



Recruiting talent in turbulent times

HOT RECRUITMENT TOPICS

In theory, the current economic downturn affecting many countries in Europe and beyond, should result in employers finding it easier to recruit high calibre candidates given the large scale redundancy programmes witnessed during the last 12 months. However, whilst there is perhaps a greater choice of candidates available for roles in sectors which have suffered the most during the current recession such as financial services and automotive, at the same time, there is a greater reluctance on the part of those candidates still employed to "put their heads above the parapet" and consider changing employer.

The CFR Consulting Group® is reminding its clients that, given the challenges all businesses face, it is even more important to make the right selection decisions and ensure that people with the most appropriate skills and best fit are appointed into vacant positions. The current market conditions, whilst on the one hand resulting in a large number of available candidates, is also making potential job seekers become far more cautious about changing employment.

Although many candidates may recognise that they are ready for a new professional challenge, in today's climate, they are likely to be more risk averse and feel that it would be better to "sit tight" until there are clear signs of improvement in the economy. CFR's message to its clients is; Executive Search will help you to recruit high quality candidates who are currently in employment, but there will also be a large number of skilled professionals currently available owing to redundancy on a last-in, first-out basis. These can be reached through well targeted advertisements in appropriate media and CFR is expecting larger responses to job advertisements than for a number of years.

A move to a new company will always entail an element of risk as regardless of the thoroughness of the selection process, it will take the first few months of employment for both parties to adjust and to know if a good cultural fit will exist between employee and employer. Now, more than ever, potential candidates contemplating changing jobs need to be 100% convinced that a job move is the right one for them. The recruitment consultancy and the client company must have a clear message to deliver and be able to demonstrate to the candidate the benefits of changing roles - why this move will not only provide them with the challenges they seek but how it will also represent an excellent move in terms of their future career.

Roger Ruane - FR Europe
CFR Consulting Group member in the UK

Why do people decide to change jobs?

HOT RECRUITMENT TOPICS

CFR Consulting Group's Austrian Member, TRESCON, questioned 2.700 applicants about why they decided to change jobs. Here is a summary of their findings.

In the past years of booming orders and a "dried out" labour market, it became generally harder for Austrian and especially for Upper Austrian companies to bring on board the most sought-after staff members. It sometimes seemed almost a lost cause to look for new employees in specialized functions and technical sectors.

Furthermore employers found that good and reliable employees suddenly decided to leave the company - often for "monetary" reasons.

What are the real reasons prompting Managers and highly skilled employees to leave their current employer and what are those motivating them to sign a contract of employment with another company ?

TRESCON believed before the survey was carried out that the motives and considerations behind people leaving their employers would be different to their motives influencing acceptance of new employment offers. Here is what they discovered!

The Top 5 reasons for leaving a company were:

- ⊙ **limited freedom to act**
- ⊙ **no career opportunities**
- ⊙ **bad working atmosphere**
- ⊙ **lack of responsibility**
- ⊙ **vague corporate goals**

These motives are the ones which companies themselves mostly influence and so they could therefore work to prevent such employee frustration.

It is striking to note that the prevailing assumption that money would be the main cause was not confirmed. Underpayment is only in the centre-field. Dissatisfaction with salary was actually only ranked 11 out of 15 as the most common reason for changing role.

The top motives for accepting new employment offers were:

- ⊙ **a good working climate and freedom to act.**

Beyond that were other motives. One of these, money is a much more important motivator for people seeking new roles rather than leaving existing ones. This results in companies needing to offer better financial packages to attract new employees.

Below are the results of 3 questions in the questionnaire.

Remember the last time you changed job. What were the major reasons for your leaving your employer at that time?...

CFR Consulting Group held International meeting in Stockholm

CFR CONFERENCE The member companies of CFR Consulting Group, a leading international recruitment network, met for the twice-yearly international meeting on the 16th and 17th of April in Stockholm. The event was hosted by the Swedish partner K2 Search at Hilton Stockholm and all together 54 participants from 24 countries were present.

On the agenda were discussions on global account development, International expansion, standardized and client tailored recruitment processes and enhanced regional cooperation to support international customers.

As part of the discussions CFR was happy to welcome to the meeting Mr Nick Leenaert, HR Director of one of its international clients Unilin, an international manufacturer of laminate floors, engineered wood, melamine boards, MDF boards & chipboards and roofing systems.

Unilin employs a workforce of 4,300 staff operating in 21 production sites across Europe, the US and Asia. Unilin has worked successfully with CFR on recruiting top performers in several European countries last year and Nick presented his view on the future, the importance of an even more international approach on recruitment depending on the current economic climate and the employment trends.

The CFR International conferences are a crucial part of developing International business for each individual company and member. Ultimately, the conferences enable each partner and the group to help its clients to grow Internationally. The next meeting will take place this fall in Munich with Cantor Unternehmensberatung GmbH as host.

Ken Skoog, CFR Consulting Group member in Sweden



Renewable Energy Employment Market Trends

EMPLOYMENT TRENDS CFR is working with Renewable Energy (RE) companies at cross-border level in order to scout the market for the best talent. We are also working with our clients in order to map the main skills shortages for the purpose of providing a comprehensive report on the subject at European level.

One of the key RE employment sectors in Europe is the wind energy sector employing 154,000 people (Wind Energy Assoc. data). In 2015 this figure is forecast to grow to 212,000 and in 2020 to 328,000. The top 4 EU member country employers are: Germany with 38,000, Denmark with 23,000, Spain with 20,000 and France with 7,000.

CFR's French member, Alphée, who is leading the CFR research into employment trends, expects the wind sector workforce in France to grow to 16,000 people in 2012 and to 60,000 in 2020.

Etienne Simmonet, head of Alphée, comments that there are many jobs in the wind energy sector for mechanical, electrical and plastics engineers in fields ranging from Commercial, Project Management, Manufacturing, Quality, Finance and Purchasing. Technicians, in particular for the maintenance of wind farms, will also be much sought after. Etienne also comments that with training it will be possible to transfer employment of engineers in these functions from declining and traditional sectors such as automotive, aerospace and shipbuilding. Etienne stresses that the EU should make investment available in order to support such an important employment initiative.

Another key growth employment sector is that of solar energy. According to published information, the sector is set to continue growing at 25% + per year. Because the industry is young and economies of scale are yet to be implemented, more jobs are created per MW than in traditional energy sectors.

Worldwide the solar business is fragmented with many small start-up companies competing against larger OEMs.

Those directly employed in the solar energy sector are involved in the manufacture, sales and installation of photovoltaic (PV) products. The number of indirect jobs dependant solely on the PV sector are even higher and relate to the manufacture of equipment, materials and other components for solar electric systems.

The EU has predicted that by 2010, 453,000 will be employed globally in the solar energy sector, rising as high as 2-3 million by 2020.

As in the wind energy sector, there is strong demand for engineers, for example, to work in production and system design. Chemists are required for positions in quality control. Engineers are also required for highly technical sales positions, such as those selling into the telecommunications sector. However there are also other opportunities for non-engineers, such as in Sales, where strong negotiation skills together with business acumen are highly regarded.

Should you wish to discuss your current or future RE staffing needs, do not hesitate to contact your local CFR Partner.

Laura Townsend-Green

Arethusa, CFR Consulting Group member in Italy