

Special Projects

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Temporary Employment Solutions

For many, the phrase 'temporary employee' conjures up a picture of the replacement receptionist coping through a 2-week assignment while the 'real' employee is away sick or in training. The reality is that today's world needs and uses a remarkable number of mobile staff from top executives to skilled manual workers.

"Long gone are the days of a 30-year career in the organisation," states Sandra Burmeister, CEO of the Landelahni Recruitment Group. "Shorter tenure, alternative employment models and atypical employment practices have become the norm. The global shortage in highly skilled professions has led to massive skills mobility. And of course, as a result of technological change, skills become obsolete faster."

"There are several economic reasons for the increase in workforce flexibility. Product lifecycles are shorter, consumer demands are changing at an ever-faster rate and new technologies are causing seismic shifts in the economic landscape and the skills market."

"In addition, small and medium enterprise, which create two-thirds of all new jobs require flexibility due to cash flow and risk factors. Then

there is the shift from product orientated to demand driven production, and the introduction of lean manufacturing to increase productivity. At the same time, the services industry is both global and demands 24/7 capability, as does the Internet based economy, while people are demanding more flexible work schedules."

Gayleen Baxter, chief operating officer of Kelly, South Africa's leading talent management organisation adds, "Successful businesses must constantly increase quality and

Productivity is the driving force behind employment and companies are realising the benefits

simultaneously drive down costs, especially with the rapid changes in South Africa's economy. The ability to make low cost staffing adjustments has become imperative.

"Coupled with this, today's global economy requires more talent than ever before - making flexibility a key demand. That is why companies are increasingly using flexi staffing as an

Handling the mobile talent revolution



Gayleen Baxter



Jan Coetzee



Sandra Burmeister

effective people strategy across all operations and departments.

"Productivity is the driving force behind employment and companies are realising the benefits of outsourcing their non-core staffing as they re-engineer to cope with today's changing business demands."

By including a flexible staffing model in their human resource mix, companies are

benefiting from optimal productivity and cost-effectiveness. Businesses are now using flexi staffing as part of a competitive workforce management strategy to top up their bottom line and to reduce the implications that come with hiring and firing."

"Establishing a partnership with a specialist provider of employment services can help

companies navigate the talent crunch, allowing them to adopt a strategic approach to 'global' talent management and providing employers with the tools they need to anticipate the kinds of talent they will require and when," comments Jan Coetzee, managing director, Manpower South Africa.

"One option to fill the skills gap is by embracing cross-border recruiting opportunities. Cross-border recruiting to lower wage or more abundantly supplied labour locations - through wholly owned foreign subsidiaries or by outsourcing to cross-border suppliers - will continue to be a possibility for many business operations moving forward."

"In developing economies where workers are continually

enhancing their English language proficiencies, employers can take advantage of continuing to shift work to these emerging labour pools to help them maintain competitiveness."

"However, employers must consider that only certain jobs lend themselves to this approach, and cross-border recruiting will only remain possible in locations where outsourced labour is still cost-effective."

man phenomenon in many parts of the world. Managing migration flows is a significant policy challenge for national governments and corporations.

"Migration and work mobility should not, however, be achieved through competition on the rights and working conditions of the workers. As human resources service providers, private employment

agencies support companies and workers in facilitating work mobility while adhering to national legislation, and international standards of professionalism."

"The International Confederation of Private Employment Agencies (Ciett) and its members are committed to achieving the best balance between the need for mobility and flexibility in the labour market on the one hand and the requirement to protect the rights of the workers on the other hand, a policy called 'flexicurity'," concludes Burmeister.

"The global talent crunch is already leading to severe shortages of talent in many parts of the world, and these trends are only set to worsen over the next decade - and beyond," continues Coetzee. "It is therefore in the interest of employers to continue to look for new ways of training, recruiting, managing and retaining employees so that they can anticipate and prevent any problems encountered as the talent crunch becomes more pronounced."

"More than this, by integrating workforce flexibility into your business, you are guaranteed to stay ahead in today's competitive climate, keeping you not only locally, but globally competitive", Baxter concludes.

Committed to achieving the best balance between the need for mobility and flexibility

Staying ahead of the competition

"Because of the global economic downturn and the associated budgetary constraints, all clients are demanding more value for their money when outsourced HR or recruitment companies are used. This is evident where clients are not only looking at the direct services they are paying for but also looking at the value add of the recruitment company," states Kevin D'Allende, managing director of Matlejoane Staffing Services, a 100 percent black owned company founded by Adelaide Matlejoane in 1997.

