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MIM INTERNATIONAL
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Inside MIM

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Inside MIM is a periodic newsletter written by MIM staff. It discusses key topics in management, consulting, auditing and accounting, etc. Since MIM is engaged in the field of management consultancies, our professionals have adequate expertise that they have gained through their years of experience at MIM. They therefore share their expertise and thoughts through this newsletter. Martten Cox, MIM sister company, is engaged in the field of auditing and accounting. Our professionals, through their experience in auditing and accounting, share updates, insights and information about auditing and accounting to keep you informed and up-to-date.

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Brief About MIM Group

MIM International Consultancies



- MIM is a specialized leading consultancy firm with over 33 years of experience in the field of feasibility studies and management consultancies serving the region's top organizations and governments.
- Our professionals are result-oriented and thrive on achieving clients' satisfaction which is the benchmark that measures our performance and success.

MARTTEN COX & ASSOCIATES Auditing & Consulting



- We offer a wide range of professional services in auditing & assurance, bookkeeping & accounting, and consultation services to small and medium sized organizations.
- Our professionals are highly educated and well trained, and are fully dedicated to serve our clients with due professional care and integrity. We do not just deliver reports; we make sure that our services will be a major contribution to your success and business development.

EBTIKARAT

- Ebtkarat is MIM representative office in Cairo, Egypt. Its core business is management and business consultancies.
- Our Ebtkarat team collaborates with MIM team in order to ensure the best quality services are provided to our clients to achieve our clients' satisfaction and maintain a long term business relationship.

IT Division

- Our IT Division is a leading software house for developing desktop, websites and mobile applications, based in Egypt and Dubai. With the use of the latest information technology and telecommunication tools we achieve targets depending on a strong technical base and carefully selected expert resources.

MIM Vision 2020

His Highness Sheikh Mohammed bin Rashid Al Maktoum, Ruler of Dubai and UAE Vice President and Prime Minister has approved Dubai's Tourism Vision for 2020. This Dubai Vision 2020 is a strategic roadmap which eventually would result into attracting 20 million visitors per year by 2020. This is double the number of visitors welcomed in Dubai for 2012. Sheikh Maktoum also projects AED 300 Billion in Tourism Revenues annually by year 2020.

This Vision 2020 for Dubai would be achieved through 3 key areas of focus: family tourism, global events & attractions, & Dubai's status as a business destination.

This initiative is an opportunity for existing businesses in the UAE, and specifically in Dubai, to see growth in revenues. This is also an open invitation to potential investors to put up businesses in Dubai to multiply their investment come 2020.

In line with this, MIM International Consultancies has outlined MIM Vision 2020, foreseeing revenue growth and company expansion. MIM have served nearly 200 organizations for the past 36 years and some of the prominent entities are: The Ministry of Labor (Dubai Government), The Ministry of Education (UAE), The Ministry of Environment (Dubai), Global Information Technology (Dubai, Syria, Libya and Sudan), Arab Publisher House – Forbes Middle East (Dubai), Al Madar Engineering Construction (Abu Dhabi), Al Danah Medicals Co (Qatar), Al Madina Press and Publishing (KSA), Emirates College of Advanced Education (Abu Dhabi), Gateway General Land Trans (Dubai), Al Mahawer Construction (Libya), Al Danah Medical (Qatar), Top Sante Health & Beauty Magazine (UK), LECQ Industries (France), M.A.H.Y. Khoory Hill & Co. LLC (UAE), Dubai Fuel Supply (KSA). MIM has provided Governance Model, Feasibility Studies, Legal Consulting, Performance Evaluation, Performance Measurement System, Performance Development of Finance Dept., Business Evaluation and Auditing to clients and continuously assist them.

MIM help potential investors assess the market by conducting Feasibility Studies and process their business permits and legalities through our Legal Consulting service. MIM also provides Project Management service to these companies to help them from putting up the business until it starts operations. Economic development in Dubai which would attract more investors and start-up companies is an opportunity for MIM to grow its market service and clientele in consulting.

MIM also foresees growth in its subsidiary audit firm, Martten Cox & Associates Auditing. The increase in the number of businesses in Dubai, and the expected implementation of Income Tax in the near future, would benefit the audit service, as more companies would seek audit services and thus create company growth.

Charm Martinez
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The 8 Biggest Mistakes You Can Make in Talent Acquisition

In today's knowledge economy, recruiters have even less room to make mistakes than they ever had before. Business value depends on getting top talent into critical roles, and if recruiters can't do that, the companies they work for will suffer tremendously.

