



# newRECRUIT

the newsletter of Jonathan Lee Recruitment

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**FUTURE OF  
BRITISH  
MANUFACTURING**



## Talking Internet of Things (IoT) with Autodesk



We were absolutely delighted to welcome Asif Moghal, Senior Industry Manager from Autodesk, to our offices recently to speak to our team about the Future of British Manufacturing Initiative (FoBMI), the Internet of Things (IoT) and how the 4<sup>th</sup> Industrial Revolution (4IR) is affecting manufacturers.

Asif explains: "Many organisations have initiatives in place to reduce costs, improve productivity, optimise processes, or simply innovate, but even with these in train, the speed at which new technologies enter the market is increasingly alarming for many."

"The future belongs to companies that quickly figure out how to collaborate and personalise their products and services, flexibly design and manufacture them and ultimately step into the world of connected services. We want to enable British designers and manufacturers by providing a truly agile product innovation platform that helps them do this continuously and profitably."



## Jonathan Lee Recruitment becomes core partner of the Future of British Manufacturing Initiative (FoBMI)

Engineering, manufacturing and technology recruitment specialist, Jonathan Lee Recruitment, has announced it has become a core partner of the Future of British Manufacturing Initiative (FoBMI).

FoBMI, led by engineering design software specialists Autodesk, brings a hands-on approach to helping UK design and manufacturing SMEs embrace digital technologies that help them make better products, sell more and generate greater profits.

As one of the core partners, Jonathan Lee Recruitment will bring their expertise in advanced manufacturing and engineering to provide skills advice to SMEs involved with the initiative.

One of the key components of the initiative is a readiness assessment which can be accessed via Jonathan Lee Recruitment's website, [jonlee.co.uk/FoBMI](http://jonlee.co.uk/FoBMI). This provides the first step to gaining practical and realistic advice to businesses wanting to improve and adopt disruptive technologies.

David Woakes, Group Business Development Manager at Jonathan Lee Recruitment, commented: "A key aim of this initiative is to add substance to the 4<sup>th</sup> Industrial Revolution (4IR) or Industry 4.0; the readiness assessment tool provides the first step to practical advice to driving genuine competitive advantage for the UK industry."

"We want to demonstrate that the benefits associated with Industry 4.0 are truly accessible to businesses of all sizes. 4IR continues to build momentum, and if companies are not including this phenomenon in their strategic planning processes, they are already behind the curve."

"Our SME client base acknowledges that industry is changing, and customer expectations are evolving with smarter, better connected and customised products, but don't often have the time, digital skill-set or digital knowledge to know where to begin. FoBMI is about removing the jargon and buzzwords, identifying which elements of 4IR are actually relevant and providing practical help to getting started."

"We are looking forward to working with the Future of British Manufacturing Initiative (FoBMI) to share our expertise and support businesses in navigating these changes and preparing themselves and their workforce for the future."

Asif Moghal, Senior Industry Manager at Autodesk added: "We are thrilled to welcome Jonathan Lee Recruitment as a core partner - their commitment to addressing future skills challenges and in-depth understanding of 4IR transformation will be invaluable."

"British manufacturing continues to experience incredible pressure to remain competitive thanks to increasing



**Photo inset:** Jonathan Lee Recruitment announced that they became a core partner of the Future of British Manufacturing Initiative (FoBMI) at Advanced Engineering 2018, alongside three guest speakers (left to right): Chris Greenough, Commercial Director - Salop Design & Engineering, David Woakes, Group Business Development Manager - Jonathan Lee Recruitment, Dr Megan Rohayne, Memberships Development Manager - EEF and Asif Moghal, Senior Industry Manager - Autodesk.

globalisation, aggressive competition and a greater sophistication of the products requested by consumers to be designed and manufactured.

"Combine these factors with disruptors like cloud, mobile computing, additive and subtractive manufacturing and you're describing an environment that is complex. Once demystified, it has the potential to create impressive, new and sometimes unimaginable opportunities for those who are innovative and agile, no matter the business size."

