

Celsius Graduate Recruitment Case Study – Nick Gain

Graduation, travelling and home with nothing

Nick describes himself as a typical graduate that went to university with no clear idea of what he wanted to do in the long term. Originally from South London, Nick graduated from Leeds University with a degree in Sports Science in 2004. Though his degree equipped him with a range of valuable skills applicable to the workplace, Nick was undecided on where to start his career, and unsure of the opportunities available to him. Nevertheless, the economy was strong at that time and Nick was confident that the job market would accommodate him.

Like many graduates, Nick spent time travelling the world after university. Ask him about his experiences today and he'll agree it's difficult to put a price on them. Of course, if you had asked him at the time he'd have given you an exact figure – also like many graduates, Nick encountered some unexpected costs whilst away, and spent over his initial budget. After returning, Nick was keen to start earning as soon as possible, with the aim of moving back to London and starting a career.

With this plan in mind, Nick browsed the internet looking for jobs that would suit his skills and ambitions. The first graduate recruitment website Nick found belonged to Celsius Graduate Recruitment. He filled out an online form and a Celsius consultant called him for an initial interview, asking him about his degree, his ambitions and goals for the future. Nick passed the phone interview and was invited to a Celsius Graduate Recruitment Day in Manchester just two days later.

He attended the Celsius Recruitment Day with high hopes and thoroughly enjoyed the whole experience. The day had a strong focus towards personal development, full of practical and challenging tasks designed to equip graduates like Nick with the tools to handle professional situations. The Celsius consultants were relaxed, chatty and helpful. They explained how to undertake interviews and presentations effectively, as well as explaining why some tactics are less effective than others. They offered sound advice and constructive criticism and he feels their advice was hugely helpful and beneficial to his career. As the day drew to a close, Nick was delighted to be told that he was now a Celsius Graduate with the Celsius team working with him to hone his skills and place him in a suitable role with one of their clients.

Nick comments, *“I came back from travelling and realised very quickly that I needed to earn some money. Celsius was the first and only company I had contacted to find a job and I am so glad I did. It worked out brilliantly for me. I have heard awful stories from fellow graduates, friends and colleagues that went to other recruiters and companies and ended up in low wage, exploitative or boring, dead end jobs with no prospects. Thanks to Celsius I escaped all that and landed on my feet.”*

Celsius' Graduate Recruitment Day is the first step

Nick found the input from the Celsius consultants so useful, he still applies the advice they gave him to his career today. Celsius' guidance attempts to ease the cultural transition between University and the workplace, from traditional skills such as interview technique, down to smaller points, such as cultivating a professional appearance. Nick was even genially advised to get his hair cut shorter before he attended an interview to make the best possible first impression. Nick understood this kind of feedback was delivered with his best interests in mind, and taking it on board significantly improved his chances of achieving his goals.

Once Nick became a Celsius Graduate he was in a much stronger position within the job market. The Celsius team worked on his behalf and coached him on how to approach interviews and impress

potential employers. Less than 2 weeks after the Recruitment Day, Nick was put forward for an interview as an Internal Sales Consultant with 2e2. He followed the advice from the Celsius team and turned up for the interview well prepared in a smart suit with his new haircut. He used the tips and tactics he had learned in his coaching with Celsius and made sure he showed his personality and that he was not robotic or monotone in his answers or mannerisms. The interview went extremely well and Nick was offered the job. Today, as a Sales Manager at 2e2 who frequently recruits new team members, Nick understands the importance of the coaching and advice he was given by Celsius as these points definitely help some candidates to shine more than others.

Nick explains, “From the first phone call from a Celsius consultant to the Celsius Graduate Recruitment Day, I thought I could get into a management position. I was naïve with no experience and no relevant skills and Celsius believed in me. They taught me the vital tactics to succeed and they were supportive, positive and helpful all the way.”

Stepping into success with 2e2

Nick’s first graduate job at 2e2 turned out to be the stepping stone to a long term, rewarding and successful career with the company. Initially, he kept his medium to long term goals in mind while he built up experience as a sales person, learned about the company’s products and services and built relationships with clients and colleagues. The role gave him valuable experience and strong opportunities to progress and Nick relished the many chances to learn and tackle the challenges that came his way. Furthermore, throughout the time he has worked for 2e2 Nick has taken advantage of opportunities to progress every year and after 3 years he moved into a management role. Importantly, within 5 years, Nick and two other Celsius Graduates that joined at the same time were top performers within 2e2.

Today, as a Sales Manager at 2e2, Nick recruits graduates for the business through Celsius and experienced sales people through Howard Jackson, Celsius’ sister company. He also attends Celsius Graduate Recruitment Days where he handpicks graduates to work for 2e2. He also works closely with his Celsius and Howard Jackson consultants who understand his detailed requirements and he trusts them to send him high calibre graduates and sales people. Nick has now hired many graduates and salespeople through Celsius and Howard Jackson and several have been promoted into higher level roles.

In summary, Nick says that Celsius supported him from the very first day he met them. They believed in his ambitions and they helped him and developed his skills even though he was a penniless graduate with little work experience and big dreams!

Nick says, “Celsius had confidence in me. They helped me to be self aware, to develop my skills and use my strengths effectively. They played an important part in helping me get to where I am today. They saw my potential and they took time to understand me and my goals. So now I trust Celsius and Howard Jackson to find good candidates for my company.”

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