

**HAYS** Recruiting experts  
worldwide

# THE HAYS EFFECT

... and how you can benefit from it  
in your recruiting.

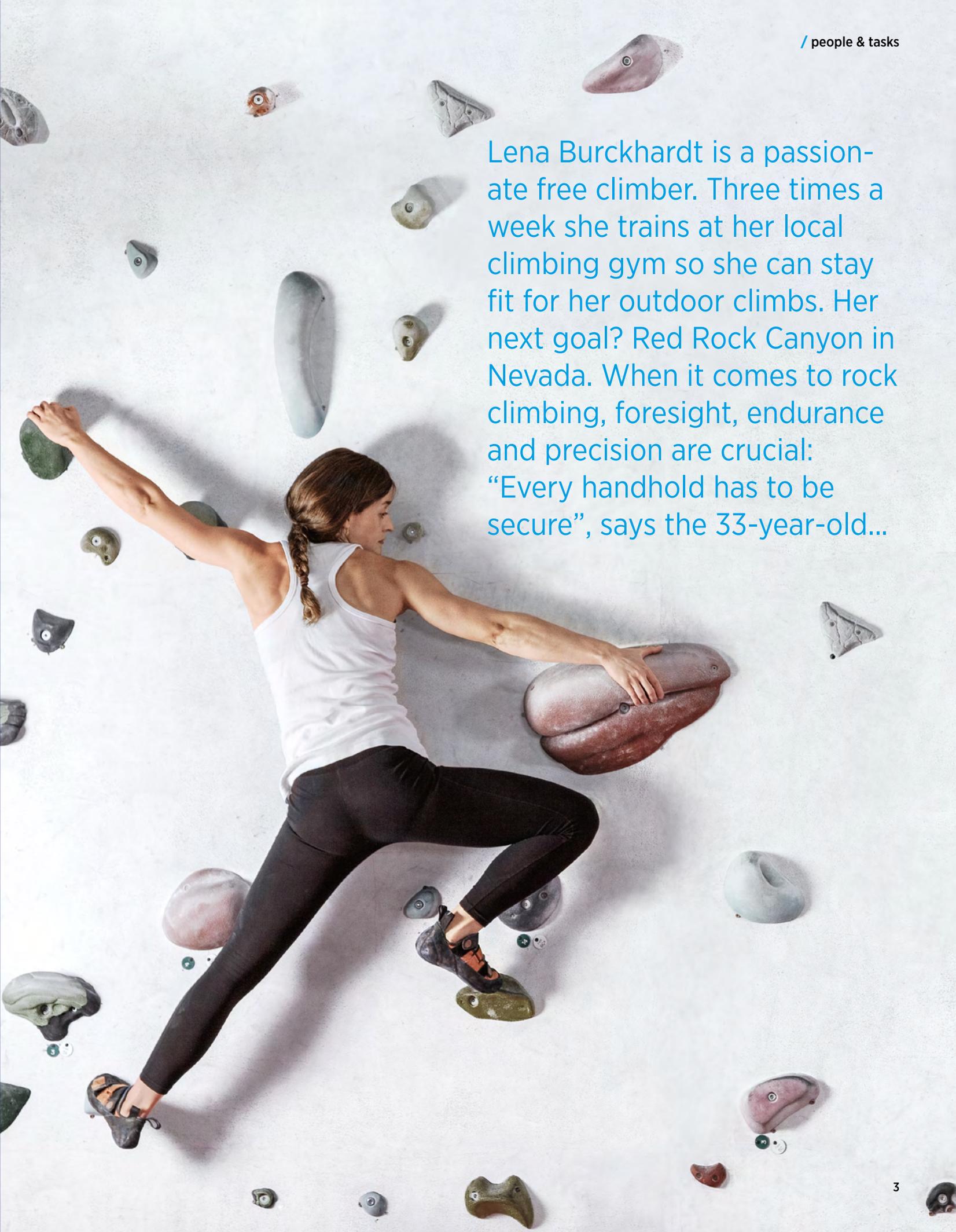


# SO WHAT IS THE HAYS EFFECT?

Having good staff is a prerequisite for your business success.

So get to know us – because the Hays Effect makes all the difference.

