

Monthly Update | May 2022

Welcome to our monthly business newsletter designed to help you concentrate on working more “ON” your business, rather than “IN” it. Please remember our skills and experience can provide you with help and support, give you a strong shoulder to lean on and someone on your side, to bounce ideas off.

Best wishes

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Taking control of your business

It is easier to get to your destination with a plan. We all know this simple truth. If you are driving from A to B, it helps to know where B is and the directions you need to take.



If you have a vision of what you want your business to look like when it is ‘complete’, then you are in a position to drive your business towards the vision and you can monitor how you are doing as you go along. If you do not have a strategic plan then you could get blown around like flotsam in the sea, ‘this way and that way’ without any control.

If we agree it is hard to accomplish anything without a plan, let’s start thinking about putting one in place. A strategic plan looks at all the things a business could do and narrows it down to the things it is actually good at doing. A strategic plan also helps you determine where to spend time, resources and money. So how do you do a strategic plan?

1. Take time to review your own personal objectives – the business is there to provide you with what you want from life, do not forget this.
2. Look at where you are now, your strengths, weaknesses, opportunities and threats. Understand your position in the marketplace, the competition, your systems and the way you do things and what you are good at and what you are not.
3. Focus on where you want to be in (say) 5 years, what you want your business to look like when it is “complete” or running profitably and successfully. Then you can determine your priorities – the big issues that you need to focus on. This is the strategic plan!
4. Write down your vision and define what you must achieve and the actions you need to take. Monitor how you are doing towards your vision each month, what actions have been completed and what needs to be done to keep you moving towards your plan.
5. Allocate responsibility for taking the actions.
6. Monitor, review and adjust your regular activities to keep you on track towards your plan.

Please talk to us about how we can help you achieve your goals – we have helped many other businesses grow and succeed!

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Career Mobility

Career mobility is a key priority for millennial and generation Z employees.

Career mobility (or job mobility) is the process of an employee moving in their career. It can refer to upward or downward movement, as well as movement across to another role within the same business but in a different capacity.

In the past, career mobility was generally associated with employees moving up through a hierarchical structure. More recently, it has evolved to refer to enabling employees to participate in work opportunities that benefit the business and the employee. Career mobility can also include changes to part time or remote working from a full-time role, etc.

Career mobility can be a useful retention tool for businesses. For example, rather than lose a good team member, they can be given the chance to transition to another role in a different part of the business. According to a recent survey by LinkedIn, a high percentage of millennial and generation Z employees would be willing to take a small pay cut in exchange for a role that offered them a better chance of career growth.

While cutting salaries, particularly in the current environment where businesses are competing to attract talented people, is not a good idea, being able to retain employees by offering them the chance to work in a different role at the same business, could be a good staff retention tool.



In addition, being known as a business that offers career mobility could help to enhance your “employer brand” and make your business more attractive to talented employees who, according to the above-mentioned survey, want to work for businesses that offer this.

Career mobility can also be used as a strategy to address challenges such as diversity and inclusion. As businesses step away from rigid career paths and old-fashioned approaches to employment, opportunities for employees have opened up and they can now create the career they want in a way that promotes a healthy work-life balance.

How to be a more inclusive manager

Practical steps that managers can take to be more inclusive

Inclusion doesn't just happen. In order to be more inclusive, managers need to start with intention and regular practice. People are naturally inclined to be drawn to people that are like themselves. In order to break the bias managers must constantly disrupt their natural approach. They need to develop an awareness of who is being represented, who are the high performers, who are the people who are getting hired and who is not.

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The culture of your business is a key ingredient in its success. Culture is often described as “how we do things around here”. In order to be more inclusive, managers can move beyond hiring people who “fit” with the culture and instead think about how others “add” to the overall culture of the business.

To successfully add to the culture of their business, managers should be intentional and honest about the skillsets, backgrounds and perspectives that are missing from the business. Look to represent a broader spectrum of gender, race, educational background, or country of origin. When interviewing potential new joiners, try to seek out those candidates who add to the culture, rather than fit with what you already have.

Build on the existing foundations in your business and focus on developing more inclusive practices. Build trust among your people and encourage teamwork. If you trust your people, they will trust you back. Fostering trust in your business is going to make your employees feel safe and willing to contribute their thoughts, opinions, and suggestions. They will want to be included. Focus on including your team members more by involving them in decision making, creating sub-teams to work on projects and encouraging debate in order to come up with new ideas.

Inclusive managers empower their people. You hire your people because they are capable of fulfilling their responsibilities. Encourage them to go off and try new things, to test out new ideas and to come up with innovative suggestions. Empowered employees feel part of an organisation - they feel included.

This will pay dividends in the long run as your people will reward you with loyalty, hard work and positive outcomes.



Attracting passive candidates

How do you attract applicants for a new role, if they are not actively looking for a move?

As the war for talent rages on, businesses need to think creatively in order to attract good candidates. Targeting passive candidates is a strategy that many businesses are now employing to good effect.

Connecting with passive candidates is harder than reaching out to those who are actively seeking a new role. However, with the right strategy, it's possible to connect with candidates who aren't actively looking for their next career move.

Typically, passive candidates won't dedicate as much time and energy to landing a new job as those who are actively looking. They aren't wholly dissatisfied with where they are now - they're simply open to heading in a new direction if it makes sense to do so.

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Since the mindset of passive candidates is different, you need to ensure they don't have to jump through hoops in order to apply for a potential role. Simplify your hiring process, and try to avoid time-consuming activities like essay questions or personality tests. Set yourself up to meet with potential candidates quickly, for an exploratory chat, before asking them to make a formal application.

If you are targeting passive candidates, you need to be flexible about where and when they can have an interview with someone at your business. They aren't actively looking so they are unlikely to want to deal with the hassle of coming in for an interview in the middle of their working day. Instead, try to meet them before work, in the evening or at weekends for a discussion either in person or via Zoom, Skype or Teams video chat as this makes it easier for them to have an initial discussion about the potential role.

When targeting passive candidates, you need to advertise jobs in places they regularly visit. They may not be looking at job boards on websites, so it may be better to promote a role by posting on LinkedIn, Twitter or on an email newsletter that your business sends out to clients and contacts. Highlight what you have to offer employees and ensure that you sell the value proposition of working for your business.



If you are promoting potential roles in your business to passive candidates, make sure you keep things concise and to the point. Asking them to read long-winded messages or email updates isn't likely to work as passive candidates aren't prepared to invest the time. Make sure it is easy for potential candidates to contact your business if they are interested in a potential role. For example, have a "click here to enquire about this role" option with an email link, makes it easy and efficient for someone to start a dialogue with your business, about a particular role.