

WOODS, TREES,AND ROBINS.

How **Let's Do Mentoring** has helped Selina Rudzik's business to fly.

When Selina Rudzik needed *"an extra pair of eyes and ears"* to help her recruitment company reach its full potential, she knew who to turn to.....

As a mentor herself, Selina already knew the many advantages of joining the *Let's Do Mentoring* programme at the Staffordshire Chambers of Commerce, but as she states, *"Sometimes you reach a stage where you need a clearer focus, to see the woods from the trees. It's admitting to yourself that this is the case and taking appropriate action. In this instance, the answer really was right in front of me....."*

Selina has over a decade of management experience in the recruitment sector, and is the founder and owner of **Recruitment Robin Ltd**, a fixed fee recruitment and resourcing business supplying permanent and contract staff solutions to businesses in Staffordshire and beyond. The company was voted in the top 20% most effective recruiters in our region, has a coverage that reaches across 300+ online job boards, and 90% of its candidates are retained after 12 months

Selina's extra eyes and ears came in the shape of mentor Sean Farrell, a successful business coach who boasts an impressive track record of helping companies throughout Staffordshire. So, what was it that Selina wanted from the mentoring process?



Did she have a clear picture of what success would look like?



Selina Rudzik with mentor Sean Farrell

"Well, when I first started on the mentoring road, I was looking for support with regards to having a clearer focus, but with particular help on sales and marketing. But after meeting Sean it became apparent that the focus would be very different.

Basically, Sean gave me clarity. Clarity in how I thought about myself and my business. He helped me to virtually strip away everything that I shouldn't be focussing on and helped to remind me that I'm really good at what I do, but also to cut out what I don't need to be doing."



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The mentoring partnership between Selina and Sean wasn't the first time they had worked together.....they had previously met through a team-building exercise about a year ago. And as Selina states....

"I was delighted when the Staffordshire Chambers of Commerce matched me with Sean as my mentor. From meeting him back in 2018, I liked how he communicated and spoke to people. His mentoring has been exactly what Recruitment Robin and I needed. It's high quality business support, but with the personal touch of someone who has a real desire to see my company do well, and for me to do well."

Sean takes this up....

"I enjoy mentoring, and I feel that it is important to get mentees to understand that they need to set personal targets as well as business targets. I enjoy seeing businesses grow. To do that, the answer really is very simple: everything is based around profit". He continues *"You can have all the ideas you want and do so many great and worthy things as a business as you want, but the bottom line is making money."*

With regards to Selina, she already had a great business and is a bubbly, effervescent person who knew her market. It was about taking out what doesn't add value to Selina and Recruitment Robin and concentrating on what does."

When asked about the benefits of enrolling onto the *Let's Do Mentoring* programme, both Selina and Sean are adamant that it is something that a number of Staffordshire companies should be looking at very closely.

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High-growth industries and companies understand the need for outside help and support. It's a sign of strength, not weakness.

Other people can often see things that you can't, because you are too close to the business. You need someone that sees your company in a different light, offer solutions and advice, and help to keep you accountable for what you do and focussed on what you should be doing".

Selina is in full agreement.....

"Since I started the mentoring partnership with Sean the way I work is very different and the way I look at work is different, too. As stated before, Sean's mentoring and advice has helped me to cut out the things I don't need to focus on, and I have doubled my profits within the last twelve months.

I'm far more focussed in how I work now, and as well as the business benefits I've experienced, this whole process has helped me on a personal level, too.

The benefits of mentoring aren't solely related to our mentoring meetings. Sean has helped me to be far better networked and mentoring has reaffirmed to me that I am a really good recruitment matchmaker and really good at what I do. Sean has taken excellent performance and matched that to growth and success. He has given me confidence and clarity."

With added purpose and structure through the mentoring process, Selina Rudzik admits that she *"felt like I had all of the pieces of the jigsaw already, but my mentor helped me to put them all in the right places."*

Are you an SME based in Staffordshire that is looking to grow your business?

Or is your business facing certain problems, issues or challenges? *Let us help.....*

The Staffordshire Chambers of Commerce's **Let's Do Mentoring** programme provides Staffordshire businesses with fully-funded mentoring from experienced business Professionals to help businesses grow and succeed.

Interested in **Let's Do Mentoring**?

For further information please contact Ann Steele at Staffordshire Chambers of Commerce

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