

A training and development budget. **What's that?**

A large proportion of agencies we have worked with over the past few years do not have a training and development budget. For the most part consultant training has been considered a cost that agencies can simply do without. Many owners/managers have preferred to hire experienced recruiters rather than those that require training or up-skilling. It is for this very reason that our industry now finds itself facing a serious shortage of talent. However with the emergence of Generation X, recruitment organisations are being forced to change their approach.

Challenge: Develop an innovative training solution that meets the needs of both management and the Generation X recruiters who want further skill development.

Process: During 2003, The Recruitment Training Company continually surveyed both clients and participants to understand what the recruitment market wanted from training providers. The results were as expected. Managers wanted return on investment (increased fees); participants wanted skill training they could immediately implement which would ensure their success over their competitors (measured

interruptions. Participants dial a central number and enter a pin number on their telephone to access the workshop.

The trainer will cover 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 and also New Zealand. Participant numbers will be limited to five per session and each participant will receive the same course materials as they would in a face to face workshop. A Tele-training timetable can be found on our website, www.trtc.com.au.

The Recruitment Training Company is committed to continuous improvement in our training solutions. That's why we have developed this concept. We look forward to reporting back the market's response to this new and exciting initiative through Recruitment EXTRA.

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Generation X is the demographic aged roughly between 25 and 38 (there is some conflict over the exact ages). These individuals expect more from their jobs and employers than ever before. Organisational loyalty does not exist for this generation. They have very specific needs and requirements that must be met by the organisations for which they work otherwise they will simply move on to someone that does. The interesting thing is that as more and more Baby Boomers retire, Generation X will be taking control of the employment agenda within our industry.

Not surprisingly, in their quest for ongoing development, Generation X is willing to forgo increased salary and financial incentives in favour of opportunities to further develop their skills. If your agency is to stand any chance at retaining the best possible talent in the recruitment marketplace, you must commit to the development of the Generation X workforce.

in increased fees). In addition, we continued to research the needs of the Generation X market to ensure that whatever we offered met their needs.

As recruiters ourselves, we have always understood the need for short, sharp training as opposed to 2-3 day sessions where a large amount of time is spent on unrelated stuff. Generation X feel the same way, although seeking skill development, they know that time away from their desk comes at a high opportunity cost. We looked at what our competitors overseas were doing – specifically the UK and US, and as a result we came across the concept of Tele-training.

Solution: 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 once a month without

Send your training issues to The Recruitment Training Company and Recruitment EXTRA to benefit from a complimentary assessment and case study in "The Training Room".

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