

# STRATEGIC STAFFING AND ITS DO'S AND DON'TS





# An Introduction To Strategic Staffing

Having the right, qualified staff is essential for any organisation to run its operations successfully. Not only does hiring capable employees make for an energetic organisation, but also a improve the productivity. This is where strategic staffing and workforce management strategy comes in to make sure an organisation has the workforce to meet its current and future business objectives.



# Why Strategic Staffing?



Because a shortage of workers in specific job categories might result in diminished performance, human resource directors and managers carry out workforce management, intending to meet present and future staffing needs. This process is used to define operational and strategic plans, that enable an organisation to prepare, build resilience and respond proactively in the event of expansion in the future or an unanticipated adverse event.

Workforce planning can be understood to be the planning, analysis, and forecasting of workforce requirements; as well as carrying out gap assessment, and required talent management interventions. Such interventions help ensure that the right individuals are in the right areas with the right skills, ultimately helping an organisation achieve its overall strategic objectives.



# What Are The Advantages Of Strategic Staffing?

Irrespective of the kind of company, staffing will always be a critical **workforce management** component. This is because:



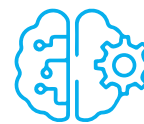
It **Ensures The Greatest Utilisation of Staff**- Businesses must remember to utilise personnel to the fullest extent possible. Those who do not implement smart personnel methods frequently participate in temporary staffing. If followed on a widespread basis, this can lead to job function redundancy and resource wastage. Specialised jobs through smart staffing help increase employee productivity.



It **Addresses HR Concerns Easily** - A company structure becomes better organised after successfully implementing strategic staffing. As a result, the HR department can easily isolate and sort out departments' problems.



It Helps **place Right People in the Right Places** - This is the bedrock upon which all successful **workforce management** methodologies are based. Having the right personnel in the right place at the right moment ensures superior customer service and high customer satisfaction. Just as inefficient rotas cost money, a practical timetable empowers people, provides business intelligence, and can define success.



It assists in **Gauging Future Staffing Needs** - Strategic staffing makes it relatively easier for HR to hire and train new employees as per business needs. Therefore, skilled staff can be made to work wherever necessary.



It **Maximises Staff Potential** - Company departments understand where to fit in a **temporary worker** and where to have a permanent staff member. In addition, the right staffing strategies help a company define the path for a capable employee.



It helps **determine If You Are Understaffed** - Short-term staffing analysis is one staffing tactic that can be deployed to understand the ideal headcount required. You might begin by analysing payroll records. If it appears that you are paying for overtime work regularly, this is likely to point towards a shortage of staff. It would be prudent to acquire an additional staff member who can be either a permanent or a **temporary worker** to handle the situation.

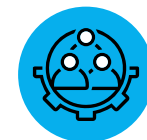
# Trends Showing Why Strategic Staffing Is More Important Today



**Businesses Hit by Pandemic** - In tumultuous times, such as in the ongoing pandemic, contingent workforce management is increasingly tough since companies are enduring a prolonged period of turmoil and uncertainty. Short-term and fluctuating needs necessitate flexibility, which a contingent workforce can provide.



**A large Talent Pool** - Today's business circumstances have prompted agile hiring strategies. This has necessitated the adoption of a flexible talent pool from just about anywhere, considering the emergence of WFH (Work From Home). As a result, the focus for companies has shifted from obtaining talent to having access to talent.



**Changing Needs of Today's Workforce** - The millennial generation prefers flexibility over traditional benefits such as insurance and bonuses.

