



# BOND MORAN

**James Osborne, co-founder of The Recruitment Network speaks to Lawrence Bond, Director, of BondMoran**

## Why did you start BondMoran?

I started BondMoran in 2016, just after my wife had been diagnosed with early-stage breast cancer (hence the bright pink logo) and this reinforced my determination to create a brand I'd be proud of.

Thankfully, Dani is absolutely fine now but her illness strengthened my resolve to ensure our company had a soul and a big heart that shone through to everyone.

Having started my recruitment career in the 90's working in a corporate machine before being a co-owner of a growth SME recruitment company, I started BM by thinking about the needs and 'journey' of the recruiting clients, the job seekers and others who we interact with. This was the nucleus of BondMoran.

I wanted the process to be far more 'human' for these individuals than anything elsewhere. I felt passionately that candidates shouldn't feel as if they're on a production line.

Before even opening the doors on day one, this meant looking at every single step of the job seeker's and recruiting client's process.

Whichever side of the recruitment desk our contact sits, there are so many small touchpoints that end up making a huge difference. The upshot is that we knew we'd create a loyal army of promoters who knew we were both knowledgeable, caring and that this would subsequently drive strong organic growth.

I was also conscious that most clients obsess about their brand and how it is portrayed. When it comes to recruitment however, they engage a recruiter and lose control of how their brand is perceived by those who go through their recruitment process. Forging partnerships based on how to change this and other similar insights, ties in with our original blueprint and ensures we add far greater value. >



By combining our knowledge, a personal but professional style and exceptional insights, we quickly realised that we had something pretty unique to offer.

### What is it like recruiting for other recruitment businesses?

Both Nigel, my long-term friend/wingman, and I have been finance recruiters since the days when Sony Walkmans were cutting edge...and that's a long time!

Historically, we covered many sectors and never planned on recruiting specifically into the recruitment sector. Four years ago, James Osborne introduced us to a growth recruitment business who needed a CFO and that led to another... and another! I'm embarrassed to say this (especially here), but I wondered if some of the industry egos would be an issue. I couldn't have been more wrong!

The contacts we dealt with were fantastic. It was immediately apparent that we understood our client's pain points far better than anyone else as we too have run recruitment businesses and our sector knowledge was second to none.

Ironically, recruitment businesses don't always practice what they preach to their clients and our advice is always well received because the Directors simply 'get it'!

Fast forward to today and almost 50% of our business is focused on supporting other growth recruitment companies. Aside from our historic expertise within finance recruitment, we now have a team that offer the 'complete recruitment solution' for the recruitment sector incorporating all Head Office functions.

### What are you most proud of?

We all know how easy it is to start with a 'new company ethos' that gets diluted over time due to growth or challenging market conditions. Based on previous experience of this, I vowed that I'd never let this happen again. We have worked exceptionally hard to keep our identity and this consistency has fuelled our growth. We have always put relationships ahead of deals and it's the strength of those relationships that prove to us that it's better to be professional with personality and to really get to know our contacts.

Many of our recruitment sector clients, especially those who have attended our events, and in particular our 'VERY PINK and very wacky charity golf day, will testify that this 'personality' is in the DNA of BondMoran. >



### What sets you apart from other recruiters?

It's even more important to be able to demonstrate your differences when you work with other recruiters! When I moved into the finance and ops side of rec-to-rec I reviewed other recruitment websites and kept seeing the same, so-called 'unique' selling points.

YES, we have all worked in our sector forever. YES we are experts and YES, we build long-term relationships.

These claims are the norm, however...

We don't pay any individual commission. We've all seen this drive the wrong behaviours and it's incredible seeing everyone collaborating, with the interests of clients and jobs seekers at the core of all decisions. We pay our Consultants well for being experienced professionals and if the business performs as a whole, we all benefit.

We offer a hybrid solution that has the benefit of retained search without the same risks.

We advise clients on how we're going to maintain a positive brand perception with job seekers who are often senior contacts from the sector, something that's especially important when they're being 'rejected' for a role. We can even provide rare insights where our candidates talk about our client's brand based upon their recruitment experience.

We definitely add a little magic! I used to be a magician and I run client workshops using my old passion to help with various training, or just for a laugh and to break down barriers.

A business fuelled by referrals is a lovely way to build a company and proves our formula works. We have a personality, a soul and a clear culture that very simply make us...us! >

## What advice would you give to other industry Leaders looking to cultivate more of a growth-oriented mindset in their team or their own professional lives

I often hear people say that their boss has a work persona and a much nicer 'out of work' one. That's not my style. I'm a ridiculously positive person and whether this is a good thing or not, the key is consistency. We all have to be true to who we are, especially if our business is going to be aligned on values and approach. I don't get miserable when times are tough and, equally, I don't get overly excited when things are great.

I think a business leader who changes their approach depending on having a good or bad day, leaves their team nervous and uncertain. This consistency has seen us through the challenges of pandemics, recessions and any other growing pains too.

We also have absolute transparency. There are no questions regarding the business I won't answer and we discuss everything as a team. If we want to change something, we do that together and stay aligned.

Importantly, we look at what we want to achieve rather than worrying about the consequences should things not work. Everyone has a clear idea of where we should be and this has encouraged creativity, removing any fear related to trying new ideas

Lastly, we always put health and family first. If someone needs to take time for anything important to their wellbeing or their family, it's fine. No call or email needed. Just do it. This creates loyalty and, in keeping with our values, it's the right thing to do.

This authenticity, openness and trust has provided the business with our resilience, our engagement and growth mindset.

And long may it continue! ■