"This has necessitated recruitment companies having to constantly re-invent themselves and to be acutely aware of what their competitors are doing."

"This is extremely positive for the recruitment industry in that we are all constantly re-evaluating our service offering to clients as well as constantly re-examining our systems and processes."

"This allows for an overall improvement in the quality of service presented to our clients and ensures clients receive the level of service that consistently exceeds their expectations."

"With so many recruitment companies offering similar services and competing for greater market share, differentiation separates recruitment companies

from each other. Providing good customer service and meeting the requirements of the client are no longer sufficient to secure new business."

It is the extent to which you can supersede the expectations of the client and more importantly, manage to do this consistently, that will ensure success. Sharing industry knowledge and industry trends with clients are no longer perceived as a 'nice to do' but have become inseparable from the service offering."

"In order to do this it is paramount for recruitment companies to pay special attention to international trends, to analyse these trends vigorously and boldly implement them where applicable. Locally, there are several forms of accreditation that recruitment companies are striving for eg Investors in People Accreditation, ISO Accreditation, 3-Star Customer Services Grading etc."

"The race is certainly on to win as many industry awards or to obtain as many relevant accreditations from various authorities as possible. Whilst this is done constantly to improve individual organisations and to reward the organisations that have excelled, the industry as a whole benefits because the bar is constantly being raised and the overall quality improves."



Kevin D'Allende

Most wanted list in South Africa

Manpower South Africa recently released the results of its second annual talent shortage survey, revealing that 38 percent of employers across South Africa are finding it more difficult to fill jobs, as compared to 31 percent globally.

The top three skills most in demand are: Skilled Manual Trades (primarily electricians, carpenters/joiners or welders), Engineers, and Accounting and Finance Employees.

As a follow-up to its 2007 and 2006 surveys, Manpower Inc. surveyed nearly 43 000 employers across 32 countries and territories including 763 employers in South Africa to determine which positions employers are having difficulty filling this year due to lack of available talent.

The top 10 positions that employers in South Africa are having difficulty filling in 2008 compared to 2007 are (see table ranked in order):

On a global basis, employers having the most difficulty finding the right people to fill jobs are those in Romania (73 percent), Japan (63 percent), Hong Kong (61 percent), Singapore

2008 HOT JOBS	2007 HOT JOBS
1. Skilled Manual Trades	1. Engineers
2. Engineers	2. Skilled Manual Trades
3. Accounting and Finance Staff	3. Technicians
4. Technicians	4. Accounting & Finance Staff
5. Management / Executives	5. Management/Executives
6. Teachers	6. Teachers
7. Drivers	7. Sales Representatives
8. Sales Representatives	8. Insurance Staff
9. IT Staff	9. IT Staff
10. Secretaries, PA's and Office Support	10. Restaurants & Hotels Staff

(57 percent) and Australia (52 percent). Of these countries, Hong Kong reported the most dramatic increase compared to the 2007 result.

In the UK, India, Ireland and China, talent shortages are prevalent, but less severe, as employers are still struggling to fill specific positions.

The toughest jobs to fill for employers in 2008 are positions requiring skilled manual trades and this reflects the situation in Germany, the UK, France, Canada, Australia, Austria, Sweden, Switzerland, Italy, Belgium, Ireland, Norway, Czech Republic, South Africa and Poland.

Similarly, sales representatives are listed as the most difficult to find in Japan, Hong Kong, Singapore and New Zealand.

In this survey, skilled manual trades refers to a broad range of job titles that require workers to possess specialised skills, traditionally learned over a period of time as an apprentice.

Examples of skilled trade jobs include: electricians, carpenters, cabinet makers, masons/wricklayers, plumbers and welders. Technicians include primarily production/operations, engineering and maintenance.



Matlejoane Staffing Services

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- Etc.

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STAFF U NEED

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Staff U Need is a Temporary Employment Service Provider with over 13 years' experience in the placement of unskilled, semi skilled and skilled resources in the engineering and technical industries nationally. Our vision is to be the leading outsourcing provider by training and supplying quality temporary and permanent staff. We pride ourselves by undertaking to meet and exceed our client's expectation in the supplying and placing of competent staff and to remain the supplier of choice.

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