



## Realizing Human Potential

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In the global knowledge based economy, human capital is one of the key building blocks of any business enterprise. The worth of the enterprise grows in direct proportion to the quality of its human capital, their caliber, and their ability to shoulder mounting challenges in the ever-changing business environment.

Thus, identifying, hiring and retaining this human capital is fundamental for the success and survival of an enterprise.

We, at Continuum Workforce, are committed to make the winning difference by bringing a touch of personal accountability to every position, thus winning appreciation from

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## ITS ABOUT HUMAN SIDE OF THE BUSINESS



If people are an organization's most valuable asset, then why do so many companies struggle to attract, develop, and retain top talent? Continuum Workforce brings a strategic perspective to maximizing your human resources by going beyond the fundamentals of HR to the future of HR. From discovery to delivery, the goal of our business approach is to become your true partners, assisting you in elevating the role of HR in your company and helping deliver peak performance and sustainable value to your organization.

We are a full service HR firm with a specialty in recruiting, new hire integration, training, and retention. With Continuum Workforce, you get the benefits of seasoned personnel from the top consulting and advertising firms in the country, without the frustration of dealing with a large organization. Our approach to projects is flexible and nimble with a relentless focus on understanding your business and measuring results.

## WHO WE ARE



## HOW WE WORK



Continuum Workforce is a young and an independently owned human resource service provider with special focus on growing small and mid sized businesses to fulfill and outsource their HR activities. From organization design and training services through to policies and procedures, outsourcing and employee performance - no matter what your requirements are, Continuum Workforce can help you.

Our team of highly skilled and experienced HR consultants have all had distinguished careers in senior HR management roles and bring with them a wealth of practical experience to their work. We believe in creating productive and fruitful relationships with our clients by adding value to your business to ensure that you get the very best return on your HR spend. Our solutions, advice and guidance are uniquely designed and shaped around your exact requirements and objectives. They will fit with your culture and the business challenges that you currently face.

### **Confidentiality Assured**

We guarantee that all our activities are conducted in a fully confidential manner, with the utmost respect for the integrity of the enterprise and the candidate. As an extension of this policy, Continuum WorkForce does not send unsolicited/mass mail resumes to its client enterprises.

### **Varied Sourcing Techniques**

We have a proactive approach, involving various techniques including advertising, web-based search, outsourced e-recruitment portals, head hunting, database search, and special campaign projects. Along with industry-specific knowledge and intensive research, our consultants employ direct search and advertising-based selection. In addition, we use our knowledge, skills, discretion, and judgment to ensure the optimum shortlist for every position.

## CWF ADVANTAGES



### Experience

We have over 15 years of combined man experience in interviewing, recruiting, and delivering human resources to small and mid sized companies.

### Expertise

Company is backed by senior consultants with respectable industry experience and regional market knowledge, the cumulative experience of which puts a considerable amount of domain expertise at our client's disposal.

### Extensive Database

Our continual focus is on fine-tuning our expanding database, enhancing the quality of our varied services, and intensive networking in order to meet the high expectations of organizations with respect to placement services.

## OUR SERVICES

Tailored & Targeted Solutions



We provide professional, efficient and personalized service to our clients and candidates. We ensure this by employing professionals that realize your needs and have a philosophy which is committed to providing a friendly and professional post-placement service. Continuum Workforce customizes each of our offerings to meet your unique needs and business challenges. Our key services and business practice areas are shown

- Recruitments
- Training & Skill Development
- Hr Outsourcing
- Retention

## RECRUITMENTS



### Pick the right one.

Continuum Workforce specializes in recruiting the right talent, for the right roles, at the right times. Whether focused on high level strategy or day-to-day tactics, our offerings span the entire recruiting life cycle. We work diligently to quantify a return on your recruiting investment and deliver measurable value to you. A holistic approach to recruiting demands that companies de-clutter their minds and become less task focused and more strategic. Continuum Workforce can help take your recruiting efforts to new heights.

Our services include not only developing your unique branding positioning, but also creating the campaign, collateral materials, employee communications, and training needed to roll it out to your organization.

