

From the President's Desk



Rebounding from Recession *We Make Our Own Luck!!*

At Reitman Personnel we have been talking internally and with our clients about how to manage through the current economic environment. Our experiences with previous recessions and over 21 years of ongoing discussions with clients have taught us a few things.

Our successes and failures don't just happen, they are designed by us. We make daily choices that drive the quality and the outcomes of our interactions, in our personal and our business lives. The choice to be happy, sad, decisive or ambivalent is our choice. We choose courage or fear, action or inaction. We have the choice of reacting or being proactive. Every personal or business situation offers the opportunity to produce more positive results because we choose our response.

In Albert Gray's essay he says, "Successful people have the habit of doing the things failures don't like to do. They don't like doing them either, necessarily, but their disliking is subordinated to the strength of their purpose."

Habits are patterns of behavior with three overlapping components knowledge, attitude, and skill. Stephen R. Covey's "The 7 Habits of Highly Effective People" tells us that habits of effectiveness can be learned, habits of ineffectiveness unlearned. He reminds us that to be successful we must move from reaction to proaction, from dependence to independence.

This attitude is crucial to everyone as we move from recession to recovery. Our old habits may not work anymore and they must be changed in order to be successful in the new business world created by the recession.

In Covey's Habit #1 he reminds us that as human beings we are responsible for our own lives. Highly proactive people recognize this responsibility. They do not blame circumstances, conditions or conditioning for their behavior. Their behavior is a product of their own conscious choices based on values, rather than a product of their conditions or feelings.

Proactive people use language like I can, I will, I prefer etc. A reactive person uses language like I can't; I have to, if only. They don't feel responsible for what they do and say.

Instead of reacting to or worrying about conditions over which they have little or no control, proactive people focus their time and energy on things they can control.

Proactive people focus their efforts on their "Circle of Influence". They work on the things they can do something about.

Reactive people work on their "Circle of Concern", things over which they have little or no control, for example the economy, national debt, terrorism or the weather.

Being proactive helps us deal with the economic stress and focuses on recovery. Since we have little control over the economy; we can look to our business and work on things we can control.



Remember we all have four unique characteristics to work with:

- Self Awareness: Our ability to look at ourselves and examine our thinking, motives, habits and paradigms.
- Conscience: Our guidance system which allows us to know when we are contemplating acting in a way that is contrary to principle.
- Creative Imagination: Allows us to create in our minds beyond our present ability.
- Independent Will: Our capacity to act free of all other influences.

Our most successful clients are past the planning stage. They are telling us that they are repositioning, restructuring, marketing, investing, purchasing, becoming increasingly competitive and upgrading staff.

Excerpts from The 7 Habits of Highly Effective People.

Call or email your comments or questions 203-488-6944 or Fran@reitmanpersonnel.com.

Fran Reitman

President

THE VALUE OF GOOD CUSTOMER SERVICE

The value of your customer cannot be overrated. The following demonstrates in simple terms how important it is to **ALWAYS** satisfy the customer.

A woman bought a loaf of bread for \$1.98 at a local grocery store. Upon opening the package at home she

discovered it was moldy and unfit for consumption. She returned the bread

to the store and the clerk said, "how do I know you purchased this today. . . . you don't have your receipt". The woman assured the clerk she had purchased it that day along with several other items. The clerk still demonstrated uncertainty.

The woman then asked to speak to the manager. The clerk had her wait while he



searched for the manager. The woman waited 30 minutes. She was furious and decided she would never return to that store again.

If you had to guess, how much money do you think the store lost because of this poor customer service?

The woman spent fifty dollars a week at the store for a total of \$2,600 per year. It gets worse. Over ten years the store loses \$26,000.

Even worse is the fact that the woman will tell an average of 11 other people of her experience with that store. Those 11 people will tell approximately 5 other people. Now 67 people have heard something negative about the grocery store.



That's bad business and in this economy we can't afford to make our customers unhappy.

Even if only 10 of those 67 don't do business with that store again (and they had the same spending level of \$50.00 per week) over ten years, that incident will have cost the store \$250,000. This as a result of \$1.98 loaf of bread that didn't get replaced immediately.

Obviously it pays to take every single client seriously, each of them a resource. Remember if we do a good job, word spreads just as quickly.

Invest time in your clients and let them feel well cared for and valued.

FROM THE DESK OF ANTHONY AVALLONE

Preparing For The Hire



With over 21 years experience including previous recessions and recoveries we have learned that good hiring decisions can positively impact business outcomes and poor hiring processes and decisions can

be costly. Our most successful and satisfying placements are those in which the client has clear goals for the hire, provides leadership during the hiring process, and focuses on both the technical and non technical attributes of the job.

A recent widely circulated study found that 48% of new hires fail within 18 months. Technical competence is the last reason for failure. Coachability, emotional intelligence, motivation and temperament were the main reasons for failure. The study pointed out that managers who focused on interpersonal and motivational issues experienced significantly better hiring success.

We recommend that you view hiring as a process with the following steps. . .

