

To clients and colleagues,

A little late but here is the May edition!!

Feel free to pass this E-zine on.

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Announcement:

On May28th, I will be giving a half-day seminar on "Networking" at the Marriott in San Mateo. For details click on <http://www.6figurejobs.com/>. Pre-registration is required.

This month's featured articles are:

- #1. Randy's retained search, Director of Marketing**
- #2. Recruiters' woes**
- #3. Networking—getting started**
- #4. Employment outlook for the rest of 2003**
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#1. Randy's retained search, Director of Marketing

My client is a San Jose based wireless RF Chip Company. We are looking for a technical and tactical/product marketing person who can be hands on in all phases of marketing.

DIRECTOR OF WORLDWIDE MARKETING

Job description

1. Reporting directly to the CEO will be responsible for the execution of the product-marketing plan to meet or exceed the revenue goals of the company.
2. Will be responsible for new product definition.
3. Will perform all duties and responsibilities in a "hands on" mode indefinitely.
4. Will continue to develop the marketing plan to maximize the market segments of PC's, Networking and Consumer.
5. Will ensure that the marketing plan optimizes market segments, geography and time integration.
6. Will be responsible for all marketing communications, merchandising and press relations.
7. Will evaluate product positioning and perform competitive analysis worldwide.

Candidate Profile

1. Will have a successful track record in tactical and technical product marketing
 2. Must be able to be technically proficient to talk with engineers (Wifi and RF knowledge are a must).
 3. Must know 802.11 protocol and be well versed in general RF Systems.
 4. Must have had pervious experience with positioning product in sales channels.
 5. Has extensive knowledge of the following worldwide markets and channels: PC's, Networking, and Consumer
 6. Track record should include the global positioning of products.
 7. Must be willing to be "hands on" for an indefinite period.
 8. Knows what it takes to successfully get a high tech product into a sales channel.
 9. The following performance skills are a must: leadership, communication, energizing, goal setting, decision making/problem solving and commitment to task. Should possess excellent presentation skills.
 10. Prior formal management experience is preferred but not required.
- If you or anyone you know is interested please contact me via e-mail.

#2. Recruiters' woes

From the April edition of INC. Magazine:

"It has been a rough two years for executives, but it has even worse for the people who recruit them. In the past 18 months, total revenue in the recruiting industry has shrunk by an estimated \$1.5 billion (per *Executive Recruiter News*). 500 hundred firms (about

10 % of the industry) have gone out of business recently. That's a far cry from the go-go 1990's, when it was common for recruiters to achieve revenue growth of 15% annually. It has been an unprecedented reversal of fortune."

#3. Networking—getting started

From my associate Debra Feldman,

"By obtaining a lead or an introduction by a colleague, professional associate, friend or personal referral, candidates definitely gain a distinctly COMPETITIVE EDGE.

I read recently that a warm referral, that is one provided by another person, receives 70% greater attention (in Power Networking by Vilas and Vilas.) Seems to me that networking is where serious job hunters need to devote almost all their search efforts. How to turn a cold contact into a warm referral? More networking!! PROBLEM IS MOST JOB HUNTERS DON'T KNOW HOW TO GET STARTED, HAVEN'T A CLUE ABOUT HOW TO NETWORK CORRECTLY, AND CAN'T EXPAND A FLAGGING NETWORK!!

Here's another networking challenge-- how do you meet those who might possibly know someone who knows someone else who has the insider scoop on prospective employment? That's the secret to success (getting a job offer)-- identify where there might be potential for a candidate to contribute and then who in that organization will recognize the candidate's value and has the authority to hire? And as you are also probably aware, these opportunities are less competitive than advertised job listings since only a few savvy job seekers are pitching.

Here are a few tips for getting started:

Targeted Marketing- select employers who need help

Purposeful Networking- meet those connected to specific organizations with these needs

Positioning- focus on a specific audience that can relate

Unique Value- makes it clear that only one individual can do the best job

Proof- prepare a proposal demonstrating a needed solution

#4. Employment outlook for the rest of 2003

From an article written by my colleague Judit E. Price, MS, CDFI, IJCTC, CCM of Berke and Price Associates Skills for Career Success
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As has now become evident, 2002 was not the turnaround year as predicted (so much for expert opinion). In fact, the unemployment rate within the professional community in 2002 rose significantly according to recently published statistics. That's no surprise to the large and growing body of unemployed professionals who seem to be competing for a shrinking number of openings. The contrast between official government figures touting slow but steady economic growth and the continuing increase of unemployed professionals, bespeaks of a growing disconnect between the perceived strength of the economy and shrinking opportunities for professionals, particularly older professionals.