Lena Burckhardt is a passionate free climber. Three times a week she trains at her local climbing gym so she can stay fit for her outdoor climbs. Her next goal? Red Rock Canyon in Nevada. When it comes to rock climbing, foresight, endurance and precision are crucial: “Every handhold has to be secure”, says the 33-year-old...



... Foresight, precision and endurance are also important in her professional life. This PhD biologist is currently leading a research project on epigenetics.



## HAYS EFFECT CHECK

- ✓ **Assurance:** The right people for every position
- ✓ **Networking:** Local competencies meet global networks

Lena Burckhardt is just one of thousands of highly qualified specialists with whom we collaborate and regularly recruit for exciting projects. Whether it's short-term assignments or a long-term collaboration, Hays always has the right experts. And you'll also profit from our comprehensive services that cover the full spectrum of talent management. We call it the "Hays Effect".

It's all about partnership. The better we understand you, your company and your requirements for potential staff, the easier it is for us to find the right solution for you. This is why we make your challenges our challenges and develop solutions that cover all your personnel staffing needs – working in close collaboration with you. When we're finished, you have a broad palette of single-source solutions, perfectly tailored to suit your needs and requirements.

Security also plays a central role. Thanks to our extensive candidate pool, you can be assured that we will always find you the most appropriate experts – not just for your daily business or to offset peak workloads, but also to take care of your highly specialised tasks. We can also provide you with expert advice and ensure that when you're looking for new staff or closing contracts you always have full legal compliance.

We are forward thinking and give you, as our customer, all the support you need for a successful future. Our employees have extensive experience in all areas of HR and recruitment. At the same time, we actively pursue intensive trends, new models and innovative solutions. And we always keep an eye on current developments and new challenges. By doing so, we – and therefore you – are always on top of the current employment situation.



Do you need additional staff and would like to get to know some of our experts? Then let us know what positions you need to fill and we'll be happy to get in touch with you:  
> [hays.ch/vacancy](https://www.hays.ch/vacancy)

# THE ENTIRE RANGE

**Are your staffing processes as flexible as they should be? We can offer you tailored recruitment solutions that ensure you always hire just the right specialists.**

## **More than just firefighting: Temp employment**

When you have a short-term need to flexibly augment your core team with qualified external specialists, temp employment is the right solution for you. After performing a comprehensive needs analysis with you, feedback will be provided to you by our specialised regional teams. They have access to an excellent network of qualified employees, who can expertly provide solutions tailored to your specific needs.

## **Traditional: Permanent**

Do you need to fill a vacancy for a management or technical specialist? Using our broad portfolio, comprehensive network and industry-specific researcher teams, we can quickly and reliably find you the right candidates. You can also be assured that with us, absolute confidentiality and transparency are just as important as well-structured processes.

## **Strong alternatives: Service agreements and statements of work**

Flexible, low-risk, accountable – service agreements and statements of work are an attractive solution, especially in the technical arena. Our Services & Solutions approach offers you the complete package: We can advise you on concept, strategy and implementation. For individual projects, we can also provide you with complete teams of highly qualified experts who will implement your projects independently, reliably and transparently. And finally, you can entrust us with all the tasks in your company, which we undertake as an independent organisational unit within your company.

## **The complete package: Workforce management**

Do you need assistance in planning, scheduling and recruiting new personnel? With Hays Talent Solutions GmbH, we offer you the right solution for your workforce management

needs. Not only can we find you external experts, we can also advise you on your resource planning and take care of all your administrative tasks as well. We can even assume responsibility for your HR solutions and optimise all your tasks and processes for recruiting your permanent personnel. With Hays, you always benefit from efficient, transparent and legally compliant processes.

Whatever service you choose, you'll always have complete assurance with us. We are familiar with every detail of labour legislation and provide you with the right advice so that you're never exposed to any legal risks.

## **In trend: Independent experts**

Do you need additional support for your project work? With Hays, you will have access to one of the largest pools of freelance specialists. Regardless of how complex and highly specialised the task is, we will quickly and reliably find you the right candidates. There are no minimum placement terms and we will swiftly find you a replacement should one of our experts suddenly become unavailable.

## **Your advantages at a glance**

- **Suitable selection**
- **Accurate selection of candidates**
- **Comprehensive candidate pool**
- **Industry-specific consulting**
- **Fast response times**
- **Structured processes**
- **Comprehensive service**
- **High compliance expertise**

# THE FUTURE OF WORK

“Rigid organisations are on the way out.”



