

Green Shoots

"Now is the time to capitalise on the growing positivity and ensure as an organisation you are ready to deliver consistent high standards" says Jason Pierce, Managing Director of Skillsarena, a leading provider of online skills testing, training and communication solutions.

Over recent times, business has evolved into a very different environment with a whole new set of challenges. Business is not going to return to previously enjoyed comfort zones, so a fundamental shift in attitude and looking forward, rather than back, is essential. The precarious economy has forced business models to be adjusted making sure the organisation is leaner, more efficient and focussed

on delivering service, as well as bringing innovation to the table. There is a real opportunity to reap the rewards of having the competitive edge and ensure companies maximise benefits in the good years ahead.

Jason says: "Recruitment is on the upturn. Skillsarena has experienced a significant increase in the use of its systems, as customers train their existing valued team members and recruit key performers to plug the fundamental gaps."

According to Jason, businesses are no longer challenged by sourcing talent, but by screening candidates efficiently, and ensuring new staff are employed in the right position, at the

right level from the word 'go'. It is essential that new recruits are then engaged and operationally efficient as quickly as possible.

Jason says: "There is a wealth of additional new talent amongst the 300,000 students leaving education with degrees this summer, on top of businesses seeing significantly increased application numbers. By selectively sieving candidates to find the key differentiators, you will highlight the perfect match to ensure a pipeline of "rising stars" resulting in success and growth in the emerging marketplace. With the extra candidates available, it is important to refine your selection using bespoke skills assessment and psychometric evaluations

to reflect alignment to your organisational strategy and highlight the talent with the best potential.

"Once the future talent is in place, the most proactive companies are investing in systems to ensure they create strong teams that will see them into the future by keeping up with training demands. This is essential to staying competitive and resilient. Investment into training creates good moral, confidence and motivation, and results in increased retention. For employers to attract, develop and retain the best people, motivation is key and training and communication helps to keep the workforce engaged, productive and enthused."

Founded in 2001, Essex-based Skillsarena is the UK's most innovative provider of skills testing and training solutions for national and international corporations, as well as the public sector, small businesses and the recruitment industry.

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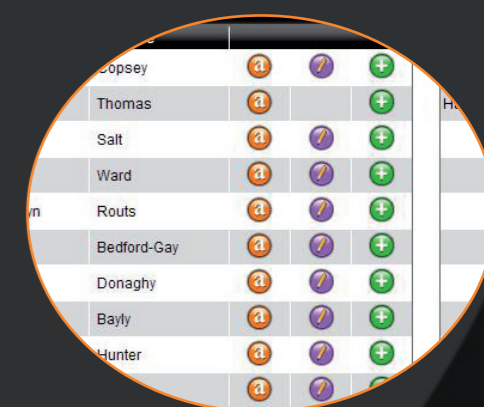
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Skillsarena solutions are designed to help:

- Quickly **select** the right calibre of individuals and identify skills gaps with comprehensive skills assessment tools,
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- Keep staff informed, engaged and motivated with Direct to Desktop Communication tools.



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A wide range of prewritten assessments for benchmarking existing and potential staff




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