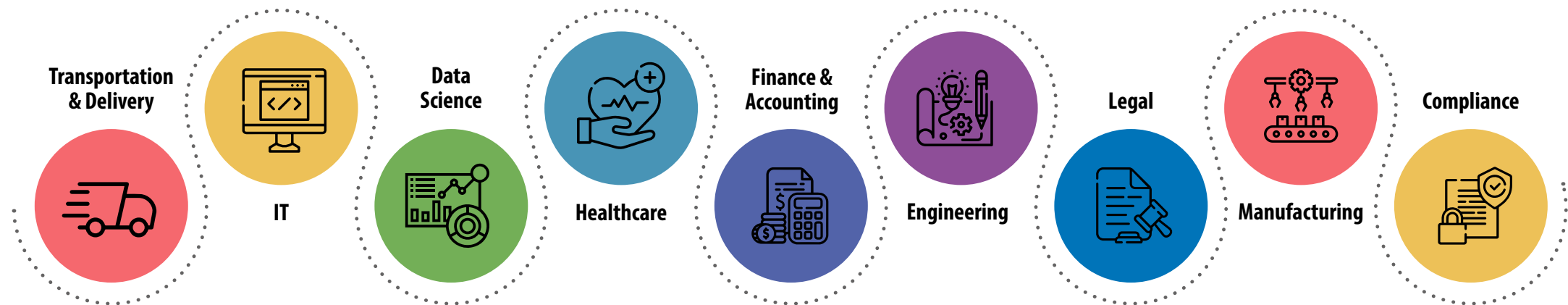




**Forming a Contingent Workforce** - Building a contingent workforce is absolutely essential in today's times. It needs to consist of part-time employees, temporary workers, and freelancers.



**The importance of Forecasting Staffing Needs** - In today's era of big data, Human Resource managers can utilise large amounts of historical or real-time data to examine past hiring patterns and estimates to forecast future needs as per company ambitions, focus areas and growth. This may include information on attrition and recruiting, as well as qualities of effective leaders and executives, along with their potentials, goals and locations. As per the information given out by global workforce employment agency 1CXCglobal, here are the industries that are highly dependent on contract employees in the current pandemic scenario:





**Take the effort to fully understand your company's capabilities and needs:**

**a) Get to Know your organisation's Financial Capabilities** - Decisions about whether to increase, eliminate, or combine positions should be made in light of the company's financial capacity.

**b) Find out the Positions that Need to be filled for now and in the future** - You need to be aware of the positions necessary to meet the current and future objectives of the company.

