

True talent advisors

Instead of focusing on high salaries and lucrative bonuses, we're seeing the emergence of a workforce that is driven by the need for personal success, recognition of their achievements and a quality of life that meets their values and social needs. Time and again candidates tell us they want to work for employers that are interested in their future development. This is particularly the case with younger candidates - they're hitting the employment market and asking potential employers: what are you going to do for me?"

We recognise that this shift in attitude means we also have to be more creative and innovative in our strategies to attract the best talent for our clients. We believe in offering candidates an in-depth understanding of the complex and challenging environments they work in every-day. Because the majority of our consultants were previously employed in the sectors they specialise in, they have a unique ability to intimately understand candidates' needs and the challenges they face. This means they can act as true advisors to candidates as well as ambassadors for them in the marketplace.

The real value of our service is what our experienced consultants can add during and beyond the hiring process - in terms of interview guidance and career coaching – as well as through our events and thought leadership and career development literature. We regularly publish thought leadership papers on a range of issues and trends that are impacting businesses. Together with the various networking events we organise every year, we ensure that our candidates are provided with tools they can use in their day to day roles, as well as with vibrant communities where they can network and debate the big ideas of the day.

In the last twelve months we have published reports on gender diversity, social media best practise and trust in the workplace. Some of our HR events have included employment law seminars with a leading law firm, sector and HR Director networking lunches and HR Forums, with presentations led by influential business leaders in the north east, on wide variety of topics

Once hired, our candidates increasingly expect the same level of service and investment in their ongoing development. Our 2012 salary survey highlighted that 1 in 4 employees would consider moving companies if they felt they could better develop their skills elsewhere. The CIPD Excellence in Developing People Award recognises businesses and organisations that utilise effective training and development strategies that have an impact on overall performance.

Over the next few months we urge businesses from across the sectors, with a track record in employee development, to enter this year's award.