

# O'TOOLE UP AND HELP YOUR STAFF SUCCEED

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A Human resources consultant has set up his own business in Stoke-on-Trent in a bid to make the most of the increased opportunities in the region. Shane O'Toole has spent the last five years commuting from Stoke to cities such as Manchester, Birmingham and Wolverhampton because he felt there was nothing happening in his home town.

But now he feels the time is right to come back to the city and take advantage of the number of new small and medium-sized businesses being set up across the area.

Mr O'Toole is looking to provide a human resources service to companies that do not have the finances to provide their own.

He said: "I look at the problems that a business has, such as disciplinary issues or sickness absence, and I offer my services for that."

He added: "It's also about getting the best out of people through motivation and development.

"If you have a good worker, you want to make sure you keep them."

Mr O'Toole, aged 45, said North Staffordshire seemed to be on the up after hitting rock bottom a couple of years ago.

He said: "Now, we're seeing a lot of business units being established and there has been good work with the region's universities.

"People are looking further than just the pottery industry. I think there's going to be a lot of new industry and new services."

Shane O'Toole Human Resources Consultancy started up last month. For more information, call Mr O'Toole on 01782 537981 or 07984 144812.