

SUMMIT RECRUITMENT AG

Q2 2020
NEWSLETTER



IN THIS EPISODE

- An introduction to our new quarterly newsletter
- How we've all been affected by Covid-19

THE LAUNCH OF OUR QUARTERLY NEWSLETTER

By Tom O'Loughlin

We've decided to launch a company newsletter to bring you into our world here at Summit Recruitment AG.

As your recruitment partner for the Swiss market, we would like for you to get to know us a bit more personally. So over the course of these newsletters we will aim to give you an insight into our business, backgrounds, what we do and how we plan to continue to support you. As well as bringing you tips and advice that could help you in the future.

We aim to send this out once per quarter and always keep the content concise and useful.

In the following episodes you'll one by one get to meet the team, including some video content and an insight into why candidates and clients use us, rather than operating directly.

Should you not wish to receive this newsletter any more, just let us know and we'll remove you from the list. Feedback as always is much appreciated.



THE COVID-19 EFFECT

Summit's challenge

When Switzerland went into lock down mode, we understand that you all had to adjust to a new way of both life and work.

For some of you this was a welcome change, a chance to spend more time with the family and allowing reflection on what really was most important for you.

For others, it was extremely disruptive. Trying to balance home and work life side by side.

For us on a business level, the challenge came in two parts.

The first part, came when almost overnight all of the positions we were working on were either cancelled or put on hold.

For those of you that don't know how recruitment works, we operate on a success basis, so if we are not successful (for whatever reason) then we don't receive a fee for the work and time we've invested. This meant that weeks and even months worth of work on the open positions, was seemingly all for nothing.

Although, we're used to normally having to work on several processes simultaneously in order to have one successful one, it is always difficult when you do a "good job" and then for reasons outside of your control you are unable to be successful.

However, having worked in this industry for 12 years, I know good work is never for nothing. People (generally) appreciate when we do a good job for them, even if it's not successful and in the future hopefully we have the chance to work together again.

The second part of the challenge, was with what to do with our time when we had almost zero positions to fill. In a normal working week 95% of our time is spent finding candidates for our positions. We try to focus on quality over quantity, but some of you might be surprised to know that the average consultant here sends just 5 CV's to our clients per week. It is a much more time intensive process of searching, contacting, interviewing, selecting and presenting profiles than most people initially think!

We've all had our challenges over the last couple of months, here's an insight into ours.

So we spent some time as a team coming up with some ideas for projects that we could do during this period of reduced demand.

In short we:

- decided to start a quarterly newsletter (and here's our first one)
- are in the process of engaging a local web agency to redesign our website
- underwent a massive database improvement/cleanse project to improve our ability to find quality candidates quicker.

On a personal level as we return to normal business over (hopefully) the next month or so, I'm looking forward to the face-to-face daily interactions, team spirit, learning and "banter" (jokes) that we have as a team.

We are in a people business after all...