

2024 CEO COMMUNIQUE

2024 A YEAR OF INVESTMENT IN THE PROFESSION

Compliments of the season! I hope you enjoyed your holiday break and are ready to fire up the storms of 2024.

This year SABPP will turn 42 years old. Part of our survival has been the great discipline in managing costs. No matter how much discipline you have, you begin to realise that you need to spend in order to make money, for as Seth Godin puts it, 'You can't shrink your way to greatness.'

Cost reduction efforts can give a business a boost, but over time its effects diminish. There's only so much you can cut. At some point, cutting costs reduces operational capacity and effectiveness – thus you cannot shrink your way to success.

It is for this reason that in supporting the Board's vision of growth via the People Factor strategy that we declare 2024 a year of investment in the profession. We are therefore going all out in ensuring that we spend, unemotional, for the benefit of the profession.

We will achieve this through, inter alia:

1. Recruiting and hiring high calibre staff to be the consultant and advisers that the profession requires.
2. Retention of quality and dedicated staff through various interventions.
3. Consolidating the infrastructure to make further financial sense.
4. System upgrade by finding the latest and relevant technologies to make life simpler and better for members and the profession.
5. Investing in content development and presentations that answer questions the industry is struggling with and answering questions that the industry is not yet aware it has.
6. Professional contribution to improve the status of the profession including setting the trends, researching trends, elucidating trends including attending to the future role of the HR profession and the professional body.
7. Improving, spending on and promoting the Buffet membership as the future main membership of SABPP.
8. Investing on students, candidates and the young professionals at heart through promotion of excellence .
9. Improving the SABPP brand and by extension making it fashionable to be an HR professional.
10. Investing in, improving and promoting alliance partnership for the benefit of our members and various stakeholders.

We also expect and hope that our members are also going to be on the drive for investment in their own right. Members have resources the greatest being time and expertise. We would like to see members doing one or more of the following:

1. Join the 15th board . Elections are coming in around September/October this year.
2. Join the board committees (national or provincial). Elections for committee leadership will happen within 9 months after Board elections.
3. Join the special interest groups as they are needed.
4. Mentor or coach a professional as a way of giving back.
5. Support and mentor a student ensuring that we have professionals tomorrow and beyond.
6. Supervise a candidate in the candidate programme to ensure continuous supply of high calibre professionals.
7. Initiate or support initiatives to keep SABPP in the cutting edge of industry.



Therefore we ask that you 'cast thy bread upon the waters: for thou shalt find it after many days.' Ecclesiastes 11v 1 (KJV)

Last year, last month and precisely three weeks ago I celebrated my half century in existence. I was pleasantly surprised by industry colleagues and a few staff when they organised a birthday celebration. It took me back to my earlier years and I remembered that I was a maths and accounting wizard. My secret was not in studying for hours on end but in supporting other students. I cemented my knowledge and understanding through helping others. The moral of the story is that you become a better professional when you invest for the benefit of others.

We believe 2024 is the year to invest in a full time COO to help steer the SABPP to the right direction. There is a full commitment from the Board chair and myself to make this happen. We will therefore be formally looking for the right person in the interest of growth and succession. Watch this space.

We will also be investing in employees of the future. If you are a graduate in the following fields then you need to ensure that you don't miss these great opportunities to grow at SABPP:

- Human Resources or related field
- Marketing/Branding particularly digital marketing/design
- Business development
- Administration/customer services
- Finance
- Information Technology

We are further exploring how the reviewed People Practice and Governance Standards launched last year could be shared with a wider population at a minimum cost. We are clear that SABPP is not funded yet we acknowledge our responsibility for the advancement of the knowledge and practice through developing, supporting, regulating and promoting professional standards for both technical and ethical competence.

We continue growing our reserves in order to make this and more possible. You can also contribute through the various options stated earlier or you can contribute passively by paying your membership fees in time and by supporting and attending our events/conferences regularly. Every one of us has a role to play.

In essence and in summary, in 2024 we will

- Invest in the profession
- Increase our income streams in order to invest in the profession
- Appoint specialists and senior staff in order to invest in the profession
- Encourage our members to participate in the board and committee activities in order to invest in the profession
- Encourage our members to be HR citizens of the future
- Continue cutting costs in routine activities in order to invest in the profession

Therefore let's all stop saving and start investing!

Investing has the potential to generate much higher returns than savings, but that benefit comes with risk, especially over shorter time frames.

We are therefore ready to take calculated risks for the greater good. Let's do it colleagues

MAY YOU FIND THE LIGHT THAT WILL GUIDE YOU TOWARDS SIGNIFICANCE AS YOU INVEST AND NOT SAVE.

HAPPY NEW YEAR

