

# A HIRE ECHELON

**MS KATHERIENE ANG**  
TODAY'S CAREER PTE LTD

It is a common perception of recruitment companies that they serve only to link potential employees to the industries of their choice, without a concern for the long-term viability of such workers within these companies. For Ms Katheriene Ang – founder of recruitment agency TODAY'S CAREER PTE LTD – what is most important has always been the successful integration and retention of the newly employed.

"We are empowered with the knowledge and professional discernment in finding the right staff that fits with the current hirer's requirements," she explains, citing "job-hopping" as a common problem that many industries want to mitigate, "We take into account their suitability in assimilating to the client's culture, such as traits like their personality and career ambitions." This approach ensures a compatible match, allowing not just for satisfied employers, but for satisfied staff as well.

More impressively, they are able to offer highly competitive placement fees, particularly when considering the company's high quality and efficient work process and personal attention afforded to their clients, as well as their large database of local and PR staff and various native-language staff from different nationalities. "This gives us a competitive advantage over our competitors," she adds, "All of my staff have years of expertise recruiting staff in a myriad of vocations and industries." Such a wide breadth of work scope and flexibility gives their clients a great convenience, as they no longer have to liaise with different consultants for different positions. By doing so, the amount of administrative work is effectively reduced, and any potential leakage of private and confidential corporate information is stemmed before it even begins.

Originally starting the company with a partner who has since retired, Ms Ang cites the stifling bureaucracy in her previous employment as a major impetus for striking out on her own. "We wanted to be liberated from the limitations of being an employee, where we had red tape that hindered our capacity to grow and develop," she says, acutely aware of the dangers of corporate politics.

In recent years, they have become a strong provider of Executive and Managerial positions and Engineering staff as well as Office staff for Multinational Companies, Global Organisations, Listed Companies, Local Companies, Small and Medium Enterprises, Government Sectors, and Civil Services across a wide range of industries. They consistently perform with the highest levels of integrity to earn the trust of all their business partners to deliver excellent recruitment solutions in Executive Placements for top management posts and all permanent, temporary, and contract positions. Seeking to transform themselves into Asia's prominent HR service provider, imparting expert, personalised, and reliable recruitment services, TODAY'S CAREER PTE LTD is no doubt rapidly maturing into a class of their own.



## Up Close & Personal

### What made you pursue a business in this field?

It was my childhood ambition to run my own business. I recognised that my passion and forte were in a HR recruitment job. Starting a business was not the norm during the 1990s, as there were many professionals who were contented with the abundance of cushy jobs and great employment perks. However, for me personally, starting a business enables me to hone my HR skills and take a proactive action towards controlling and managing the business; for instance, nurturing a harmonious and sharing culture in the workplace. We have overcome many hurdles during our start-up years; it was not easy. I believe that with today's market sentiments, starting a business now is also very challenging.

### Were there any notable challenges that you had to overcome?

A pivotal element in the recruitment market is to hire the right personnel who is competent, has a high retention rate and is able to fully integrate well into the organisation's goals and vision. There is also a proliferation of 'job hopping' due to inability to cope with stressors at work, corporate politics, demanding work pressures or the inability to relate with

fellow employees or employers. Today's young entrepreneurs often have different criteria for recruitment as compared to a few decades ago.

Therefore, we have managed to overcome this hurdle by building on a strong employee retention rate in our company. In addition, it is vital to create a family corporate culture where unity and camaraderie are constantly forged to counter against the stressors of a modern career.

### What is the main driving force and motivation for you?

It is my deepest aspiration that TODAY'S CAREER can be an active player who excels in this industry. It is also my personal goal to provide a warm, stable and financially lucrative working environment for my staff who has been serving alongside me for many years.

### How do you measure success in life?

Success is achieving my specific, achievable goals at different milestones in my life. Success is never permanent but progressive. Likewise, failure is not final, but just a passing valley for a person to rise up above it. So keep pursuing after success and keep motivating yourself to arise after a setback.

*If you want to see the rainbow, you have to withstand the rain.*