"We are truly serious about enabling British manufacturing. The industry needs to roll its sleeves up and work together to deliver some pragmatic initiatives that genuinely make a difference to the typical manufacturer, who doesn't have the resources of larger organisations."

"Alongside our core partners, FoBMI will support any SME requiring guidance. Our overall aim is to make the UK a global leader in the 4<sup>th</sup> Industrial Revolution."

FoBMI core partners also include Lloyds Bank, Simon-Kucher & Partners, FBC Manby Bowdler and MacIntyre Hudson Associates.

To complete the assessment form please visit [jonlee.co.uk/FoBMI](http://jonlee.co.uk/FoBMI). For more information about the Future of British Manufacturing Initiative, visit [autodesk.co.uk/FoBMI](http://autodesk.co.uk/FoBMI).

# Nail the counter offer

As recently featured in Professional Engineering, Grant Nisbet, Operations Manager for Jonathan Lee Recruitment, discusses the potential pitfalls of the counter offer for employers, and what employees should do if they are the one being counter offered.

In this candidate-led market, when a valued employee intends to move on, it's no surprise that many employers consider making a counter offer in order to retain their services.

But how do you decide whether making a counter offer is the right thing to do?

## Understand the why

Firstly, it is important to understand the employee's motivations for looking for alternative roles.

A recent snapshot of the information provided by Jonathan Lee Recruitment showed that there are a variety of factors that influence the decision to move on. Salary is rarely the sole driver. Employees can be enticed away by job content and more challenging work, remuneration and benefits, greater recognition of skills, abilities and contribution, better personal and career development opportunities, dissatisfaction with a manager or the business culture.

Unless you understand the key drivers for the employee, it's impossible to know whether a counter offer will truly address the underlying reasons for the move.

## Avoid empty promises

Experience shows that more than 80% of people who accept a counter offer still leave the business within 12 months of their initial resignation.

The explanation for this is simple. Most people are anxious about change and therefore when a current employer offers more money and tells them that they are really wanted or that the things that frustrate them will change, they are often tempted to stay with the familiar.

However, if the employer can then not deliver on the promises made, or addressing the issues was not reasonable or achievable in the first place, it may well be best to part ways sooner rather than later.

## Get ahead of the game

However flattering, a counter offer is often regarded by the outgoing employee as a belated recognition of their value and contribution in response to the threat of losing their skills. This can often leave a sour taste. Why does it take a third party to recognise their worth before you do? Make

sure that any counter offer is perceived positively and will not cause future problems.

You also need to consider the effects on other employees; if they see a colleague receiving a promotion, pay rise or increased benefits as a direct result of handing in their notice, might they follow suit?

In a sector as competitive as engineering, if you have great people that you want to keep, make sure you have a plan! Regular communication, succession planning, career development plans and new reward schemes are all ways in which a supportive employer can ensure staff feel motivated, understand their drivers and ambitions and keep them engaged for the long term. Action is always more positive than reaction...

## What if it's me being counter offered?

How do you decide what to do? Here are some questions to stop and ask yourself:

- Will the situation here really improve just because I said I was leaving?
- If I stay, will my loyalty be suspect and affect my chance for advancement?
- The pay rise makes me very expensive for the job I am now in. How will that affect any future rises or external prospects?
- I received this counter offer because I resigned, will I have to do that the next time I think I am ready for a pay rise or promotion?

# Promoting a people-based industry

As recently featured in Recruitment International, Jonathan Lee, founder of Jonathan Lee Recruitment, spoke to Becky Wilson from Recruitment International as the company celebrates its 40<sup>th</sup> anniversary, sharing his thoughts on everything from technology to plans for the future.

Jonathan began his recruitment career in 1976; after applying for a role through a recruitment company, he was so impressed with the interview process, he asked to join them instead. He worked for the company for two years and set up its Birmingham office, before deciding to start up on his own in 1978 launching Jonathan Lee Recruitment in the West Midlands, focusing on the engineering and manufacturing sectors. Today, the company has 100 employees, and has offices in Stourbridge, Basildon, Warwick and Dubai. Reflecting on the process of starting up his own business, Jonathan reveals, "It was very challenging as companies in the West Midlands at this time were really not used to using agencies, especially for technical recruitment."

