

Future prosperity relies on good people management.
Make a strategic HR plan. Visit www.timelesstime.co.uk for help.



We're often told we need a human resources strategy. We're still struggling out of recession. Why bother, asks Sue Berry of TimelessTime.

Economists talk of short run and long run. In the short run there's not a lot we can do apart from save costs and trade on price. In the long run, however, everything is variable. Firms need to think about the whole way they will employ and manage

People ecosystem

people in the future: they need to think of their future "people ecosystem."

HR strategy is about putting in place a people ecosystem that optimises your future business, facilitating an increase in your bottom line result. It is about determining what needs to change in

your people management and what needs to remain the same. It is about managing improvements. It could be improvement in customer service through a mix of recruitment and staff development. Or it could be an improvement in productivity by tackling absenteeism and poor morale.

Apprentices help business

Experts at Brooklands College in Surrey held an informal advice session for young people considering taking an apprenticeship and for employers who wanted to learn more about the benefits.

Anita Winter, who coordinates apprenticeship programmes for over 100 Brooklands College students each year, said: "The event was very successful. We met around 45 people - all interested in benefiting from apprenticeship programmes."

Also during national apprenticeship week, apprenticeship staff spent the day with local businesses, experiencing a day working as their apprentice. Anita Winter assisted PJ Autos in Byfleet; Karen Franey assisted Peter Cooper Cars in Byfleet; and Kevin Gowan assisted the Blow hair salon in Egham.

Mr Cowan was given the duty of making coffees for clients, sweeping the floor and watching Charlotte Johns - the real apprentice - wash hair, to pick up some tips. Mr Cowan said: "Hairdressing is a hard but rewarding profession that demands commitment. It has been very useful to spend a day in the life of an apprentice to get a good understanding of the role, this will help me to give good, real life advice to any young people considering an apprenticeship in hairdressing."

Apprenticeships help businesses by offering a route to harness fresh new talent. National apprenticeship week highlighted the benefits of having an apprentice in the work place.

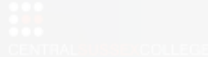
Peter Cooper from Peter Cooper Cars needs apprentices

to make his business more efficient. He said: "My apprentices help with a variety of jobs including tyre changing and MOT testing. Getting familiar with the workshop and the tools is a key part of their training with us."

Paul Johnson has owned and managed PJ Autos for 33 years and said: "I feel proud that my small business has successfully trained a large number of school leavers and would urge all employers to make space in their business for trainees - it can bring huge benefits to all concerned."

To develop a human resources strategy, firstly describe your vision for your business of the future, say over the next three years. Then describe the people ecosystem that you need to make your vision happen. Next conduct an HR audit to measure where your people ecosystem is right now. Then set a plan to move from now to your vision state. Think widely - it's not just about raising salaries or making a few folk redundant. You need to be sure to tackle the real things that will secure your future prosperity.




At your service

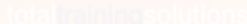
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