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Empowering Employees

Global Technical Recruiters succeeds at placing people in jobs by giving its own employees pull.

Susan Keen Flynn

After working for a recruiting company for five years, Pat Murphy left in 2002 to launch Global Technical Recruiters. "I had a lot of good ideas that I thought I could achieve on my own," says Murphy. "I approached my brother about starting the business, and he said, 'Why not?'"

Together, Pat and Rob Murphy, who had sold real estate for 14 years, opened a firm in Cleveland's West Park neighborhood to provide temporary and permanent staffing to Northeast Ohio businesses. Pat runs the operations, while Rob oversees finances.

Global Technical Recruiters focuses on placing hourly employees earning minimum wage to approximately \$30 an hour in the best positions for themselves and companies. "We concentrate on building relationships with our clients so we can tailor our recruiting plans to each of their individual needs," says Murphy.

The young company has doubled its sales in each of its five years in business. This year, it will record \$12 million in revenues. Plus, Global Technical Recruiters doubled its customer base in 2007. "We used to have all of our eggs in a couple baskets," says Murphy. "Now we're billing a larger number of accounts. So we have more stability and can make better decisions about the company's growth and future."

The company's success stems from implementing those "good ideas" Murphy had when he started Global Technical Recruiters. Primary among them was creating a positive atmosphere within the office. "I wanted to create a work environment that was conducive to everyone being involved in all aspects of decision making," says Murphy. "I wanted a place where people could come in and get the job done, but at the same time, enjoy what they're doing."

Global Technical Recruiters has 15 employees to whom Murphy turns for suggestions. "We put our goals out there and let employees know what we're trying to accomplish," he says. "I make it a point to not only get input, but follow through with what they're saying." Employees are rewarded with generous commissions and bonuses, plus casual company events, such as the recent office tailgating party where employees barbecued and played cornhole.

The company has a strict policy of promoting from within. Most employees are hired as recruiters and sent to a 12-week Dale Carnegie sales training course after one year. Then, they may be promoted to account manager and oversee a few employees. "We have to develop leaders who can manage additional offices," says Murphy. The company opened a second office in Wickliffe in 2005 and hopes to open more throughout Northeast Ohio.

Murphy says the greatest reward in being an entrepreneur is watching his employees succeed. "It's seeing people get a new car or buy their first home — watching them develop that balance between business and an outside life that is key to success," he says. Thanks to its employee-friendly environment, Global Technical Recruiters has a very low turnover rate.

Together, the Murphy brothers and their employees are striving to create the area's premier staffing company. "It's a challenge building this business," says Murphy, "but it's fun to build it with a team."