

**The Butterfly Effect: Why We Build the Garden**

In recruitment, it’s easy to fall into the endless chase—pursuing candidates, chasing clients, always trying to convince people to come to us. We can spend years caught in this cycle, working harder but not necessarily smarter.

But what if we stopped chasing?
What if, instead, we built something so good that they couldn’t help but come to us?

Imagine a garden.
Not just any garden, but a vibrant, thriving space where everything a butterfly could want is there—colour, scent, safety, nourishment. In that garden, the butterflies come not because they’re pursued, but because the environment draws them in.

This is our mission at **Inspired Recruitment**.
We’re not here to chase. We’re here to **build the garden**.

**How We Build the Garden**

It’s not about gimmicks. It’s about **genuine care, professionalism, and passion**. Our garden is made up of a series of daily actions and unwavering commitments that ensure candidates and clients are drawn to what we’ve created.

**1. Pump with a Q**

Every conversation we have—whether with a candidate or a client—starts with **Pump with a Q**.
We get to the heart of their needs, their desires, and their drivers by asking:

* What is their **Pain**?
* What is the **Urgency** behind their situation?
* What is the **Need** beneath the surface?
* Do they **Trust** us to help?
* And how do we **Quantify** all of this, so we can deliver real, measurable outcomes?

This approach means we understand people deeply—not just what they say, but what they truly need.

**2. The Three A’s**

We handle every situation with the **Three A’s**:

* **Agree** – We listen and align with the other person’s perspective.
* **Appease** – We calm concerns, remove friction, and offer solutions.
* **Accelerate** – We move things forward with purpose and energy.

This ensures that every interaction is professional, smooth, and focused on positive outcomes.

**3. Living Our Core Values**

Our values are **trust, honesty, passion, and commitment**.
They guide every action we take:

* We **care deeply** about the people we work with.
* We’re **honest**, even when it’s hard.
* We’re **passionate** about making recruitment personal again.
* We’re **committed** to delivering the best possible outcomes.

We don’t cut corners. We don’t take shortcuts. We hold ourselves to the highest standards because that’s what our garden deserves.

**4. We Place People Who Add Value**

We don’t fill vacancies for the sake of it.
We place **people who add real value**.

* **Value in knowledge**
* **Value in experience**
* **Value in leadership, energy, and results**
* Whether it’s **service excellence**, **financial growth**, or **team morale**—we seek candidates who will make a genuine difference.

Our clients don’t just get “a candidate.” They get **the right person**—someone who will move their business forward.

**5. Relentless Improvement**

Every day, we ask:

* How can we make this experience **even better**?
* How do we deliver service that **impresses, supports, and transforms**?
* What more can we do to create a **world-class recruitment experience**?

We are constantly **refining the garden**, nurturing it, and growing it. Because we know that when we do, **the butterflies will come**.

