

GRADUATE RECRUITMENT INVEST IN YOUR INDUSTRY'S FUTURE

The recent Global Financial Crisis (GFC) caused a sharp reversal in the supply and demand of skilled candidates across many industry sectors. 2009 offered employers a welcomed break from the constant challenge of attracting and securing the best candidates from a rapidly dehydrating pool, whilst those who found themselves out of work struggled to redress the situation.

Supply and demand, however, is a fickle thing. It's important to remember the lessons learnt during the last economic boom and prepare to secure the future of your company and industry by committing to staff training and graduate recruitment to avoid the skills shortages suffered in the past.

2009 saw a massive decrease in entry level recruitment across many industries, with the GFC prompting employers to avoid risk of any kind. When recruiting, employers wanted proven performers, staff who could achieve maximum productivity with minimum input. As a result, entry level candidates, including top performing graduates, struggled to find employment in their chosen field and have moved into other industries or in some cases, to other countries.

2010 promises that demand for skilled staff will soon outstrip supply. As the market steadily recovers and many of the projects that were put on hold during 2009 are given the green light, the skills shortages that were prevalent in so many areas are already becoming an issue. Staff cutbacks made in 2009 are now causing operations to be understaffed and looming deadlines are causing increasing pressure on teams that are already working at full capacity.

Taking a longer term view and investing in graduates and other entry level candidates is crucial to minimising future skills shortages. Used effectively, well trained entry level staff can add real value to operations and don't need to be viewed as burdensome overheads, even for smaller organisations.

After such uncertain times, those companies seen to be proactive in redressing the issue will be highly regarded and will benefit by attracting more senior staff who welcome the organisations commitment to their employees and to the industry as a whole.

In addition to graduate and entry level recruitment, investment in the training and development of existing staff, recruiting and/or re-training mature aged staff and utilising temporary assignments to cope with short-term resource requirements can all combat skills shortages in a proactive way. Together with an effective retention strategy, you can ensure your company is robust to future fluctuations in candidate supply and demand and is able to make the most of the next market boom.

To find out more about how your business can attract the best graduates and entry level candidates, or to discuss any of the other issues discussed in this article, contact us.

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