

CONCENTRATE ON YOUR CORE STRENGTHS DURING THE ECONOMIC RECESSION

Submitted by: Century PR

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The recession is proving challenging for many businesses, but it is vital that you turn your attention from fire-fighting to strategic thinking in order to grow your business.

There are opportunities for hard-pressed companies to emerge from the recession stronger and ready to take advantage of the opportunities presented by an upturn in the economy.

But in order to seize them, businesses need to have a strategic vision which they communicate to their staff, and which concentrates on their core business strengths.

That is the opinion of Andrew Hardaker, Managing Director of ATA Selection, one of the UK's leading specialist recruitment consultancies which places skilled technical and engineering staff into businesses from SME's to multinationals.

"In a recession it is vital that you keep a good grip of the basics by identifying and focusing on your core products and services," he said.

"Companies should concentrate on what they are good at – dedicating time and effort to these tasks. They should maximise their efforts on what they are specialists in and look to outsource functions that would put an unnecessary strain on their internal resources.

"Recruitment is one such function and by outsourcing this key task to a dedicated consultancy such as ATA Selection, it will free up the resources of your management, leaving them available to concentrate on tasks that will generate revenue for your organisations.

"It will also ensure that this vital process of attracting the best calibre of personnel for your business is carried out by specialists, best placed to use proven recruitment methodology to source the skills needed to grow your business."

ATA Selection have an outstanding track record of finding staff who not only have the skills and experience needed to fulfil a particular role, but who also have the outlook, motivation and ambition to fit the ethos of the company which they are joining.

Part of the fast-expanding RTC Group Plc, ATA has 46 years' experience and operates from a network of 10 offices across the UK.

It offers public and private sector clients a complete recruitment consultancy service, including contingency database recruitment. Its success stems from using highly trained, skills-competent and motivated consultants, who work to understand the precise needs of both employers and employees and have the market knowledge and experience to be able to marry the two successfully.

For further information contact Century Public Relations (Tel: 024 7622 8881).