

CASE IN POINT | The Effectiveness Company

by Ilse Ferreira

Dr Suzanne Ravenall, Chief Executive Officer,
The Effectiveness Company



NEW ^{XT} Trend Labour Market

The concept of Labour Managed Services is set to pioneer yet another new trend in the South African labour market: offering a definitive difference to existing provision of labour services across the entire labour spectrum.

According to Dr Suzanne Ravenall, CEO of The Effectiveness Company, it offers clients who need the right quality of staff the solution of employing and integrating people into their businesses who can be fully active in the shortest possible time. This can be done on contract or on a permanent basis.

“Finding the right staff remains one of the biggest challenges for any business today. As an established outsourcing business, we are good at finding the right behaviour

and then equipping these incumbents with the skills that they need to be successful employees in the shortest time possible – in all of the business sectors we deal in,” she says.

She explains: “we currently have the capacity to source up to 600 competent matches of people on short notice a week. The difference is, we up-train all the people we find to the level where they can walk into their positions, without the lag usually caused by a new employee coming in and having to find his/her feet, learn the ropes as it were, and settle down into a productive job situation.”

“Effectively we can supply competent resources for any period that is required, even for interim management positions. We find that the needs for staff range mostly from a week and upwards,” Ravenall explains.

“Labour managed services are thus about the provision of tailor-made staffing solutions, not just about providing bodies. We provide skilled people ready to perform their duties upon entering the client’s business.

“To be able to do this successfully, we need to understand the skills requirement/s of the people we need to recruit and place in clients’ businesses,” she explains. “In most instances we complete the role and competency profile for the job on behalf of our clients. It is about sourcing the right individuals for the right role profiles and training them/inducing them prior to placement.

More than placement

Ravenall says there is really no limit to what staffing configurations can be supplied as The Effectiveness Company is geared for just about any need for trained staff. Asked about training periods, she says that it varies and depends on what clients need them to train staff for – “for example,” she says, “if a bank needs banking tellers – we can have them trained within anything from two days to two weeks depending on the skills level. And not just hard but also soft skills training can be done. Ravenall points to the fact that The Effectiveness Company has a financial services licence, putting them in a position to deal with FICA and FAIS requirements with ease.

“We have identified a need across the board for competent staff with the ability to deliver from the moment they arrive in the business. Added to training staff prior to placement at the client’s behest and according to individual needs, we also manage the staff internally. Therefore the staff members remain in our employ, and are working under contract to us, and paid by us.

Hiring is about behaviour sets

“Companies do recruit from within, employing human resource staff members to fulfil this function. This can work

well, but, in using an outsourced labour managed service such as ours, clients can tap in to all the expertise and skills within our organization’s pool, providing speed & flexibility.

Labour managed services are thus about the provision of people in tailor-made staffing solutions, not just about providing bodies. We provide skilled people ready to perform their duties upon entering the client’s business.

“We provide interim management staffing solutions as well – by bringing trained managers in to client operations where there is a need or a temporary shortfall, whatever the cause of it may be. As long as we know what people want we can provide them with the required staff to fulfil their needs.”

“We can either supply trained staff to be incorporated into a client’s business as fulltime staff paid by the client, or otherwise we can offer a staffing solution with a managed services aspect.

She says South African companies should tackle the skills shortage head-on. “In today’s economic climate, by partnering with organisations such as The Effectiveness Company, it can alleviate some of the stresses involved with this hot topic. Job creation – sustainable jobs, that is – we are all in this together and everyone can make a difference.

“In terms of what we need - we need people with an attitude of wanting to be able to do a job well – what is often referred to as a ‘CAN DO’ attitude. If a person is passionate about a job and has the right attitude, success will be the result of sourcing such a person.

“Business today have common features, amongst some are; customer-centric and delivery orientation – or it should have. Those who succeed in the long run will be those who pay more than lip service to these concepts, and have staff as passionate brand ambassadors of both. □

A new trend to emerge

- Labour broking is on the way out – but managed labour services may well break new ground as a global trend
- Skills remain at the basis of job creation, sustainability and economic growth
- Management teams can be provided in its entirety to manage entire departments