

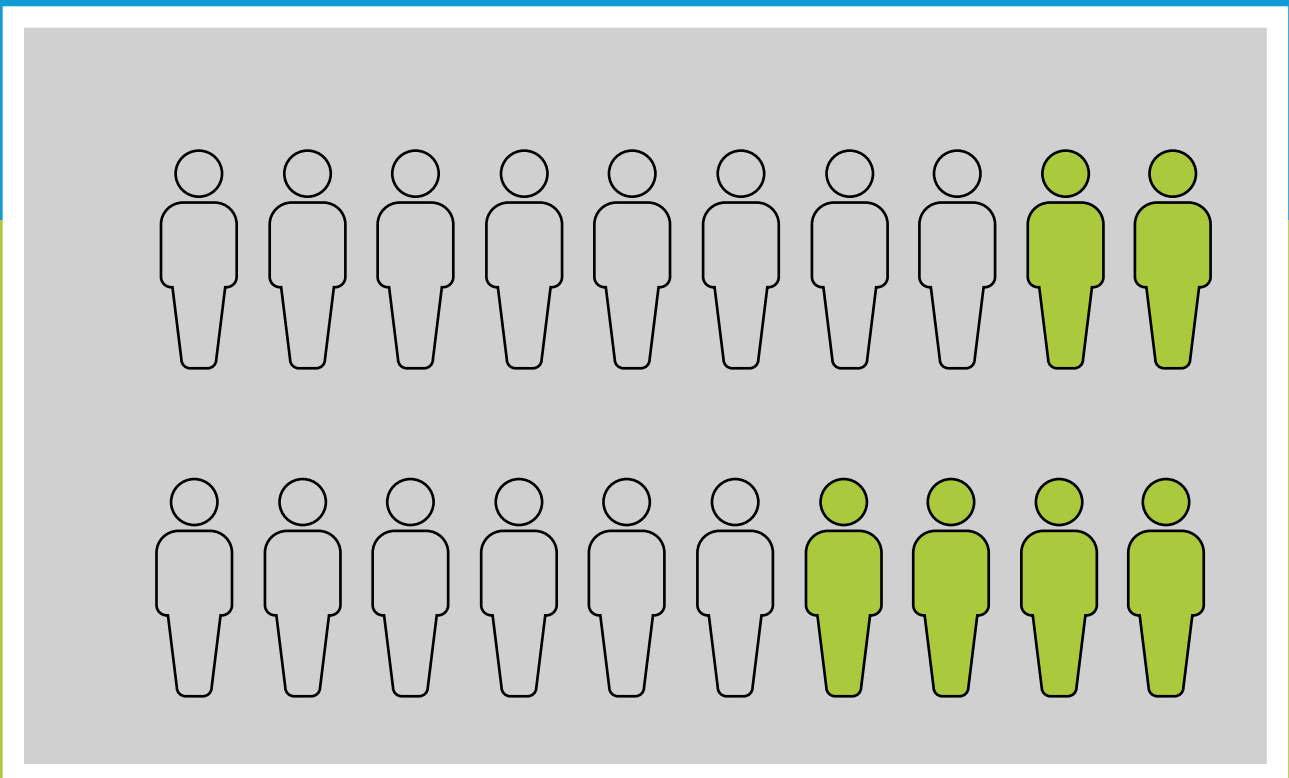


## Recruitment Agency

# Where will your recruitment business be in 5 years?

---

Now more than ever, future planning is a vital part of a successful business.





# Where will you be in 5 years?

Knowing where you want to be in the future will help with decisions today, plan a path to reach your goals and give you motivation on the hard days. You wouldn't start a journey without knowing which direction to turn, the same applies with your business!

We've put together a guide on how you can produce your 5 year plan and create a map between today and those goals.

## Who are you?

This may sound like a trivial question, but this step is not to be skipped!

What is your brand ethos? What values are central and vital to the individuality of your recruitment business? Are you focussed on team building or client entertainment?

What sets you apart? Describe what your recruitment business specialises in, think about who your current clients are.

If your recruitment agency is already established, consider how you have evolved since starting which can help plan the future.

## Where do you see the business in 5 years?

Do you want to expand to more sectors, make your first million or retire on a beach? Whatever the plan for 5 years time, put it down on paper.

Think about all your long and short term goals, both in business and individually – if you want to be able to retire at 45 write that into your plan. You can break it down even further if it helps, make a plan for 1 year, 3 years or even continue to 10/ 20 years.

You can call us on **01625 544 679**  
or email **team@agencyaccountant.co.uk**

## How is your Business doing today?

You've decided where you want to be, now you need to understand where you are currently.

Make lists of your strengths, weaknesses, opportunities and threats. Take a deep look into your finances, your accounts for past years, what's working, what needs improving, who is integral to your business etc. Getting everything located in one place makes it easier to map out and really understand the health of your business.

## How is the competition looking?

The next step is to look at your competitors. You've got a great understanding of all aspects of your recruitment business, it's always beneficial to look at the other players in your market.

Are you keeping an eye on what your competitors are doing? Are there features of a competitor that you'd like to adopt?

As they say, knowledge is power! So if you don't know, find out what your competitors are up to.

## How are you going to achieve your vision?

Now you've got your goals in place, the best thing to do is work backwards from each individual goal to work out how to get there.

If you want to focus on new clients, analyse where your existing clients came from and direct your energy in that direction.

If you want to expand your specialism, hire those that work in that sector. Learn from them and utilise their knowledge and contacts.

## Don't stop now!

Keep up to date with how your recruitment business is going and refer back to your plan regularly.

You could write down and frame your goals or save them as your phone background, but don't forget to apply that dream to your day-to-day decisions and allow it to guide you to that end goal, always keep in mind the result you're working towards....A successful recruitment agency business.!

It does take time to put all this together, but can you afford not to have a strategy for growth?

Dedicating some planning now will save time in the future, obviously no journey is a perfect straight line, but if you have a map it'll certainly help to keep you on track!