- Before you write a full job description, write a statement reflecting the main objective of the job. It should fully describe duties and responsibilities. Then note the skills, experiences and education required to accomplish the goals and tasks.
- Determine whether there is someone within your organization that fits the profile. Always try to promote people from within. Employees like to know there is potential for growth at your company. Also the training time is lessened because the employee already knows the company.
- Establish the salary range, benefits and any other perks. You will be more successful if your search is targeted toward candidates within your salary range, however do some research to

confirm that the package will attract good candidates.

- Insure that all who interview candidates understand the goals and agree on the candidate profile.
- Determine whether the search is important enough to engage a professional search firm.
- Set a target hire date. This establishes the schedule for interviews, reference checks, etc.
- Plan your onboarding and retention process. Call us for information on onboarding and retention.

For a list of our recent permanent placements, references or for more information contact Anthony Avallone at 203-488-6944 or e-mail Anthony@reitmanpersonnel.com.

A BEST TIME FOR STRATEGIC HIRES, BUT FOCUS ON BUILDING VALUE

"The labor market is in a position to provide you with better talent than you had." "If you don't emerge from this market with better talent in the roles that really make a difference... you're not trying."

In a recent presentation to a group of financial executives, Rutgers's University Human Resources Professor Richard Beatty, questioned the ability of traditionally trained human resource professionals to carry out value added workforce planning, transformation and hiring. The author of "The Differentiated Workforce," Beatty, pointed out that a focus on the selection of strategic talent builds winning organizations.

Typical HR functions are focused elsewhere and HR is not generally analytically focused.

In our work with clients we do recognize that the best hires are those with a clear connection between the goals for the hire and the company's goals.

Contact us for a copy of this thought provoking article. See Preparing For The Hire previous page. And we would like to hear from you about it.

DEALING WITH BURNOUT

At Reitman Personnel we too are dealing with the stress of the recession. In these difficult economic times many of us are feeling burned out. So what is burnout?

Burnout is overworked feelings that prevail when you are tapped out. Being burned out makes good people, good parents, good employees feel like they have nothing more to give.

According to Pat McHenry Sullivan in *Work With Meaning, Work With Joy* burnout is caused by unchecked stress, which in turn saps our energy. How can we keep stress from stealing our spirit away?



- Don't dwell on mistakes you've made because you are wasting your energy.

- Tap into your creativity. Do whatever makes you feel alive or excited. Don't delay doing anything that makes you happy; doing it will revive your energy.
- Don't worry about what might happen; you will waste many years worrying about things that may never happen. Use your energy to do things that make you feel good not bad.
- Remember, you don't have to do it all. If you feel that way it could mean your feelings are driven by guilt. If they are you will never get any satisfaction from the things you accomplish and which should give you a feeling of joy.

accordance with your priorities. This will allow you to give more of yourself to others.

A helpful step is to take stock of your life and answer these questions.

- 1) Do you feel your life is out of control?
- 2) Do you feel harassed by your responsibilities?
- 3) Are you too focused in one area of your life?
- 4) Do you do the things that get you excited in life?
- 5) Do you do the things that make you feel like a good person?
- 6) What people and circumstances are contributing to your burnout?

Once you think these things through and do something about the pieces that are not helping you, the cloud of guilt or the feeling of being driven in life should start to lift.

Experts advise that you slow down, give your mind some breathing room. Above all keep in mind that this is your life and you should live in

CRISIS BREEDS CHALLENGES AND OPPORTUNITY

Carnegie Steel and Hewlett-Packard were born at a time when people thought the economy would never turn around. Andrew Carnegie launched his first steel mill during the panic of 1873, the start of the long depression. Bill Hewlett and Dave Packard launched HP from a Palo Alto, California garage toward the end of the great depression. History demonstrates that crisis breeds



opportunity. Today there are those who are looking for new opportunities.

They are willing to take chances and make bold moves. A recession creates winners and losers, just like a boon. Businesses must be willing to focus on new ideas to move forward. We suggest....

- Change Your Mindset - question every technique that worked during boom years. You can't rely on old techniques to work in a new world.

- Invest to Help Your Business Grow - this is a key issue and requires some sacrifice.
- Hire the Best People Now and Keep Your Best Talent.
- Take Some Risks

For more information on what our "best practices" clients are doing contact Howard@reitmanpersonnel.com.

DID YOU KNOW...



Reitman Personnel provides the following services to its clients and to local businesses. Contact us about these value added services, which are available at competitive cost.

Pre-Employment Testing & Services:

- ***Drug Testing:** includes hair testing
- ***National Criminal Record Check:** includes social security number verification & sexual offender records
- * **DMV reports:** Connecticut & other states
- ***Credit Histories:** includes employment history
- ***Educational Verification**
- ***Employment Verification**
- ***Candidate Screening & Reference Check Service**

Payrolling

- ***Save** up to 20% on rehires & new hires
- ***Save** unemployment costs
- ***Save** workers compensation costs
- ***Save** on employee benefits



Take the time to evaluate the business climate & the candidate.

HR, Management Consultation & Staff Training:

including sexual harassment, customer service, sales training, and staff development, onboarding & retention planning.

Outplacement, Resume and Career Coaching Services:

including complimentary resume review.

For more information contact Howard@reitmanpersonnel.com.

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