

## **SMART RECRUITMENT CELEBRATE ‘SONS AND DAUGHTERS TO WORK DAY’**

Informal research supports that parental expectations and aspirations on the career decisions and ambitions of their children directly influence choices the children make in the future\*. As Recruitment specialists with a duty of care to the next generation of ‘apprentices’ Smart Recruitment celebrate ‘Sons and Daughters’ to Work day on April 27<sup>th</sup>.

Just as Teachers and parents are understood to influence decisions, as we get older other external influences, such as adult professionals, can also have a profound effect. Smart Recruitment is keen to share their knowledge of the local labour market and encourage young talent to work locally. Speaking to over 250, Year 10 students at Ferndown Upper School recently, the dynamic Smart team helped to enlighten the group with the years of knowledge in the world of work.

Helen Stacey of Smart Recruitment comments, “We encourage work experience and welcome the opportunities of ‘bringing your son and daughter to work day’. We are very keen as a local business to share any knowledge we can with the next generation to help them gain a better understanding of the business world, believe in themselves and make the most of their future. The more local talent and enthusiasm we can foster and keep in the area the better for our local economy. Smart Recruitment is keen to nurture young talent and help the local community by educating students with what we know about business in an alternative way to the usual curriculum. Perhaps one of the most important lessons is that not everything you need in business can be taught in the classroom, most notably, enthusiasm. That’s why we also offer work experience placements to give students a brief snapshot into the business world in an attempt to help them find where they want to be.”

Amanda Gunn of Smart Recruitment’s ‘Smart Plus’ (IT) division has been instrumental in helping her son gain an apprenticeship with local ‘K & C Carpets and Flooring’. “In all seriousness the concept of an Apprentice is making a comeback – despite the reality TV show! Floor technicians are extremely rare and this is why K & C like to train their technicians and offer incentives encouraging their employees to stay with their company. My son has had a successful interview and will be embarking on his apprenticeship as part of his work experience.”

Smart Recruitment has grown from a business operated from the Directors spare bedroom in 1999 to a branch network of five, seeing the company operate across the south coast taking in Dorset and Somerset and employing over 50 staff.

\* Source - 'Parents have their say...' Jeffrey Taylor, Marcia B. Harris, and Susan Taylor  
From the Winter 2004 *Journal*

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**Caption:** - Helen Stacey (left) and Paul Lovesy (below right) talk to the students about their experiences in the world of work.

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**April 2006**