

The Leader In You!

May 2006

CSSI's Clever Tips:

- **Clear your desk** of projects you need to work on but can't. They can cause stress by reminding you of what you still must do. Also, seeing them may tempt you to tackle projects at random rather than by priority.
- **Motivate yourself** by imagining that goals you've set are assignments from your boss and that you must reach them.
- **Banish clutter** from your work area according to this guideline: throw away anything you haven't looked at it in a year or items you can't remember why you kept.
- **Improve your listening skills** by thinking this each time someone speaks to you: "Right now, understanding this person is the most important thing I can do."

- "Communication Briefings", Vol.25, No.6, April 2006, (703) 518-2343, www.briefings.com.

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Generation Y: Who They Are, What They Want, and How to Retain Them

Article Adapted from www.yahoo.com, by Stephanie Armour, USA Today, Nov. 7, 2005

They are young, bright, and aggressive. You will often find an iPod at their desk. They work to earn a living, but work is not their life. The Generation Y population has not yet reached 30 years of age and many companies are now experiencing 60-year olds working alongside 20-year olds. Energetic, young college graduates are even overseeing employees old enough to be their parents. This is Gen Y, as many as 70 million in count, they are multicultural, and just launching their careers.

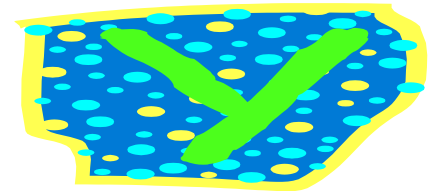
Unlike the workforce generations before them, Gen Y has been coddled, nurtured, and had multiple activities scheduled in their daily lives since they were toddlers. This generation has been high performance and high maintenance throughout their lives, explains Bruce Tulgan, founder of RainmakerThinking, which studies the lives of young people. They change careers faster than college students change their majors, making employee retention a main concern to their employers.

Gen Y's don't respond well to the traditional command-and-control type of management style, according to Jordan Kaplan, managerial science professor at Long Island University-Brooklyn in NY, "They've grown up questioning their parents, and now they're questioning their employers." Katie Patterson, a 23 year-old Asst. Account Exec. with a P.R. firm in Atlanta explains, "We are willing and not afraid to challenge the status quo. An environment where creativity and independent thinking are looked upon as positive and appealing to people my age. We're very independent and tech savvy."

What Gen Y's seek in an employer:

- They are financially savvy. They care about money, savings, and 401k retirement plans. 37% will save for retirement before their 25th birthday, according to a 9/05 survey conducted by Diversified Investment Advisors.

- Work is not their life. Gen Y's want their work to accommodate their family and personal lives. Flex schedules, casual dress, and telecommuting are options they seek when finding employment.
- These multitaskers don't value concepts such as employee loyalty like generations before them. They've studied in school corporate scandals such as Enron and Arthur Andersen, and they're skeptical when it comes to remaining devoted to employers.



Gen Y's
The young, ever-changing workforce

- Change is a daily concept for Gen Y's. They are confident in their self-worth and value their own opinion enough to try to change the companies they work for.
- Due to their comfort with technology, Gen Y's prefer virtual meetings and problem solving vs. meeting in-person with management and co-workers.

How to recruit and retain Gen Y's:

Many employers are now offering flex work schedules, telecommuting options, part-time options for those starting families, full tuition reimbursement, retirement plans, and online mentoring and training tools. Reward programs and constant feedback to recognize performance are also important perks as well that will entice Gen Y's to remain dedicated. Companies are viewing this workforce as the dynamic, productive, future of their growing organization.

Employee Recruiting and Retention: Screening & Communication

When screening out job applicants, use these questions to *identify strong candidates* who will make a lasting contribution to your team:

- **Where would you like your career to be in two to three years from now?** Are the goals stated by the candidate in alignment with those of the department's/ organization's? Does the candidate want quick promotion opportunities that this position cannot provide?
- **Describe the type of boss you'd most - and least— like to work for.** Will this candidate mesh well with the direct supervisor for this position and with future bosses?
- **What activities in your current position do you enjoy most and least?** If the position includes a lot of phone work and client meetings and the candidate enjoys working on reports most, then you will not have a fit.
- **What difficulties do you think you'd encounter in this position?** The answer will help you to uncover areas of weakness and self-doubt of the candidate.

Once you've made that hire, *communicate to your staff* where they stand. This will establish trust with your employees by informing them as to how they are doing and how you

recognize their efforts. Provide answers to the following questions:

- *Does my boss think I am doing a good job?*
- *Will my boss let me know when my work is suffering?*
- *Does my boss want me to succeed?*
- *Is my contribution valued?*



Meet regularly with your team to communicate the above. Honor this commitment as you would any other meeting. Encourage employees to be upfront with you as well.

- Adapted from "Communication Briefings", Vol.25, No.6, April 2006, (703)518-2343, www.briefings.com.

Time Management: Delegate and Let Go!

Give delegation a try. Begin by asking yourself, "What can only I do?" and hang on to those priorities. Then, identify 10 tasks to give away. See below for some tips:

Overcome the fear: Nobody does it better. Is this truly the case or are you afraid that someone will do it better? You may do it best, but you have also progressed in your organization; eliminate the tasks you've handled for years and delegate. List the benefits and risk associated with sharing that particular task and make a time conscious decision.

I don't trust my staff to do it right. Specifically, what is it about this person that makes you distrust him/her? Provide adequate training so that you are confident in their abilities.

It takes too long to train, I'll do it myself. Not in the long-term. Well-executed delegation saves far more time than it takes to cross train.

I don't want to give up my control. Train your staff well and they will work to your best interests. Remain responsible for the final outcome, so you remain in control. Entrusting your authority makes you a better, more respected leader.

- Adapted from the Management Conference, www.careertrack.com.



Are You Ready for Summer Staffing? Choose Corporate Staffing Solutions!

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 **temporary 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!



In need of Summer Vacation Coverage?
Our seasoned recruiters are here to help you save time and money!
Call CSSI to find your workforce solutions (714) 648-0031

www.cssistaffing.com

Motivation: Defeat Burnout

Identify stress inducers to help teammates cope effectively as follows:

- **Focus Time**—multitasking leads to exhaustion. Balance time spent multitasking with uninterrupted time. Do not check e-mails or voicemails during this time.
- **Create Pressure**—fun, short-term contests to complete projects will energize the team and rewards for achievement will increase morale. *Be careful: if the team feels that they are striving for unrealistic, unattainable goals within the time-frame you've provided, they will feel defeated and burnout.*
- **Balance Time Away From the Office**—cell phones and e-mail prevent staff from being totally disconnected from work. Determine how accessible they truly need to be outside of working hours, and respect their privacy to be able to relax and unwind during personal time.
- **Vacation; & LOAs**—will be off work in ad-one another take time full coverage while prevents that person overwhelming pile of work.



by knowing when someone vance, teammates can help off by dividing up tasks for that person is away. This from returning to an over-

“Do not say a little in many words, but a great deal in a few.” - Pythagoras, Greek Philosopher

- "Team Management Briefings", www.briefings.com.

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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.