



Partner profile

Pearson Trueman & Associates Pty Ltd Effective communications and resourcing

Pearson Trueman & Associates specialises in a niche market writing easy-to-understand technical and business documentation that includes everything from policies and procedures, instructional manuals to a variety of user guides. The company also supplies qualified personnel to companies requiring contract and permanent positions.

The partners, Suzanne Pearson and Shannon Trueman, say their success is due to delivering high quality work, meeting project deadlines, and exceeding client expectations and enjoying what they do in the process.

"To be successful you have to love what you do. I wake up every morning feeling excited about my work day," Trueman says.

Success for Pearson is a matter of perspective. "You also need to re-evaluate your goals and objectives by grouping them into long, medium and short term plans," she says.

Pearson was first introduced to the industry when she secured a job with a software development and IT recruitment company in Melbourne. She remained there for a few years before leaving for the UK to spend six months in London working for a number of large organisations.

Pearson finally returned home to help her friend establish his IT recruitment contracting business. After two years she established her own IT recruitment consultancy, Norwich Consulting, which she successfully operated for 12 years. It was a far cry from her very first job as a receptionist at a real estate agency.

Through Norwich Consulting, Pearson won many large contracts with major Australian organisations including banks, insurance companies and manufacturers, gaining an extensive knowledge of the IT contracting and recruitment markets.

"I also managed to weather the storm of the 1990's recession that hit the IT industry extremely hard," she says, a sign of her resilience and determination to succeed.

During this period, Trueman was a partner in Pursue IT and a client of Pearson's.

"We got on famously and subsequently merged Norwich into Pursue IT," Pearson explains.

Pursue IT continued until February 2007 when the partners restructured and formed the successful Pearson Trueman & Associates Pty Ltd.

Trueman's steely determination to do something positive to make the ground rules of employment fair was probably the key issue that motivated Shannon to establish her own business eight years ago.

With more than 20 years of experience in consulting, human resources, project management, technical writing, editing, training, business development and account management to her credit, Trueman says it's the best decision she has ever made.

Like most small businesses it all began at the dining room table and has steadily grown to a burgeoning enterprise that is on target to achieve an annual turnover of \$10 million.

Pearson says she and Trueman share an extraordinary relationship in that both think very much alike. They passionately believe in the same philosophies of never giving up in their pursuit for success.