Recruiting Strategy Continuum Workforce can help you develop your overall recruiting strategy – who to target, how to target, and where to target to help your department mine and hire the best talent, adding long-term value in every part of your organization. We focus on strengthening your market position so you have a steady pipeline of quality talent. A well defined talent acquisition strategy should drive the execution of all of your other recruiting initiatives. To develop this strategy, we conduct an analysis of your current needs and methodologies and map those against your future needs and best practices.

Recruiting Process Design. It is not enough to have a solid advertising plan, you also need to assess the people and processes within your organization for sourcing, screening, and hiring candidates. Through internal interviews, review of documentation, and analysis of recruiting metrics, Continuum workforce can capture a picture of your current "as-is" recruiting process. Our next step is to refine the process into a final "to-be" model. In recommending a revamped recruiting process, we will focus on areas such as:

- Decision making effectiveness
- Decision time frames
- Role definitions
- Redundant business steps

The final process documentation clearly and concisely describes the "to-be" recruiting process in a graphical format, listing the sequence, flow, and responsibility for all steps along the way

• Updated process map	• Metrics and report templates
• Sub-process flow diagrams	• Training and rollout recommendations
• Roles and responsibilities	

Employer Branding. Defining a strong employer brand is a critical first step in helping your recruiting messages stand out in a crowded employment marketplace. Just as a product brand represents key messages, attributes, and benefits to consumers, an employer brand represents your unique hiring proposition to potential candidates. A good employer brand: Creates a sense of urgency and an intellectual curiosity to act immediately

- Encourages people to visit a web site, ask others about the company, or apply for a job
- Engages a recruit's mind, heart, and dreams
- Is complementary to any organization-wide branding initiatives
- Gives a clear, compelling reason to work for your organization
- Is consistent with the views of your current employees
- Has "legs" and can serve for a long time as your employment message

Strategy & Branding

Execution

Tracking

Follow Up

## HR OUTSOURCING



### Reduce your burden enhance your productivity

Research indicates that most of growing business owners spend maximum time in revolving people related issues and deviate themselves from other core issues. Continuum Workforce can help you by taking care of all of your HR requirements that allows you to concentrate on growth of your company's profitability and productivity. We provide a comprehensive range of outsourcing services ranging from payroll and benefits administration through to designing and arranging contracts and hiring, recruitment and training. We provide "turnkey", low cost, high quality, "nuts and bolts" HR solutions. By outsourcing your non-core functions such as HR, you are able to focus exclusively on what you do best.

Are You Achieving Peak Performance? Continuum workforce customizes each of our offerings to meet your unique needs and business challenges. A complete listing of our services is shown below. Our tested methodology will help you in achieving peak performance from your workforce. Our determined employee survey will suggest how well you are doing in attracting and managing your people and where you could improve.

- Payroll
- Benefits Administration
- Ad-hoc Support
- HR Systems
- HR Helplines
- Handbooks
- HR Advice
- HR Materials
- Certain Amount of Days
- Personnel Administration
- on Site Per Month
- Recruitment
- Training
- Selection
- Contracts
- Procedures
- Training Needs Analysis

## TRAINING & DEVELOPMENT



### Performance-based learning

Our professionals have years of experience in designing, building, and implementing cutting edge learning programs for clients. We look beyond traditional approaches to offer training solutions that are interactive, hands on, and long lasting. Too many training programs are one-sided presentations that fill participants' heads with knowledge and give them very little opportunity to utilize what they have learned. Continuum workforce believes in skill mastery through application and learning through taking chances, making mistakes, and getting feedback throughout the process.

Through properly designed performance-based training programs and use of industry leading learning technology, Continuum workforce can help you reduce time to proficiency, increase on-the-job performance, and lower training administration and delivery costs.

### TRAINING APPROACH

#### Design

Confirm training content, agenda outline and instructional approaches.

#### Development

Build all training materials including presentations, workbooks, videos, job aids etc.

