



Randy's Work *and You*

July Edition

Dear clients and colleagues,

I had heard that referral bonuses were in the rise in companies. It not only pays you to network but the employee as well.

Ninety-one percent of all technology and life sciences companies use a bonus program to reward employees for referring new hires, according to a new survey by Culpepper. Eligibility for a referral bonus varies by occupation within most companies.

Percentage of Companies Offering Referral Bonuses for Each Employee Type:

Executives 19%

Technical managers 73%

Technical professionals 97%

Operations managers 68%

Operations professionals 94%

Sales managers 65%

Sales representatives 91%

Nonexempt 90%

Source: Culpepper

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This month's topics:

- 1. The Value Proposition—Everyone Needs One**
- 2. Hiring Second Half—Steady As She Goes**
- 3. Boomer Corner: Baby boomers give back by teaching**
- 4. Success Story**
- 5. Humor Department: Company Mission Statements**
- 6. Words that Inspire**

1. The Value Proposition—Everyone Needs One

By Randy Block

Remember the good old days? People used to return calls and email. When inquiring about a job, applicants used to ask, "What do you want?" One well-written resume fit every opportunity. Demand for people far exceeded supply. Conveniently, hiring companies did all the analysis to see if the applicant was a good fit for the job. All that the candidate had to do was just show up for the interview and answer the questions.

Well, those days are well behind us now. Globalization, the dotcom bust, business consolidation and many other factors have insured that. These are factors the job seeker had no control over.

Today, the job seeker and/or candidate must have a value proposition. Companies are now hiring solutions

and not people. The 90's were driven mostly by the "wants". Companies in the new millennia now hire based on their needs.

There are two main needs common to most organizations today. Put succinctly, they want to know, "How can you increase our revenue?" and/or "How can you help us be more productive"? No matter what kind or level of job you are applying for, that is the crux of the screening. If you can't deliver productivity and/or revenue proposition solutions and the other candidate can, you are definitely at a disadvantage. I have found this to be true in non-profit organizations as well.

Conducting retained search in the 80's and 90's, I would expend a lot of time and effort evaluating the candidates background relevant to the clients' job description. I had to dig sometimes very thoroughly to bring out the candidates relevant strengths. Today, *the candidate* has to "connect the dots" (their strengths and skills with the employer's needs). *They* have to show why they are a good fit with the employer.

Applicants need to show the relevancy of their backgrounds to the employers needs. In networking, they must focus on listening for the needs of the person with whom they are networking. The cover letter and resume have to be slanted to demonstrate that their background is a good fit for the employer. The thank you note needs to again "connect the dots" ("these are the challenges we discussed in our meeting and these are my strengths and experience relevant to those challenges").

Organizations like to be chosen. If you have targeted them because you share their excitement with the industry, products, services, culture etc. that increases your marketability and prospects of being hired. You are *genuinely* excited about them vs. "I am looking for a job."

Your value proposition reflects you and what you do not only well but also naturally. Candidates, who impressed me in the interview, were not only excited about the job and my client company but were excited about who they were and what they liked to do

Once you have proven that you can fulfill a need then you can talk about how you can best work together. Your value proposition comes usually in 3 flavors: Full time, part time and short term contract. Always leading with "Do you have a fulltime opening?" can greatly limit your exposure and opportunity for meaningful work and cash flow stress reduction (e.g., short term leading to full time.)

As Bill Bridges suggests in his book "JobShift", the full time permanent job is slowly disappearing. However, in today's world there are plenty of challenges requiring unique value propositions.

So what's your value proposition?

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2. Hiring Second Half—Steady As She Goes

Hiring outlook: Steady, ever steady
Employers' hiring plans unchanged for 10 straight quarters: Manpower
By Andrea Coombes, MarketWatch
Jun 13, 2006

SAN FRANCISCO (MarketWatch) -- When it comes to hiring plans, employers certainly are becoming a predictable lot, according to the latest Manpower Employment Outlook Survey.

Twenty-one percent of firms surveyed said they plan to hire in the third quarter of 2006, flat from the 21% who said they intended to hire in the second quarter this year.

Every quarter for more than two years now, about 20% of firms said they planned to hire, according to the survey.

Manpower's seasonally adjusted net-employment numbers measure the percentage of firms planning to hire minus those intending layoffs. It does not measure the number of jobs. Manpower surveys about 16,000 U.S. companies on their hiring plans each quarter.

"It's steady, slow progress," said Jonas Prising, Manpower's president for the North America region.

The hiring outlook "remains solid, it remains positive," he said. "But, the net employment outlook remains more or less the same as it was last quarter, the same as last year, and it's running stable now for 10 quarters," Prising said.

The flat trend line may indicate that employers have a different strategy for hiring these days, Prising said. "It's a really interesting time. You have a talent shortage in specific skills and in specific areas, but it's not

broad-based," he said, noting that information technology is one area experiencing a shortage of qualified workers, as is the health-care field, plus skilled trades such as welders and machinists. "You have certain pools of the workforce where there is a demand that outstrips the supply, and you have other pools of the workforce who are not affected by that, that are outside of this pressure," Prising said. **"Employers are very specific about what skills they want, when they want them and where they want them. There's no wave of mass hiring going on, even when the talent is scarce," he said. "If the talent can't be found at the right place at the right time," they don't hire, he said.**

By the trades

The construction industry once again eased off on its hiring outlook, with 24% of firms planning to hire, down from 28% in the second quarter.

