

# Management Business Solutions

Relationships are the name of the game in recruiting at Management Business Solutions.

In this economy, hiring can be a tricky business. Employers need to look beyond the resumes and applications. Is the candidate great on paper, but fizzles in the office? Will the person in the suit and tie fit in with the company's casual corporate atmosphere? Can they do the job? Candidates face similar problems. Will the work be interesting and engaging? Will the compensation be adequate? Will I fit in?

In West Michigan, one recruiting firm, Management Business Solutions, is handling all of these questions for both companies and candidates. "We're new to the area, but we're definitely not new to the industry," said Floriza Genautis, CEO of Management Business Solutions. In the few short months since the company started doing business in the area, Genautis and her team have already begun matching candidates to companies by building a unique relationship to first the company and then the applicant. "We're a very relationship driven organization," she added.

Genautis knows there is a crucial dynamic between companies and applicants. Throughout her career she has been involved in both the job seeking and the position placing process. Born and raised in the Philippines, Genautis earned a degree in mathematics and computer applications before moving to San Francisco. There, she started her career as a temporary employee in the accounting department of a California company. Eventually, she was hired permanently.

This experience proved to be a springboard for Genautis. When she later moved

to Silicon Valley to work for a different firm, she was asked to select applicants for a new Accounting/Finance Recruiting division. Genautis enjoyed getting to know candidates and matching positions to their personalities so much that she moved into recruiting for her firm and later for other companies.

As she grew in her career, Genautis realized that to develop the strength of the relationships her clients and candidates deserved, she needed to build a company that allowed her the flexibility to provide outstanding customer solutions. "At times, providing the right solutions for the client or candidate did not fit the corporate guidelines; hence it is the policy of Management Business Solutions that we don't sacrifice relationships for the bottom line," she said.

Genautis is also a parent, which factored into her decision to leave her previous job. "I have a four-year old and I don't want to miss a moment of time with her," she said. "It was a big jump, but it was one of the best decisions I could have made."

Genautis opened Management Business Solutions on Hall Street this year, working with employers and applicants in West Michigan in May. Her decision to focus on the area was not only because she lived here, but she knew the area had potential. "I've looked at a variety of things in the market and there are a lot of changes in the industry," she said. "Furniture is on the rebound, manufacturing is undergoing a variety of restructuring efforts, and the medical industry is poised for growth. So, we're looking at a variety of opportunities when it comes to companies we're partnering with."

Many of the companies that Genautis

works with are looking for people who have experience in accounting, finance, human resources, and information technology. "Right now it's a client driven market, especially for non-professional positions," she said. "However, for key professional positions, finding the right candidate can often prove very challenging."

Genautis feels that matching a resume to a position is only a small part of recruiting. "We're not the firm that places people with a company just because it fills an organizational need," she said. "I'm here to grow relationships. We take the time to really get to know a business and their corporate culture before we place a candidate there. We also get to know a candidate's personality as well as their expertise. We want to make sure the position is a success for the candidate and the right fit for the company. That's very important to us."

By creating a relationship driven organization, Genautis has had a lot of success. "Our rate for placing candidates with companies successfully is 80% to 90%," she said. "That's because we make sure the company and the candidate are the right fit for each other."

Genautis fondly recalls many individuals who have started as candidates and later moved into management positions. When they needed to hire employees, they turned to Genautis to find the right people. "It's very rewarding to look at the progression of individuals," she said. "We maintain relationships with so many individuals; we perpetuate the circle of helping each other."

While Management Business Solutions has just opened its doors in West Michigan, the future already looks bright for Genautis.

She credits her success on doing what you love. "I really enjoyed the work and over time, the money followed," she said. "This is the right time and the right thing for me to do. I've helped build organizations in the past. Now, it's time to build an organization that reflects my values. I don't sacrifice relationships for the bottom line."



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Floriza F. Genautis