How is our working world changing and what must we do to ensure we can keep up with new developments? Marc Lutz, Managing Director of Hays Switzerland, talks about taking networked action and confidently handling uncertainty.

>> **How is the world of employment developing for professionals?**

**Lutz:** Professionals with an in-depth knowledge of a specialist area are, and will remain in the future, very highly sought after. But having a particular level of expertise is just one side of the coin. It is also becoming increasingly more important that individuals link their own expertise with that of experts in other fields. Digitisation is driving this forward and people will need to augment this with good communicative skills. Also, this ensures the markets move at a brisk pace: Whenever knowledge in a particular field becomes outmoded, specialists will need to be able to expand their skills and keep up to date. This requires constant learning, an open attitude and the ability to deal confidently with uncertainty.

>> **Digitisation – so how is this going to change how we work?**

**Lutz:** It's going to accelerate our workplaces and connect them to new models with multiple external partners, who

in turn will establish joint networks for creating added value. How quickly we can get enough specialists on board to handle these digital tasks is an exciting question. We can only answer this by taking into account many different social forces.

#### >> And how are our organisational structures changing?

**Lutz:** Rigid, line organisations that control everything and have processes that are set in stone are on the way out. Flexible, agile models that enable swift and inter-connected action are what is required. This is what characterises the project economy. In mixed teams, in which all involved departments cooperate closely, innovative approaches are best able to tackle and solve the complex challenges of the digital future.

“We will work  
in a much more  
interconnected  
and integrated  
way.”

#### >> What does this mean for the staffing needs of companies?

**Lutz:** The different corporate divisions for the most part are still not working hand in hand when it comes to planning for and recruiting personnel. HR departments and individual departments often have different priorities for candidates. For instance, external self-employed workers, who are very common in many companies today, are generally not taken into consideration when recruitment planning takes place. In

## HAYS EFFECT CHECK

- ✓ **Partnership:** Developing the best solution – Together
- ✓ **Thinking ahead:** Setting the right course in staffing
- ✓ **Networking:** Know the Swiss market, think with a global perspective

the future it will be necessary to tackle human resource planning together – with the involvement of all departments and, if necessary, using external partners.

#### >> What's happening with the recruitment of candidates?

**Lutz:** As ever, a careful analysis of what recruitment channels provide the best access to the most desired candidates is a must. There are still very big differences in where and how engineers, financial experts and marketing professionals are found. Mobile recruitment will grow stronger. But our experience shows that not everything is covered by mobile and virtual options: Applicants want to speak to a real person as soon as possible during the application process. It's also just as important for companies to offer comprehensive and integrated recruitment solutions.

#### >> What will the workplace look like in five years?

**Lutz:** Much more colourful and less organised. Old career models are being eschewed while at the same time we are moving to working more with projects and less with traditional positions and functions. We will work in a much more interconnected and integrated way and are slowly moving away from the silo mentality, because it blocks the opportunities afforded by a digitally net-worked world.

## Engineering/ Construction & Property

### A good foundation

Robots, automation, Internet 4.0 – the industrial sector is characterised by rapid developments and profound change. To ensure that companies can respond appropriately and overcome any challenges they may face, they are dependent on highly qualified personnel who can independently and creatively seek out new solutions while still working in a structured environment. With around 16,000 experts available in Switzerland, we are one of the leading providers of engineering services. You benefit from the expertise and experience of our candidates, who will help you to establish new partnerships and value-added networks.

## Information Technology

### Specialists for any niche

Niche skills and a shortage of specialist personnel – For companies these days it's a real challenge to find the right IT experts. While the tasks within companies are becoming increasingly more complex and require highly specialised know-how, the range of available experts is also becoming increasingly scarcer. This is exactly where we can help: We can find you the right experts for every assignment – regardless of how specialised that may be. Our candidates can quickly get up to speed and can be both swiftly and flexibly deployed in terms of time and location. In addition, we also offer advice on the best type of contract to choose so that your legal compliance is assured.

