

# Armstrong Appointments

## From Strength To Strength

**F**INALISTS for the second year running, dynamic recruitment specialists Armstrong Appointments ascribes its continued upward trend to a combination of noteworthy growth in placements for the world of finance and banking, expansion of local and international resources and the team's much-valued BEE status.

The latter offers specific and significant advantages to employers in South Africa, and has led to a marked increase in the number of clients who find Armstrong Appointments particularly attractive for meeting their staff procurement needs.

"The company quite obviously sets out to be a value-add, profitable enterprise and our track record shows considerable success in that regard. However, striving to achieve gain always includes our endeavours to make a genuinely meaningful contribution to South Africa's future," says founder-director Sharon Armstrong, a young Marketing Management graduate from Durban.

Three years ago Armstrong embarked, alone and without established infrastructure, on the path of developing a client-and-candidate database from the ground up by investing in an extensive awareness and advertising campaign. At that time, the vital service of identifying and delivering ideal candidates to the broadest possible marketplace had, she believed, "fallen behind in terms of the sophistication and outcomes available through advances in communication technology".

### Mutual Benefits

The company offers comprehensive permanent white-collar and boardroom recruitment solutions in market research, information technology, medical, technical, administration, construction, motor industry, sales and marketing, supply chain and shipping, with chartered accountants and auditing having become the Armstrong Appointments hallmark.

The presence of specialist executive consultants heading particular divisions arose from the realisation of their crucial ability to deliver "the ultimate in client-and-candidate services" to specific sectors, which in turn has led to the acquisition of a substantial and ever-broadening client portfolio. These companies which, according to Armstrong "can rest assured that they are in the best hands because we guarantee long-term relationships through our exceptional staff loyalty and retention", range from multi-national blue chip giants to compact, niche operations.

Each member of the team has pledged to uphold a definitive Manifesto of Excellence, is highly-effective at networking, has a sound knowledge of organisational cultures and "exemplifies a healthy sense of competition". These principles apply equally to both domestic and foreign operations.

### Global Reach

By virtue of an intricate, fine-tuned and ever-expanding network of accredited "satellites", the Durban-headquartered company is striving to become a leader in the highly competitive arena of intercontinental placements. Its reach now extends beyond so-called "traditional" destina-



**TEAMWORK AND SERVICE GO GLOBAL:** Rising stars in domestic and international personnel placement – the Armstrong Appointments team and their landmark headquarters on Durban's La Lucia Ridge.



Sharon Armstrong

tions such as the UK, Ireland, USA and the Antipodes to encompass the Channel Islands, Caribbean nations, Middle East states and, most recently, certain island countries of the Indian Ocean. This grid is additionally playing a supplementary role which forms part of the company's ideals – helping to reverse South Africa's brain-drain by promoting the return of vital expertise from abroad.

Armstrong believes that the global footprint at her team's disposal "provides an ideal vehicle for enticing expatriate South Africans back into the fold", and so all South Africans living beyond our borders, with skills in de-



mand at home, are being targeted by an innovative, worldwide advertising campaign.

### Empowered Advantages

Armstrong Appointments is BEE compliant, having met all five criteria demanded of a SMME – social responsibility, black enterprise, employment equity, BEE procurement and skills training – and attained a Level 2 contribution of between 85% and 100% to the Broad-Based Black Em-

powerment Rating. This is significant in terms of the ever-growing number of BEE procurements it is successfully negotiating for client companies, because, by using Armstrong Appointments as a supplier, these organisations receive points towards furthering their own BEE status. Armstrong believes that "by assisting these organisations to achieve their required equity standing and BEE spend, we are playing our part in bringing about positive outcomes

that are both long-term and far-reaching".

### Bigger Picture

She further maintains that while aiming to be recognised as the premier source of ideal candidates for both the South African and international markets, the team's broad scope of attributes can be simultaneously utilised to "play a part in achieving national economic growth at home".