

Beware the recovery

A recovering market opens up opportunities not just for you – but also your competitors. Many well meaning firms that fought to keep their staff are going to find very quickly how fickle human nature can be.

Based on past experience with market recoveries, here are three trends that you need to be aware of...

- 1 Many of your staff need a holiday, after which many won't come back**
- 2 A large proportion of your staff are looking for jobs elsewhere right now**
- 3 Your best staff will be headhunted by your competitors over the next 3 months**

The past 12 months have been very draining for all of us. Those lucky to remain employed have been overworked covering empty desks.

Many of the projects that have been worked on have failed due to lack of finances of customers. This is severely de-motivating for staff.

Currently there are green shoots springing up. Large brands that have downsized rapidly are now ready to recruit again. Skill sets that were not in demand are now being heavily sought after. It is a race for market share as money starts to flow.

Leaders are now being sought as well as foot soldiers. Those that remained employed through the downturn are seen by your competitors as the golden haired ones.

Your role as a manager is to safe point your team now. You need to be driving work into your team and fast.

Flagging each and every win loud and clear, reinvigorating your corporate vision – and more importantly your vision for EACH AND EVERY STAFF MEMBER is vital now.

Remember the war on talent? Well it never really went away. The underlying mechanisms: aging population, lack of skilled employees, transient job hunters, and soon-to-return increased living expenses are all still bubbling under the surface