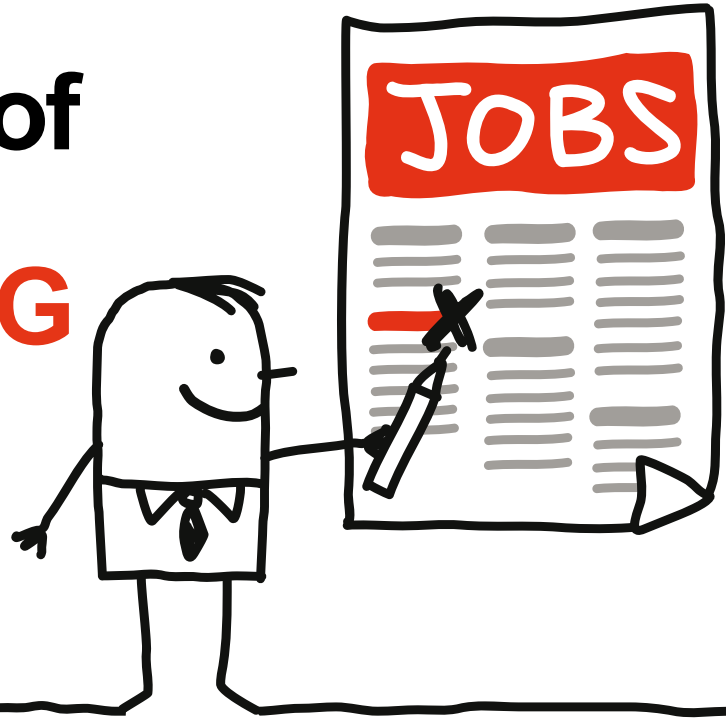


# The Reality of RECRUITING

*Angela Coyle looks at how recruitment agencies are adapting their business model to suit the current market, and outlines the key areas for industry growth in 2011.*



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**”**

*Greg O Hanlon*

## CREATING A TALENTED TEAM

GHI Consulting assists companies in achieving goals such as cost cutting, maintaining and acquiring critical talent, and generating new business. Instead of heading down the traditional executive search route of pitching for search mandates, sourcing talent for clients and moving on to the next pitch, GHI decided to do things differently. “Often candidates who missed out displayed standout talent and experience that we felt could add significant value to other SMEs and corporates,” says Greg O’Hanlon, Partner at GHI Consultancy Limited. “In addition, we have sought out strategic and often well-established brands, both in Ireland and internationally, to complete our talent pool. We also proactively promote new business opportunities via our networks to our clients.” GHI’s strategic partnerships include a global recruitment cooperative called the National Personnel Association (NPA).

The NPA has a membership of around 700 owner operated recruitment and search specialist firms. “This gives international reach and enables us to engage in both local recruitment mandates plus multinational searches,” explains O’Hanlon.

“We are actively working with clients on various stepped change restructuring projects involving hands-on assessments of all systems and process, operational inefficiencies, and business and HR strategies, to achieve targeted staff cutbacks and savings goals required to save the enterprise.”

An area to have caught the imagination of CEO’s and senior management is an attractively priced online business process compliance tool, that sits on top of current systems, and grabs tailored headline reports to enable management to stay on top of changes as they occur, live, in the business. “We personally use this system for our own management tool, and find it invaluable,” says O’Hanlon, “it also enables our clients to log in and check out our progress with their project, which is a great way to keep us on our toes as there is no hiding!” GHI has aligned itself with a Boston-based group, the Objective Management Group (OMG), which provides sales ability online assessments. “This process generates a proven immediate impact on the bottom line of about 30-50 times the investment. We screen both existing sales teams and potential sales/customer-facing candidates and target online training directly to specific needs.”

O’Hanlon is quick to add that in the area of commercial insurance “GHI is the only service provider in the Irish market who engages the client, brokers and underwriters in a process that introduces real competition and has achieved savings of up to 50 per cent, which is a very welcome saving especially where annual premiums are very large.”

GHI also provides venture capital opportunities for both the investor and companies seeking funding. “We have aligned ourselves with Advanced Equities Inc from San Francisco. Not only can we supply talent into FS and banking organisations but we also provide investment options for their clients generating over 2.5 times their investment within 18 months,” concludes O’Hanlon.