

The Leader In You!

July 2006

CSSI's Clever Tips:

- **Head off for vacation prepared!** Notify your team who they can turn to during your absence by emailing them this data the day before you leave.
- **Add a personal touch** by personally handing each team member their paycheck and giving them a word or two of praise regarding their performance that past pay period.
-From the editors
- **Create a proactive approach** to correcting mistakes by asking, "What can we do better?" instead of asking, "What did we do wrong?"
- **If you want to truly master a task**, cross train one of your staff members to handle it.
- **Show teammates you respect their ideas** by writing them down as they share them with you.

- Adapted from *Team Briefings*, Vol.14, No.4, April 2006, (703) 518-2343, www.briefings.com.

Inside this issue:

The Baby Boomers	1
When Low Turnover is Bad / Body Language Loud & Clear	2
Time Management: Time Saving Tips	2
Staffing: Do You Need Summer Vacation Coverage?	3
Motivation: Give Your Employees Respect	3
CSSI Recruiting Techniques	4

The Baby Boomer Generation: Who They Are, What They Want, and How to Retain Them

Article Adapted from *Integrating Generations at Work*, presentation by MP Solutions, 8-24-05

They were born in the mid 1940's—mid 1960's..

This workforce is very service oriented, they go the extra mile. They are diverse, and believe that you can do anything you desire. They tend to be over-sensitive to feedback, and are known as the "me" generation. This tends to be the most stressed generation, now seeking to simplify their lives, moving from materialistic to spiritualistic. They do have the highest rates of ulcers, high blood pressure, and tension headaches. When they are guilty, they do apologize, they may get emotional, they blame the circumstances, and move on. These are the Baby Boomers, and they know how to bend the rules.

Important Influences for the Boomers have been: Civil Rights, women's liberation, equality rebellion Vietnam, Woodstock, Watergate Rock and Roll, mood rings, and junk bonds John and Jackie Kennedy TV: Ed Sullivan, Leave it to Beaver, The Laugh In Music: The Beatles, Tina Turner, Rolling Stones Keeping up with the Jones'es Climbing the Corporate Ladder

What Baby Boomers seek in an employer:

- They want to know they are valued.
- Keep them challenged, they enjoy work opportunities with lifelong learning; help them to promote and achieve higher levels within the company.
- Baby Boomers thrive in a friendly, dynamic and sincere working environment.
- Establish personal relationships with them and let give them personalized treatment.
- Recognize their performance, offer frequent praise; they are motivated by money and monetary rewards.

How to recruit and retain Baby Boomers:

Employers who successfully recruit and retain Baby Boomers offer job positions that have an upward path of growth. They communicate the path of promotion to employees and reward such achievements with salary increases and bonuses. Offering additional time off is also a benefit that attracts Baby Boomers. Delegating responsibility to this workforce enforces confidence in their skills and builds a mutual trust between the employee and the employer.



Baby Boomers The Risk-Taking, Money Motivated Generation

Once you've hired a Baby Boomer, it is important to manage with a participatory leadership style. They enjoy being viewed as an equal, want to give their input, and are team oriented. These employees are concerned about participation from others in the department/team/unit and are most productive under soft managerial skills. They do not like conflict, but if their work or position is threatened by another, they know how to become political and defend themselves.

Managers can motivate Baby Boomers by making statements of encouragement such as, "I approve of what you've done, great job!"; "You deserve this promotion/reward"; "Your input is unique and important to us"; "You are valued here". Additionally, offering extra time off and flex work schedules will aid in the retention of this workforce generation!

Employee Retention: When Low Turnover is a Negative Thing

Many managers believe that having little or no turnover in their department is a good thing, which it is most of the time, but it can also be detrimental to a company's growth. To external job candidates, little or no turnover in a department can be viewed as a lack of opportunity to promote from within. This may create a reputation for the department as being a "Department Dead End Zone". Being viewed as such will lead to difficulty in recruiting new talent to your team.



