

Recent placements include Sales staff, Sales Managers, and Vice President level sales and marketing staff.

**Engineering & Technical**

Reitman has provided staffing services to all engineering disciplines and supportive roles associated with Electrical, Mechanical, Industrial, Manufacturing, and Quality Engineering for 30 years. The competition to hire and retain innovative Engineering and Technical staff is more intense than ever. Recent placements include Mechanical Engineers, Quality Assurance staff, Manufacturing Supervisors and Laboratory staff.

**Information Technology**

Everyday IT professionals are changing the world and developing/supporting complex solutions that not only improve our day-to-day lives, but also help businesses run more efficiently. Our recent placements include Senior Programming and Technical Support staff.

**Reitman Health Care & Science**

Reitman has successfully provided staffing solutions to a wide variety of health care providers, health care products and service companies and the science and bioscience industries for 30 years. Recent placements include LPN's, Billing staff,

and Medical Assistants, as well as a wide variety of staff for medical and science product companies.

**Reitman Security Search**

An industry leader for recruitment and consulting services in Electronic Security, Controls/Automation, and Fire/Life Safety Industries, our recent placements in the US and Canada include senior marketing and sales staff, consultants and engineers.

**2017 DONATIONS MADE ON BEHALF OF OUR CLIENTS**

- |                            |                                      |
|----------------------------|--------------------------------------|
| American Heart Association | Omaha Home for Boys                  |
| Americares                 | Ronald McDonald House                |
| Big Brother & Big Sister   | Save The Children                    |
| Boys Town                  | Special Olympics Connecticut         |
| Branford Food Pantry, Inc  | St Jude Children's Research Hospital |
| Camp Rising Sun            | St. Martin De Porre Academy          |
| CARE                       | The Children's Center of Hamden      |
| Closer to Free             | The Salvation Army                   |
| Connecticut Food Bank      | The SARAH Foundation                 |
| Covenant House             | The Smile Train                      |
| DANA FARBER                | Toys for Tots                        |
| Habitat for Humanity       | UNICEF                               |
| MADD                       | Women & Family Life Center           |
| Make A Wish Foundation     | Wounded Warrior Project              |
| March of Dimes             |                                      |
| MDA                        |                                      |

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FROM THE PRESIDENT'S DESK



Here is the explanation in more detail:

**THE SWOT ANALYSIS**

The beginning of a new year is a great time to do a SWOT analysis. It is an extremely useful tool for understanding and decision-making in business and organizations. SWOT is an acronym for Strengths, Weaknesses, Opportunities and Threats.



The SWOT analysis provides a good framework for reviewing position, strategy and direction of a company or business proposition, **or any other idea.**

Use SWOT analysis for business planning, strategic planning, competitor evaluation, marketing, business and product development and research reports.

SWOT analysis is also a widely recognized method for gathering, structuring, presenting and reviewing extensive planning data within a larger business or project planning process.

The SWOT analysis template is normally presented as a grid, comprising four sections, for each of the SWOT headings:

When completing a SWOT analysis, **Strengths and Weaknesses** are regarded as **internal factors**, whereas **Opportunities and Threats** are regarded as **external factors.**

<b>Strengths</b>	the internal environment - the situation <b>inside</b> the company or organization	for example, factors relating to products, pricing, costs, profitability, performance, quality, people, skills, adaptability, brands, services, reputation, processes, infrastructure etc.	factors tend to be in the <b>present</b>
<b>Weaknesses</b>			
<b>Opportunities</b>	the <b>external</b> environment - the situation <b>outside</b> the company or organization	for example, factors relating to markets, sectors, audience, fashion, seasonality, trends, competition, economics, politics, society, culture, technology, environment, media, law, etc.	factors tend to be in the <b>future</b>
<b>Threats</b>			

## SUPERCARGE YOUR SUCCESS IN 2018

By: Kevin Spagone, Recruiter

Early in the new year, is a great time to look at our businesses and the people we lead and influence, to continue down the path of self-development, to take stock of our personal successes over the past year and opportunities for additional growth. The following may be very helpful this year.

### 1.) Keep a success journal.

When we think about success, we think about reaching a long-term goal or experiencing a major achievement. But big wins are relatively rare and I find it is just as important to keep track of, reflect on, and also celebrate our seemingly minor ones. Try recording your small wins in a success journal (on a daily basis - perhaps right before you go to bed) and watch how this act of awareness boosts your self-confidence and performance.



### 2.) Play to your strengths.

Success is most often a result of developing, and playing to your strengths. Lee Strasberg, the famous acting teacher, once said, "I can train you for anything except that for which you have no talent." Stop focusing on your weaknesses - the areas where you have no talent. Instead, identify those competencies and accomplishments that make you special -- and develop your strengths to the fullest.

### 3.) Nurture a positive attitude.

In Chinese, the ideogram for crisis combines two characters: One is the symbol for danger, the other for opportunity. Question: Is the glass half-empty or half-full? Answer: both. The difference is where you focus. Neuroscience tells us that when the fear system of the brain is active, exploratory and risk-taking activity is stifled. In today's fast-moving, competitive business environment, a positive, upbeat, "can-do" attitude is vital for success.