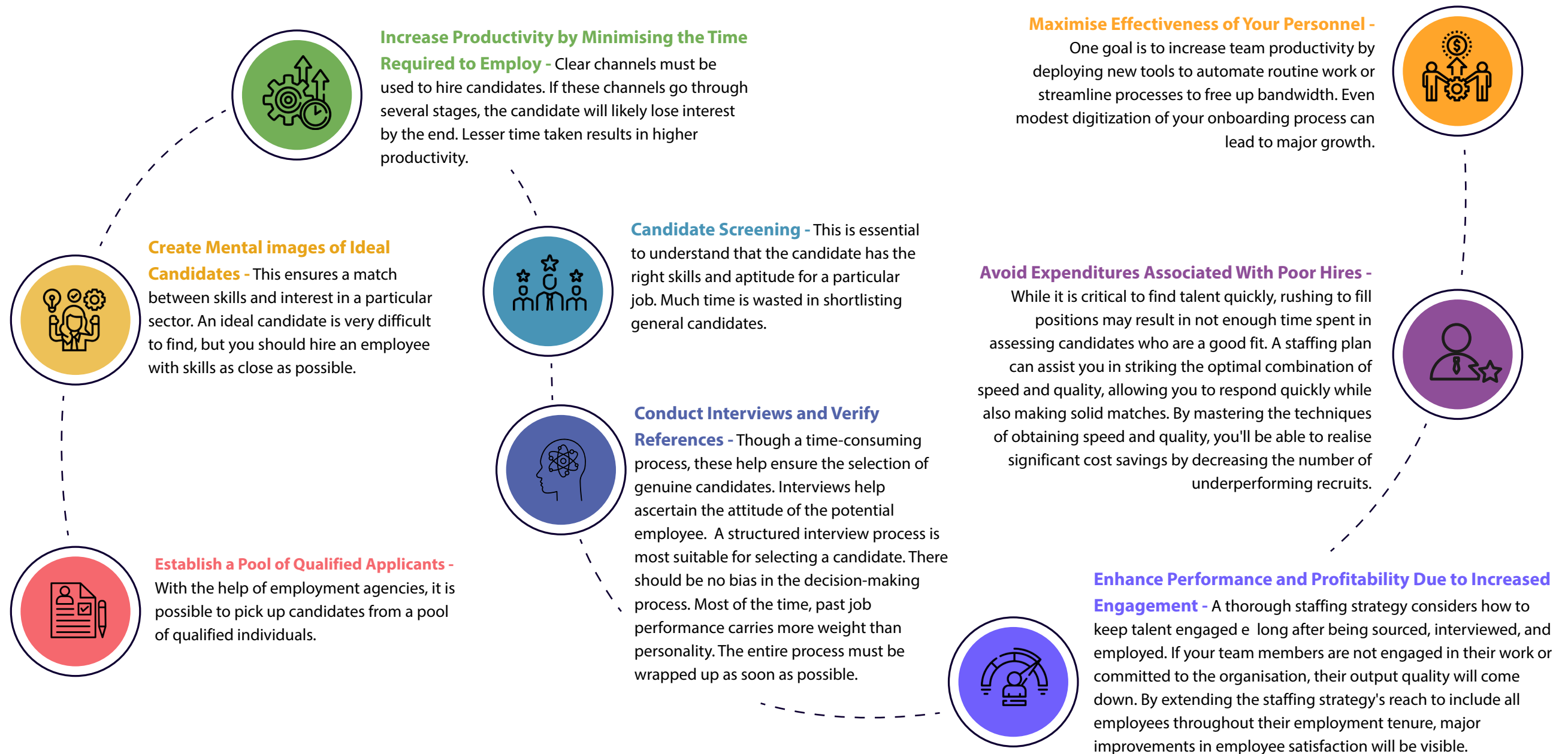
**Train and Develop** - It is important to train both new employees and those who have been working in your organisation for some time. For the latter, retention methods must be evaluated from time to time, which would be achieved best with the help of a rigorously designed retention strategy.

**The Best Way to Strategically Staff**

**Give Emphasis to Employee Retention** - Other than training, it is also important to devise strategies for employee retention. A critical component of strategic staffing is the ongoing development and management of skilled and capable talent. Employee retention is critical to a business' success. High staff turnover will mean that money is wasted on training and development.

# Use Strategic Staffing To Increase Productivity

Many companies are challenged with trying to enhance production and income with limited staff. To tide over this, organisations must be more flexible in responding to the pace of change. Here's how the practice of strategic staffing can help HR increase productivity in the organisation:





# Questions That Strategic Staffing Can Answer

When drafting a strategic staffing plan for workforce management, try answering the following questions:

**How many additional personnel will have to be hired during the next year?**

**Why do they need to be hired?**

**How much will it cost the business to hire them?**

**How much time will they be required for?**

**Which part of the year are they going to be required for?**

**What kind of value will they be able to add to your company and its employees?**



# Benefits

Given below are some of the positive outcomes that will be seen as a result of conducting a strategic staffing exercise in your organisation:





## Conclusion

While your recruiter will assist you in deploying your staffing strategy, the final piece of the jigsaw is ensuring that hiring managers can adapt and embrace the system well. They must be trained on how to deploy the strategy efficiently.

A well thought out strategic staffing plan standardises personnel processes, ensures that all employees adhere to the same hiring criteria and is a mechanism for mitigating risks and uncertainties associated with hiring. Considering how businesses have changed over the years and the rapid emergence of Work-From-Home, it makes perfect sense for strategic staffing to be followed by organisations across the industrial spectrum.



# ramco

**[contact@ramco.com](mailto:contact@ramco.com)**

Copyright 2022, Ramco Systems Limited. Information subject to change. All rights acknowledged.

---

[www.ramco.com/srp](http://www.ramco.com/srp)