

Business Magnet

Recruitment and employer image consulting services for businesses in Lapland

te-palvelut.fi

The Business Magnet service is primarily implemented in the municipalities of Kemijärvi, Keminmaa, Pello, Posio and Rovaniemi. The objective is to:

- improve companies' employer image, HR processes and the quality of working life from the perspective of the employees, as well as streamline recruitment and employer marketing
- promote companies' attractiveness as an employer and employee stability in the workplace
- help employers to perceive the competence needs of the company and recruit labour force in various ways.

The service starts with a mapping of the recruitment and competence needs of the participating company and the development needs related to recruitment processes, employer image and HR management. This mapping is used as a basis for drafting a service plan together with the company. The plan also includes measures to steer the company towards new service opportunities. The service plan is complemented as the service continues, and it will remain with the company for further utilisation. After the service, the employer will have the necessary competence and tools to develop their employer image and implement recruitment tailored to their business needs.

The service is free of charge. You may choose the best service provider for you out of three options:

Barona Lapland Oy
[Brochure](#) (in Finnish)
[Website](#) (in Finnish)

Reddo Partners Oy
[Website](#) (in Finnish)

Y4Works Oy
[Brochure](#) (in Finnish)

[Sign up for the service](#)

Additional information:

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