

Regional recruitment firms – where is the training?

Abbertons Human Resources are a regional Human Resources services firm based in Toowoomba, Queensland. The firm provides a diverse range of HR services including, recruitment, performance management services, career planning and management, conflict management, & outplacement. In the recruitment sphere, the firm provides blue and white collar temporary and permanent recruitment services right through to executive placement. One of the ongoing issues for regional firms such as Abbertons is sourcing external specialist training, as training providers tend to work in the capital cities only. The Recruitment Training Company was originally contacted by Scott Burton, the Business Manager at Abbertons regarding sales training for his staff. Scott had been continually frustrated by the lack of training opportunities available to his staff because of the location of the firm. All training companies offered workshops in the major capital cities; however for regional firms such as Abbertons it became an expensive exercise with flights and accommodation for his staff in addition to the training fee. On the occasions where he was willing to send staff to Brisbane for training, the workshops were often cancelled owing to lack of interest.

Challenge: To provide on-going skill development that is relevant and up to date within the recruitment industry without the cost associated with sending staff to capital cities for training.

Process: We believed that tele-training was the ideal solution, as face to face training would be cost prohibitive.

Tele-training is a concept that meets the needs of both clients and participants. It saves participants time because they don't have to travel to workshops and, because of the nature of the training model, costs can be kept down which can be passed on. All that

is required is a telephone and an hour without interruptions. A conference co-coordinator contacts the participant 5 minutes or so prior to the workshop start time and sets up the conference call.

The trainer covers an individual skill in each session which means that a participant can book in for one or twelve, depending on their skill level. Tele-training is designed for all levels and one of the benefits of this particular method is that participants will be exposed to recruiters from other states. Participant numbers are limited to five per session and each participant receives the same course materials as they would in a face to face workshop.

For firms such as Abbertons or those with multiple offices, tele-training is an ideal solution.

Since I first floated the concept via this publication in January of this year, it has become our most popular mode of training. We have trained in Perth, Canberra, Melbourne, Ballarat, Sydney, Brisbane, The Gold Coast and Toowoomba in Southern Queensland and it has been particularly useful where recruitment firms have multiple offices in regional locations. We can successfully reach anyone, anywhere and provide short skills workshops. We run regular public sessions which will increase from July as well as in-house training.

After speaking with Scott about his needs, we set up a program that will meet the on-going needs of the consultants within the firm. He booked a session per month over a ten month period which will ensure that his consultants receive the sales skills training required to be successful.

Another significant benefit tele-training offers is that it has minimal impact on downtime spent traveling to and from venues and post course debriefs. ■

Scott Burton comments,

"Gaynor combines her extensive experience at the coal face and her awareness of the different challenges facing different marketplaces to provide tailored, practical content and advice that has been proven in the field. Our team have found the teletraining medium very effective and time friendly. We have a one hour session and are back to work implementing what we have just learnt. One of the biggest challenges we faced as a regional firm was access to this standard of training. We usually had to travel for at least an hour and a half each way and often find that courses are cancelled with a couple of days notice. Abbertons has a commitment to providing ongoing, relevant training for our team so we were looking for a reliable alternative. Whilst we had initial reservations about training via the telephone we have found it an ideal medium. I can see that our ongoing relationship with the Recruitment Training Company will provide us with distinct measurable benefits."



Gaynor Lowndes

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