

Company: Australasian Talent Conference
Date: 12 May 2009
Publication: Human Resources Leader
Page: 7



"The challenges facing companies today are the same as we have always had – and that is finding and keeping the best talent"

Christine Deputy,
Starbucks'
vice-president for
partner resources,
Asia Pacific and
Greater China

Effective communication vital in tough times

Communicating effectively with employees during times of uncertainty is vital, according to Christine Deputy, Starbucks' vice-president for partner resources, Asia Pacific and Greater China.

Keeping people informed also keeps them engaged, she said, explaining that every Starbucks employee receives communication from their leaders, including directly from the company's CEO, to inform them of any relevant company news.

Speaking at May's Australasian Talent Conference in Sydney, she said that despite increasing economic pressures in 2009, the biggest challenges facing companies operating in the Asia-Pacific region

have not changed.

"The challenges facing companies today are the same as we have always had – and that is finding and keeping the best talent. For companies to succeed, they will have to provide an employment proposition that consistently delivers growth and development to their people," Deputy said.

"The ability for individuals to feel that they can grow and develop is crucial to the Asia-Pacific employee pool. Creating a culture where employees feel valued, and as though they have opportunities at their fingertips, means individuals are less likely to job-hop when the employment market springs back."