#### Review

Gather input on training from user groups and final approval from executives

#### Rollout Plan

Reproduce materials, prep instructors, and secure logistics for training sessions

#### Facilitation

Prepare for and conduct all training sessions

#### Follow Up

Develop and launch follow up training

▲ Executive Sign-Offs

Training Design and Development. Continuum workforce with a well thought out training design with carefully defined performance objectives. These objectives drive the rest of the development and testing effort. Whether creating a customized program or teaming with other partners in our vendor network, the training we create will align to your business strategy, engage your audience, and deliver lasting performance improvement. Our training development approach emphasizes significant subject matter input and frequent executive sign offs. While Continuum workforce brings extensive experience and expertise in learning strategies, we understand that no one knows your business as well as you do.

## RETENTION



### Close the floodgates

Recruiting great employees is one thing, retaining them is an even bigger challenge. We work with clients to not only assess what is driving turnover in their organizations, but also recommend solutions to stop the flow of talent out the door. Through marrying termination data with performance metrics, we determine the tenure threshold beyond which most employees are leaving the organization and the business value that can be claimed by moving that threshold further out in time. Our clients are left with an actionable retention plan, supported by a solid business case and business metrics.

**Internal Social Network:** The business objectives of an internal social networking deployment are increased performance through more engaged employees that result in increased revenue and decreased costs. Continuum workforce has a series of solutions that can help your company reap the benefits of a powerful internal social networking program. Contact us to learn how our solutions positively impact: Revenue and costs, Employment Brands, and Employee Loyalty through Engagement, Knowledge Share, and Training

**Engagement Surveys:** Soliciting employee feedback should go beyond standard satisfaction metrics and focus on what drives true engagement. CWF chalks out the strategy to assess the attitudes and beliefs of your employees. We help you select the right tool, prepare your organization for launch, implement the survey, and most importantly analyze the results and make recommendations for changes.

**Turnover Analysis:** Successful companies monitor their turnover as more than just a static number on a monthly or annual report. They analyze detailed data about their terminations to determine a tenure threshold –the point beyond which you are more likely to retain employees. Continuum workforce can conduct a turnover assessment to pinpoint your tenure threshold and show how improvements in retention can dramatically affect your bottom



**Exit Interviews:** Just as important as understanding the engagement of your current employees is knowing why good employees choose to leave the organization. Exit interviews can be notorious for delivering questionable results, but if done correctly, they provide a wealth of information on problems within your company of which you may have never been aware. Continuum Workforce can guide you through: Drafting the right questions to determine the best channel for distribution (in person, phone, online, etc. - Rolling out the survey - Reviewing the answers and Developing an action plan based on the results.

**Generational Assessment:** Continuum Workforce can conduct a comprehensive generational assessment of your organization that highlights the efficacy of your current recruitment, retention, communication, and training practices. The outcome of the diagnostic is two-fold. You not only receive a detailed breakdown of your workforce and issues in dealing with generational segments, but also are provided with a generational roadmap to drive future employee engagement and development

## OUR SERVICE PROMISE



One thing you can be sure of when working with Continuum WorkForce is that our team of consultants has all come to the organization with service industry backgrounds and a wealth of work experience, including staff management and recruitment, to their credit. They have all been in your shoes and really do understand the pressures upon you - which is why you'll find it's like a breath of fresh air when talking to us and why our clients come back to Continuum WorkForce every time when they are seeking new members of staff or looking for the right caliber people and why candidates recommend us to friends and colleagues time and time again. We believe that trust and confidentiality are vital in building the sort of relationships we nurture with our clients. It takes a lot of trust to consider an outside recruitment team to be an integral part of your recruitment process and Continuum WorkForce are trusted to be just that.

### Behavioural interview

It is a common type of job interview in the modern workplace. In this sort of interview, interviewers tend to bring out questions about general situations where the candidate is asked to describe how he or she handled a specific problem. The conduct of the Behavioural interview and its Behavioural questions are important tools to appraise the possible performance level of candidate since the most accurate predictor of an individual's future performance is his or her past performance in a similar situation.

