

The Chairman of REED, James Reed, visits FSB students and encourages employability confidence

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By [Kunal Chan Mehta](#) Article Date: 12th Nov 2019

☐ Male Voice ☐ Female Voice

James Reed, the Chairman of REED – Britain’s best-known recruiter and the largest family-owned recruitment company in the world – visited FSB’s students to discuss employability confidence and entrepreneurship. James went on to highlight the remarkable story about how the company was founded in 1960 by his father, Sir Alec Reed, with just £75. Successively, James went on to pioneer online recruitment by setting up the UK’s first jobs’ website, reed.co.uk.

REED has over 3,500 employees, known as Co-Members, in 140 locations with an annual turnover of more than £1 billion. Owing to strong leadership and values, REED has fast become the world’s most reputable and recognised name in recruitment.

Speaking about his FSB experience, James Reed said: ‘I visited

FSB Croydon to speak to the business students about careers, ideas and entrepreneurship. What a great and enthusiastic group. Thank you so much for inviting me and thank you for all the questions.'

Tina Kistow, FSB's Student Union Coordinator and The Mayor of Croydon's Mental Health Ambassador, describing the event, said: 'James is an inspirational leader and he mesmerised every student with his presentation that focused on many of our subject areas.' Tina went on to praise REED's branding: 'I am in total admiration for REED's brand message of 'Love Mondays'. It is simple and powerful and supports the view that everyone should be able to find fulfilling work.'

Business student Patrick Unsby directed a short video, with fellow students Tina Kistow and Cristina Badea, to capture core highlights of the event:

Mr Syed Zaidi, FSB's CEO, said 'I congratulate and commend FSB's students for being such phenomenal hosts for James Reed and The Mayor of Croydon whose presence showed how important the college is to the higher education provision of the area. James is by far one of the most respected CEOs. Sir Alec Reed and everyone at REED have created and sustained a recruitment company for all to benefit from. I thank Kunal Chan Mehta – who has been with FSB since it started – for setting up this memorable event and ensuring FSB's students engage with the best people in their field.'

James concluded the event by a random act of sheer kindness and handed out his best-selling books, *The 7 Second CV: How to Land the Interview* and *Why You?: 101 Interview Questions You'll Never Fear Again* to the students.



Dr John Pomeroy and The Mayor of Croydon praise the philanthropic work embedded within REED's values



Business student Kandeepan Baskaran stands proud with his icon, James Reed, and holds his newly signed *book*



Business student, Kinanga Gaspar, imaginatively applies his theoretical underpinning of promotion and 'photobombs' the moment with his FSB Work Placement Certificate



Business student, Cristina Badea, who also serves as The Mayor of Croydon's Romanian Culture Ambassador, tells James that his presentation was one of the most inspiring moments of her life



FSB's SU Coordinator and FSB staff

Please email the author of this article kunal.mehta@fairfield.ac for any questions or comments or to find out more.

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