

Q&A WITH JULIAN LONG, FOUNDER MANAGING DIRECTOR

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FOUNDATION
RECRUITMENT



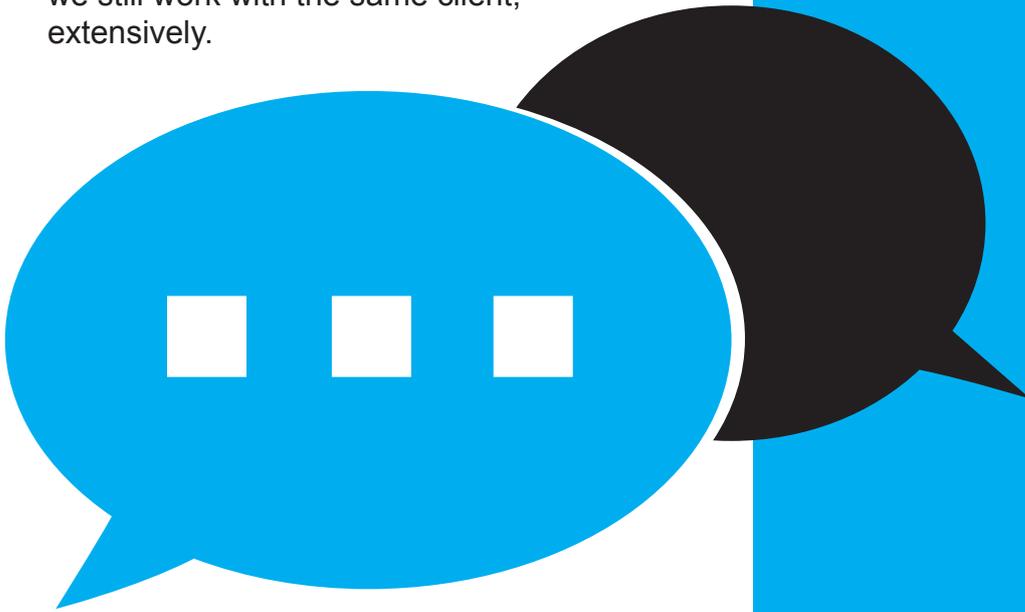
Q & A with Julian Long

Why did you decide to set up a recruitment business?

I had for some time wanted to create something from scratch, to see if I could do it. I had a lot of ideas about how we could improve the level of service within our sectors that I wanted to put into motion. With the collapse in the property market during the last recession I was made redundant with the closure of my employers Manchester office and saw that as the final catalyst to put my thoughts into reality. The company was started from the kitchen table with 1 client and 1 instruction in the summer of 2009. Everything we have built since then has stemmed from that first opportunity and we still work with the same client, extensively.

Why did you choose the name 'Foundation Recruitment'?

The thought process was about working with people – businesses and candidates – to help them grow and develop. We explored a few options before settling on Foundation. Some thought it was a play on our connection to the property industry but that was just a convenient coincidence! For me Foundation is about stability, integrity, dependability and strength; a platform upon which to grow.



**INVESTORS
IN PEOPLE**

Gold

How is your business different?

Like many others we consider ourselves to be extremely knowledgeable about our markets. In addition we are also recognised by our clients for our accuracy. That's because we target and reward our Consultants on ratios, not just raw outputs. I would also add that we have a young, highly motivated and talented team, upon whom a great deal of responsibility is placed and opportunity made available. The average age of our team is 24. The ethos of the company is to progress our people through to becoming our leaders of tomorrow.



What is the biggest challenge you face running a business?

Lack of time! There are always new challenges and opportunities within the business and because I always want to strive and push boundaries, I can find myself pulled in too many directions!

What is the one main thing you look for in future hires?

Desire to succeed. Recruitment is not an easy career route and we always want to understand why potential hires choose the industry and how they feel they will thrive within it.



What would you advise new graduates considering a career in recruitment?

Before you jump in, really get to understand the challenges the job throws at you. We see so many potential consultants who have clearly only ever been “sold a dream” about the earning potential and fun culture that prevail in recruitment businesses. Both can certainly be true – and they are here - but to become consistently good at recruitment takes a huge amount of dedication, determination and resilience.





What is your favourite thing about your job?

Seeing the ideas we generate develop into reality. I am also energised by the development of our team members, many of whom joined straight from university and who are now leading divisions.

What is your vision for the company in 10 years?

By that time we should have a couple more offices internationally and at the companies core, leading it - the people who joined us right at the beginning. Hopefully we will have picked up a few awards along the way. However for me, it's important that however we grow and diversify, we do so organically and without any dilution of our service, culture or passion.