Forty years on the business continues to go from strength to strength, innovating and adapting to meet the opportunities and challenges of today's recruitment environment. Jonathan explains that there is currently a great opportunity to expand its design services company, due to the demand for more design and digital modelling services, particularly from established and emerging electric vehicle OEMs. The company's search and selection business is also growing, and it is seeing an increased need for permanent and contract recruitment across several industry sectors. One of the major challenges, in comparison, is increasing levels of legislation, most notably GDPR. There also continues to be a shortage of high-quality candidates and Jonathan observes, "Many companies now have their own in-house recruitment teams, so we must remain ahead of the game to continue to demonstrate additional capability."

## A supportive culture

With the company celebrating its 40<sup>th</sup> anniversary during 2018, Jonathan believes that its special culture is key to its success. "We are very proud of our culture which is extremely supportive and promotes teamworking, a can-do attitude, family spirit, professional attitude and a good work/life balance. As the company has grown, our employees still regularly socialise, although I no longer know all of our team's families personally. Our core values are the same, and it remains a family business".

In order to promote this culture and attract and retain key talent, Jonathan shares, "Our brand is key to attracting people and we try to ensure that work is fun. Our members will stay with us whilst they remain happy and we continue



to be successful." When it comes to adding new talent to the business, the company is always looking out for people with a good attitude, empathy and crucially, an ability to understand its technical markets.

To celebrate the landmark anniversary, the company held a celebratory anniversary luncheon for over 200 clients, business partners and staff in June, as well as a family fun day for staff. The summer party took place in September, and former employees were invited to a celebratory gathering more recently. Jonathan Lee Recruitment is committed to its CSR work and supporting local charities. As part of this, at the anniversary luncheon, the company raised £4,000 for The Emily Jordan Foundation, a charity that supports people with learning difficulties.

## The benefits of technology

Jonathan Lee Recruitment is positive about the impact of new technologies on business and Jonathan says, "They present an opportunity to interact with our customers more quickly and in a more targeted manner. We believe that, used correctly, these technologies should improve

the accuracy of our sourcing activities." Rather than thinking that artificial intelligence may replace recruitment consultants, Jonathan believes AI will support staff to find talent with the right skills quicker. "Our consultants understand both the technical aspects and the softer skills of the roles we handle," he shares, "We do not see AI being an effective substitute for the human interaction that matches candidates to a client's need and vice versa."

Considering the changes the industry has experienced since he started out, Jonathan mentions that immense changes in technology and data processing have created more of an "arm's length process". Despite this, he emphasises that a personal service is still very much required, particularly with SMEs.

## Helping clients, candidates and staff

During his 42 years in recruitment, Jonathan has always placed a great importance on candidates and believes they are as important today as ever, but happen to be more scarce. Due to skills shortages in the sectors the company operates in, he reveals they are having to look further afield to find the right talent. When it comes to attracting this talent to new roles, he shares that recent legislation has made this more difficult: "The benefits of being able to offer a flexible workforce to clients using contract staff have been eroded by a raft of legislation from the EU over recent years. The traditional benefits enjoyed by contractors over permanent staff in exchange for less job security has largely been mitigated." The company continues to find ways to attract staff for clients, and Jonathan adds that Brexit has led to a stalling in investment, which could have a big impact in the coming months.

With over 40 years' recruitment experience, Jonathan has got to know the industry well. When asked what he enjoys about working in the sector, he reveals, "I am a people person, and this is a people industry. I like the challenge of winning new business, the pleasure of meeting clients' needs and helping candidates in their careers. I also get a lot of satisfaction from seeing our own team members progress."

Jonathan shares his thoughts on what makes a successful business. He reveals, "I believe any successful business needs to differentiate itself from its competitors and provide the service that is needed at that time. Retention of staff has been key for us. Continuity is also key for clients." ...

See [jonlee.co.uk/blog](http://jonlee.co.uk/blog) to see the full interview.



1978 - 2018

40 YEARS IN THE MAKING