

The Leader In You!

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Strategies for Staffing

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CSSI's Clever Tips:

- **Why does this company need you?** This is good question to ask whether you're being evaluated or evaluating an employee.
- **Define Vague Terms:** For job applicants, define any vague terms that appear in job descriptions. If the ad calls for a reliable team member, explain exactly what that means to you. Example: "On this team a reliable member works Mon.-Fri. from 9AM-5PM, is on time, consistently meets deadlines, and pitches in whenever and wherever needed."
- **Help Employees Accept Change:** ask them to identify at least one benefit they'll get as a result of the proposed change. This gives each employee a stake in the new venture.

- "Communication Briefings", Vol. XXII, No.1, Preview Issue, (703) 518-2343, www.briefings.com.

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Hiring, training, and retaining adequate staff for their organizations was identified as the number one concern in a recent survey by TEC Worldwide, a San Diego based organization whose members consist of over fourteen hundred CEOs of \$5 million to \$200 million corporations around the country. In spite of the tremendous impact of technology, all businesses still require competent, capable, and talented employees to enable them to get and keep customers. Because technology cannot fully replace the human element, having an adequate quantity of human capital to fuel a business' growth is still a CEO's key concern.

In past years, an adequate labor pool was taken for granted. Without much effort, typical approaches provided those needed to fill key jobs. But, as today's economy continues to grow, it has become very difficult to find qualified applicants. Every day more jobs are added to the job pool than potential workers are added to the labor pool. Whatever staffing difficulty you are experiencing today will only become more severe in the next few years.

The most successful organizations realize that their true labor pool is determined, not by unemployment figures but, by the competence required and the attractiveness of the position and company. The higher the competence and the lower the attractiveness, the more difficult it is to fill the position. With the candidate pool getting smaller everyday, and recognizing the importance of having capable, talented, and motivated staff, innovative organizations are taking steps to ensure positions are well staffed.

They are focusing on staffing as a strategic objective, just as they do the acquisition of customers, the development of technology, and production capacity. By investing the time and effort to not

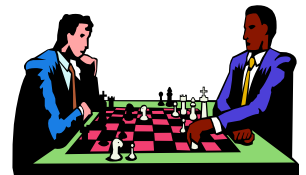
only recruit and hire, but also to learn best practices and build them into a process they can ensure, they have the human capital to get and keep customers. Staffing, like marketing and sales, can be defined and made into a process which can assure adequate output.

Innovative companies realize they must keep their standards high and ensure they hire only top candidates. They develop staffing skills of all managers to ensure good decisions. The cost of a poor hire can be devastating to a department or small organization.

The most successful companies are looking at outside sources to develop innovative strategies that work. They realize the intense competition for employees must go beyond simply raising wages. They are learning ways to create a workplace that develops employee loyalty. The quality of those hired, how they are rewarded, and how well they are retained could very well be the most important strategy for your business in the next millennium.

Staffing Tip: Evaluate your employment application. Be sure it gives not just company, title, and employment dates. Insure it asks for exact start date, and end date, reason for termination and exact job duties and responsibilities. Cover enough time or jobs to be able to clearly determine the individuals true job performance.

Management Tip: Don't expect employees to treat customers better than they are treated. Invest time and energy in your employees so they will do the same with your customers.



Staffing Strategies
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Employee Retention: Quickly Improve a Bad Hire

Based on their resumes and stellar interviews, you thought you had added a capable member to your team. Unfortunately, despite a few weeks of extensive training, he/she is not living up to their promise. Can you save the situation? Take these steps:

- **Ask "What has changed between the interviews and now?"** Make your employee aware that you believed he/she could perform their job. Explain that they're not living up to your expectations, and ask them to explain the gap between their stated skills and their practical demonstration of them.
- **Assess the team member's true skill level**, making sure that they agree with your assessment. You will discover if you can remove any obstacles to help improve their performance, or if more training is required.
- **Create a plan.** Outline the adjustments the team member needs to make, in order to perform to the level they were hired for. Agree on measurable goals, including deadlines, and agree on what you will do to help them meet those goals.

- **Hold your employee accountable.** You've clearly explained the job requirements and gained their agreement to the plan. Now it's up to them to either meet their goals or decide to move on. Their actions will show whether they can or cannot succeed in your organization.

- "Communication Briefings", Vol.25, No.5, March 2006, (703)518-2343, www.briefings.com.



Time Management: Mastering Meetings

Tired of unproductive meetings, that seem too time consuming? Try these tips:

- 1) Schedule a mandatory meeting and tell staff their "admission ticket" will be an index card with an original idea written on it. Collect the tickets at the door and start the meeting by reading every member's idea.
- 2) Adopt a "peel off" agenda for meetings. Explain that not everyone has to stay for the entire meeting. All members must come for the beginning, but as their roles in the meeting end, they can "peel off" and leave.
- 3) For those that don't pay attention during meetings, appoint him/her as the team scribe. It's tough to daydream when you're responsible for recording the meeting's minutes.
- 4) Objectives of each meeting should follow these guidelines:
 - Concrete—explain *what* needs to be done *by when*, and *by whom*.
 - Positive-use upbeat words or phrases. Leave out negatives like *never* and *not*.
 - Realistic-set an objective that's realistic and attainable.

- "Team Management Briefings", Preview Issue, (703)518-2343, www.briefings.com.



Staffing – Choose Corporate Staffing Solutions for Increased Results!

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 within your budget!



We'll show you increased results!

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

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

Motivation: Increase Employee Productivity

Choose the lesser of these two evils: constantly hounding staffers to make sure they meet commitments and deadlines or dealing with the inevitable fallout from their failure to do so. If that's a choice you're tired of making, it's time to get tough.

Once you've communicated directly with the problem employees—expressing your needs and goals, setting deadlines and explaining—get tough. If someone consistently refuses to play by the rules, don't let that person's lack of professionalism affect your own results.

Strategy: Write down everything you ask of the person. Included the deadline, make a copy and place it in your tickler file a few days prior to the actual due date.

When the re- person a voice mail or e- the deadline. End on a "Thank you for complet- appreciate knowing that sure to show true appre- when you receive timely

- *Communication Briefings*", 2343, www.briefings.com.



minder comes up, send the mail, calling attention to positive note by saying: ing this on time for me. I I can count on you." Make ciation and thank the person input.

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"Be not afraid of growing slowly, be afraid only of standing still." - Chinese Proverb

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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.