

# Out of Office

BEHIND THE DESK OF SOME TASMANIAN BUSINESS LEADERS



*Deirdre  
Fennelly*

Operations  
Manager Tasmania  
Randstad



*Christine  
Hepburn*

Owner  
The Defining Edge  
Training & Development

**Randstad is a relatively new name in Tasmania. Is it a new company?**

We have actually been operating in Tasmania for over 40 years, people would recognise us under our old name Coopers Recruitment. Following the global acquisition of our parent company in 2008, we have entered a new era of growth as Randstad, one of the largest recruitment and HR services companies in the world. Despite being part of a global network, our Tasmanian team hasn't changed – we've simply changed our name! With offices right across the state, and Australia, we aim to support local careers and match companies with people that will take their business to the next level. We live in Tasmania, this is our home – we want to make sure we help local businesses prosper and grow.

**Your company mission is 'Shaping the world of work'. What does that mean?**

Randstad supports local people, their careers and the businesses here in Tasmania. We know how hard people work, and that their work and jobs shape their lives and the lives of people in the community around them. I am personally very proud of our mission and really believe that as the provider of meaningful employment we do have the opportunity to help shape people's lives in a positive way. By committing to shaping the world of work we are helping people find the right jobs, influencing our industry to set high standards and best practice, and helping businesses find the right talent – allowing them to grow by focussing on their core business activities and in turn, helping to build and shape our community.

**What do you believe are the toughest challenges employers face at the moment?**

Tasmania, like everywhere, felt the pinch of the downturn and I think many of the answers to this question will be shaped by that. Our 2010 Randstad World of Work Report shows that attracting top talent will be the biggest challenge employers face for the next 12 months. The skills shortage continues, so employers will need to make smart hiring decisions. In a period where people are beginning to feel secure enough to look around, the competition for talent will heat up, so one of the biggest challenges will be finding and securing those people who can really drive your business forward.

**The 2010 Randstad World Of Work report has just been released. Can you tell us a little about the report?**

The 2010 Randstad World of Work Report is published annually. With responses from more than 3000 employees and employers from across Australia, New Zealand, Singapore and Malaysia, it covers human resourcing issues ranging from attraction, retention, salary, diversity, employee engagement and leadership, providing answers to ten of the burning questions that are keeping you, as a business leader, awake at night.

E

**What's the best part of your current role?**

To see each individual and organisation increase their success factors through relevant and effective training, as well as being able to contribute to the education of underprivileged children through a donation from the training fee, is heartwarming and exhilarating.

**What's the best work-related decision you ever made?**

Every decision contributes to who we are and what we do in some way. Deciding to step up and start The Defining Edge is the best culmination of all former decisions.

**What will your company look like in five years?**

With our training now in Tasmania, a number of mainland States and New Zealand, my vision is to be a part of Tasmania proactively working toward the development of our customer experience skills, to build an enviable reputation for consistent world-class standards to complement the unique qualities we are known for.

My second book 'Passion For Excellence' is almost complete, with another in the research stage. An invitation to appear on a six episode television series based on the positive impact of training, to be filmed in July, adds another element.

I am also passionate about eventually including the opportunity of working with women who are at a crossroads in their career or life, which happens for a myriad of reasons, inspiring them to find and follow their dream to success.

**What is your main strength?**

My absolute passion for what I do and a commitment to excellence, combined with extensive experience successfully implementing the principles I share through training workshops.

**What is your business good at?**

Partnering with clients to provide tangible results. The skills our customised training workshops establish or refine are so often underestimated for the overall impact they have in so many areas of a business, including the important bottom line. Our comprehensive and confidential Skills Analysis is also a perfect way for any organisation, large or small, to see where improvements can be made to create defined and enhanced service standards. World-class service experiences will ensure they are able to stand out in the crowd of an increasingly competitive environment.

**What does 'good service' mean to you?**

To me, good service means we are not doing enough to value our clients or customers. What's required is an exceptional customer experience that is truly memorable – for all the right reasons.

**What is a quote or saying that makes sense to you?**

"One customer, well taken care of, could be more valuable than \$10,000 worth of advertising." E