Behavioural interview questions can be described: As probing questions of past experiences of a candidate in a given conflict environment. The Candidate is then asked to describe the situation, how he or she handled the conflict, and what the Final outcome was.

### Situational and/or Task-Oriented questions:

What actions have been taken and what were the results and the outcome of these actions? The interviewer will ask a series of questions which typically have straight-forward answers. Questions like "What are your strengths and weaknesses?" or "What major challenges and Problems did you face? How did you handle them?" or "Describe a typical work week" are some of the most commonly asked. In a behavioural interview, an employer has already drafted out the Skills those are necessary for a person to possess to be effective in handling the job. The goal then of the interview is to find out if the candidate has those skills. Knowing how the candidate acted Upon a given situation can help employers predict how well the candidate might perform in a Particular job.

The interview process will also assess the candidate's ability to respond to the sorts of situations that the job may present him/her with. The questions asked will therefore be based on the job description, the performance indicators, the skills/personal qualities required and the interviewer's knowledge of operating in the role. In all ways, the interviewer's goal is to evaluate the levels of: Competency, Verbal Communication Skills, Research Skills, Flexibility, Critical Thinking Skills, Analytical Ability, Appropriate Judgment Ability, Problem Solving Ability, Ability to work in teams, Quick Learning, Enthusiasm/Motivation, Initiative, Innovation and the Leadership Ability of the candidate.

### Task oriented questions

Adaptability: "Learn to adjust yourself to the conditions you have to endure, but make a point of trying to alter or correct conditions so that they are most favourable to you."

Attitude: Attitudes reflect a tendency to classify objects and events and to react to them with some consistency. Attitudes are not directly observable but rather are inferred from the objective, evaluative responses a person makes. Thus, investigators depend heavily on behavioural indicators of attitudes— what people say and how they

respond to questionnaires.

**Confidence:** "One who has lost confidence can lose nothing more."

**Conflict:** An overt struggle between individuals or groups. Conflict occurs whenever the action of one person or a group prevents, obstructs, or interferes with the goal achievement or action of another person.

**Communication:** Communication is much more than words going from one person's mouth to another's ear. In addition to the words, messages are transferred by the tone and quality of voice, eye contact, physical closeness, visual cues, and overall body language.

**Analytical Skills:** If you describe someone as analytical, it means the person is always thinking about things - analyzing, pondering, etc. A person who is analytical will have all of the facts about something before acting on it.

**Creativity:** Creativity is the ability to think up and design new invention and produce works of art. It is the ability to see something in a new way, to see and solve problems no one else may know exist, and to engage in mental and physical experiences which are new, unique, or different.

**Interpersonal skills:** Mental and communicative algorithms applied during social communications and interactions in order to reach certain effects or results. The term 'interpersonal skills' is used often in business contexts to refer to the measure of a person's ability to operate within business organizations through social communication and interactions.

**Initiative:** The first step in doing or beginning something.

**Integrity:** Quality characterized by honesty, reliability, and fairness, developed in a relationship over time. Customers and clients have much more confidence when dealing with a business when they can rely on the representations made.

**Judgment:** Ability to discriminate between or among two or more states or conditions.

**Failure:** "If all this happened to you, what paradigm might you develop? How might that paradigm affect your life from that point on? What does this tell you about Abe? There are no failures, only lessons to be learned."

**Team:** Cooperative effort by the members of a group or team to achieve a common goal.

**Trust:** Firm reliance on the integrity, ability, or character of a person or thing.

## Our Industry Experience



**We Attract, Develop And  
Retain Good Talent.**

- Advertising Agencies
- Events & Entertainment
- Media & Publishing Houses
- Automobile
- Travel & Hospitality
- Real Estate & Infrastructure
- Constructions
- Engineering & Manufacturing
- Web Technology Studios
- Fashion & Lifestyle
- IT & ITES
- Education & Training
- Food and Beverages
- Logistics & Transportation
- Apparel & Jewellery
- Branded Retail Stores
- Trading and marketing firms
- Consulting firms
- NGOs