### 4.) Accelerate your learning.

We are psychologically attached to the status quo because it is familiar and comfortable. But the reality of a high-speed VUCA (volatile, uncertain, complex, and ambiguous) world is that current knowledge quickly becomes outdated.

The result is that your value to an organization depends less on what you currently know, and more on how quickly you can update your knowledge to respond to changing conditions. If you haven't already done so, now is the time to join a professional association, meet with colleagues, and read trade magazines in and out of your field to update your knowledge of trends and issues.

### 5.) Develop your sense of style.

The way you dress not only impacts how others respond to you, it changes the way you see yourself. (Anyone who has watched the first dress rehearsal of a play can attest to the transformational effect of wardrobe on the wearer.) "Style is never just about clothes," says Sophia Hyacinthe, CEO of Immaculate Wardrobe. "There is a direct correlation between how you dress and how you feel. Style is about power. It's about the feeling you get when you walk into a room knowing that what you're wearing is a reflection of your most powerful self."

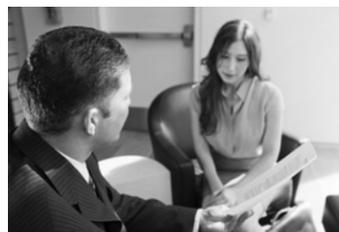
# Style.

### 6.) Manage time to improve focus.

This strategy is from Gustavo Oliveira, Fernanda Neis and John Chisenhall who train executives with techniques in The DeRose Method. To heighten productivity, they advise clients to work for 25 minutes without distractions (multitasking is controlled distraction but a distraction nonetheless), then take a 5-minute break; repeating this procedure roughly every 4-hours, and then taking a longer break.

### 7.) Get up close and personal.

Michael Massari, Senior Vice President of National Meetings and Events for Caesars Entertainment conducts meetings for 18,000 team members in various locations. Massari believes in the power of face-to-face encounters. "You are twice as likely to effectively present your proposal and to convert prospects into customers with an in-person meeting. The likelihood of getting a 'yes' increases, because it is so much easier to say 'no' in an email or on a phone call. If I had my way, and if it were physically possible, I would always meet in person."



### 8.) Play the violin.

A young man once asked management expert Peter Drucker how to become a better leader. "Learn to play the violin," Drucker replied. I couldn't agree more. People with interests beyond their professions are more resilient under stress and more effective on the job. From music to art to sports to socializing with friends and family, you deal better with work-related issues and challenges when your life includes a healthy counterbalance.

### 9.) Master the two most important body language signals.

From a body language perspective, your bosses and co-workers are constantly evaluating you for two sets of nonverbal signals. The first set of signals (and people evaluate in this order) conveys empathy, likeability, and warmth. These nonverbal cues include smiles, positive eye contact, open palm gestures, and (most of all) giving people your undivided attention. The second set sends signals of status, power, and authority. You display those through posture -- standing or sitting tall with your feet hip distance apart, head straight and shoulders back, and by expansive and emphatic hand gestures, typically around waist level. When you project both empathy and power cues, you have a winning combination for being perceived as caring and confident... a dynamite duo for creating a positive impact.

### 10.) Network, network, network.

Capital is defined as "accumulated wealth, especially as used to produce more wealth." Social capital is the wealth (or benefit) that exists because of your social relationships. Your network is your social capital - the value created by your connections to others. There is no more valuable commodity in today's business environment.

Gayle Hallgren-Rezac and Judy Thomson, networking masters and the co-authors, WORK THE POND! Use the Power of Positive Networking to Leap Forward in Work and Life; share the strategies of great networkers: "Networking is not about promoting yourself or getting new business. It's about creating or deepening professional relationships." Try this at your next networking event: Enter each conversation with the goal of finding something that you can do for the other person. The minute you take the focus off promoting yourself and put it on assisting others, you dramatically improve your ability to connect.



Source: Carol Kinsey Goman, Ph.D, fortune.com

## DID YOU KNOW?

We often hear the following from clients. "I didn't know you placed accountants", or "I didn't know you placed permanent staff", or "I didn't know you did that". So we thought it would be helpful to remind our readers that we are a full service staffing firm with 30 years' experience.

### Industrial, Manufacturing & Production

Reitman places temporary, temp-to-hire, and direct hire staff in all industrial, manufacturing, and production disciplines in a wide variety of industries. Our recent placements include a CNC Supervisor, a Purchasing Clerk and a Sales Application Mechanical Engineer as well as scores of other manufacturing, administrative, sales and financial staff.



### Administrative

We place all skill levels based on the needs of our clients. Our recent placements include Executive Assistants, Office Managers, Bookkeepers and Human Resources staff.

### Customer Service

Reitman has placed hundreds of customer service staff of various experience levels at a variety of companies. Our recent placements include a Marketing Assistant for a science products company and a Customer Technical Support Assistant for an industrial controls company.

### Executive & Senior Management

Our experience includes talent acquisition including senior leadership across a wide-range of functional disciplines. Our recent placements include a Project Manager for a lighting products manufacturer and a Manufacturing Manager for a metal products company, as well as senior managers in health care and non-profits.

### Accounting & Financial

Our recent placements include Accountants, Bookkeepers, and Collection and Billing staff for clients in manufacturing, health care and science and non-profits.

### Sales & Marketing

Our Sales & Marketing search practice includes a firm understanding of local markets and global developments.



Continued on back page.