

The Leader In You!

February 2006

CSSI's Clever Tips:

- **Hiring Tip:** When you advertise job openings, avoid general terms such as "dynamic" or "Fresh", as you may subtly scare off older candidates. Rather, focus on the job description and skills necessary to perform that function. This opens the door to a wide array of job applicants with diverse backgrounds.

-Revised from "If I Were Boss", Kevin Hogarth and Eugene Burke, *The Guardian* (London), www.guardian.co.uk.

- **Combine Ideas:** Your staff members have suggested a variety of ideas, but you can't seem to agree on the best solution to choose. Combine ideas rather than single out just one. Ask your team, "How can we integrate both A and B?" or, "What pros can we gain from both A and B, while minimizing risk?"

- Revised from "Team Management Briefings", Vol.13, No.10-October 2005

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Cutting Corners to the Best Candidates

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According to a PriceWaterhouseCoopers survey of CEOs, 2/3 of corporate executives now use a planning cycle of one year or less. Causing recruiting to be an ad hoc, reactive and often crisis-driven process. Requirements will come in without warning or even adequate information, and be declared mission-critical the moment they arrive. It's no surprise, therefore, that the CEOs who responded to the survey also said that their greatest business risk (after an economic downturn) was their ability to acquire the talent they needed to accomplish their mission.

This timeframe does not allow recruiters with time to source prospects from among the passive job seeker population. Recruiters are left with no choice but to limit their candidates to those they can find among active job seekers. According to the U.S. Bureau of Labor Statistics, active job seekers make up 16% of the American workforce. As the majority of employers are now using the shorter planning cycle that forces recruiters to focus on active job seekers, the competition for the best among them has significantly intensified. 67% of corporate recruiters are now trying to meet their requirements from among just 16% of the workforce population. The demand has remained constant, but the supply has been artificially limited, producing what is now accurately described as a War for Talent.

What can recruiters do to mitigate the risk this situation poses for our organizations? How can we cut corners to sourcing the best candidates? Consider the following steps:

Build, communicate with and recruit from an alumni database. Hiring back a former employee who left on good terms, provides two advantages. First, you get someone you know a great deal about. They have a track record with your

organization that eliminates much of the uncertainty associated with recruiting a new hire. Second, you gain a "new" employee who has strengthened their potential ability to contribute to your organization by acquiring additional skills.

Build a database of prospects and establish relationships with them. These are individuals with you have made contact who may be superior candidates in the future. More often, they are already employed and not actively looking for a job change. They do not make snap decisions about their career, nor do they listen to strangers. You must first earn their trust and confidence before recruiting them.

Reinvigorate your applicant database. You have a resume and application on file for those who made it beyond the initial screening process. You are likely to have interview notes, assessment scores and other data on them. They are likely to have become stronger candidates as time passes, but the only way for you to know that is to stay in touch with them. Treat your applicant database not as a repository of dead files, but as a reservoir of living contacts, and nurture those connections with continuous communications.

Short planning cycles in the corporate headquarters can be a problem for recruiters, but only if we let them. There are ways to get ready today for almost any requirement that may arise tomorrow, and now is the time to get started.



Find the best job applicants with a tight recruiting deadline. It can be done!

6 Ways to Retain Top Staff



Retain Your Staff

“It is in your moments of decision that your destiny is shaped.”
-Anthony Robbins

To retain a team that performs at its peak for the organization, turn to the following six steps:

Be Kind...but...

Don't treat your staff like personal friends, rather be the leader they need, be kind, it works better this way.

Talk

Tell your staff everything and expect the same in return. Shared business knowledge builds loyalty and trust for all. Enable your staff members to feel comfortable that they can communicate with you.

Network for Help

Receive assistance only from the best. If you need help, reach out to your professional community. Someone, somewhere has gone through your situation before and will be willing to help.

Develop Loyalty

If your team knows that you are loyal to them, they will give you the same in return.

Be Fair

Establish your credibility with your team.

Laugh

Nothing overcomes a crisis like a good chuckle and a manager who is willing to share it with his/her team. Never be too busy to laugh.

- Adapted from "Communication Briefings—ideas that work", Volume XXII, Number I, Preview Issue, www.briefings.com.

