

Let's Talk About Finding the Right People

Most business owners will say one of the hardest things in their business is recruiting and retaining the right team members.

With a robust economy and current government policy tightening immigration rules, this has become even harder. In fact, our unemployment rate has fallen to its second lowest rate since its record low in 2007. With both skilled and unskilled labour in short supply it is a good time to reflect on what employers can do to help themselves and look at why some employers are finding it easier than others.

Basic supply and demand economics tells us that when something is in short supply the price will rise. This is the theory the government is relying on as it seeks to increase wage levels in New Zealand.

Given the short supply of labour, business owners could look at their own business's productivity and ways they can improve it. Areas to consider include investment in software, plant and machinery, training or just looking at systems to see if there is a way of working smarter rather than harder.

When assessing systems, the basic rules to keep in mind are that the shortest way from A to B is a straight line, and a complicated system can never be made simple, but a simple system can be made complicated.

Many employers that are doing well have taken time to look at their business from an outside perspective. Ask yourself the simple question "why would someone want to come and work here?" It is easy to blame any number of factors from a lack of work ethic to overall industry skill shortages rather than looking at your own business image first.

You can look at how you can make your business an attractive option for prospective team members. Take time out to see what motivates your team and how they can be inspired to achieve more. This will help to create a great workplace culture with strong communication, team work, staff autonomy and professionalism. By achieving this culture your team members will be advocates for your business.

There is a saying that great bosses attract great team members...the same is true in reverse!



Bill Taylor, Affiliate

Another successful strategy is to employ team members with the right attitude and then teach them the skills required. Often excellent results can also be achieved by finding the right person and fitting the job description around them.

And so, if you are finding it hard to recruit and retain the right people, why not try some of these things and see the effect it has on your business.

By Bill Taylor. *Bill is an accountant with MCI & Associates and local businessman. He has extensive practical experience in accounting and business, with a particular interest in taxation. He participates in many community activities and is currently a trustee of Tararua REAP, the Dannevirke High School Board of Trustees and the Scanpower Customer Trust.*

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