

**Client:** Hamilton Bradshaw  
**Source:** Evening Standard (Main)  
**Date:** 30 September 2013  
**Page:** 42  
**Reach:** 701917  
**Size:** 125cm2  
**Value:** 8293.75



**HAMILTON BRADSHAW**  
Investing in people with passion

## Right steps for marching to ex-military jobs success



James Caan

*Dear James,*

I AM a regional director at an ex-military recruitment agency. I know there are shortfalls of trained personnel, and I feel employers can gain from a specialised agency such as ours. What's your advice?

*Paul Lewis*

THERE is an excellent opportunity for you to succeed, because there is a clear gap in the market.

To be the best in your area, you must be a specialist. You are dealing with ex-military personnel, and they will want to speak to people that know the challenges they are facing. I understand your offices are manned by people that have experience in these situations, but this must run throughout the company.

Understanding your customer is the key to any business.

Have a passion for what you are doing. In recruitment you are dealing with people's lives, and going into a new job can be a big step. Be sensitive to people's needs.

Get your name and brand out there as much as you can. Recruitment can be a crowded market so you will need to be creative. Consider a tie-up with local military schemes, and attend Army events where you can showcase your services.

Get candidates you have placed to recommend you, perhaps with some sort of incentive scheme. Make sure you keep clients updated, with

monthly or quarterly newsletters.

For more information on recruitment entrepreneurs I'm looking to invest in: [www.hbhumancapital.com/500000-dragon-investment-for-your-recruitment-start-up](http://www.hbhumancapital.com/500000-dragon-investment-for-your-recruitment-start-up).

■ *The Business Class with James Caan launches on CNBC on October 7.*