

ANNUAL GRADUATE MARKET REPORT 2006



Graduate
▶▶▶ SUCCESS
Graduate Success Is Our Business

Introduction

- **The importance of your time**

Before we do anything else let's tackle the first issue, *'Have I got time to read this?'* With the growing challenges around recruiting talented staff more and more companies, large and small, are turning to the graduate market place to solve some of these challenges. So whether you currently recruit graduates or have thought about it – this report is for you.

The report you are reading is part of a series, of 7 in total covering what we consider the '7 Steps to graduate success', which cover every aspect of graduate recruitment and development. You can access them all FOR FREE or just the one that is relevant to you right now.

- **All under one roof!**

In an increasingly competitive market, the best stay the best because they never stop learning and improving. We recognise the need to continuously develop our thinking and want to take this opportunity to share our findings with you.

In this year's report, we have taken the cream of the latest research on the graduate market, including the latest topics from the recent AGR (Association of Graduate Recruiters) conference, research from Prospects, Hobson's, TMP Worldwide, The Guardian, Real World and others, as well as contributions from Anna Brokenshaw and Alan Etherton here at Graduate Success. We have also added our commentary and analysis in considering what this really means for you, our fellow graduate recruiters and developers.

Graduate Success recruits and develops graduates for organisations all over the UK; from SMEs to global multi-nationals. **Our aim has always been to deliver the best graduate talent and work with our clients to retain and develop that talent.**

In 2006 we were approached by CRAC (Careers Research and Advisory Centre) to assume the nationwide support for SIS (Student Industrial Society), the organisation dedicated to developing relationships between under-graduates and businesses that recruit graduates. This is a natural fit for us, as we have been working with many of the UK Universities since we started in 1994. In that time we have seen the market place change significantly, but we still fervently believe that graduate success comes, in part, from effective collaboration between industry and universities.



- **Simple reference**

Each Report for 'The Seven Steps to Graduate Success' is outlined below, you are reading one of them now and can have access FOR FREE to others or the report in its entirety just by emailing us at 2006report@graduatesuccess.com

Step 1: SEARCHING

How to find and attract the applicants?

Step 2: SELECTING

What process can be used to identify the best?

Step 3: SECURING

What can be done to maximise those 'job offers'?

Step 4: INTEGRATING

How to get your graduates up to speed more quickly

Step 5: DELIVERING

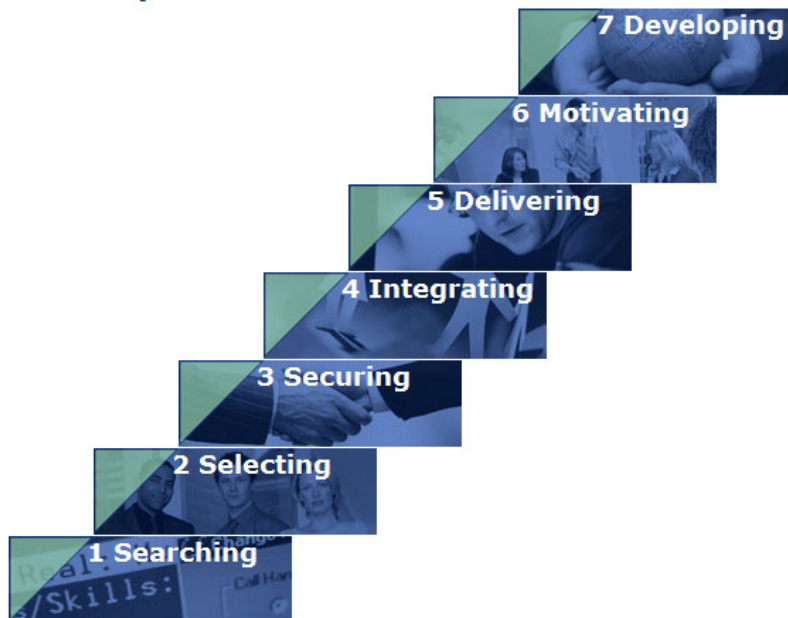
What can be done to get them delivering value faster?

Step 6: MOTIVATING

How to inspire them to take control of their career and development

Step 7: DEVELOPING

Retaining your graduates through building the right careers



Step 6: MOTIVATING

How to inspire them to take control of their career and development

“What happens to me now?”

One of the most frustrating experiences for us as graduate recruiters is meeting graduates who are looking to move on once their graduate programme has come to an end. Why would an organisation invest all that time and money in their graduates only to lose it? We believe it is because one day the graduate feels special on the graduate fast track programme, and the next, they're just another member of staff!

In our experience there are far too many companies, large and small, where we have seen this happen consistently.

