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**HAMILTON BRADSHAW**  
Investing in people with passion

## Now's the time to start hiring if you want your business to grow



James Caan

*Dear James*

I started my advertising business in 2012 and I'm producing a good profit. It is me and three others, but with the economy picking up I think there is room for growth. Should I start hiring, and how can I compete with bigger businesses?  
*Martina*

I've spoken before about how vital it is to hire talented staff for a business to grow. Unemployment in the UK is

falling now so there are many other businesses which feel the same.

If you think there is a demand for your service, I would advise you to start hiring now.

If you can afford it, consider a recruiter as they have their own database. However, I assume your budget is not endless, so be careful and targeted. Start off by using your present employees – get them to tap into their network. Also make use of trade websites and social media; you want to ensure your message is getting across to the right people.

Small and medium-sized enterprises often feel at a disadvantage when they come up against a large corporation but this isn't the case. What you have going for you as an SME is your culture. This is one of the best things you can offer, so ensure this stands out in your job ad.

Also emphasise the fact that people working for you can take on a lot more responsibility, be closer to the decision maker, and potentially experience less bureaucracy than at

larger corporations. You will find that a lot of people want to get involved with the core operations of a growing SME, and the opportunity to learn directly from a company founder is a great selling point.

■ For more tips and advice, download James Caan's free Business Secrets app on iTunes and Android