



Randy's Work *and You*

June Edition

Dear clients and colleagues,

I ran across this interesting piece on temporary work.

Staffing Industry Analysts, Inc. published data on the length of time you can expect to be employed if you take a job as a temporary worker. According to the *2006 Staffing Buyers Survey*, the popular notion that temporary work tends to be short and episodic is wrong. The following are the lengths of typical work assignments by industry:

- Energy/Chemical -- 46 weeks
- Technology/Telecom -- 46 weeks
- Pharma/Biotech/Med -- 30 weeks
- Finance/Insurance -- 30 weeks
- Retail/Consumer -- 30 weeks
- Manufacturing -- 26 weeks
- Healthcare -- 13 weeks
- Business Services -- 12 weeks

"While temporary work is, by definition, not permanent, neither is allegedly permanent work, at least in some industries and companies." If you're in transition, you may want to consider accepting temporary work; it can give you a relatively lengthy time to prove your worth to an employer and/or earn some income while you look for your dream job elsewhere.

Copies of all past E-zines are archived on my website. Feel free to pass this E-zine on.

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This month's topics:

- 1. The 10 Ways To Blow An Interview**
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- 3. Boomer Corner: Boomers look to working in retirement**
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1. The 10 Ways To Blow An Interview By Randy Block

Interviews. It's pressing the flesh and running for office. It's a first date. It's talking to a complete stranger. Sweat comes out of glands you didn't know you had.

Relax. It's probably easier to just blow it off. If you want to know how to blow an interview,

take any or all of the following actions:

1. **Don't prepare.** Your intention to be spontaneous is important. Let *them* tell you what they do to see if you are interested.
2. **Show up early.** Coming into the lobby 30 minutes ahead of time makes you the early bird that ate the worm. Besides, you can draw attention to yourself when you are picked up for loitering (they won't forget you).
3. **Take control of the interview.** Let them know you are a take-charge kind of person. Don't surrender, *take it!*
4. **Tell them everything.** You want them to know *everything* so they can hire all of you. Ignore what they think is important.
5. **Look down and look up:** The answers are on the floor where you dropped your crib sheet (or perhaps written on the ceiling).
6. **Trash your old boss.** Everyone in your group didn't like him so it's public knowledge right? And you were right, *right?*
7. **When in doubt bluff.** If you don't know the answer, give them *something* for crying out loud.
8. **Show desperation.** You really need this job because you have been out of work. It's in the eyes.
9. **Take notes throughout the interview.** It will show them that you have retained good note taking skills that you honed in school. Writing notes in triplicate is a nice touch (leave them a copy).
10. **Don't ask questions.** It makes you look stupid. You are just too smart to ask.

Enjoy the show!

2. The 13 Resume Blunders

As recruiters and coaches, we see all kinds of mistakes people make on their resumes. You are the product, and your resume is the marketing piece. To find your perfect job you must differentiate yourself from the other people who will be interviewed.

To read this article, follow this link:

http://www.net-temps.com/adcgi/banner.cgi?ref=crnews&ch=1840&id=crs_1840

3. Boomer Corner: Baby boomers look to working retirement

With three-quarters of U.S. baby boomers rejecting the traditional notion of retirement in favor of an altogether more flexible mix of work and leisure, employers have been warned they need to be aware of these new concepts of retirement in order to prepare for the new work force realities.

This disconnect between how Americans and their employers view retirement emerges from a new report by Merrill Lynch which reveals that while many people are actually working in retirement or have taken steps for a new retirement career, most employers have not started to prepare for this phenomenon.

The New Retirement Study, carried out by Merrill Lynch by Harris Interactive, found that fully three-quarters of all baby boomers have no intention of retiring in the traditional sense.

Almost half of those who do plan to work during retirement say that they never intend to stop working completely

Instead, the ideal retirement for seven out of 10 of those surveyed is to work in some capacity, with almost half of those who do plan to work during retirement saying that they never intend to stop working completely.

Among those who expect to work in retirement and eventually stop, the average tenure of their "retirement career" is over nine years and the average age at which they stop working completely is over 70.

"Not only is the new model of retirement here, but it transcends many different age groups," said Michael Falcon, Head of the Retirement Group at Merrill Lynch.

"Multiple generations report cycling in and out of work and pursuing a new career in later life as the retirement ideal. This important study shows us that companies need to be aware of this new concept of retirement in order to prepare for the new work force realities."

