

Beyond the baby boomers

Recession-proof your company by shoring up the talent base

by Bob Rodgers

Despite a looming recession, there's good news on the horizon for many people seeking jobs. Smart companies are not only hiring good talent, but they're focusing on the retention of this talent as well, as the global workforce heads towards a major crisis.

Human resource experts are predicting a global talent shortfall of more than 20 million people as early as the year 2012, when the demand for loyal, experienced workers will far exceed the supply. Over the next decade, experts predict that the United States will only produce and educate approximately three percent of the world's entering workforce.

Fortune 500 companies are predicting the loss of half their senior management in the next five to six years. All of this means that employers will soon be clamoring for good hires across the board. Some analysts go so far as to say that non-traditional candidates will drive the hiring trend, and employers will then struggle to meet the needs of an aging, more culturally diverse, multigenerational workforce.

One of the main forces brewing behind this talent gap is an aging population. Industry analysts say that by 2010

there will be a 33 percent increase in workers who are 40 or older, while those under age 30 will decrease by nearly 6 percent. Where are these younger workers going?



Bob Rodgers

Disillusioned with corporate life after witnessing notorious scandal after scandal, layoffs, and a steady diet of other cost-cutting measures, generation Y is much more interested in more "ethical" non-profit or even entrepreneurial – anything other than what they perceive to be the corporate lifestyle.


Additionally, there is a pending shortage of technical skills, particularly in the math, science and engineering sectors, thanks to a lagging U.S. educational system. This widening skills gap knows no barriers, breaking into all industries at all levels of employment.

Widening globalization of talent along with increased international competition for business will mix into the brew, as 75 percent of the world's labor force will come from countries such as Asia alone.

What does this all mean? A couple of things: First, this simmering cauldron of workforce changes means that companies will be focusing on the succession of their retiring workers. Second, above all, companies are bent of the retention of the talent they have identified. This spells good news for a slew of talented people, particularly those in the non-traditional markets – those who have been out of the workforce, younger folks and college grads who are interested in working for companies, eager workers who may need additional training, and most of all, the baby boomers – the generation that continues to define American culture.

According to a study by the AARP, nearly 65 percent of boomers are planning on working past traditional retirement age. Whether due to financial need or pure desire, it doesn't matter. What does matter is that the savvy business owner will seek out new ways to welcome this new workforce, giving them the training they need, and above all, focus on retaining this workforce through creative practices such as offering meaning part-time work, training and coaching, and even actively recruiting the younger generation.

A diverse talent pool is ready to contribute in new ways to a changing global marketplace. Hiring practices based on "what can they contribute" versus "what have they done" is the new identifying marker.

With all these changes, implementing a strategic human resourcing plan is a must do for the local business owner, in order to identify the pending gaps in his own company, as well as to help him decide how to fill them. Teaming with a knowledgeable human resources expert who can act as a growth strategist is a good idea in these changing times. 

Bob Rodgers is the founder and president of Quantum Search, a nation-wide retained executive search firm headquartered in Atlanta, Ga. He has been a leader in executive search and consulting arena for more than 22 years, conducted more than 15,000 interviews and is certified in Benchmarks®, 360 BY DESIGN® and Executive Dimensions® by the Center for Creative Leadership. He can be contacted at (770) 495-8150 or broddgers@quantumsearch.com

Wearing a new uniform

Military personnel excel in security careers

by Doug Lucas

In today's marketplace, business owners are constantly challenged with finding and keeping talented employees who can help meet goals, satisfy customers and ultimately grow the company. Potential employees not only need to be properly qualified for a position but also possess an ideal set of characteristics, which can be hard to find. For most business owners, work ethic, loyalty, leadership and discipline are all qualities that make the difference between a good employee and a truly great employee.

The security industry in particular has found former and current military personnel to be ideal job candidates. When the men and women who have served our nation return to the civilian workforce, the security industry can offer very successful careers. The combination of those much sought-after characteristics and their familiarity with understanding, respecting and following orders, position them for success in the security field.

Since the security services industry and the military go hand in hand, the transition from the military to security comes naturally to these extraordinary individuals. They are better acclimated than a person without military experience in adjusting to the responsibilities and procedures of serving as a security officer. And while the security industry has found military personnel to be excellent candidates, recruiting and human resources professionals in other industries should also tap into this wealth of well-trained, respectful, goal-oriented individuals.

"Recruiting these extraordinary people who have provided so much to secure our freedom in this country is always an honor," says Robert Rorick, facility account manager for AlliedBarton and a Persian Gulf War veteran. "You can't put a price on the one-of-a-kind training that military personnel receive. They have phenomenal discipline, loyalty and work ethic that would be a great asset to any




industry."

That is why the security firm AlliedBarton Security Services is always looking to hire former and current military men and women. The company employs hundreds of current and former military members who are proud to work for the largest American-owned and man-

aged security services company.

"Their impeccable leadership qualities make them great additions to our team," says Rorick. "Military training combined with AlliedBarton's training programs provides us with security officers who wear their uniform with pride, relate well to people, and carry out his or her assignments thoroughly and efficiently."

It is important that we provide our clients with dependable, motivated and highly trained security officers. Whether hiring veterans exiting the field or active personnel looking for a great job between deployments, our company is confident in the quality and success of these talented individuals. And, our customers are equally appreciative of the skills and values former and active military personnel bring to their security team. 

Doug Lucas is director of talent acquisition for AlliedBarton Security Services.