

To clients and colleagues,

Here's to 2003!!!

Feel free to pass this E-zine on.

To unsubscribe, hit the reply button and type "remove" in the subject line.

ANNOUNCEMENT: I will be teaching a 4 evening class called "Job Search 2003" at Redwood High School in Larkspur starting January 22 from 7:00 p.m. to 9:00 p.m. It is designed for professionals who are unemployed or looking to make a career change. For more information you can email me at <>randy@randyblock.com.

This month's featured articles are:

- #1. Hints of recovery in Silicon Valley
- #2. Networking: The pitfalls
- #3. Within every failure is an opportunity
- #4. Job Openings
- #5. Success Story
- #6. Humor Department--

- #1. Hints of recovery in Silicon Valley

There are growing signs of economic recovery in Silicon Valley. "The worst seems to be over," says Sung Won Sohn, Wells Fargo's chief economist. He predicts slow growth through the middle of next year. Signs of the shift:

Job losses slow: Santa Clara County had 959,800 jobs in October. That's down 3.2% from October 2001 but a big improvement from March's drop of 8.1%, the biggest in 2 decades. Business services lost 24,300 jobs in 12 months. In the past 12 months, the sector lost only 2,600 jobs, a relative trickle. He also feels that many of the major job cuts are over.

Venture Capitalists return: VC's pumped \$5.6 billion into area start ups during the first 9 months of this year. That's a higher share of the total \$16.9 billion invested worldwide than 2001 and 2000.

Customers are buying: Companies that slashed overhead delaying hardware and software investments are starting to feel the pressure to spend because equipment is becoming obsolete. For example, Arial International,, a Seattle consultant to financial services has two laptops more than 3 years old and a desktop computer more than two years old. The 5 year company will soon spend up to \$7, 000 to replace them.

---from USA Today, 12/11/02 edition.

#2. Networking: The pitfalls

The Nierenberg Group, in conjunction with New York University's Management Institute, conducted a national survey and asked:

"What is the worst thing someone did to you when networking?"

The results were:

Seemed interested only in selling you something..... 44%

Left you as soon and he/she realized you could not help.....26%

Talked about themselves too much.....14%

Gave you advice you did not ask for.....9%

Asked you too many personal questions.....7%

BOTTOM LINE: You can make negative networking a positive experience by meeting people and learning how you can help instead of expecting a payoff. If you are a better listener, then you can respond to people in a more thoughtful way and perhaps be a solution.

#3. Within every failure is an opportunity

Henry Ford once said: "Failure is simply the opportunity to begin again, this time more intelligently." Put another way, failure is a misunderstood and underutilized asset.

Consider this man's resume:

Age 22: Failed at business

Age 23: Ran for the legislature and lost

Age 24: Failed at another business

Age 25: Elected to legislature

Age 26: Girlfriend died

Age 27: Had a nervous breakdown

Age 29: Defeated for Speaker of the house

Age 30: Defeated for elector

Age 37: Defeated for Congress

Age 46: Defeated for Senate

Age 47: Defeated for Vice President

Age 49: Defeated for Senate

Age 51: Elected president

The resume above belongs to Abraham Lincoln.

#4. Job Openings

Summary and job description regarding the 2 open positions:

* Director of Marketing (reports to VP of Marketing)

The Director of Marketing will be fully accountable for achieving the company's marketing objectives. They'll craft strategies and implement the details with aggressive but do-able timetables and practical resources and requirements.

This is a great position for someone who has a strong understanding of direct marketing, including physical (direct mail), electronic (email marketing), and phone (telemarketing). The primary job is to plan and implement (heavy on implementation-very hands on) marketing programs that achieve company revenue goals. Excellent copywriting skills are a must.

* Marketing Analyst (reports to Director of Marketing)

This is an ideal position for someone who's experienced at leading and implementing the process of analyzing Sales and Marketing data, customer databases and has a strong understanding of direct marketing, both physical (direct mail) and electronic (email marketing). The primary job is to produce practical and actionable business intelligence from our database that will help us solve real business questions and grow the company revenue.

The Company: Staffing Industry Analysts.

* Founded in 1989 and based in Los Altos (right off 280), Staffing Industry Analysts, Inc. (SIA) is recognized today as the leading provider of business intelligence, data, research, and news about the \$140 billion (and growing) staffing industry, which includes companies that provide

temporary/contract help, retained/contingent search, staff leasing (PEOs), and outplacement. Our primary customers are senior level staffing firm executives who depend on SIA for objective, insightful, timely, hard-to-get, and industry information relevant to running their businesses. Our products and services include syndicated market research, print/electronic newsletters, email alerts, a magazine, directories, audio seminars, and executive conferences. We also serve vendors to the staffing industry by providing them with advertising and sponsorship vehicles for reaching staffing firm decision-makers. SIA is privately held and has real customers (thousands), real revenues, a hard-earned reputation, great people and a caring, balanced work environment.

Jeff Cohen

VP, Sales & Marketing

Staffing Industry Analysts

650.948.9303 x232

650.948.9345 fax

jcohen@staffingindustry.com

www.staffingindustry.com

#5. Success Story

Irene

Irene was a graphic artist churning out work for the state Senate office in Sacramento. It was a good job, with a decent paycheck, with a decent paycheck and benefits--- in a bad economy. She was unhappy and bored.

It was time for a change.

She always had a passion for car racing. She thought it would be cool to design splashy graphics for race cars. She found out that the only jobs available were for mechanics. She did her research and found out about the Russell Racing mechanic program at Sears Point. She took out a second mortgage to finance her tuition

She seemed like a lost cause from the start. She didn't know a crescent wrench from a torque wrench. She had two key elements important to being a mechanic:

she's a stickler for detail and she loves working with her hands.

According to her instructor, she had a rough start in the macho world of male mechanics. Now, he says, she is probably the best mechanic he's got. Her cars have consistently taken their student drivers down Victory Lane and they have never broken down. She even ran short of cash and sold her home to stay in pursuing her dream.

She is well on her way. All things are possible.

6. Humor Department

WORDS THAT INSPIRE:

"Adapt or perish, now as ever, is nature's inexorable imperative."

H.G. Wells

Commercial: I am now offering 2 hour Career Review sessions for \$95. In each session we will review what has worked and is working, what areas that could use some help, and a plan to get to the next steps. If you are interested, hit the reply button or e mails me at randy@randyblock.com.

** If you wish to unsubscribe from this Monthly newsletter, please hit the reply button and type REMOVE in the subject line.

Your comments and feedback on this E-zine are welcome!!

--

Randy Block
Career Transition Coach
Staffing Consultant
www.randyblock.com

"Helping Professionals Transform Their Passions Into Revenue"

415-383-6471
415-924-9530 (Fax)
PO Box 5357
Larkspur, CA 94977