So how can we motivate our graduates, as they come to the end of their programme, to want to stay?

What can be done?

First of all you should be asking: “Do we want them to stay”?

If so, what can you do to ensure that they will? As with recruitment, it's no good turning on the charm right at the end as the damage will be done by then, but assuming you have done a good job throughout the programme what's next?

Show them how to take responsibility:

Firstly, our recommendation would be to stress the importance of them taking responsibility for and driving their own development throughout the programme, as well as showing them how to do this. Rather like in Europe with schools, children spend their very early years learning how to learn before having to learn specific material. I would suggest you use your programme to give them these skills. So that ideally, come the end of the programme, they are driving their own career already so don't feel the need, or indeed want, a set programme for themselves.

And secondly, run a short programme at the end of the graduate programme to reinforce this; helping them to feel that they are in control of their future and understand what they can do to make it happen through their work. This should lead to fulfilled, highly productive individuals within your organisation and most of all for you, a graduate programme that delivers for the business!

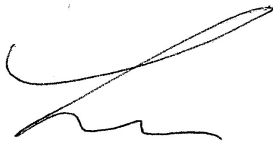
For an example of this, see the [RED Programme](#) on our website.

Conclusion

It will be no surprise for you that the graduate market is becoming more competitive; graduates themselves are becoming more powerful in the recruitment process, choosing when and how they will be recruited. Recruiting real talent, at whatever level, is not easy – yet too many companies still don't take their graduate activity as seriously as their senior level recruitment. What are you recruiting graduates for, if not for future senior management?

The winners in the war for graduate talent will be those organisations that put their applicants at the 'centre' of the process. Take the time to really understand your customer (the graduate), be bold and make the changes that will ensure you compete effectively and efficiently for the best talent for your organisation.

More companies than ever want to recruit graduates and it is not without good reason – graduates are good for business!



Simon Reichwald
Managing Director – Graduate Success



P.S. If some or all of this has struck a chord with you – give me a call. I'm happy to come and meet with you to review your current process with no further obligation. You can reach me on the main office number or call me directly on 07813 793240 – alternatively, email me at simon@graduatesuccess.com

P.P.S. If you just want us to stay in touch with you, we compile a regular newsletter - The Graduate Market - which is full of genuinely practical information, whether we are working with you or not. We are passionate about the graduate market and regularly send out useful bulletins. If you would like to be on our mailing list call me, or send me an email.

Who is Graduate Success?

Graduate Success is a Specialist Graduate Selection & Development Consultancy with over 12 years of experience in the graduate market.

We deliberately work with companies who are *committed to achieving excellence* with graduates. We believe that there are **7 steps to graduate success** – *searching, selecting, securing, integrating, delivering, motivating and developing*. We work with organisations on some, or all, of these areas because we have only truly succeeded when your new graduates are delivering value to your organisation faster than ever.

Graduate Success is a member of the AGR (Association of Graduate Recruiters). Simon Reichwald, Managing Director of Graduate Success, sits on the AGR Task Group for Education, Training & Development; he was one of the speakers at the 2006 AGR Spring Conference and at the Summer Conference, Graduate Success launched new research (focusing on emotional intelligence) into what makes graduates successful in the long term.

In addition, taking over the management and development of the SIS (Student Industrial Society) is an exciting development for the company, as we passionately believe in the need for proactivity between industry and its future graduate recruits.

What makes Graduate Success truly different?

We are so much more than a recruitment organisation. We believe that we should **share the responsibility for the success** of the graduates we place. We achieve this by working with our client companies, through tailored support and development of those graduates, to ensure they deliver outstanding results in line with agreed company expectations.

We want to ensure that you get the right graduates AND that they achieve what you want and need from them, not just in the first few months but at the end of year one, two, three ...

Three great reasons to use Graduate Success:

- 1. Dedicated resource making life easier & freeing up your time** - We want to take the hassle and huge time commitment out of the recruitment process, whilst still 'casting the widest possible net' when seeking to attract graduates to the role. Our team is absolutely focused on putting the highest quality shortlist of candidates in front of our clients for final selection.
- 2. Delivering the result** – Our dedicated Account Management team is focused on achieving the result that you want. Our average conversion ratio, at final interview, is **3:1** – so for each new employee we would expect you to have to assess a maximum of three candidates.
- 3. Getting value from your graduates, fast!** - For us it's about more than just finding the right graduate...We want to help our clients get the best from their bright new talent.

When you work with Graduate Success we don't stop when we have found you your next 'intake of talent' we will provide ongoing performance coaching & support tools to ensure your new graduates contribute to your business more quickly...

AND we guarantee them!