

# My brilliant career: Matching people with jobs in a whole new world of careers

Pinpoint One Human Resources is a boutique executive search firm. Established on Workers' Day in 1999, it's proudly South African and black-female owned. We provide executive recruitment services and executive placement in the areas of C-suite, specialist and critical skills, and human resources solutions across industries and professional disciplines in SA and across Africa. As the MD, I drive and direct the business. What makes you good at what you do? I'm passionate about what I do, and I enjoy it because it gives me the opportunity to work in different industries and sectors at C-Suite level. It's a privilege to be the sounding board for candidates, building their confidence and sharing their fears, their challenges — and their hopes. I love being a trusted adviser to candidates and clients, and engaging with boards.

What did you study, and how has that helped you do your work?

I studied sociology and loved industrial sociology, which was essentially the world of work and the labour market. My research project for my master's thesis was on small businesses and the challenges they face. Fast forward several years and nothing's changed; small businesses still struggle to access finance and get paid on time. I know because I'm running a small business.

How do you think companies should manage the return to the office?

There is no one-size-fits-all solution. Companies have to navigate the spectrum from remote to in-person, with some opting for hybrid solutions. There are risks and costs involved in whatever model you choose. The key is to remain flexible and approach the issue cautiously without diluting the company culture or stifling the staff's spirit. A full return to the office has to be delicately managed.

What are some of the long-term effects of the pandemic on the workplace?

There's been a culture change, and the balance of power between employer and employee has definitely shifted in favour of the employee in the wake of the "great resignation". Generally, there has been an increase in flexibility in the workplace as well as a greater emphasis on employee wellness, which is here to stay. But on the flipside, employees have to deliver. If they don't shape up they'll end up being shipped out.

What would the HR department like workers to know?

That they care and are really trying to understand what you are going through. They can't meet every demand, but that doesn't mean they don't hear you. If they can't help you entirely, they are doing their best to at least meet you halfway.

What did you want to be as a child?

I've always wanted to help people. When I was growing up in Meadowlands, in Soweto, I was blessed to attend a private school. I'd come home every day and share all the things I had learnt. I've always wanted to lift others as I rise.

What is your go-to career advice?

Keep up to date and upskill yourself so you don't get left behind. There's a whole new world of careers that never existed before. Explore new opportunities and be open to innovation and entrepreneurship. Study what you are passionate about so that when you go to work it won't feel like work. Study what you're good at — because that way you'll just get better at it.