Ask yourself this question, "Is my turnover low because my employees are happy, fulfilled, and working at their maximum level of productivity? Or... is my turnover low because I don't want to lose skilled workers and therefore, am I stifling opportunities for my team members to grow and move upward and out of my department?" If your answer is the latter, then you must learn to let go. The benefit to you will be that you will gain the reputation of being a supportive, great manager to work for, and that you genuinely care about the career goals of your team members. Thus, you will find success in recruiting the best talent for your team as opportunities arise.

Employee Recruitment: Body Language is Loud and Clear

Reading body language is critical when screening job applicants. If a candidate's words say one thing but their body language conveys another, you can trust that their body speaks the truth. Pay attention when the job applicant does the following:



- **Enters Your Office.** How does the candidate walk into your office? If he/she stands tall and firm taking quick strides, this eludes confidence and enthusiasm to be there. Less-assured candidates may drag or shuffle their feet.
- **Take a Seat.** Confidence and interest are projected when the applicant sits tall with his/her head upright. If the candidate unbuttons a jacket as they sit, he/she is demonstrating warmth and openness. If he/she leans forward during the interview, an interest in what you are saying is conveyed. Slouching may indicate lack of self confidence, and those who sit on the edge of the chair may be nervous and anxious. Those who lean back in the chair with their hands behind their head display arrogance and disdain.

Adapted from "Communication Briefings", Vol.25, No.4, Febr.2006, (800)878-5331, www.briefings.com

Time Management: Time Saving Tips

Try these time-saving tips to improve your productivity at work:

1. Gain uninterrupted quiet time by arriving/staying at the office before/after your staff.
2. Keep everything you are not working on out of your immediate workspace and out of sight, as it will only cause for distraction and unwanted stress.
3. Combine your errands; returning phone calls/listening to messages; reading/answering your e-mails to specific time slots throughout the day.
4. During your commute home, plan what you will wear for the next day and set it out that night.
5. Stand up while talking on the phone. It will keep your conversation shorter.
6. Provide written instructions to subordinates to avoid questions and mistakes later.
7. Work on one item at a time to assure it's accurate to completion.
8. Establish your lowest productivity hour as "interruption time" from staff. Encourage your team members to come and see you then.

- Adapted from The Management Conference: Managing Multiple Projects/Priorities presentation by CareerTrack, April 4, 2006.



Do You Need Vacation Coverage? 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 we specialize in tend to be (but not limited to):

- **Administrative/Reception—all levels**
- **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: Employees Want R-E-S-P-E-C-T

If you want to see your staff give 110% at work, try giving them the following:

Recognize their accomplishments. Reward them openly.

Earn their trust. Listen attentively and credit them for bright suggestions.

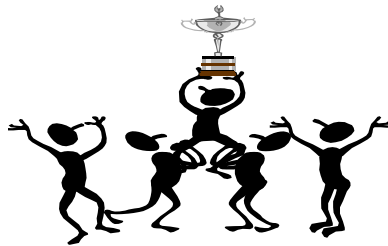
Share their successes. Celebrate with them and let the rest of the staff and company know about their achievements.

Positively reinforce desirable behavior. Immediately give praise for a job well-done to encourage continued progress.

Empower them to make client-focused decisions. Give them parameters to stay within, but let them make the ultimate call.

Challenge your staffs' minds. Provide adequate training and reward for thinking of improvements to the current system.

Trust in them. Let go; employees work best for managers who believe in their skills and abilities.



- Adapted from *The Management Conference: Managing Multiple Projects/Priorities* presentation by Career-Track, April 4, 2006.

On Empowerment:
"Few things help an individual more than to place responsibility upon him, and to let him know you trust him."
- Booker T. Washington, Educator

Corporate Staffing Solutions, Inc. (CSSI)

203 N. Golden Circle, Suite 100
Santa Ana, CA 92705
www.cssistaffing.com

Phone: 714-648-0031
Fax: 714-648-0796
Email: christina.martins@cssistaffing.com

Please Visit Our Website!
www.cssistaffing.com

*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.