

# Group Achievement



*The verb “achieve” is an apt name for the Achieve Group of companies offering recruitment and HR solutions: it describes for clients what the organisation will do for them and at the same time, offers a succinct expression of the Group’s mission. Helping employees in their personal development is another dimension of the “Achieve” tag. Jovel Ong finds out more from CEO and Founder, Joshua Yim.*

**F**ounded 17 years ago, the Achieve Group is made up of Achieve Career Consultant, Achieve Technologies Asia Pacific and JCG Search International (previously known as Joshua Consulting Group) offering services including staff recruitment, contract and temporary staffing, IT and engineering placement, global recruitment, executive search and HR/Payroll outsourcing.

JCG Search International was recently launched to signal the start of the Group’s internationalisation of its executive search arm. It has just opened an office in Hong Kong, and plans to open more offices in China, Malaysia, Japan and Dubai.

Joshua Yim, CEO and Founder of the Achieve Group, is quick to credit his staff for the achievement. “Ultimately, it is

the people that do the work,” Yim says, adding that the personal growth of his 42 employees is just as important as the growth of his business.

At Achieve, the personal development of employees is guided by clearly defined goals. At the start of every year, every employee would sit down, list down his goals and then share them with the rest of the team. The management team holds monthly meetings with the employees to review their progress.

“I contribute towards the development of my staff and care for them in this way,” Yim explains. The entrepreneur says that aside from steering employees towards personal goals, the practice aligns their personal goals to corporate objectives, and helps develop the skills necessary to achieve them.

Keeping employees focused on goals and nurturing their development aside, Yim takes advantage of employee potential by playing to their strengths. He ensures that employees are matched to jobs and tasks that they have the skills to do, and that the jobs and tasks tap into their personal motivators. Yim says that putting the right people in the right jobs will not only mean success for the company, but also happier employees who will stay with the company.

“An engaging environment builds loyalty in employees by meeting their personal and practical needs, thus encouraging them to stay with us. In addition, an engaging work environment taps into employees’ motivation to try harder and put forth the extra effort that differentiates us from the competition,” Yim rationalises.

He adds that when organisations have engaged employees, the long-term benefits translate to the bottom line: organisations have more satisfied and loyal customers, increased profits, better-quality products or services and greater growth potential.

Yim states that leaders like him can also have a real impact on employee engagement. “As a consultant, HR personnel and a leader, I have seen many disgruntled employees who want to leave their company because they want to find better bosses to work with, not because they want to change jobs or even employers,” he says. “Often, they feel that their bosses are mistrustful of them and do not draw any clear career path for them.”

If you take Yim as an example, an engaged leader is one who understands that his role is not to take charge of all the decisions, but to be more like a proactive coach. It is about recognition for a job well done; it is about being tough when necessary, holding people accountable for their performance. It is also about giving people the room and encouragement to grow. And as they grow, so will the organisation. 