Although the unemployment rate among professionals, currently estimated at slightly over 3%, is half the national unemployment rate of 6%, the impact has still been severe for a group that formerly, and comparatively speaking still does, enjoyed a high degree of employment security. To make matters worse, a recent 2003 hiring survey of a group of business leaders demonstrated a 6:1 ratio of firms that were expecting further layoffs in 2003 versus those expecting to hire.

Nevertheless, with all the negative news on the job front and with unemployment rates expected to climb further, the fact is the job outlook is quite mixed with some areas looking bleak, but others enjoying growth. But, try telling that to your friend, relative or spouse who has been unemployed for a year or more.

Unfortunately for a large, and probably growing body of managers and other professionals, the criteria for positions have also changed. While strategic insight in any industry is valued, prospective employers are looking very closely at managers that are proven cost cutters and/or revenue enhancers and can hit the ground running. And this time they mean it! Candidates must have substantial experience and a proven track record in getting the job done in the specific industry, with special emphasis on productivity enhancement skills. Even newly minted MBAs are being carefully scrutinized to ensure they are very familiar with their firm and especially the markets in which it competes. This also implies that new hiring of college graduates will remain tight, a situation generally confirmed by a plethora of anecdotal evidence.

At least in the near term, hiring for future growth is out. Staffing will lag growth and new hires will have to work longer and harder than previously demanded, at least until we are well into an upturn. In fact, there is some evidence that business has developed a permanent sensitivity to recent economic events and will be highly conservative in permanent staffing for many years to come.

Outsourcing, particularly to firms overseas, is accelerating and will continue at a strong pace. Even when business improves, growth will be greater in countries where highly skilled, low-cost technical and professional workforces are available and can be quickly expanded. That makes the local long-term outlook even bleaker. Globalization may be good for expanded trade, but the ease of transferring capital and know-how enables manufacturers to set up shop or expand into foreign countries with a minimum of concern. Note the growth of software development in India and general manufacturing in China.

Across the board, however, there are a few functions that are projected to grow, some quite substantially. At the top are any functions involving finance. Accountants, auditors, money raisers, credit analysts, treasurers, CFOs, some financial analysts and financial service producers lead the pack in near-term growth opportunities. People involved in product development, from scientists and engineers, to talented manufacturing and marketing professionals are still finding some opportunities. This is particularly true in this year's high-growth picks of biotech, medical devices, pharmaceuticals and healthcare. The financial services industry, despite the massive layoffs, is projected to have some modest hiring plans. This is also true for professionals whose careers are related to chemicals or chemistry, especially in defense or materials development.

Growth is also anticipated for talented HR professionals, unfortunately for the wrong reason. As companies downsize the need to identify and retain key producers grows, as well as the search for those "special capabilities" as noted above.

In general, while the overall job outlook for professionals and managers is discouraging, those who have the talent, desire and knowledge will find new opportunities. This is expected to be true in traditional industries as well. That fact is no one is projecting a significant upturn calling for massive professional and managerial hiring in the near term. But, as the economic situation improves, those who have best prepared themselves will find opportunities, albeit in a highly competitive environment.

5. Success Story

Alice Sherman age 42
Divorced mother of a teenage daughter

She was laid off from her program management job in Mountain View. She found a job a year later as marketing coordinator for the web sales and marketing team for Intuit. Networking played a significant role finding the position. Alice joined job support groups and attended networking nights for unemployed African American professionals. She told everyone she knew that she was out of work, and she reminded him or her often. She treated every encounter as if it were a job opportunity. Through networking, her resume landed in front of the hiring manager at Intuit. She did extensive research on the company prior to her interview.

Her advice: "Stay really positive. You never know who might talk to one day. People won't recommend you if they don't believe in you or don't like you."

6. Humor Department

Job Ad Translator:

“AN UP AND COMING SOFTWARE COMPANY”: There is no chance in hell we’ll be another Microsoft.

“PROFIT SHARING PLAN”: Once it’s shared among the brass, you get what’s left.

“COMPETITIVE SALARY”: We remain competitive by paying less than our competitors.

“JOIN OUR FAST PACED COMPANY”: We have no time to train you (an/or) Please introduce yourself to your co-workers.

“JOIN OUR DYNAMIC TEAM”: We all listen to nutty motivational tapes.

“NO PHONE CALLS PLEASE”: We’ve filled the job; this ad is a legal formality

“MUST HAVE AN EYE FOR DETAIL”: We have no quality control to speak of.

WORDS THAT INSPIRE:

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-mail me at randy@randyblock.com.

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