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NEW KIDS ON THE
BLOCK **SET TO MAKE**
THEIR MARK

Human Capital Management: The Heart of Smart Business Management

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NEW KIDS ON THE BLOCK SET TO MAKE THEIR MARK

This young company has quickly established itself as a recruiter in the financial services, human resources and engineering sectors.

FOUNDED IN 2003 BY THREE YOUNG DIRECTORS WITH 20 YEARS' COLLECTIVE EXPERIENCE IN GLOBAL RECRUITING, THIS UNASSUMING RECRUITMENT COMPANY HAS BEEN GETTING THE FUNDAMENTALS RIGHT.

They place a major focus on understanding and matching the cultures and expectations of their clients with the skills, experience and personalities of their candidates. Although young, this new generation recruitment company has not tried to duck the issue of BEE, but instead has actively embraced it, looking for opportunities to make a meaningful contribution to BEE.

To help set a new standard for South African industry that benefits all of its players, in 2004 SET announced the purchase of share capital by its employees. Initially, directors Jayson Theron and Carl Edenburg looked around in the market place for a BEE partner, but then decided to approach two of the company's employees, Gugu Nkumane and Siphwe Dondolo, who had demonstrated the skills, passion and commitment necessary to succeed in the industry. When formalities had been successfully concluded, SET Recruitment became a 25.1% black-owned company.

The company is actively run, managed and controlled by its directors, resulting in a high level of commitment, focus and passion driving its strategic plans as well as its day-to-day operations.

SERVICE OFFERING

SET has been very careful, in the words of Theron, to stick to its knitting. Resisting the temptation to become all things to all people, the company has chosen to specialise in placements in the financial, human resources and engineering sectors as this is where their skills and experience lie. They would therefore rather refer a client elsewhere should they be looking to source talent from other sectors, rather than dilute their current product offering.

Their value offering has resulted in the company managing permanent and contract placements for some of South Africa's top ranking employers, covering:

- > newly qualified to senior board level finance and accounting professionals;
- > all dimensions of finance and accounting (tax, treasury, audit etc);
- > front, middle and back office staff at all levels of seniority across investment banking, investment management and brokers;
- > qualified and part-qualified HR professionals across all fields SET has the resources, experience and contacts to fulfil the most complex and demanding requirements. Our extensive customer base spans decision makers within a broad spectrum of businesses including merchant and commercial banks, auditing firms, consultancies and corporations from a diverse range of industries; and
- > the full range of engineering professionals.

While the Durban office specialises in HR and engineering placements, the Johannesburg office covers the full spectrum in their chosen sectors. As of January 2006, the company will be expanding its value offering by providing temporary placements for certain banks and cell phone providers, an initiative which Nkumane is heading up.

With regard to the international workplace, the company places candidates for companies in certain African states such as Nigeria, Mozambique and Kenya, as well as in the UK and Australia.

WHAT SETS THEM APART?

The company places a strong emphasis on client services, combined with a customer-focused approach, which has led to a large section of their business coming from referrals. One of the basic tenets of the business is that both clients and candidates are treated with equal respect and care to ensure that both parties' needs are appropriately met.

Edenburg believes a lot of their competitors are process driven, while they have chosen to be relationship driven. He says that his and Theron's experience in the recruitment industry in the UK has helped them in this regard, as the industry in the UK is a lot more mature than it is in SA. Because of their insight into where the market is going, they adopt a much more holistic approach. This will involve more than taking a spec on the phone. Clients' premises are visited in order to assess the company's working climate and the environment and climate of each department. This can only be done by visiting a company and getting a feel for the way things are done there.

Because of the use of an exceptionally powerful database, turn around time on any spec provided is 48 hours irrespective of how difficult the spec is.

PLUS FACTORS

This company has the following going for it:

- > skills;
- > experience;
- > passion;
- > emotional intelligence: and
- > energy.

VERDICT

SET Recruitment is likely to make deep footprints in the industry sectors which they have chosen to service. Its leadership is young and fresh, has sorted the BEE thing out with relative ease and got on with building the business. They take what they do extremely seriously, claiming, sad as it may seem, that they look forward to getting up and going to work!

They're hungry in the good sense and looking to grow - particularly in the financial services sector - and because they have been doing their homework, are now starting to get invitations to tender. Companies in the sectors they are servicing are consequently starting to recognise their value and making use of them.

It's said that you should never go to a dentist who can fit you in immediately. That's because they're probably so bad that no-one else goes to them. In the same way, a company that has got to a stage where it can afford to turn certain business away only does so because it knows that it is respected by its clients and has built up a momentum which is converting into sustainability.

SET Corporate Profile

"Our focus is on understanding and matching the cultures and expectations of our clients with the skills, experience and personalities of our candidates."

SET Recruitment Consultants is a specialist BEE recruitment consultancy focusing on Financial and Human Resources placements. We were founded in 2003, by three directors, holding 20 years experience in the global recruitment industry. Based in Johannesburg, South Africa, SET Recruitment's philosophy is based on a solid foundation of integrity, professionalism, best practice and value delivered to its customers both clients and candidates

At SET, we are doing what we can to contribute to meaningful black economic empowerment and help set a new standard for South African industry that benefits all of its players. In 2004 SET announced the purchase of share capital by its employees. SET Recruitment is now a 25.1% black-owned company.

SET manages permanent and contract placements of financial and HR professionals for some of the best employers throughout South Africa. We cover:

- > Newly qualified to senior board level finance and accounting professionals;
- > All dimensions of finance and accounting (tax, treasury, audit etc);
- > Front, middle and back office staff at all levels of seniority across investment banking, investment management and brokers;
- > Qualified and part-qualified HR professionals across all fields SET has the resources, experience and contacts to fulfil the most complex and demanding requirements. Our extensive customer base spans decision makers within a broad spectrum of businesses including merchant and commercial banks, auditing firms, consultancies and corporations from a diverse range of industries.

CLIENT SERVICES

Our customer-focused approach has made us unique in our field and

has led to a large section of our business coming from referrals. Put in simple terms, we listen to what our customers want, both clients and candidates, and we do our very best to deliver it.

We pride ourselves in our specialist orientation. You can be assured that our understanding of your needs and position fulfilment will be reflected in the quality and relevance of the candidates put forward to you. You will not find yourself wading through irrelevant CV's; wasting valuable time as you may have experienced with other general agencies, but choosing from a few quality candidates.

SET combines extensive market knowledge and a dedicated point of contact with a variety of recruitment methodologies and innovative candidate sourcing techniques to provide a truly integrated service to our clients. Our service offerings include:

- > Retained search;
- > Retained advertising & selection;
- > Retained database search;
- > Contingency recruitment (success only); and
- > Consultation/advice on various issues not just focusing on recruitment such as staff retention and black staff mentoring.

SET RECRUITMENT CONSULTANTS

SET Recruitment offers a professional and confidential placement service. Searching for a new position can take a great deal of preparation; by utilising SET, a job search will become a rewarding and non-labour intensive experience.

SET will:

- > Provide long-term career management advice;
- > Place your CV in front of companies that you aspire to work for;
- > Help you to evaluate your current skills in the marketplace;
- > Prepare you for interviews;
- > Structure your CV;
- > Embrace your career opportunities;
- > Mentoring of black candidates.

Contact us to discuss your recruitment or career needs:

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