



This month I am pleased to announce the launch of phase II of our exciting and innovative branding campaign - It's all about U! The key advertising message is that at Ross and Julia Ross, what we do is all about you - the client and the candidate. We believe this encapsulates our core promises of trying harder, being more committed and offering flexible services - being focused on what our client or candidate needs rather than our own issues. This edition of RossNews also explores the many factors currently changing how organisations approach the way they do business.

I do hope you enjoy this edition of RossNews and I welcome any feedback you have at marketing@rosshumandirections.com

Julia Ross

in this issue

- macro economic update
- personal safety precautions
- training tips
- trends in hr - part II
- it's all about U!

→ macro economic update

by Glenn Meekin, Group Financial Controller

The global economy is expected to expand by approximately 4.5% in 2007 and 2008, after exceeding growth of 5% in 2006. The developing countries have had a big impact on the global economic cycle. Developing countries are contributing more to global growth in comparison to previous decades.

China has been at the centre of these trends in the developing world. China has accounted for 26% of the growth in global GDP over the past 5 years. China's growing exports have been an important source of deflationary pressure in Western countries.

In the US, underlying growth continues to slow, although, the risk of a recession has abated. Falls in crude oil and petrol prices and a mild winter have supported activity in recent months resulting in an upward revision to employment statistics. The housing sector remains the major cyclical driver of activity. Consumer spending slowed significantly in 2006, but buoyant labour market conditions point to a soft landing in 2007.

The economies of the euro zone and the UK have been performing well. In 2007, growth in the euro area is expected to ease to around 2%, while growth in the UK will remain broadly unchanged at around 2.75%. The euro zone labour market continued to perform strongly. The unemployment rate in the UK (5.5%) remains below that in the euro zone although it did increase slightly throughout 2006.

In New Zealand, annual GDP growth slowed from 2.1% in 2005 to 1.5% in 2006 due mainly to a tight monetary policy and high oil prices. The unemployment rate is expected to rise over the next two years but is still low by historical standards.

Source: ANZ Economic Outlook March Quarter 2007.

→ personal safety precautions

by Paula Spencer, OH&S Officer

In the case of any emergency situation, such as a robbery or natural disaster, the safety of yourself and those around you is a priority. It is not worth losing life or limb to save property.

If you ever find yourself in a position where you are being robbed or violence is threatened, there are a number of safety precautions that you can take in order to reduce your chances of becoming injured.

- Keep your hands where they can be seen and do not make any sudden or quick moves.
- Don't pick up the phone.
- If you are asked for valuables, don't argue - do what you are told.
- Remain calm and quiet.
- Speak only when spoken to.
- Avoid staring and/or making direct eye contact.
- Do not try and outsmart an intruder or robber i.e. don't interrogate him/her.
- Don't chase him/her.
- When it's safe call the police.

→ training tips

by Mary Strain, National Learning & Development Manager

Prepare for Questions

If you will be answering questions or if you are part of a panel, then you should do some special planning and preparation for questions which may be asked during or after your presentation.

Sometimes question-and-answer sessions are a 'fun' part of the presentation. It is a chance to really communicate with the audience and ensure that they are listening. However, some presenters become nervous and anxious when questions are passed up to them. It is not easy to think of precise, nontechnical words to give a perfect answer when you are standing in front of a sea of expectant faces, being bombarded with questions.

No speaker can prepare ahead of time to answer every question that might be asked, but every presenter should prepare ahead of time for questions in crucial areas. The less experience you have as a presenter, the more preparation you need.

To prepare for questions you will go through four steps:

- List areas that might provoke questions.
- List questions that might be asked in these areas.
- Write out and polish your answers.
- Make a note to yourself to ask for questions before the conclusion so that you can end the question period with your prepared conclusion.

Source: "Delivering Effective training sessions" McArdel, Geri

Following on from Part One of our article in last month's RossNews on trends we see developing in Recruitment and HR, this is the concluding article. As we discussed last month, there are many factors currently changing how organisations approach the way they do business, such as a tighter labour force, legislative impacts, the start of baby boomer retirement, emerging expectations of Generation Y, talent shortages in some professions and industry sectors and of course, climate change.

