   A p p r o v a l



we are  
accredited

Peace Of Mind For Our Clients And Candidates



**REC**

Recruitment  
& Employment  
Confederation

As a member of the **Recruitment & Employment Confederation (REC)** since 1989; Paul Mitchell Associates was amongst the first agencies in the East Midlands to be awarded an 'REC Audited' accreditation – the **gold-standard** of REC membership.

Accordingly, you can be assured of the highest integrity, best practice and compliance in the recruitment industry.

We believe in doing the right thing. That is what **sets us apart** from more conventional agencies.





H O W   W e   R e c r u i t



*Pam Arty*

A S S O C I A T E S

# 9 ways to recruit better

## Strategies That Work

Since 1989, Paul Mitchell Associates has developed a specialised body of knowledge on what makes for long-lasting **success in recruitment**.

As a client of PMA, you will have access to all these benefits – plus so much more.

Here are just **nine** of the hiring strategies you should employ:

① **The most important decision.** The effect someone has on your business depends more on this decision than any other: **Why are they the right fit for us?**

Loyalty and performance hinge less on salary and more on how well their character fits. It pays to **define your brand's personality** before you hire.

Your customers will never love your company unless your employees love it first.

② **The promise.** The second most important decision is this: what should you promise the candidate?

Our clients know in order to recruit and retain the right people, it pays to promise a benefit which is competitive and unique. **And you must deliver the benefit you promise.**

Those who fail to do so risk losing their best and brightest to competitors – or worse.

③ **Story appeal.** Alone – like a CV – a job description rarely stands out. Candidates will see hundreds of competing advertisements. Most are overlooked.

As **brand ambassador**, PMA has achieved lasting success for clients by revealing their unique culture, reputation and vision. Potent storytelling allows people to imagine a future with our clients before taking the leap – **reducing the risk** for both parties.



4

**Resist recycling roles.** Many employers all too easily revert to their original job specification when seeking a replacement. This can be a mistake.

Most people resign because the reality of the job does not match the promise.

Experience – and our clients – tells us that a period of self-reflection and revision is essential for **long-term staff retention**. Those who fail to adapt risk repeating costly mistakes.

5

**Minimise risk.** The surest path to recruitment overspend is by not spending enough to do the job properly. Attempts to economise at the expense of quality invariably increases risk. People often come to us having spent time and money on ineffective advertising – or with a no-frills agency – with little to show.

Our clients choose to invest in PMA's **first-class service** in order to minimise risk, safe in the knowledge that they haven't sacrificed quality.

6

**Reputation is everything.** A bad agency is like a grifter. They flatter to deceive, take your money and vanish, often leaving a mess. If you work with sharks, you will get bitten.

With a **sterling reputation** founded as specialists in financial recruitment, our clients know we cannot afford to make false promises or come up short. Our testimonials are proof of their return on investment. Never swim with sharks.

7

**Business partnering.** We spend a lot of time with clients. Being a niche agency allows this. We see this as the best way to get to know their businesses. It **builds confidence**, helping us to form strong, long-lasting partnerships.

The recommendations we make to our clients should be the recommendations **we would make** if we owned their companies. This earns their respect, which is the greatest asset we can have.

8

**Do not wait!!** No matter how prestigious the company; applicants **will not wait indefinitely**.

Those who protract the recruitment process – or fail to communicate effectively – invariably risk losing great candidates to their more pro-active competitors.

Our most successful clients are also the most decisive. They don't wait for an arbitrary number of CVs when all they really need is **one** great one.

9

**Hire bigger than yourself.** Insecurity or ego often leads people to hire beneath them. Yet the surest way to stifle any business is to hire small. So too does hiring smart people to only ignore and suppress their creative insights.

Great people hire great people – enabling their business to **become greater**. Our clients know the value of hiring smart people who can tell **them** what to do.

## why our clients USE US

### The Question

Ask any of our clients what their most precious – and scarcest – resource is; most will say one thing: **“My Time”**

The role of CEO, Director or Manager is never finished. Pressure from external and internal forces ensures **time is always in short supply**. Always in demand.