- Experts for complex tasks
- Flexible deployment options
- Legal advice on the right type of contract

## Sales & Marketing

### Real-time experts

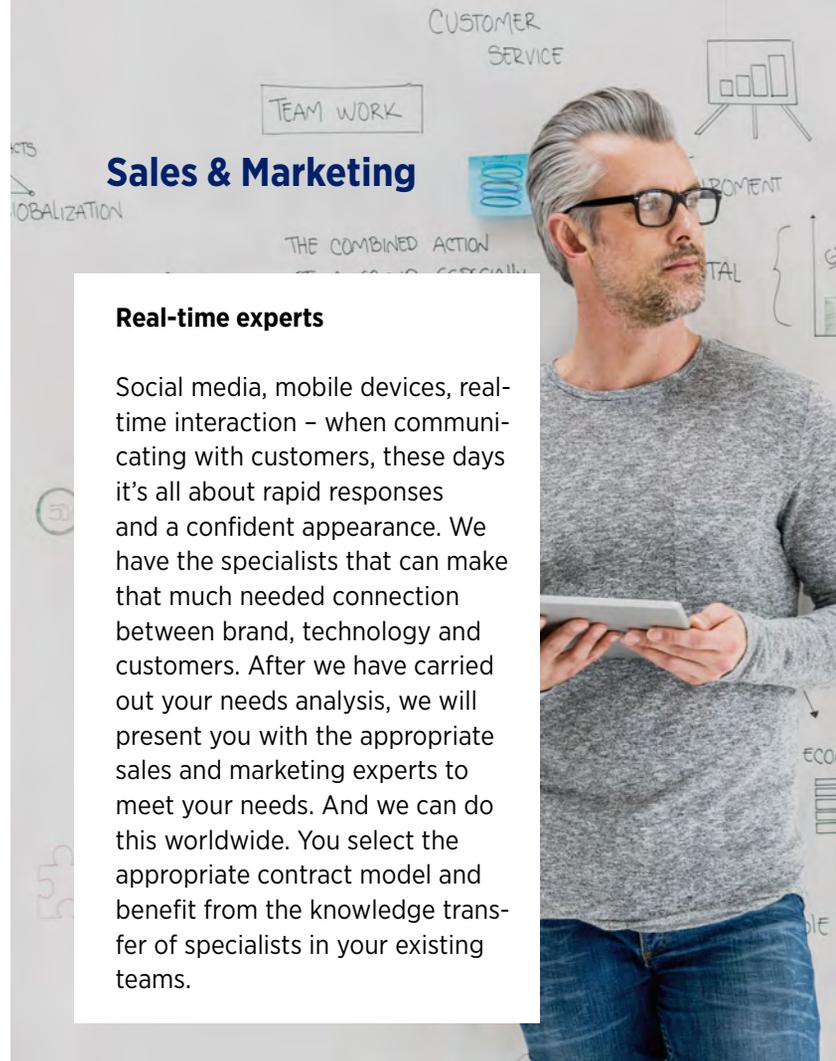
Social media, mobile devices, real-time interaction – when communicating with customers, these days it's all about rapid responses and a confident appearance. We have the specialists that can make that much needed connection between brand, technology and customers. After we have carried out your needs analysis, we will present you with the appropriate sales and marketing experts to meet your needs. And we can do this worldwide. You select the appropriate contract model and benefit from the knowledge transfer of specialists in your existing teams.

## Legal

### Rest assured you've made the right decision

Legal requirements are as different as they are demanding, so it's easy to see that legal practices need highly qualified lawyers with strong legal profiles. Companies are looking for generalists who know how to think like entrepreneurs. On the other hand, they also often need flexible support for certain projects. Thanks to our many years of experience, we have excellent contacts with top lawyers for every field and every assignment. We introduce you to the candidates that exactly fit your profile requirements – and not just professionally, but also in terms of personality and working culture.

- Highly qualified lawyers with strong profiles
- Generalists with an entrepreneurial flair
- Suitable selection



## Finance

### Much more than just numbers

Lean processes and new digital business models – Even in the financial sector, networked thinking and IT expertise are in demand. As a part of digitisation, projects often come up that must be dealt with in addition to your normal daily business – and without increasing the headcount of your permanent staff. This is just where we can help: We can find you the right financial experts who can competently support you with new tasks and seamlessly handle short-term projects. Those who can think ahead, are open to new ideas and can filter and interpret the information, are the people you need in order to be successful on the market. Thanks to our network of specialists, who also possess proven international experience, our consultants have the market know-how to quickly and reliably find the right solutions for your HR needs.