There are eight common mistakes made by talent acquisition departments. These are mistakes that could be costing you and your organization big time.

1. Not Radically Changing What You're Doing

Stagnation is never a good thing, but it's especially bad in the recruiting industry. Companies need to make sure that their recruiting processes are keeping up with the times. Keeping your processes current has to be a team effort. Individual recruiters can't be expected to do it on their own.

2. Treating Every Req the Same

Most recruiters fill reqs according to when they were opened, not according to how critical each req is. We need a framework for determining the criticality of each job. Every role is important – it wouldn't exist if it weren't – but some jobs are essential to creating business value. Rather than filling reqs chronologically, recruiters should be filling them according to criticality.

3. Starting Each Job Search With a Job Posting

When a hiring manager comes to you and says, "Becky just quit, we need to fill her role," you need to do some reconnaissance. You can't just dust off the job posting you used to hire Becky two years ago and repost it. You have to have an approach for defining the right talent for the job. You need to sit down with the hiring manager and try to answer questions like:

- How has the job changed?
- Why did the employee leave?
- What's most important about the job?
- Where do the best people come from?

These answers to these sorts of questions will help you determine what kind of talent you need and the best way to source that talent.

4. Lack of Skills Required to Hire Top Talent

This is more of a mistake made by the organization or agency hiring the recruiters than the recruiters themselves, but it's still an important one to be aware of.

Hiring a skilled developer requires doing a lot more than posting on a job board. It requires knowledge of the market, sound persuasive skills, and the ability to really sell an opportunity. Recruiters who can't do these sorts of things aren't cut out for the modern recruiting industry.

The key is to hire the right recruiters from the start. In today's fast-paced and highly competitive talent market, most companies don't have the time to train recruiters. They need people who can get up to speed immediately.

5. Repelling, Rather Than Attracting, Candidates

Imagine you're happily employed when, out of the blue, a recruiter sends you a LinkedIn message about a new opportunity. You figure you might as well check it out. But then you go to the online application portal that they linked you to, and the process is 45-minutes long, requires you to describe the last 10 years of your work history, and puts you through the most ridiculously in-depth personality assessment you've ever seen. There's no way you're going to finish that, you have to be a very motivated candidate to go through some of the hoops these companies create.

While some positions simply do require that level of vetting, recruiters should always be wary about putting candidates through such arduous processes. Especially when it comes to passive candidates, overly long and complex applications are a good way to lose the very talent you seek.

6. Company-Focused Employer Brands

Most organizations know how critical employer branding is today, but few know how to brand themselves properly. Go to any company's website, and you'll see it. They put a lot of time and money into their messaging, but many of the sites are company-centric. Rather than building a brand around what *you* think is appealing about your company, you need to treat your employer brand the same way you would a product brand. Go out and find the type of candidates you need, Get data from them about what they want, and use that to drive your brand.

7. Unclear Accountability

A lot of recruiters simply don't know what their goals are. What metric matters the most? Cost? Quality? Diversity? Many organizations never make this clear. Furthermore, some recruiters don't even know who ultimately owns the recruiting process. Is it them? The hiring managers? HR? What talent acquisition departments need is *clarity*. And that clarity has to start at the top.

The strategy for finding and keeping talent has to connect to the business plan. For example, if we're expanding into 50 countries, what kind of talent do we need to do that? We have to

say, ‘We are going to have this kind of candidate experience, this kind of process, this kind of hiring manager involvement, and these metrics.’

A leader in talent acquisition or HR should inspire the conversation with leadership, and then build the strategy out from there according to the sorts of metrics and ownership that the C-suite cares about.

8. Lack of a Continuous Improvement Orientation

Talent acquisition departments need to be *machines*. They can’t be collections of people who are just doing their own things based on their skills and interests. You have to build sustainable, scalable, measurable processes. You need to continually assess and identify room for improvement.

That doesn’t mean everyone needs to be doing the same exact thing. Recruiting strategies should be differentiated based on the roles that need to be filled. However, recruiters need to follow established processes for each role. They can’t be winging it. You should have four or five different processes humming along at once.

The stakes have never been higher for recruiters – and neither has the cost of erring. That’s why all recruiters, talent acquisition professionals, and anyone else involved with hiring should be aware of these common mistakes.

The first step toward building a powerful recruiting machine is admitting you have a problem.

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