Atlas Outsourcing Outline Why Graduates Should Head for Start-ups

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The growing skills shortage makes it challenging for small businesses to recruit the right people. Atlas Outsourcing *outlines why they believe graduates are the right fit for start-ups and existing small businesses in order to gain the relevant skills to move their career forward and drive business success.*

New research undertaken by Rise-To reveals that there are similarities between entrepreneurs and graduates when it comes to attitude and ambition. Nevertheless, despite the growing number of start-up businesses in the UK, smaller businesses still find it difficult to attract new talent. Atlas Outsourcing say: "There is this misconception that larger companies look better on the CV and can help with faster career progression and salaries; however we believe that graduates perfectly fit in a start-up business." In fact, graduates who choose to work for a small business have the opportunity to work in a fast-paced, entrepreneurial environment where they can gather a wider insight in a broad range of skills.

*About Atlas Outsourcing :*http://www.atlasoutsourcingltd.com

The Rise-To study shows that people working in smaller companies often have a role with more flexibility and responsibility than in larger organisations. "The structured hierarchy in big companies often stops employees from discovering what is happening beyond their role," explain Atlas Outsourcing. In small businesses, people can gain more exposure into further aspects of the business, such as sales and marketing, operations, finance or human resources and be part of decision-making processes. This first-hand experience is a significant motivator and drives engagement, say Atlas Outsourcing.

Small businesses can also benefit from graduates. "Students are ambitious, motivated to learn and ready to hit the ground running with their careers. They are full of energy, which is exactly what you need as a business owner to drive business success," say Atlas Outsourcing. In order to attract graduates, Atlas Outsourcing suggest that small businesses should be constantly recruiting by offering a development programme. This way, they are constantly seeking new talent rather than trying to find somebody when there is a need. In addition to that, Atlas Outsourcing recommend small businesses to be visible for potential recruits by visiting universities. "Look at the people in your company that started from the bottom and have developed further to a more senior role. They are your best advertisement," say Atlas Outsourcing.

Based in Reading and Liverpool, Atlas Outsourcing are an outsourced sales and event marketing company. The firm offers a Business Development Programme for motivated individuals who want to gain the relevant skills in order to start their own business. The programme prepares graduates for business life and covers topics such as sales and marketing, networking, finance, human resources, mentoring and campaign management. Good news for graduates, Atlas Outsourcing are currently planning to expand into further locations within the UK by the end of the year.

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