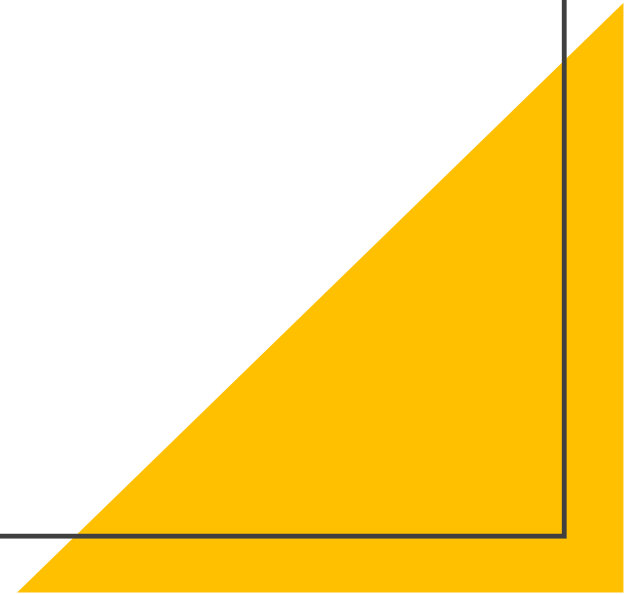




Employee Value Proposition



First Choice Mission Statement

What do you do?

Place candidates in to FMCG, Events and IP businesses

Which sub-group of clients do you want to be first choice supplier for?

SME Drink businesses 2) B2B Events and BI businesses 3) IP and Patent Firms

What must you do to become their first-choice supplier?

Deliver proven talent that they can't, having tried unsuccessfully or through lack of time that will grow their businesses

Mission Statement

To be the first-choice supplier to our clients who want to bring on board proven senior talent to grow their businesses.

Vision - 1

Employees: Firstly, **pride in our people** because they work for a company that values and rewards them, wants to make them the best at what they do, offers them an adventure which is more than just making money and it works hard to help them be happy in their work.

They also have a well-defined career path with all the training, coaching, support, and experience they need to advance their careers.

Clients: Secondly, **appreciation in our clients** because they know they are so much more than just a source of revenue to us. We listen and understand their goals and work hard to help them reach them.

We're obsessed with finding the right people for them and making the hiring experience an easy and pleasurable one. We also keep in touch and add value even when there are no vacancies to work on.

Prospects: Thirdly, **desire in our prospects** because when they see the results we are getting for our clients, the way we treat them and the added value we provide, they want the same.

Even before we've begun to trade with them, we will add value, we will treat them with courtesy and respect and we will listen to what they have to say.

Vision - 2

Candidates: Next, **respect in our candidates** because they know we treat them as customers too. We won't waste their time on unsuitable vacancies, we'll keep them posted even if it isn't great news and most of all we'll work hard to find them the right job, not just any job. We work for them, and they know it.

Competitors: Finally, and I'm not necessarily proud of this, we want to create the emotion of **fear in our competitors** because when they discover we have just started working with one of their clients they know what's coming.

We will use our high service levels, our results, our content, our attentiveness, and our easy style to edge them out leaving us as their recruitment partner of choice.

Summary:

Our vision is to become the most respected business within each of our chosen markets, ensuring that our clients receive the highest quality of service and value for money, whilst being recognised as an outstanding place to work by our employees.

Our Values

Results

Above all else we are paid to get results for our clients. That means identifying the best possible candidates out there and then making the placement with the least inconvenience and effort on behalf of our clients.

Integrity

Integrity builds on trust and integrity comes from being reliable, honest, transparent and keeping our promises,

Innovation

We will deliver innovative solutions to our clients and ensure we are abreast of the latest tools, techniques and technologies that could benefit our clients.

Simplicity

Simplicity is hard. But we will simplify every process, explanation and communication we make for our clients.

Boldness

We make things happen. If we hit a brick wall we go around it or through it

Our Behaviours

Results

- Get the right person, with the right experience, the right attitude and for the right price at the right time.
- Spend the necessary time to understand the requirement and any other relevant information
- Play back the requirement to our clients to ensure we have it right.
- Engage brief via a retained HH contract when possible enabling us to provide the highest level of service and results
- We have not done our job until our client is satisfied.

Integrity

- We always keep our promises
- Be sure you can deliver what you promise (pushing back if brief is unrealistic) and then keep to it
- Never sit on bad news – Report the issue with proposed action at the earliest opportunity
- Always be early and be prepared
- Seek to understand before being understood
- Treat people with the courtesy and respect that you expect from others

Our Behaviours

Innovation

- Spend time to solve any problems that arise and not give up until we have a workable solution.
- Invest time to becoming aware of the latest recruitment technology, techniques and tools that will offer more for less to our clients or increase the depth of our services for them.
- Experiment to improve every aspect of our service and the way we add supplementary value to our clients.
- Add value to our clients in any way we can.

Simplicity

- We will communicate in a clear and unambiguous way so it's easy to understand what we are saying.
- We aim to avoid using three words when one will do.
- Our Q&A sheets and Hintros will make it easy for our clients to gather and assess all the information they need to quickly make a decision on a candidate .
- All candidate feedback will be timely and accurate.

Our Behaviours

Boldness

- We speak the truth even when the truth doesn't want to be heard
- We'll make things happen when others give up
- If we get knocked down we get straight back up