

Show us how you get the best from your staff

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THE most successful firms know that it is vital to get the best out of the talents of their staff if they are to win in a competitive market.

And those that can show they look after their talent should be in the running for awards organised by the Chartered Institute of Personnel and Development, and backed by The Journal.

The Talent Attraction & Management Award is just one of the titles in North East Chartered Institute of Personnel and Development (CIPD) HR awards, which aim to highlight the success of its work in the region.

Judges will be looking for businesses that can demonstrate how they ensure their talent pool is managed to give a major impact on the organisation. They will need to show how to attract and retain talent to ensure results are delivered.

There are only a few days left to enter the awards which celebrate those people who have gone that extra mile in recruitment and training, culminating in a ceremony at the Hilton Newcastle Gateshead on Thursday, May 3, 2012.

This year, the awards are in association with Nigel Wright Recruitment.

There are eight awards which recognise the contributions of both organisations and individuals, with each category sponsored by a well-known organisation, including Northumbrian Water, Cintra HR &



Payroll Services, Home Group, Newcastle University Business School, Ward Hadaway and MidlandHR.

The newest high-profile sponsor to come on board is Tyne and Wear Fire and Rescue Service.

The organisers expect the gala event to be better than ever this time, and attract over 350 people. They are already taking bookings for tables.

CIPD chair Catherine Attwell said: "With all the problems companies have faced, it will be nice to celebrate the success the HR function has achieved in supporting the business aims in such difficult conditions."

Past winners include John Lewis, Nexus, Northumbria Police, North Tyneside Council and South Tyneside Homes.

Attwell said: "I hope you will come and help us celebrate all that is good about HR in the North East. Better



CELEBRATION Catherine Attwell wants more firms to enter

still, why not enter your organisation for one of the awards? Winning such an award has helped other companies retain and attract good-quality staff."

Entries close on this coming Monday, March 19, so there is still time to enter.

Just log onto www.journallive.co.uk/cipdawards or contact Lesley Hampson, events manager, on 0191 201 6435, or email lesley.hampson@trinitymirror.com

The categories are:

- Excellence in Developing People.
- Innovation in Social Media or Technology.
- Diversity and Inclusion in the Workplace.
- HR&D Team of the Year.
- Engagement and Well-being.
- Change Management Project of the Year.
- Talent Attraction and Management.
- SME Excellence in HR&D.



RIGHT STRATEGY John Mills

AWARD SPONSOR: MIDLANDHR

AS a leading supplier of solutions and services for talent management, workforce planning, HR and payroll, MidlandHR is proud to sponsor the CIPD's Talent Attraction and Management Award.

With intense hiring competition and retention rates still prominent items in company annual reports, talent strategies continue to reinforce a central role in the evolution of HR's impact within organisations.

This award acknowledges organisational excellence in sourcing, securing and developing talented employees, values which MidlandHR and the CIPD both hold in high regard. With the right talent strategies in place, the right business tools and a helping hand from technology, organisations can understand which people strategies create value and which don't, where to cut costs and where to invest more for greater return through excellence in performance.

John Mills, chairman and CEO, MidlandHR



ASSOCIATE SPONSOR: NIGEL WRIGHT RECRUITMENT

COMPANIES that recruit successfully are those that are able to leverage their employment brand attract the best talent in the market.

Factors such as rewarding career paths, career development and training opportunities strengthen the employer brand and are seen as a cure for key organisational problems such as skill shortages, retention difficulties and effective talent management.

SMD, winner of the 2011 CIPD North East branch recruitment practitioner award, is one company that was able to attract a high volume of staff through promoting its company ethos and success story to the market. HR manager Steve McAulay said: "We grew very quickly in 2009 and needed to double our workforce. We don't have a very well-known brand, yet by telling the market (via newspapers and relevant

trade magazines) about our philosophy of empowering people to succeed, our culture of autonomy and ability to safeguard jobs, we were able to increase the number of applications we received for roles."

At the same time the business formed relationships with local universities as well as engaging with prospective candidates on industry chat boards, to create as much noise as possible about the SMD proposition.

It is important to ensure there's a positive link between employer branding and employee expectations. Research conducted by Nigel Wright and a leading international business school found that employer branding can also have a negative impact on employee behaviours and attitudes if there is a perceived mismatch between the employees' expectations and what

the employer actually provides in terms of support and development.

SMD have worked hard to avoid a situation like this emerging. For example, the business hired a number of graduates who have all been placed on a scheme whereby they gain experience in different aspects of the business – projects, production, engineering HR and finance.

One of the young project managers is now the face of SMD; he goes to all of the university recruitment

events and promotes the benefits of working for the firm. By making sure that new employees are fully engaged in the business from the start and giving them the opportunity to have an impact on the future of the organisation, their experiences of SMD are fully aligned with the businesses values and

brand. New employees also spread the word among their friends and people they studied with, who might themselves become interested in SMD. Since winning the award, SMD

For over 20 years, Nigel Wright Recruitment has been a trusted recruitment partner to the North East business community. Its brand is highly regarded in the region and the business has a track record of finding the best talent for North East businesses, across a broad range of sectors and disciplines. Internationally, Nigel Wright is now regarded as a leading Consumer Recruitment Group and has a network of offices throughout Europe.

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