

# **AVOIDING RECRUITMENT BURNOUT:**

**HOW TO DETERMINE IF A  
TALENT PARTNER WILL ADD  
VALUE TO YOUR BUSINESS**





# INTRODUCTION

## The UK recruitment industry has developed significantly since it was first established

The modern-day recruitment industry has developed significantly over the last decade, but the industry as a whole has been around in the UK for a lot longer than people may realise. Initially, recruitment was seen as a role where you would simply advertise jobs, screen applicants and run CV shortlists, but in recent years there's been a huge shift; the old ways of working in recruitment have been replaced by proactive, digital headhunting.

Interestingly, staffing agencies were established as a result of WWII, in order to fill the workplace void left by those who had been called to duty. Fast forward to now, and recruitment is now one of the largest and most lucrative industries in the UK. There are currently more than 27,700 recruitment agencies in the country, and upwards of 234,000 results when searching for "recruitment consultant" in the UK on LinkedIn.

But the question is: how many of these recruitment agencies are having a beneficial impact on their clients? Are they adding value, or are their approaches outdated?



The CIPD's Good Work Index found that 20% of people surveyed were planning to leave their jobs in the next 12 months, as opposed to 16% in 2021. This means that going forward, competition will be high for recruitment companies to secure the top talent for their clients, and that recruitment strategies need to be proactive and consultative.

Recruitment companies need to establish long-lasting relationships with the businesses they work with, as well as the talent in their sectors, whether people are available on the market or are passive candidates who are currently employed. Adding value to the people you work with is what will set you apart from the competition.

### TOP TAKEAWAY!

Relationship building is the key to recruitment success, given that so many organisations have negative opinions of recruitment providers.



# HOW THE RIGHT TALENT PARTNER WILL HELP YOU AVOID RECRUITMENT BURNOUT

At the beginning of 2022...

- Over 85% of recruitment agency leaders stated that they were either optimistic or very optimistic about the year ahead.
- Nearly 70% of agencies had seen revenue return to pre-COVID levels.

So, what is the outlook like for the upcoming year?

For those who have worked with recruitment companies for their hiring needs in the past, it is likely that they will have had one of the two following experiences:

**1. Expensive fees, infrequent communication, average candidates, very little guidance or consultation, and an overall disappointing service - putting them off working with recruitment companies going forward.**

**OR**

**2. A proactive, personal and consultative approach from a specialist talent partner, whereby communication is frequent and clear, they are advised on how best to recruit, and their roles are filled with the best talent available.**



### TOP TAKEAWAY!

Always give talent providers detailed and honest feedback in order to improve their service.



Working with recruitment companies that aren't prioritising communication and sourcing the right talent for your business can quickly lead to recruitment burnout; determining if a talent provider is right for your business can, for the most part, be identified by your overall satisfaction with their service.

There are a number of potential challenges that may also impact your organisation's recruitment process in 2023, including the pending recession, pressure from your board on minimising spend going forward, and the cost of living - with prices soaring, candidate salary expectations are also on the rise.

It is important to note that the right recruitment partner will help you prepare for potential challenges, and recruit accordingly. Recruitment should be primarily consultative in order for business leaders to understand how to best scale their organisations, taking budget and future growth plans into consideration, and offering flexible payment options where possible.

#### **TOP TAKEAWAY!**

Your recruitment provider should always guide you on the best way to source candidates for your organisation, as well as putting you in contact with the top talent.



# THE FULL SCOPE OF WHAT RECRUITMENT COMPANIES SHOULD BE OFFERING THEIR CLIENTS TO ENABLE SUCCESS

When looking at what recruitment companies should be providing for their clients now, in comparison to what they were offering over the last decade, the main thing to look at is how processes have developed and are continuously improving.

Historically, recruiters were given a brief from an organisation on a role they were recruiting for, and they would source candidates from job applications and a database of candidates that had been built up over time.

