

THE HUMAN FACTOR

MR JORDACHE KEITH PEOPLE360 SERVICES PTE. LTD.

Entrepreneurship can be extremely gratifying - especially when it runs in a person's blood and the environment allows him or her to express that distinctive enterprising spirit. Such is the case with Mr Jordache Keith, whose father, an education entrepreneur, mentored him as he entered into the business arena. He was also fortunate enough to receive some capital from family members which helped him start People360 Services.

Established in 2014, People360 Services provides professional outsourcing & offshoring services as well as recruitment and manpower services to organisations. Headquartered in Singapore with a subsidiary in Malaysia, People360 Services specialises in the recruitment of talents from both Singapore and the Asia region. The company offers businesses quality staffing directly and strategically reduces the cost of labour by offshoring support functions for businesses so that they can focus on their core competencies. In 2017, People360 services branched into the luxury limousine and transportation industry with a new entity called Limo360.

Since 2014, the company has recorded a three-fold increase in revenue under the leadership of its visionary founder and has since expanded regionally into Malaysia. Mr Jordache Keith believes that a regional presence not only gains market share but also deepens the company's access to talents.

But it has not always been a bed of roses. As the only member of People360, Jordache had to constantly learn and make mistakes. That in turn has allowed him to gain invaluable experiences - and that knowledge is now transferred and shared within the growing People360 team.

To stay ahead of the competition, People360 Services engages recruitment specialists who serve as consultants to businesses by providing a wider perspective on specific industries, competition and market performance and also by sharing HR best practices. Mr Keith understands that recruitment is not a transactional business. Rather, it's a marriage between employers, employees and the recruitment service provider. In addition, the company wholly embraces new technology, adopting an applicant tracking system that allows them to keep abreast of clients and candidates. This ultimately offers businesses quicker hiring cycles and higher quality talent.

Mr Keith enjoys a famous quote by Steve Jobs, "You can't connect the dots looking forward, you can only connect them looking backwards". His journey of taking calculated risks and persevering through numerous challenges has contributed to his success today. He is convinced that businesses must be ever versatile and highly adaptive in current market situations to avoid being redundant and obsolete through technological disruptions and new market entrants.

Today, the company has already enjoyed many significant milestones. One of their most highly prized achievements was their regional expansion. Not many SMEs as young as People360 can boast offices in both Singapore and Malaysia. All these would not be possible without a very defined mission statement: *To be a leading Asian centric recruitment firm with a regional presence that allows talent and businesses to share resources interchangeably using our network and expertise, finding both businesses and job-seekers the "Right fit".*



**GREAT THINGS IN BUSINESS
ARE NEVER DONE BY ONE PERSON.
THEY'RE DONE BY A TEAM OF PEOPLE.**

With a history of passion and resilience, solid leadership, a clear mission, best practices measures in place and an ever dynamic and forward-looking corporate culture, People360 is certainly set for greater things ahead.

UP CLOSE & PERSONAL

What made you pursue a business in this field? For example, was it a labour of love, or were you presented with an opportunity that you couldn't afford to miss?

I remember vividly growing up with this motto, "People are our only natural resource in Singapore". A combination of luck, opportunity and the passion of interacting with individuals from different walks of life has contributed to my starting a business in this field.

Were there any notable challenges that you had to overcome?

Limited resources in the areas of financing and human capital during our start-up stage.

Not many clients were forthcoming then in engaging our services but we overcame this through internal product training and by focusing on our core competencies to achieve "mastery" in our services.

I also had to deal with mental, emotional and physical stress during our initial growth phase. Looking back all the obstacles prepared me for future challenges. It was a process of self-discovery.

What is the main driving force and motivation for you?

The main driving force and motivation for me is to outdo my personal best and to be a lifelong learner. Developing new ideas and skills to bridge market gaps keeps me striving to do better. From an organisational aspect, I want People360 Services to be sustainable in the long-run and I want all our members to achieve financial freedom!

What advice would you give to aspiring entrepreneurs?

I would advise aspiring entrepreneurs to take calculated risks and then take the leap of faith. Just *starting* is a great step forward in achieving their goals and aspirations. I would also advise entrepreneurs that business is certainly not for the faint-hearted. Also, view mistakes and setbacks as learning experiences rather than failure points.

How do you measure success in life?

To me, success is measured by how much you are able to empower the lives around you.