Time Management: Five Major Time Wasters

Feel as though time is slipping through your fingers? Avoid these common Time Wasters:

- 1) **Spreading Yourself Thin:** Don't tackle the world, rather set daily priorities. Get the most important and the most difficult things done first.
- 2) **Afraid to Delegate:** It's not necessary to do everything yourself. You can still be assured things will get done according to your standards, even when you turn over a task to someone else.
- 3) **Can't Say 'No':** You can't say yes to everything and still be in control. Determine what you *must* do as opposed to what you *want* to do. Say "no" to all other requests.
- 4) **Tied to the Phone:** Screen calls and schedule only one hour to return phone calls.
- 5) **Procrastinating:** Tackle the unpleasant jobs first. Break down large tasks into smaller tasks Reward yourself when you've accomplished something.

- Adapted from "Communication Briefings—ideas that work", Volume XXII, Number I, Preview Issue, www.briefings.com.



Don't Let Time Slip Away From You

Staffing – Need Assistance?

As a Manager or Supervisor, do you find yourself spending way too much time recruiting for your openings? From the time spent posting a job ad, to screening resumes received, to leaving messages for candidates, most managers are exhausted by the time the interview is to be conducted. What are your options?

Call CSSI at (714) 648-0031!

CSSI provides interim staffing during your peak workloads and direct hire staffing for your permanent openings. We specialize in a wide-realm of staffing. Common positions that are fill tend to be (but not limited to):

- **Administrative/Reception**
- **Accounting/Finance-all levels**
- **Human Resources-all levels**
- **Workers' Compensation-all levels**

Our clients save time and money by utilizing our services to identify candidates for both permanent and temporary hire. Cost savings are realized in the following areas:

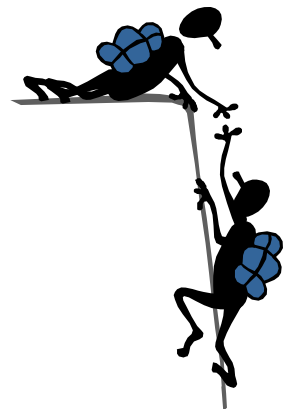
Hiring & Development Costs

- Advertising & Recruiting
- Training
- Background Checks (we conduct criminal and social security checks on all employees)

Employee-Related Costs

- State & Federal Taxes
- Employee Benefits
- Unemployment
- Workers' compensation & liability insurance

Call us, we will be happy to work with your team and your budget!



Don't Fall Off A Ledge:

Our seasoned recruiters are here to help you save time and money!

**Call CSSI
(714) 648-0031
www.claimsstaffing.com**

Motivation: Reduce Absenteeism

In *100 Ways to Motivate Others*, Steve Chandler and Scott Richardson (www.careerpress.com) discuss a poker strategy on how to keep your team at work:

Play Poker!

Managers can fight absenteeism by issuing a playing card monthly to each team member with perfect attendance that month. Employees then draw a card at random, and hang the card in their workspaces. At the end of six months, the person with the best poker hand wins a prize.

Prize ideas: a paid day off; early dismissal from work; extended lunch; gift certificate; movie tickets; free lunch; etc.

Results: A significant reduction in staff absenteeism. Be careful, this may cause sick employees to report in to the office to "play their hand", so encourage those who are ill, to stay home and get better.



"It's always fun to do the impossible."

- Walt

Disney

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New Website coming soon!
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*CSSI is proud to bring your way, **The Leader In You!** newsletter tailored specifically for Management staff. Keep an eye out for our upcoming articles.*



Your objectives are our objectives, every step of the way!

"Partnering with You to Meet Your Staffing Needs"

A Quick Guide to CSSI Recruiting Techniques

Be Serious About Recruiting

We treat our client recruiting efforts as seriously as we would any other business related transaction. A new hire, whether temporary or permanent, is a major investment for our clients. To avoid turnover costs, is our main objective when searching for that "ideal fit".

Network, Network, and Network More!

We firmly believe, and research has shown, that the best hires come from personal recommendations. CSSI will solicit referrals for each of your openings by contacting industry managers, colleagues, current candidates, past hires, and professionals not posting their resumes, in addition to cold-calling efforts.

Advertisement

You will see us on multiple specific industry related sites, as we invest thousands of dollars annually to make sure our clients' openings are viewed by as many qualified candidates as possible. We are also featured in select newspapers in CA, TX, AZ, and CO.

Candidate Presentation

CSSI presents candidate resumes with a thorough background summary high-

lighting specific strengths pertaining to the job opening, career history, current hourly/salary earnings, and hourly/salary requirement, along with other important data. We will not waste anyone's time submitting unqualified candidates, above our client's budgeted range of pay.

Relax, While we Coordinate the Interview and/or Start Date

Give us a date/time and we'll make sure the candidate is there and is fully prepared.

Background/Security Checks

All temporary CSSI personnel undergo a criminal and social security check. We conduct background checks on permanent hires in accordance with our clients' specifications.