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need to become more family-friendly to accommodate this trend by providing flexible working environments, projects and technologies.”

Hattonneale, a specialist executive talent consultancy, is tapping into the baby boomers’ talent pool by offering the skills and expertise of chief executives and other high-level executives on a part-time, interim or ad-hoc basis to small businesses that want the valuable experience and mentoring of this calibre but without having to pay the costly full-time salaries.

Hattonneale’s joint managing director, Anne Hatton, is a former Australia and New Zealand chief executive of the HR multinational, Hudson.

She teamed with Jane Neale, former managing director of ad agency George Patterson, last year to establish Hattonneale and is using baby boomers to mentor, coach and pass on skills to generations X and Y.

“Why wouldn’t you consider hiring a part-time marketing manager who’s highly experienced?” Hatton says. “With a smaller budget, you can get an average full-time person or an excellent part-time person.”

Neale says they connect businesses with executives who “have a lot of experience, have ridden lots of difference economic cycles but no longer want to work full-time”.

‘There’s definitely an increased acceptance of flexible work practices ... and new types of leave.’ Ben Geoghegan