## Life Sciences

### Act locally, think globally

Hardly any business sector is so internationally interconnected as the pharma, medical technology and biotech industries. And these global players also require global thinking when it comes to recruitment. We have in-depth knowledge of the industry and its actors and therefore can always find the most appropriate person to fill any role – particularly when you're looking for specialists with niche expertise. We can also offer you a contract model that best suits your requirements and, using Hays Talent Solutions, a complete package of services covering your every recruitment need.

## Retail

### Experts in e-commerce and trade

In the retail industry, the only constant is change. Brands are either disappearing or being consolidated, while at the same time online trade is booming. Retailers must pursue an omnichannel strategy and ensure that their e-commerce position is the best it can be. To be successful, however, they must also continuously optimise their processes and logistics. We know the industry inside out and have an extensive network of candidates at our disposal. This is why we can find you the right employees – regardless of whether it's for purchasing, e-commerce, search engine marketing or another business area.

- Recruitment of e-commerce and retail experts
- Extensive candidate network
- In-depth industry knowledge

## Healthcare

### Need a doctor? We can help!

The current shortage of doctors isn't just an issue for patients. It is also increasingly difficult to find suitable doctors, medical personnel or administrative experts in the hospital and healthcare sectors. We have established excellent networks in the clinical professions and maintain intensive contacts with doctors and managers across all disciplines. This network enables us to quickly and reliably find the appropriate staffing solution for every requirement.



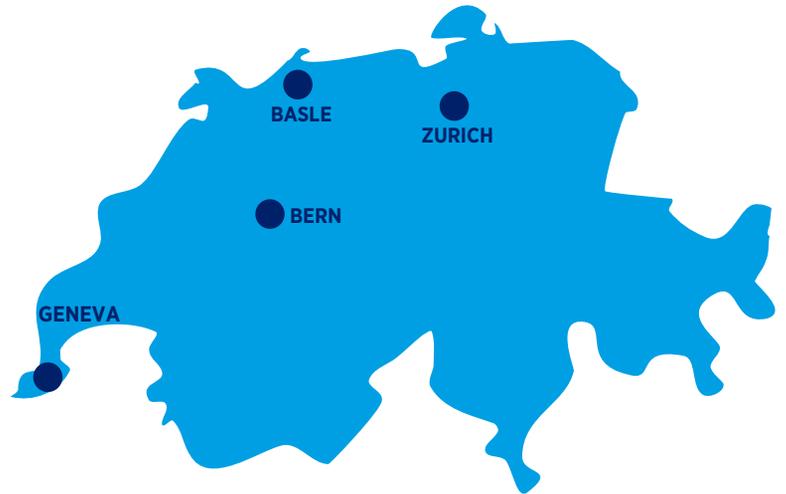
Looking for specialists? Here you can find information about industries and business sectors in which we recruit the most qualified experts:  
> [hays.ch/specialists](https://www.hays.ch/specialists)

# HAYS AT A GLANCE

10,000 employees, 250 branches in 33 countries and more than 310,000 experts placed in exciting roles – Hays is the world leader in specialist recruitment.

We are well positioned internationally and, at the same time, have strong local roots – and that includes Switzerland. We attach importance to personal support and individual solutions. With us, you always have an appropriate point of contact that knows your company, your market and your requirements. Working together with you, we will always find the right solution for your problems and needs.

You can find more facts and figures at  
> [www.hays.ch/facts](http://www.hays.ch/facts)



## Our customers – some examples

More than 190 Swiss companies have put their trust in Hays

### Hays Switzerland\*

Well connected, well advised



**MIGROS**

**IBM**

 **Swiss Re**

  
**swisscom**

 **Basler**  
Versicherungen

  
**ZURICH**<sup>®</sup>

 **Microsoft**

  
**BAYER**

**This is the Hays Effect:**

# **PARTNERSHIP**

**We find the best solution – together with you.**

# **NETWORKING**

**We are firmly rooted in Switzerland and at the same time maintain global networks – as you'd expect from one of the world's leading personnel service providers.**

# **FORWARD THINKING**

**We think outside the box and support you in setting your course for the future.**



Want to find out more?  
Here you can find more information  
and practical examples of how you  
can benefit from the Hays Effect:  
> [hays.ch/experiences-with-hays](https://www.hays.ch/experiences-with-hays)

