



Finders, Keepers – the Secret of Recruitment Excellence

Nothing is more critical to the success of a business than its people. So the task of finding the right people is of the utmost importance to any business.

“People are the pulse, the breath and life of your business,” says Annette Sleep, Managing Director of O’Neils Personnel. “And unless you understand the importance of the quality of the people you invite into your business – that you appoint to carry out your business – your business will struggle to be profitable.”

O’Neils is at the forefront of recruitment in New Zealand. Established in 1983, it has continued to thrive while many other recruitment agencies have fallen by the wayside. Part of the reason for its success, Sleep says, is that it has developed a culture of excellence and efficiency that is apparent from the moment you walk into the company’s city headquarters. Sleep says she is often asked how her company is able to source such good people at such short notice. Employers can sometimes look for staff for months then wonder how O’Neils is able to present a suitable candidate within 48 hours.

“We have devised and implemented robust processes which help us identify quality candidates in terms of work ethic and skill base,” she says. “When you stop and think about it, that’s really what it comes down to. Is the candidate punctual, reliable and honest? Are they self-checking in their work? Do they have the skills to do the job? Do they care about doing the right thing for the employer? It sounds simple enough but you’d be amazed how challenging it is for non-experienced recruiters to recognise those traits.”

Devising and following a robust recruitment process is crucial.

Identifying quality candidates is what O’Neils does. “We place quality candidates looking to work for reputable employers. We then continue to support the employer and candidate with ongoing HR support, if requested.”

• *O’Neils Personnel is based in Auckland at L2 & 3, 64 Khyber Pass Rd, Grafton. They recruit temp, permanent and contract placements for both Enterprise and SME clients. Full HR support services also available <http://oneilspersonnel.co.nz>. Contact recruit@oneilspersonnel.co.nz.*



What is Good Recruitment?

All recruitment is a risk, says O’Neils Managing Director Annette Sleep. The key is to minimise and manage that risk. O’Neils help employers do that by having in place a robust process developed over their 31 years in business. “Good recruitment is a process that is documented,” Sleep says. “You need to ensure all the boxes are ticked. All candidates are asked the same questions in order to assess them fairly. If there’s a single question that poses a problem for a candidate, it’s critical to drill down and find out *why* it’s a problem, and what potential impact that might have on a business. That’s good recruitment!” Training is critical to the success of a recruitment agency. Sleep ensures all staff complete a rigorous training programme developed over her more than two decades in the business. It means that employers and candidates know they will receive consistently high delivery standards from all of the consulting team. Finally, an up-to-date candidate database is essential in today’s recruitment market. Sleep and her team put endless effort into maintaining the data integrity of their CRM system. “The ability to manipulate data and quickly identify suitable candidates for employers results in win-win outcomes for our clients, our candidates and ourselves.”