

BEAM Recruit



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About



Beam Recruit is a new startup, incubated within Beam.

Find out more about BEAM: <https://beam.org/>



Adam is a former drug addict who spent 6 months sleeping on the street – now he's a qualified bricklayer thanks to a crowdfunding campaign on [@wearebeam](#).



[@richardbranson](#)

Virgin



Adam is now working as a bricklayer

7 months ago Started work

To all my supporters, I say thank you!

Beam has done exactly what they set out to do with me. I've been living in my own place for over 3 months now. I've paid 3 months rent and have all the bills in my name. So far, so good!

Aims



1. support Beam members into their target careers, generating positive employment outcomes (and government 'Payment by Results' revenue)
2. generate further revenue from the employers hiring from the Beam talent pipeline
3. to generate further donations to the campaigns themselves.

Vision



For BEAM Recruit to be a key revenue stream for BEAM.

How?

Through the recruitment fees generated from placing homeless people into jobs.

All whilst...

- providing an exceptional service to the homeless people we work with
- providing an exceptional service to the corporate partners we work with

And, most importantly:

Providing exceptional, measurable impact to thousands of homeless people, every year.

Also: for BEAM placements to *come back to BEAM* when looking for their next role, with a BEAM Recruit Alumni programme offering help in securing their next career move.

Breaking down the Vision...



... into tangible targets which helps us meet our Aims. (see Slide 2)

a) To have specific 'Core Streams' (industry verticals) & established pathways. E.g a *Construction* stream.

» Which run from '1st contact with Support Specialist' » 'Successful placement'

Result

Aims 1 & 2 met ✓

(~80% of BEAM Recruit's homeless people will fall into one of these Core Streams)

Breaking down the Vision...



... into tangible targets which helps us meet our Aims. (see Slide 2)

b) To have BEAM 'Special Search' for those individuals who don't fit into one of our 'core streams'.

e.g. someone may wish to work as an environmental scientist; whilst that may not be a 'core stream', BEAM can still support that individual by working with them in a bespoke way.

(~20% of BEAM Recruit will be focused on 'Special Search')

Result

Aims 1 & 2 met 

Breaking down the Vision...



... into tangible targets which helps us meet our Aims. (see Slide 2)

c) To run quarterly BEAM events with our corporate partners.

For PR, to generate awareness and - most importantly - to generate donations.

Result

Aim 3 met 

A plan for the first 90 days in the role



First:

» Identify 'Core Streams' to target, by **looking at data** (quantitative) and **speaking to BEAM'S *Support Specialists*** (qualitative)

Then:

» Secure meetings with prospective businesses (within these 'Core Stream' verticals)

A plan for the first 90 days in the role



... and the full picture over at <https://beam.org/campaigns/funded>

A example of good 'Core Stream' verticals, would include **Construction, Energy & Utilities** and **Security**.

Everton's story

I'd like people to understand that those who are homeless don't end up there by their own choice. I love to work! When I had to leave my job, it felt like I'd lost the main part of my identity. I've always been in construction, on the docks and on the railways. So through Beam I'll be going back to what I know. And as I get older, working on machinery is going to be the best option. I want to stay useful to employers, get into it now and build my experience. I'm thinking long-term and I'm not done yet.

A plan for the first 90 days in the role



Looking at the data...



Javad started work as a digger operator

Hi all, Really happy to let you know that I've started a job on the digger!! ...



Ryan started work as a lorry driver

A picture of me working at my new job! I've started driving for a great compa...



Josh started work as a crane supervisor

Hi everyone. I wanted to inform you I completed my NVQ and have received my c...

A plan for the first 90 days in the role



Who to meet?

Within the ‘Core Streams’, identify businesses and seek out the following individuals:

- » Heads of Recruitment
- » Heads of CSR*, or D&I*

*CSR=Corporate Social Responsibility

*D&I=Diversity & Inclusion

A plan for the first 90 days in the role



An example of a great person to target:

- Works in a core stream (Construction/Engineering) ✓
- Is a Head of Recruitment ✓
- Previously worked in Inclusion ✓

Joanna (Horsford) Vezey · 3rd

Head of Human Capital - Europe at Laing O'Rourke

● **Head of Human Capital - Europe**

Apr 2019 – Present · 9 mos

Dartford, United Kingdom

● **Head of Talent, Inclusion and Social Sustainability**

Jun 2017 – Present · 2 yrs 7 mos

Dartford, United Kingdom

A plan for the first 90 days in the role



A couple more things to say about client meetings:

What's the goal?

- » To secure a recruitment contract
- » To secure a donation / other form of commitment to funding BEAM (e.g. sponsoring one of our Quarterly Events – more on this later)

A plan for the first 90 days in the role



A couple more things to say about client meetings:

What documents do we need?

- A 'simple' overview; for attachment to outreach emails
- A 'BEAM Recruit' presentation; for aid/delivery at client meetings

How to secure meetings?

Using our existing network – get introductions

Email outreach & follow-up

LinkedIn

(Plus: inbound marketing efforts)

A plan for the first 90 days in the role



A note on Recruitment Contracts

- » 18-20% of starting/1st year's salary (for each hire) would be a good starting point (in line with industry recruitment; can vary by industry)
- » Possibly ~15% per hire for volume business

How do we justify our fees?

- » the quality of service we provide to our candidates & corporate partners
- » the nature of the work we are doing / where our revenue goes (back into the business)
- » helping organisation to hit its CSR/D&I targets

What else is important?



... in both the first 90 days *and* beyond.

1. Honesty

From the outset, communicate openly with our corporate partners about what we can realistically deliver (i.e. don't over-promise)

2. Ongoing internal communication

Especially with BEAM's *Support Specialist's* on the front-line (who will effectively serve as 'Candidate Managers' from a BEAM Recruit perspective)

What else is important?



... in both the first 90 days *and* beyond.

3. Progress

To assess BEAM Recruit's progress each quarter, and continue/iterate as appropriate.

4. Leverage

Build on BEAM's work to date – whether it's the relationships Alex/Seb have established, or messages left by individuals/corporate partners on individual crowdfund pages.

What else is important?



... in both the first 90 days *and* beyond.

5. Growth

To recognise that consistent action will lead to organic growth and increasing impact.

Remembering the *WHY* behind BEAM



Lastly, we must always remember our WHY, and the very people we are committed to serving.

- ⇒ To impact as many lives as possible, in the best possible way.
- ⇒ To continue to measure impact, and improve outcomes.
(through quantitative and qualitative surveys)

And also contribute further...



- » Through our work, to continue the conversation around homeless, open up the stigma, and shatter some of the harmful stereotypes around homeless people.
- » To set an example in the Tech for Good space, and for other businesses – and individuals – as a whole.

Beyond the first 90 days...



- » Building key corporate relationships and have a pipeline of positions – in our Core Stream verticals – ready to be filled by BEAMers.
- » To build an ‘alumni’ community, and have regular meetups for BEAM alumni (i.e. those we have worked with and successfully placed within an organisation).

All on the way towards:

- » Becoming recognised as a leading recruitment firm, *regardless* of our social cause.
- » Becoming recognised as a leading *TechForGood* firm, one that is sustainable and has demonstrably produced great impact.