

## Contents

- Crescent Philosophy
- Crescent's New Website
- Recruitment & The Internet
- New I.T. System
- Direct Communication
- Career Management  
What it is and why you need it?
- The Career Leveraging Curve
- Negotiating Better Rewards
- Geography - A motive to move

### Crescent Philosophy

Welcome to Crescent Legal's Summer Newsletter. We have recently created a new logo and corporate identity, designed to reflect the essential elements of our recruitment philosophy. For those familiar with lunar lore, the moon has three phases - waxing, full and waning. The Crescent Moon (or waxing moon) represents new beginnings & fresh initiatives, a time of growth and opportunity. Our approach to recruitment revolves around introducing solicitors to fresh opportunities and the chance to consider exciting new challenges.

Like the three fold symbol, we approach recruitment with three principles in mind. Firstly an opportunity must be right for the candidate and represent a significant step forward in professional career development. Secondly, the candidate must be right for the company, add value to the existing team and contribute to the firm's long term growth strategy. Ultimately satisfying the first two criteria is in the interests of our organisation, through facilitating constructive change for both parties we further consolidate our reputation within the legal community.

Our reputation has been built upon our ability to converse with solicitors in an informed and perceptive manner. Our extensive knowledge of both regional and national legal markets allows us to offer a complete and unbiased view of the profession.

Crescent Legal does not play the "numbers game". We believe that career change

amounts to a major decision in life and our aim is to place candidates in more life enhancing positions as a result of our efforts.

### Crescent's New Website

In conjunction with the launch of our new corporate image we are in the process of creating and constructing the Crescent Legal Website. As you may already be aware, Crescent Search and Selection has been established for over ten years, primarily servicing senior executive appointments across the board.

Strengthening our Legal Division has resulted in a situation whereby Legal recruitment now accounts for more than 50% of our business. Our Website will provide online information about the way we operate and the level of expertise we have to offer.

Topical information about the Legal market and specific advice relating to career management for solicitors will be available and you will be able to register with us online if you are actively seeking a career move. You will also have access to our Market Monitoring Service which enables those not actively seeking a new position to be made aware of truly exceptional opportunities as they arise. Through this service you can keep an eye on developments in the legal market, whilst maintaining absolute control over your involvement, only choosing to engage our services when you feel the time is right.

### Recruitment & the Internet

In recent years significant hype and excitement has resulted from the seemingly boundless potential of the world wide web. Perhaps recruitment, more so than any other industry, has been dramatically influenced by online developments. To what extent the internet will be utilised in years to come remains a subject of debate but it cannot be overlooked by recruiters seeking to provide comprehensive services and ever increasing levels of service.

The technology which supports the internet provides job seekers with services that no other media makes available. Candidates can search for appropriate positions online and access a vast selection of opportunities. This approach essentially serves to facilitate a job move. Rarely, however, does this approach represent a genuine opportunity for career development. The Crescent Web site has been designed with this in mind. We have

built the site from the perspective that our central strength and core value is in providing a consultancy service - not CV gathering.

We recognise the benefits of a presence on the World Wide Web but it is not our intention to create a "job site" with lists of vacancies. We employ a uniquely individual approach to legal recruitment and firmly believe in working closely with individual candidates to facilitate positive career development. Likewise, for clients the acquisition of top talent requires a personal and bespoke service. We insist on this approach and believe that our website will support and enhance our established style of consultation without sacrificing the essential ability to consult.

### New I.T System

As you may already be aware, Karl Wellman-Smith, the Managing Director of Crescent Legal, has been active in the Legal Recruitment Sector since the late 1980's.

Consequently we benefit from comprehensive information resources which encompass thousands of legal professionals and client law firms. We treat all our business contacts individually, be they clients, candidates or both at any point in time. In this way our service is ultimately flexible depending on your requirements and circumstances.

We are currently in the process of implementing the market leading database system which will enable us to liaise more effectively with solicitors who wish to be informed of developments in the market and suitable career opportunities. These progressive steps combine to form a more effective and efficient channel of communication between Crescent and our national network of legal professionals.

### Direct Communications

The bottom line is be direct with us. The more you communicate, the more effective we can be when acting on your behalf. Recruiters are often frustrated by the way potential job seekers choose to withhold information as being "irrelevant" to the task or at times simply choose to be selective with the information they reveal.

While the instinct for privacy is understandable, the more we know about your ambitions and aspirations, the more we can accurately assess your suitability for particular positions and your likely level of interest in the career opportunities we are aware of.

## Career Management

### What it is and why do you need it?

Our preference for a high level of rapport with our candidates is central to what we know as the Career Management Process. Like all successful businesses, successful careers are well planned and attractive opportunities are taken advantage of along the way. Our aim is to partner career minded lawyers in this process and help individuals maximise their potential for a successful, high earning career.