At present, the most successful recruitment companies are working effectively with their clients through:

- Consultative advice on salary benchmarking, based on the current economic climate, market trends, competitor rates, candidate shortages, the cost of living crisis, inflation, and business budgets
- Understanding the importance of investing in an Employer Value Proposition (EVP), how candidates want to work for an ethical and sustainable organisation, and the risks of not differentiating yourself as an employer of choice in comparison to your competitors
- Understanding what “culture” means within businesses, the role it plays as part of a recruitment strategy, and what businesses should avoid when describing their company culture to existing employees and potential hires
- The importance of equality, diversity and inclusion as part of hiring processes, and how to eliminate unconscious bias when recruiting
- A strategy around creating impactful job adverts, in order to avoid generic job-specification led adverts, and instead be produced through creative copywriting
- Ensuring recruiters understand the importance of developing a personal brand on LinkedIn to expand their candidate and client networks, reaching as many people in their target market as possible
- Why recruiters should have a clear understanding of the industry they recruit for, understanding trends and forecasts, to be able to provide clients with valuable advice
- Developing and upholding a long-lasting partnership, going beyond the realms of sourcing candidates and arranging interviews in order to work as an extension of an organisation’s in-house recruitment function
- Enabling business leaders to make better, more strategic decisions, which will bring attrition down, and increase morale

## TOP TAKEAWAY!

Recruitment companies should be able to offer their clients strategic advice to improve in-house teams that will be able to work cohesively and achieve overall business objectives.



# HOW TO CHOOSE A RECRUITMENT PARTNER THAT WILL ADD VALUE

The growing number of recruitment companies and recruitment consultants in the UK does not automatically result in a well-versed knowledge of providing an excellent client and customer experience.

Do you feel as though you are experiencing recruitment burnout due to the level of service they are providing?

Or, if you're simply undecided on which recruitment company to work with to develop your team or scale your business, use the following checklist to help make your decision:

- Does the recruitment company understand your business goals and objectives?
- Do they take time to understand your culture and values?
- How do their services go above and beyond what their competitors do?
- How will they advise you on how best to choose the right candidates?
- Have you seen sufficient testimonials from past and current partnerships?
- How can they help you improve diversity within our company?
- Do they know how to eliminate unconscious bias from the hiring process?
- Are they consultative from a business-wide perspective?
- How many long-lasting recruitment partnerships do they have?
- What are their key successes as a recruitment business?
- Can they help you develop/improve our EVP?
- How will they headhunt key candidates?
- What is the average turnaround time for placing people in roles?
- Are they flexible with payment options?



## CONCLUSION

The growing number of recruitment companies and recruitment consultants in the UK does not automatically result in a well-versed knowledge of providing an excellent client and customer experience.

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Recruitment burnout can be caused by various factors throughout the recruitment process, all of which ultimately result in a poor client or candidate service.

Determining which recruitment company to work with can occasionally be a long and difficult process, whereby business leaders have to decide what works best for them - both in terms of their specific requirements, and what they are looking to achieve at a strategic level. Although recruitment companies need to take into consideration factors such as financial restrictions, the cost of living and a potential recession, this should not impact the level of service provided.

As highlighted in this report, businesses have far more to consider when recruiting talent than they did a decade ago. Factors such as ED&I, EVPs, headhunting tactics and developing long-term partnerships are all far more important to hiring managers looking to work with a recruitment provider, than they have been in previous years.

Avoiding recruitment burnout and determining if a talent partner will add value to your business is a strategy in itself; one which should be approached from a commercial perspective, as well as an emotionally intelligent standpoint. Working with the best recruitment company for your business will ultimately impact the satisfaction of your employees, customers or clients, and therefore impact your overall business success.

## ABOUT MCCARTHY RECRUITMENT

We partner with companies across all sectors to help them find the professionals that will make an impact on their in-house functions and teams.

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Whatever your niche recruitment challenges, we can offer a range of tailored solutions to address your needs. We also provide a range of services, including market mapping, employer branded advertising, video interviewing technology as well as RPO and consultancy solutions.

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## CONTACT US

We hope you enjoyed reading the report. We welcome your comments and feedback!

If you'd like to discuss any particular aspect of your hiring or talent strategy, please get in touch with one of our dedicated recruitment experts.

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