

Take Flight! Newsletter

Vol. 4 Edition 3

March 2009

Events :

Forward with Fairness Work- shop:

Are your HR
practices ready
and aligned for
the changes
starting this
July and Janu-
ary 2010?

Workshop in May

Inside this Issue:

Why Outplacement
is offered and con-
temporary alterna-

How to reduce costs
through smart HR
practice...

How to offset the
effects of pulling in
the purse strings

FREE OFFER! 2

How to know a
candidate is right
for an open posi-
tion?

Find out with a free
trial of McQuaig
Word Survey

Outplacement: what is the alternative?

Who as an employer or manager in the past has offered traditional outplacement programs to separating staff only to feel stung with the associated high costs?

Let's first examine why post employ-ment support entered into the equa-tion when wide spread redundancies came into effect in the 'recession we had to have' of the early nineties.

Firstly it was not for the CEO's or business owners to feel good about themselves, rather for higher strate-gic purposes and as an investment in ensuring the future re-stabilisation and growth of the organisation long term.

Management thought leaders and theorists of the time realised the intangible value of employer brand-ing, corporate citizenship and main-taining loyalty from remaining em-ployees and the positive impact it had on the bottom line *after* cost reduc-tion programs had been put into effect. The strategy here was to get a

down turning company up turning as soon as possible.

Productivity has a major impact on this and remaining employees feeling secure that they would be taken care of if it came down to them.



Companies wanting to differentiate themselves from competition with best practice adopted offering the newly defined 'outplacement' services to employees affected by the RIF.

These principles and impacts are still relevant today, however the programs offered by traditional outplacement providers are not. After all it has been

quite some time since they have had to dust off their 'How to write a CV' manuals.

Traditional outplacement programs rely heavily on what is essentially 'premises outsourcing' - providing a hot desk, phone and computer with daily newspapers and business magazines for job seekers. This approach whilst relevant during the last recession comes at a high cost to employers.

Today's lower cost technology & hardware means most individuals are well and truly high-speed con-nected at home and have greater access to research materials and tools that they didn't have in the last times of wide spread redundancies. They don't need premises and you don't need to be paying high costs for them in outplacement offerings.

Recent studies of outplacement services conducted in the US and the executives that underwent their programs found...**(continued page 2)**

How Will You Retain Good Employees in Unstable Times?

As companies struggle with having to pull in their belts and shave costs of business down many are reluctantly faced with having to hold off on rewarding staff with the traditional Christmas bonus scheme or freeze salary increases. This presents the challenge to pacify staff who have worked hard all year perceiving it has been fruitless for them.

The Asia Pacific Employee Rewards

Watch 2008, a benchmark publica-tion for the HR industry documents key trends and developments in the reward arena. The results for 2008 demonstrate the speed of change in this fast moving field as companies struggle to attract, retain and moti-vate the best people. A summary of the findings of key research found:

- The biggest HR challenge fac-ing companies this year is controlling costs and talent retention
- There has been a marked increase in



companies implementing flexible benefit schemes, the take up of flexible benefit schemes increased from 14 per cent to 27.42 per cent; **Continued Page ...3**



Outplacement: what is the alternative? [continued]...

That in ranking the services that were of most value to them found that internet connection and a phone line available to them came towards the bottom along with psychological profiling tools exploring their personality and financial services advice. 82% ranked a coaching style program with structure helped them keep on track. Emotional support ranked the highest with in-depth research skilling ranking high. Elements lacking was material or direction on contemporary searching techniques that were relevant to current on-line sophisticated job search technologies.

Corporate Canary's Take Flight!

Career Advancement Transition Program is responding to these findings and needs with a contemporary and cost effective alternative to traditional outplacement and is more focused on customised one-on-one coaching, with a strong emphasis on a *virtual e-recruitment job seeking strategy* development for the job seeker.

75% of employer and candidate search is conducted on-line in the virtual world. Sophisticated automated search technology is used by job boards and recruiters, So job seekers need to have the competitive edge to ensure their marketing document (or CV/Resume) is highly 'key word' effective,

captured and presented at the top of the list.

Based on the themes of 'Clarity', 'Control' & 'Complete' the program helps the individual gain *clarity* around the roles and employers they seek to work in and with, gain *control* of the job seeking and self marketing process through ensuring they have an extensive on-line job seek strategy and in-depth research skills and finally the ability to *complete* their job search process by assessing job choices and negotiating the most favourable agreement with their new employer.

