



Institute of Recruiters IOR Becomes Standards Bearer for Recruitment Qualifications and Training

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Raising standards in recruitment is a central reason for the IOR's creation, to further professionalise the UK recruitment industry in which to date, no existing recruitment body has delivered a single regulated qualification in its entire history - and currently trainers are not required to achieve any formal external quality standards that their clients can rely on. Even much smaller industries have long since established official 'Regulated Qualifications' (by OfQual – Britain's Qualifications Regulator) and delivered them to their industry, and the IOR believe it's time for recruitment to catch up and confirms all IOR qualifications will be officially regulated.

To raise recruitment training standards the IOR is delighted to announce that Jorgen Sundberg (expert in Social Media Marketing) along with Robin Hills and Doug Haynes (experts in Emotional Intelligence) have joined the IOR's network of Accredited Trainers - completing the accreditation process conducted by the IOR's Accreditation Committee and managed by External Assessor Karin Dean.

James Caan, Hamilton Bradshaw CEO said of the initiative: "Recruitment training can be good or bad, depending on who trains you. I welcome the IOR creating a way of accrediting recruitment trainers so there can be some benchmark of quality which will help to improve standards in our industry."

Jo Gregory, IOR's Director of Training & CPD added: "IOR Trainer Accreditation is the only industry accreditation specifically developed for the Recruitment Training Industry, and not only ensures the IOR has the highest quality team delivering its CPD and Qualifications - but enables trainers to obtain the highest quality mark for their training."

Trainers play an instrumental role in developing and nurturing talent. As well as delivering content to learners that imparts the necessary knowledge required, IOR Accredited Trainers will also assess learners to ensure they can fully demonstrate what they have learned. IOR training is all underpinned by the British National Occupational Standards in Recruitment and business ethics that will shape our industry for years to come.

IOR Director General, Azmat Mohammed explained: "To do things to the highest quality takes a lot of investment, time and commitment, but that is something we are prepared to do as we lead the drive for better standards. Our qualification curriculums will also demonstrate the quality of our education and we invite the industry to take a look at what we are creating."

As well as introducing this industry standard accreditation for trainers the IOR will deliver Professional Awards and Qualifications in Recruitment Training and Performance Coaching, the first of which will be tailored to the role of a Recruitment Trainer and Coach.

Hannah Keep, IOR Academy MD stated: "I see the recruitment industry being where the coaching industry was about 15 years ago - in that it lacked core standards and a vehicle for buyers of services to differentiate between suppliers and their expertise. Now, when applying for coaching contracts within the corporate market, the decision making criteria used will include what coaching accreditation is held and with which organisation.

"I hope to see the recruitment industry following suit in that providers of recruitment services become professionally accredited and qualify with nationally recognised qualifications - and buyers of these services prioritise this criteria when buying. To raise standards in the industry, both sides – buyer and supplier - are responsible for taking seriously their commitment to best practice and the IOR is committed to providing the framework for doing so."

If you are a trainer working in recruitment, independently or within an agency, and would like to learn more about the IOR Trainer Accreditation or Qualifications please email:

support.team@theior.org.uk