

Recruiter

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To list or not to list

There are more than 30 UK recruitment companies listed on the stock exchange, and more are planning to come to the market.

Brian Gorman assesses the pros and cons of being listed

POINTS TO REMEMBER

Gary Saunders, partner of branding and management firm fe3 Consulting, has some words of caution on the subject of publicity for those about to float:

- Setting up new functions to take the listing forward (investor relations, annual reporting, market press and PR) can be additionally distracting.
- If your business was a fun place to work before the listing, it may not be afterwards – setbacks that you might have shrugged off as a private company become real problems as a public one.

Saunders offers the following tips for a more balanced, smoother transition from private to public company – reducing the turbulence for staff:

- Appoint someone else to run the business, maintain revenue and rally employees while you list the company – and leave them to get on with it. Otherwise you risk frustration and confusion among employees.
- Describe your business to potential investors as a whole, not just financially, using your brand as a starting point. This scorecard approach – including goals for customers, employees, processes AND profit – ensures a “rounded” story to attract investors and importantly, acknowledges employee contribution.
- Communicate the process from start to finish and ensure employees know why you’re doing it and what the benefits to them will be.