As a consequence, the human resources, employment services and recruitment sector is also experiencing fast moving change at the present time.

Impacts of Generation Y

The differences between Generation Y and the previous Boomer and X Generations are significant. In terms of sourcing candidates, recruiter and employer strategies will need to recognise that this generation is notoriously resilient to commercial messages. They have developed a response which is based on selecting communications on their terms and no longer accept the traditional approaches that previous generations found relevant. Generation Y is significantly more independent of thought than previous generations, exercising their choice to make their own minds up on a particular issue. How they are communicated with, managed and developed is as important to them as the specific outcomes that a job can offer them. Flexibility in approach, offer and terms will be critical to engaging successful, with this category of worker.

Changing Profiles of Recruitment Firm Activity

We believe that an emerging trend will be that recruitment organisations will become more specialised while at the same time providing a broader range of services. This may sound like an oxymoron, but it's not. Recruiters will seek candidates in a narrow range of skill sets and become very knowledgeable about everyone in that profession in a particular geography. For example, they might focus on Java programmers but will offer every service related to Java programmers that there is.

Larger firms may be able to encompass several sectors of these professions, but each will be treated in a unique way. A big part of the 'new' agency's role will be competitive intelligence work and candidate pool development. Only the largest of corporations, such as Ross and Julia Ross, will be able to afford to do this on their own, making the market ripe for agencies that can perform these functions. Agencies might simply charge a transaction fee for supplying a few names. Or they could offer to do a full recruiting process at a fixed fee or on a percentage basis as they do today. We call this practice of splitting up the process costing as 'unbundled services,' charging the client for only the part of the service actually supplied.

Talent Management - Greater Focus on People

Connected with the above, we have identified that recruitment organisations will have much greater in-depth knowledge of the people in a particular niche. They will have knowledge of all the e-commerce Java programmers in Sydney for example. They will have a sense of the abilities of many of these programmers, and even, perhaps, have those abilities ranked. They will know each programmer's accomplishments and past employment history and who they would most like to work for. This knowledge, too, can be sold and packaged for clients. One agency could even provide their information and services to another agency. This type of Talent Management is something we have focused on by growing and developing our 'pool' of talent in a number key recruitment areas.

We see the best firms becoming much like sports talent agents, coaching and guiding candidates to the best jobs. They will more carefully match candidates to organisations where there will be a good culture fit and where they can receive the kind of support, career development, or benefits those candidates seek. The best consultants may recommend certain kinds of development for a candidate or give them feedback on previous performance. No wise recruiter will recruit candidates from current employers, but may instead provide career advice and maintain an ongoing relationship with candidates after placement. There will have to be some procedures developed to protect both clients and candidates.

New Guarantees

Recruitment organisations will in time to come not only guarantee a candidate to a client, but also guarantee career opportunities to the candidate. As part of this newly emerging career management service, we see a two-way relationship. Because of this, recruiters will be much more careful about the candidates they take on and about the quality of their skills. In interview, candidates now ask many more questions about what a potential employer offers. Likewise, consultants will build more effective ongoing relationships where communication is two way on candidate opportunities as well as job vacancies.

Wider Variety of Service Structures

We are already starting to develop situations where we work with a variety of job types and services, including permanent, temporary, part-time, training, talent sourcing and managed services via outsourcing.

Many employers will want a mix of all these types for different purposes. Some firms will be placing project teams with specific contracted job durations and scope. They may actively help employees decide to change status and may coach both managers and candidates on how to work together more effectively. Each of these activities may involve fees, albeit small ones.

As we discussed in the last issue, in the end, we believe that many small firms will completely outsource their recruitment and HR management (HRO). Agencies are going to have to develop more flexible pricing and add value beyond simply sourcing, screening candidates and interviewing candidates, but employers may have to pay proportionally more for a more refined service.

The success stories will be about those recruitment organisations that can develop a value-added process that benefits both the employers and the job seeker. In doing this there will be great opportunities for those who are successful.

March 2007 sees Ross Human Directions launch phase 2 of our exciting branding campaign - It's all about U! Keep your eyes peeled for Ross advertisements in press, city metrolites and on buses around certain CBD locations!