The most frequently reason people gave for wanting to work during retirement was to stay mentally and physically active, although – as with many other surveys on retirement - concerns about health insurance and financial realities also loomed large.

When asked about their ideal work arrangement during retirement, the most popular option was cycling between periods of work and leisure. But significantly, more than half said that they would like to change their line of work and have already taken steps to plan for this new career by attending classes or training sessions and researching other careers.

The boomer generation also appears keen to "give something back", preferring to pursue retirement careers such as consulting and teaching that enable them to share or pass on knowledge to others. Volunteering was also ranked very highly.

Those retirees who are already working emerged as more satisfied than those who are retired and not working. And unsurprisingly, they are less likely to fear not being able to afford healthcare and feel they have less debt.

The disconnect between employers and older workers emerged not in terms of simple ageism - only a quarter of those aged over 60 said they had difficulty finding work if they wanted to – but rather around the structure and nature this work.

While companies recognise the shift toward people working in retirement, many still assume that employees want to work a regular part-time schedule rather than cycle between periods of work and leisure. They also have not responded to individuals' overwhelming desire to pursue a completely new line of work.

What's more, the survey also underlines the fact that many employers have still yet to grasp the full implications of the boomer outflow from the workforce, with almost a third saying there has not been much thought about it and four out of 10 companies reporting that it is not viewed as an important priority at either an HR or senior management level.

Those employers who have taken steps to prepare for future labour shortages have also

tended to focus on younger workers, not recruitment and retention of older, skilled workers.

Instead, concerns over the increasing cost of benefit programs ranked as the most pressing human resource and benefits issue that employers were facing, with well over half of the companies viewing this a very serious issue – almost ten times as many as those companies that considered retaining older workers as a serious problem.

In other words, it seems that short-term competitive and economic pressures are the primary driving factors behind corporate benefit decisions, greatly outweighing concerns about work force shortages.

Until personnel shortages hit the bottom line, there will be little impetus for action. But, as the report points out, until personnel shortages hit the bottom line, there will be little impetus for action. So while the new retirement is on most company radar screens, the challenges that it brings have not been adequately addressed.

Those companies bucking this trend realize first and foremost the importance of attracting and retaining older and talented workers. And according to Cynthia Hayes, Head of Employer Plan Solutions at Merrill Lynch, awareness, recognition, understanding and a willingness to address the issues head-on is what is necessary for companies to manage boomer outflow and to be prepared for the next generations of career retirees.

"The pioneers on the employment front are those companies that have already realized that the 'new retirement' is here," she said

"By permitting telecommuting and more flexible schedules, providing coaching and mentoring services, as well as offering increased access to health insurance, these companies have demonstrated that they are already thinking about the new approaches they can take to leverage a very valuable work force segment that still has the desire to work."

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4. Success Story

Steffen F.
50's

Steffen had over 25 years of great success developing software. He held titles of VP and Director Engineering with a number of startups. Then 2001 hit. He and his management team, kept the company going but it eventually folded.

Steffen sent out resumes against many positions. His network was admittedly thin. One day, I asked him whom else did he know besides the "usual suspects" (people with whom he had worked and other technical types). He made a list. One person on his list was his realtor. His realtor told him that he had a friend who was a VP of Marketing in "some kind of software startup". Steffen called the referral.

Today, Steffen is the Director of Engineering with that company.

5. Humor Department: Excuses for missing work

When calling in to be excused from work, try one of these (from <http://madtbone.tripod.com/>).

1. I won't be in today. My fish is sick and I need to take it to the vet.
2. My neighbor's daughter got a round hairbrush stuck in her hair and I need to help her get it out
3. Last night in San Francisco I was attacked by a guy who didn't like the remarks I made about him and he hit me in the face and broke the windshield of my car with a small bat that I tried to hit him with.
4. I won't be in today. I'm still drunk from last night.
5. My car ran out of gas on the way to work. I was pushing it to a gas station and I got a stomach hernia and I have to go to the doctors.
6. I won't be in today. I'm calling in dead.
7. Can't make it in. I have a chance of filling in for someone on jury duty.
8. I can't come into work today because of eye trouble.... I can't see working today.
9. If it is all the same to you, I won't be coming in to work. The voices told me to clean all the guns today.
10. I am stuck in the blood pressure machine down at Wal-Mart.

6. Words that Inspire

“Our doubts are traitors and make us lose the good we oft might win by fearing to attempt.”

--William Shakespeare

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