

New executive search franchise venture targets over-50s industry experts

Submitted by: SOPR

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A new franchise operation designed to shake up the executive search market will give 116 senior industry experts a lucrative opportunity to set up their own businesses – and Omni Resource Management Solutions (<http://www.omnirms.com>) predicts much of the talent will come from the over 50s.

“Although we’re not overtly targeting over 50s for this new division of Omni – which would be illegal when age discrimination law comes into effect in October – we believe the depth of skills and expertise we’re seeking will be found largely amongst this group,” says Omni managing director Robert Leggett.

He adds: “We expect our franchise partners to earn six figure salaries within the first two years, so this is an excellent opportunity for people who have held senior roles in industry to take up a new challenge, at an age when many doors are closing.”

Omni Executive Search & Interim (www.omni-esi.com) will be one of the few companies to operate across the entire business spectrum, which it has divided into 116 industry sectors.

“Our research shows the ticket to success in executive recruitment is in-depth market knowledge,” continues Leggett. “Recent research by Cranfield School of Management also showed that companies have most difficulty in recruiting at a senior level. For this reason, we’re looking for mature industry experts who we can train in innovative best recruitment practice – not recruitment specialists.”

“The over 50s have the greatest experience of life and work, but often reach a dead end because of their age. This franchise venture will give senior industry experts the opportunity to become some of the UK’s most successful ‘head-hunters’.”

Ironically, new legislation designed to help the over 50s will prevent Omni from positively encouraging applications from this age group.

“Only 20% of the over 50s are in work yet many still have much to offer. We believe we can capitalise on this by offering them the advantages of self-employment via a franchise. Franchising has high success rates, with 88 per cent of franchisees operating profitable businesses in the UK and two thirds of them coming from salaried employment before taking the plunge.”

Omni Executive Recruitment is based on a unique model for the executive search sector. The successful candidates will bring the critical market knowledge into the mix, Omni provides skills, experience, systems, methodology, ongoing training and support in executive recruitment and the Franchise Group, with 25 years franchise experience, provides support to the partners creating new businesses.

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Note to editors:

Digital images are available on request.

About Omni

Omni Resource Management Solutions is the UK's leading independent specialist in multi-channel, outsourced recruitment services. It aims to add value to its clients' recruitment by identifying the most effective mix of recruitment processes to reduce costs and improve efficiency and service.

Established in 1997 as an independent vendor manager in the IT recruitment sector, Omni quickly expanded to provide an extensive portfolio of recruitment services across many business specialisms and sectors, from full recruitment process outsourcing to HR systems advice, online recruitment strategy and vendor management.

Omni Executive Search & Interim is a natural extension of Omni's experience and expertise in recruitment innovation and best practice. The executive search market is worth over £1billion. Fewer than 10 companies operate across the entire business spectrum. Most companies in the market (188 in total) choose to specialise in one area of expertise or niche.

Omni's new Executive Search fee structure works on two levels: clients can choose a gold or platinum scheme. Overall fees on platinum scheme are higher, but lower payments are required upfront or on appointment, so risk to client is diminished.

Omni was also a Sunday Times Fast Track 100 fastest growing company in 2002/3.

More information is available at www.omnirms.com and www.omni-esi.com

The Franchise Group (<http://www.the-franchise-doctors.com>)

The Franchise Group operates within an 'ethical franchising' ethos, whereby the franchise operator is only as successful as its franchisees.

With a growing number of fully trained and experienced 'Franchise Doctors' all over the UK, the company can offer its highly valued, no-risk 'Upside-Down Franchising System' to any organisation in the UK which passes their client selection process.

More information is available at www.the-franchise-doctors.com.