Conventional agencies may espouse the merits of advantage ‘A’ or feature ‘B’. **But in our experience**, most clients aren’t interested in features. Their time is too valuable and they are not motivated by gimmicks.

Most want an agency – **a business partner** – who shares in their values and beliefs. And when all is said and done, the **real reason** behind why our clients come to us is simple...

### The Gift Of Time

Time to plan. Time to action. Time to grow. Our clients prefer to invest their time where it is most valuable – **driving the business forward**.

Most of all, **our clients know** how much their time is worth. In business – as in life – time is finite. A commodity they cannot afford to waste.

By giving the gift of time, we **relieve our clients** from a major source of pressure and uncertainty.

At the heart of Paul Mitchell Associates ethos is a devotion to **saving our client's time**.

Time better dedicated to discovering their place, people and potential – free from fear.



The Gift of Time





## our clients' journey

1

**Defy convention.** A seemingly counter-intuitive question we often ask clients is this: ***do you really need to recruit?***

Conventional agencies **never** ask this.

But Paul Mitchell Associates has learnt it pays to encourage our clients to think creatively. ***Can a solution be found internally? Is it possible to adapt existing structures? Promote within? No... are you sure?***

Questions like these have often **saved our clients time and money**. Retention rates improve when people invest in existing talent. We challenge clients to explore this avenue first before launching into action.

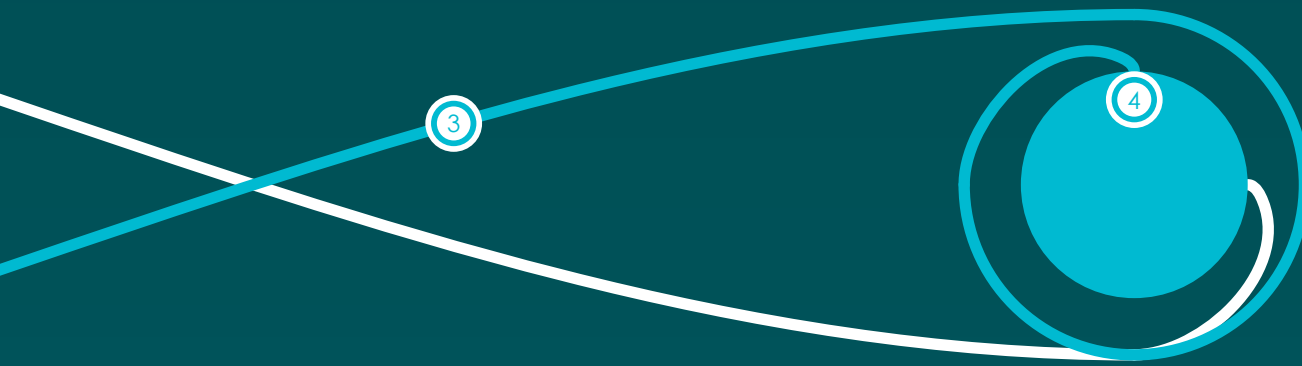
2

**Chart the right course.** Most of our work comes via client and candidate referrals. This way, prospective clients often **know what we can do** – and have seen how others succeeded with us.

But success doesn't just happen.

To do what we do best, clients **must** outline their culture, reputation and vision – not to mention budget and timescale. It pays to identify fit, obstacles and opportunities.

In return, **we provide insight** into brand positioning, competitor trends, salary benchmarking – and more. A thorough brief will point us in the right direction.



3

**Rendezvous.** First, we identify and shortlist prospective candidates from our active and passive networks, before extending our search to the open market. Our clients don't like to be bombarded with CVs – it's a waste of their time.

Rigorous analysis of the candidates' experience, character, motivation, commitment and expectations – verified by qualifications, references and testing – is **essential** for determining a suitable shortlist. We make it a rule to **submit only individuals** to which we have spoken.


Now is the time to meet. We liaise with both parties to arrange interviews and communicate feedback at all stages.

4

**A safe landing.** We take our responsibility for guiding clients and candidates through the critical decision and offer stages very seriously – brokering negotiations to ensure all **mutual interests** are satisfied.

