

Are you emotionally engaged?

The 'war for talent' or 'employee engagement' form part of new management speak. **Maureen Scholefield**, Managing Director of Human Resource and Management Consultants, Cullen Scholefield, knows how high levels of commitment and emotional engagement help her clients get the best out of their business.

These days it's very easy to be too focused on one particular aspect of your work and lose sight of the overall picture. Take your people, for example. They're crucial to the way you work and the way you interact with your clients. But how involved are they in the key decisions that affect moving your business forward? Do they have any input into your planning processes? Moreover, does your organisation have empathy with their personal circumstances, aspirations and ambitions?

We've found that putting Work Life Balance at the heart of the business has been key to our ability to attract high calibre people and to more importantly retain and develop them. This approach helps to empower our own people and make them an even more driven, more committed team.

So how can this be achieved?

- A high level of genuine commitment to Work Life Balance from the leaders of the company
- Everyone is familiar with the concept and believes it to be central to the way the company operates
- A comprehensive set of policies within the People Handbook shows a broad approach to Work Life Balance
- Flexible arrangements are realistic in the sense that there is a balance between cost, needs of the business, needs of clients and the needs of the individual and team
- Arrangements are regularly reviewed
- Leaders of the company are open to flexible approaches and involve people in finding solutions



Is this just for small organisations?

Maureen says no. Managers in larger organisations can adopt some of the ideas we ourselves have put into practice. Flexibility does not necessarily mean increased costs. It demands creativity, consultation, common sense and candour from the employer and the employee. The rewards are considerable – just work out the actual and hidden costs of replacing people.

What role do human resources specialists play?

HR specialists need to be able to not only play the role of conscious keeper of the organisation, but also to be capable of working with the leaders of organisations to find innovative solutions to improve the capability of the people within their organisation.

Cullen Scholefield has been working with HR specialists and managers on the Isle of Man for over seven years. In addition to our consultancy services we offer a broad range of Chartered Institute of Personnel and Development (CIPD) qualifications from entry level with the Certificates in Personnel Practice and Training Practice, through to NVQs in Management, Learning & Development and Personnel at Level 5 and finally the Professional Assessment of Competence (PAC) route to Chartered Membership. This route is ideal for experienced HR specialists who wish to gain recognition for their hard earned skills and experience.

Maureen says: **"Engaging people emotionally creates loyalty and commitment and that underpins exactly the Cullen Scholefield approach – this not only applies to our people but also our clients. That's why we have such a high percentage of our business coming from repeat business and referrals."**

If you would like to have an informal discussion to explore ways to encourage your people to be more engaged with your organisation or check out the dates for our CIPD Programmes please contact Phil Gott or Charlie Price on **0800 0185 052**, email **enquiries@csgconsult.com** or visit **www.csgconsult.com**.



**Cullen
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