

# Success Recruit

## Peer Networks' Journey

Powered by the BEST Growth Hub



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Business Essex, Southend and Thurrock



### Background

Success Recruit is a recruitment company with an expert team specialising in HR, finance, marketing, operations and administration, based in Chelmsford, Essex.

[www.successrecruit.com](http://www.successrecruit.com)

Despite being adept at marketing, with a strong brand, podcasts, active social media and engaging video content, the company was severely affected by the Global Pandemic - with no income at all during March-April 2020. Remaining uncertainty from clients meant business continued to decline. The economic challenge and remote working meant that leading the business was a lonely place. However, the company pivoted to be able to conduct recruitment interviews via ZOOM during lockdown. After implementing redundancies in summer 2020, there was a restructuring of the team to allow them all to focus on strategic business development.

Peer Networks came along at just the right time for Success Recruit.

### How Peer Networks helped

Vicki Shelton is the Founder of Success Recruit and an experienced networker. She joined Peer Networks without hesitation, viewing it as a safe space to share business issues. Vicki wanted to explore ways to expand the business across the UK. Peer Networks members helped her to reflect on the current situation, establishing capacity and examining whether her values were in line to deliver service across the UK in a post-Global Pandemic environment.

After discussing and deliberating this topic in the cohort sessions, she took the discussions back to her team to consider further. The team decision was to remain true to their current values, which include servicing existing clients and not to liquidate the quality service that they continually deliver to clients.

Peer Networks members helped her recognise the potential pitfalls of non-strategic growth. As a result of this decision, Vicki feels that the Success Recruit brand equity will be further strengthened going forward.

## Success Recruit (Vicki Shelton) says:

"Peer Networks is all about being part of a really friendly business community. The BEST Growth Hub's Jacqui and Hannah, who ran Peer Networks, were always on hand outside of the sessions to support and share information. I was provided with a lot of tools that I would not have known about without Peer Networks.

The Peer Networks' LinkedIn page is an excellent tool to engage with other Peer Networks businesses too."

## How Peer Networks can help your business

**Learn from your peers:** Find solutions to the real issues your business is facing by working with other local business leaders facing similar challenges.

**All it takes is your time:** Peer Networks is a completely free programme, all it takes is a few hours of your time each month. You can join virtual sessions from the comfort of your home or office.

**Varied delivery, real results:** Activities take place in structured, small-group sessions, led by a skilled professional facilitator to make sure you see real

results in return for the investment of your time. You will also benefit from access to 1:1 mentoring, coaching or advice depending on the support you need.

**Non-competitive:** Peer Networks brings together business leaders working collaboratively to find solutions to common problems. You will not be placed in a group with any competitors, so you can share your expertise and benefit from others.

For more information about Peer Networks, visit

[www.peernetworks.co.uk](http://www.peernetworks.co.uk)

## Peer Networks is powered by the BEST Growth Hub

The BEST Growth Hub offers free, impartial advice to help Essex-based businesses grow.

At the BEST Growth Hub, we help our clients make smarter decisions centred around the four key components of running a business:

planning | growing | solving | adapting

For more information about the BEST Growth Hub, visit

[www.southeastbusiness.org.uk](http://www.southeastbusiness.org.uk)



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