Our long history in Legal Recruitment means that we have well established relationships with Law firms across the country. We are therefore able to make appropriate introductions and facilitate meetings between candidates and employers which are likely to result in mutually beneficial outcomes. A professional recruiter's responsibilities are two fold; to help candidates develop their careers along the right lines as well as being mandated to recruit on behalf of clients.

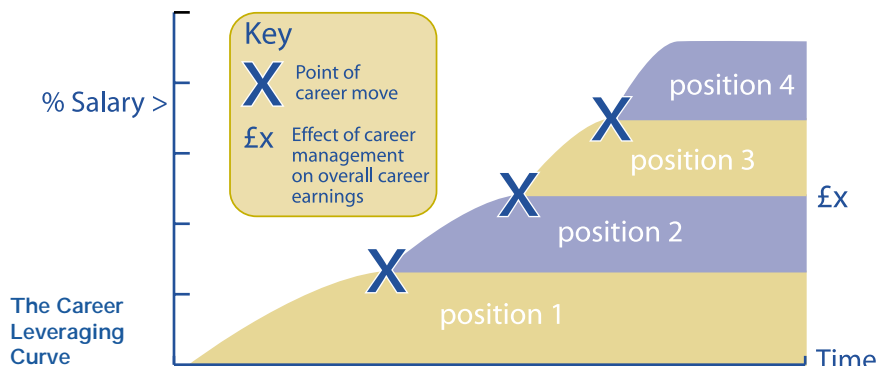
We provide a highly personal career management service which enables solicitors to look at and consider new opportunities - tailored to their individual needs and aspirations. Furthermore, we have written confidentiality agreements with many of our clients which allow our candidates to feel comfortable and relaxed throughout the entire recruitment process.

## The Career Leveraging Curve

From a purely financial point of view, it can be argued that solicitors in the junior to mid level should consider leveraging their careers at certain points. Rewards often tend to be readily forthcoming during the first few years of our careers but may then tail off to the individual firm's average levels. It is therefore critical to identify at which point our careers plateau.

Solicitors should aim to review their careers regularly in order to make strategic career moves. As you will see from the diagram above, effecting a career change at the appropriate juncture can result in significant financial benefits over the course of an entire working life.

Lawyers need to assess whether or not employers are still competitive in terms of the rewards they offer. You may need to ask if your present firm is still growing and will remain competitive in years to come.



## Negotiating Better Rewards

All professional people need to feel valued within the workplace and so it is important to feel that we are being paid what we are worth.

From an employee's point of view, we like to think our salaries are based on our own individual performance, qualifications, experience and personal skill base. However, the level of pay we receive can be dependent on a number of other factors external to us and often these factors are beyond our control.

We may be at the mercy of the state of the wider economy, the sector within which we find employment or the size of the firm we work for. Business performance has to be taken into consideration as well as corporate policy. Ascertaining whether or not we are competitively paid is therefore not always simple.

An employer will have to assess where your position sits in the firm's salary structure and how pay is constituted in terms of basic salary, bonuses, equity, etc. The employer also has to know the value of the role in relation to overall company performance.

Here at Crescent Legal, we are in touch with a multiplicity of law firms of differing size and structure. We find ourselves ideally placed to assess true market value and "the going rate". Salary scales vary widely from firm to firm but we find instances where solicitors are seriously underpaid in relation to the current skills short market.

It is important to remember that some preparation will be necessary before negotiation takes place. If at all possible, find out from the HR department or your department head, how pay rises are typically determined in your firm. By defining established "company policy" on pay, you should be able to examine your own performance and contribution in relation to this model. This will enable you to arrive at a realistic "figure in mind" before you schedule your pay review or appraisal.

You should also gauge whether the scope of your role has increased since your last review. Perhaps you now enjoy additional responsibilities in which case analyse your

present core responsibilities against your last known job description.

It is essential to try and quantify your contribution to the firm's objectives and wherever possible put this into a financial context. Also consider instances when you have not only achieved but exceeded expectations placed on you.

You will need an awareness of the market rates for your type of position, often advertisements in the press and research on the internet will assist you in reaching this figure. We can also help you arrive at a realistic figure as mentioned previously.

Finally, you need to try and assess your own attitude and to a certain extent your personal popularity rating. High achievers can often be difficult to work with and of course this adds to the ammunition which can be used against you.

If you do however, feel that your contribution to the firm is not sufficiently valued, it may be time to consider alternative options. Assessing your present position in your current firm may help you define more clearly what you require from your next employer.

## Geography - a motive to move.

During the course of the last few months we have seen an increase in the number of solicitors seeking opportunities outside their current geographical locations. In many instances, the inevitable pressures of London based careers are proving tiresome and lawyers are choosing to redress this work - life balance more effectively. Alternatively, in some cases younger solicitors are looking for more metropolitan based career opportunities. Often solicitors are becoming increasingly aware of the time eaten up by commuting which can make a long working day unbearably long.

We are currently involved in a number of projects designed to facilitate geographical career moves. Our established relationships with law firms across the UK enable us to contact a selection of appropriate potential employers who welcome our recruitment expertise and the experience our candidates have to offer.