In our experience, decisions made in haste – or through coercion – invariably result in failure. It pays to give both parties **space and time to think**. If on reflection it is determined that a new direction is required, we offer our clients the **flexibility** to revisit earlier steps until the job is completed successfully.

**Failure is not an option.** PMA's aftercare team will follow-up, assist and provide safeguards to support our clients in the unlikely event things don't go to plan.



Our Capabilities



# scope of services

## From The Big Picture... ...To The Tiniest Detail

Here you will find an illustration of the broad spectrum of recruitment services we offer to our clients.

You can also discover more about **WHAT We Do** and who we recruit via our supplementary brochure.



## Where We Work

We recruit for clients throughout the **United Kingdom** – though to date, we are perhaps best known across:

- **Bedfordshire**
- **Derbyshire**
- **Lincolnshire**
- **Nottinghamshire**
- **Staffordshire**
- **West Midlands**
- **Cambridgeshire**
- **Leicestershire**
- **Northamptonshire**
- **Rutland**
- **Warwickshire**



## Recruitment Sectors

We have over three-decades **B2B**, **B2C** and **B2G** recruitment experience within:

- **Public Sector**
- **Charities**
- **Private Sector**
- **Public Practice**
- **Primary** (raw materials)
- **Secondary** (finished goods)
- **Tertiary** (service sector)
- **Quaternary** (public sector)



## Our Industries

- **Accountancy, Banking and Finance**
- **Education and Social**
- **Energy and Utilities**
- **Engineering, FMCG and Manufacturing**
- **Healthcare and Science**
- **Leisure and Hospitality**
- **Marketing, Retail and Sales**
- **Professional Services**
- **Property and Construction**
- **Supply Chain and Logistics**



## Who We Recruit

From **newcomers** through to **industry champions** – we source candidates at all levels, including:

- **CEO / Board**
- **Division Head**
- **Proj. Specialist**
- **Graduate**
- **Apprentice**
- **MD / Operations**
- **Dept. Manager**
- **Team Member**
- **Career Changers**



## Hours & Place

We'll find the right people to fit your **work schedule**, including:

- **Full Time**
- **Part / Flexi-Time**
- **Self Employed**
- **Freelance**
- **Office Based**
- **Remote**
- **Home Working**



## Choice Of Appointment

Whether you need someone right away – or prefer to take your time – we'll **tailor our process** to your requirements:

- **Permanent:** For those seeking longevity, stability or succession planning.
- **Interim:** Ideal for flexibility, bridging the gap or problem-solving.
- **Fixed Term Contract:** Perfect for project work or business restructuring.
- **Temp-2-Perm:** A flexible method to test the water before committing long-term.

We also source candidates to provide support during:

- **Mat / Pat Leave**
- **Sickness Cover**
- **Secondment**
- **Transitions**
- **Adoption Cover**
- **Bereavement**
- **Acquisitions**
- **Winding Down**





## Search, Select & Verify

We identify prospective candidates from an established database of active and passive connections, network of industry contacts, community referrals, social media and targeted advertising.

We offer alpha-numerical, competency, psychometric and system proficiency testing of candidates – together with DBS and employee reference checks.



## How We Recruit

We offer a choice of **competitive** and **flexible** terms of engagement, including:

- **Exclusive Contingency** (most popular)
- **Retained Search & Selection**
- **Preferred Supplier List**
- **Standard Contingency**



i i i





C o n t a c t U s

*Ramiro Arce*  
A S S O C I A T E S

ready to  
**work with us?**

## Become A Signature Partner

Discover **WHAT We Do** and who we recruit via our accompanying brochure. Should you have any questions that cannot be answered here, please telephone us and we'll be happy to help.

Here's how you can find us and get in touch:

## New Business Enquiries

### **Paul Mitchell Associates**

57 Regent Road, Leicester, LE1 6YF

+44 (0)116 254 9404

[office@paulmitchellassoc.co.uk](mailto:office@paulmitchellassoc.co.uk)

[www.paulmitchellassoc.co.uk](http://www.paulmitchellassoc.co.uk)

## Social



T a l k T o A S p e c i a l i s t



*Randolph*

A S S O C I A T E S

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