Click here for further information ...<http://corporatecanary.com.au/index.php?page=separation-management>

"In the new economy information, education and motivation are everything"

- Bill Clinton



Reducing HR Costs the Smart Way...

Many surveys and research flying around out there at the moment is reflecting a resound agreement that most employers' top priorities going forward is:

- 1) Cost management or reduction.
- 2) Retention of good employees.

Quite often the reaction to harder economic times is to reduce the obvious and open costs like bonuses and salary however a smarter way is to find and eliminate the hidden costs, which in many cases can be larger costs to the business.

One of the largest hidden costs is poor hiring decisions and the loss associated with that. A replacement of a poor hire can cost up to 3 times their salary. This is a cost that companies can ill afford at these times.

The other hidden costs are the costs of low morale this can lead to poor quality outcomes that have an

effect on overt costs down the line, such as defect product or poor service, loss of customer income and other hidden costs such as pilfering behaviour and sabotage.

There is a fine balance here from an HR perspective however there are ways to manage this. Where you are able to make cost savings it is wise and proactive to *reinvest* a portion of those savings into further cost management initiatives.

Corporate Canary is an accredited provider of the **McQuaig System** which is a trusted and proven system to ensure that you are reducing any recruitment mistakes and therefore the associated costs.

The system works by increasing the predictability rate of a higher job fit through profiling the individuals behavioural preferences and temperament against a customised job profile relevant to

your company's role.

Experience and qualifications can tell you what a potential employee can do, but not how effective they will be applying them or how they will behave in their role. The McQuaig Word Survey will uncover where the individual is not a sound match or suited to the role.

The McQuaig tools also support management with understanding a targeted approach on how to motivate and coach your higher performers, therefore retaining them.

FOR A FREE TRIAL OF THE MCQUAIG SURVEYS AND MORE INFORMATION GO TO...

<http://corporatecanary.com.au/index.php?page=free-report>



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Helping Your Company Take Flight.

Corporate Canary helps SME businesses leverage their growth and performance and reach their goals sooner by getting enhanced outcomes from their people and HR Strategy.

An initial consultation with Corporate Canary will help you identify the areas of your HR strategies that need improvement and those that are impacting your ability to move forward.

Through extensive experience with developing the HR infrastructure and HR strategy in SME businesses within the ICT industry, founder Anne-Marie Orrock brings the **value** of:

- Helping you align your activities to your business goals and objectives
- Easing your people issues and adding expert insight to smooth the way.
- Building your value as an employer in the eyes of your employees and in attracting new staff
- Giving you time and space back to achieve your priorities.
- Give you an advantage that your competitors will be envious of.

Services Offering:

The Corporate Canary service offering covers the full 'HR Lifecycle' of an organisation from Attraction & On-boarding through to Performance, Remuneration & Reward, Engagement Strategies and Separation Management.

For a full list of services visit: www.corporatecanary.com.au

How Will You Retain Good Employees in Unstable Times? (continued...)

- Majority of respondents with benefits (22.58 per cent) do not know how much they are spending on them;
- Only one in ten respondents found that their employees highly value their benefits;
- 72.58% of companies still do not offer total reward statements;

Companies that offer total reward statements found that the employees understanding of their benefits value improved (31.03 per cent), that it increased retention and that less burden on HR for enquiries freed them up for more strategic work time.

Salary sacrifice was perceived as a big challenge due to lack of understanding of concept and poor ability or understanding of administering.

These results give employers significant clues on how you can raise the value of your current total remuneration offerings

through a communications program and developing Total Reward Statements that reflect the true value of employment with your organisation. Often employees only focus on the take home salary and don't realise the total benefits available to them that they may not be currently accessing. In addition a salary sacrifice scheme can give the employee more take home pay through tax effectiveness without the employer giving an additional pay rise. Total reward statements and flexible rewards can boost morale, employee engagement and provide understanding in these difficult economic times.

Contact Corporate Canary on how you can effectively invest in HR related branding initiatives to keep productivity key to your success.

Ph: 9460 8840 or
enquire@corporatcanary.com.au

Special Offer to AIIA Members:

Corporate Canary supports the ICT industry through affiliate membership with the AIIA.

AIIA members who choose to partner with Corporate Canary for their HR needs will enjoy:

Free HR Business Improvement Review Audit valued at \$450; discover how your business' people management is performing.

12% discount on hourly rate

10% - 15%* discount on Project Based fee

20% discount on Executive Coaching Program*

*Subject to terms and conditions.