"The construction measure includes residential as well as commercial construction," Prising said. The drop in hiring plans "seems to confirm the idea that the housing market is starting to cool down."

Still, the construction industry remains the most optimistic of all 10 sectors surveyed, he noted.

The following are the net-employment outlooks for the upcoming third quarter, on a seasonally adjusted basis for each of the 10 industries Manpower tracks, in order of most optimistic:

- * Construction, 24%, down from 28% in the second quarter
- * Durable-goods manufacturers, 23%, flat from 22% in the second quarter
- * Finance, insurance and real estate, 23%, about flat from 21%
- * Services, 23%, about flat from 21%
- * Wholesale and retail trade, 21%, flat from 22%
- * Transportation and public utilities, 20%, about flat from 17%
- * Mining, 18%, down from 33%
- * Non-durables manufacturers, 18%, about flat from 19%
- * Education, 17% about flat from 16%
- * Public administration, 16% up from 12%

By the regions

Employers in the West and the South showed the greatest hiring optimism among four regions nationwide, both with a 24% net-hiring outlook on a seasonally adjusted basis, according to Manpower. In the previous quarter, 26% of employers said they'd hire, as did 23% of firms in the South.

In the Northeast, 20% of employers plan to hire, up from 17% in the previous quarter, while in the Midwest 18% said they'd hire in the upcoming quarter, up from 17%.

3. Boomer Corner: Baby boomers give back by teaching

Boomers put experience to work helping students who are falling behind

By Ron Allen

Correspondent NBC News

June 7, 2006

PHILADELPHIA - After 22 years helping kids get to school as a crossing guard, baby boomer Julia Tally is nearing retirement but still wants to put her free time to good use.

So when class begins, Tally goes to work helping students who've fallen behind, like Shanay Larry, who struggles with reading.

"I've been working with children all my life, so it might look hard, but it's not, I'm having fun," Tally says.

But this isn't your typical volunteer work. Tally, along with the other women in these Philadelphia classrooms, volunteers for Experience Corps, and a program with just 2,000 members in 14 cities. They are volunteers working with teachers to make sure third graders can read.

"If they don't, you know, the dropout rate is extremely high," says John Gomperts, chief executive of Experience Corps.

He says the program also is attracting a new breed of retiring professionals who want volunteer work that's more specialized.

"This is not for fun, this is not to keep people active. This is to get a job done," Gomperts explains.

Volunteers must pass a rigorous screening process, complete 20 hours of training and produce results.

Test scores show student-reading levels are steadily improving.

How do the students know they're getting better?

"Cause I'm reading more books and reading better," says student Shawn Clement.

Volunteers benefit too. They report their health improves, they're more active, use fewer medications and have a sense of accomplishment.

"I get a fulfillment when I go home knowing that I have touched their lives in a positive way," Tally says.

The program is expanding, adding four more cities in the fall, and with millions of baby boomers nearing retirement, Experience Corps expects to have a huge pool of new recruits.

They are volunteers eager to share a lifetime of experience and wisdom when there's still important work to do.

4. Success Story

Barney Flynn, age 60+ and a former prune and almond grower, used his experience as a farmer and businessman to come up with an inventive way to help California farmers transform unprofitable land, save endangered wildlife, boost the local economy, and provide flood control – all at the same time. In 1998, after years of experiencing the annual flooding of farm land from breached levees, Flynn co-founded River Partners in Sacramento CA, a nonprofit organization that helps farmers navigate state regulations and craft deals to restore flood-prone riverfront acreage as habitat for wildlife, much of it endangered, while providing a sustainable flood-control alternative to levees and dams. River Partners also implements the restoration plans, pioneering the use of modern agricultural techniques to cut the costs of river restoration. To date, River Partners has restored about 4,000 acres and planted 510,000 native trees and shrubs.

5. Humor Department: Company Mission Statements

My company's mission is what again?

It is our job to enthusiastically impact team driven "outside the box" thinking such that we may continue to continually fashion best of breed best practices so that we may endeavor to collaboratively parallel task functionalized ideas to stay competitive in tomorrow's world.

We envision to holistically actualize global deliverables in order that we may credibly disseminate multidisciplinary value and continue to efficiently negotiate multimedia based opportunities while maintaining the highest standards.

It is our mission to assertively promote cutting edge resources in order that we may intrinsically develop orthogonal imperatives to be the best in the world

We appropriately utilize competitive leadership skills in order to solve business problems.

The customer can count on us to enthusiastically simplify flexible supply chains so that we may endeavor to dramatically actualize cross-unit growth strategies with zero defects.

We strive to dramatically revolutionize go forward content such that we may continue to proactively customize market-positioning expertise through continuous improvement.

We exist to intrinsically promote progressive metrics and also efficiently communicate excellent ideas so that we may professionally leverage existing accurate catalysts for change to set us apart from the competition.

The customer can count on us to enthusiastically communicate resource-maximizing products and also quickly re-engineer fully researched "outside the box" thinking through continuous improvement.

We build trust and teamwork to intrinsically develop user-friendly strategic theme areas in order to appropriately engineer functional synergy to meet our customer's needs.

6. Words that Inspire

"Adventure is worthwhile."

--- Amelia Earhart, aviator

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