



CALIFORNIA PEOPLE SEARCH

INSIDER SECRETS FOR WORKING WITH YOUR RECRUITER

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If you've never worked with a recruiter before, here are some important things you should know. Contingency-based recruiting and staffing firms like California People Search, are used by organizations to fill openings within their company and are only compensated when they find the perfect candidate meeting their criteria, is hired. A good agency never charges a fee to the candidates, however, in order for your recruiter to best represent you, you do have to do some 'selling'. You can help your recruiter 'sell' you to prospective employers by utilizing these several key steps:

When seeking out a recruiter, contact one who specializes in the type of positions or industry you would like to find work in. It isn't a good use of anyone's efforts to send your administrative resume to a recruiter who specializes in computer programmers, for example. Ask friends and colleagues for recommendations.

When submitting your resume, provide it in the format the

recruiter requests. There is usually a reason for their request such as the way your resume will be stored in their database for quick retrieval. If you are submitting a cover letter, it might not be passed on to the hiring client but a brief introduction to the recruiter along with a summary of your key requirements such as: target job titles, salary expectations, preferred geography for your next position, and reason for leaving your present position, are all the kinds of information that your recruiter can use to begin matching you for potential positions.

Remember that meeting with your recruiter is a professional interview. Be on time, dress professionally as if interviewing with any other hiring manager, bring a copy of your resume, and come prepared with any questions you might have. Remember, the candidates that your recruiter presents to her/his clients are a representation of their agency. Candidates who are prepared and professional in appearance and demeanor, as well as enthusiastic about new

opportunities, are the ones that will best represent their agency.

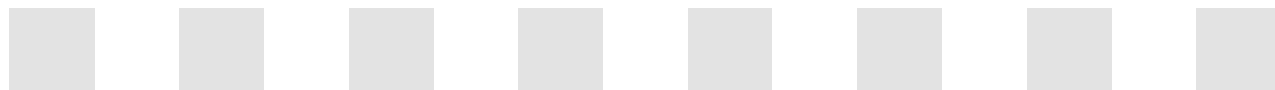
During the interview, reiterate your requirements which you mentioned when you submitted your resume. It is great to be flexible and in fact, it's recommended you be open to opportunities that your recruiter might present you with that you might not have considered before, but if you don't know what you are looking for, your recruiter can't find it either!

After the interview, follow up as you would after any interview. If s/he doesn't have anything that meets your requirements the day you interview, be patient as recruiters receive new jobs weekly. Feel free to check in periodically if you haven't heard anything or have any changed in your availability or requirements.

Lastly, if you had a great experience with your recruiter refer people to her/him. Not only do many agencies such as California People Search provide bonuses for placed referrals but you might help someone else find their dream job!

CONTACT US TODAY TO BEGIN YOUR SEARCH FOR THE BAY AREA'S TOP TALENT AND POSITIONS

- By telephone at: 650-378-1351 or 650-400-8012
- Email us at: becki@capepeoplesearch.com
- Visit us online at: www.capepeoplesearch.com



SIX TIPS FOR SUCCESSFUL NETWORKING

“How we spend our days is, of course, how we spend our lives.”
-Annie Dillard



Networking used to be an ugly word synonymous with schmoozing and often accompanied by overeager distribution of business cards and half-hearted offers of “doing lunch” that seemed to have self-serving undertones. However, the definition of “networking” is “the exchange of information or services among individuals, groups, or institutions; *specifically*: the cultivation of productive relationships for employment or business. Well, that doesn’t sound so bad, doesn’t it? If you approach networking situations as genuine opportunities for exchange, not just to be helped but to offer your help for whatever needs the person on the other side of the conversation might have, networking can be a mutually beneficial endeavor. The tips below are great ways to use networking to expedite your job search.

Talk to people you don’t know everywhere you go. Whether, in the line at Starbucks or the grocery store, the post office, flights, parties and festivals. You never know who you might meet or who they might know.

Be sincere Ask questions of others such as “What do you do?” with genuine interest and listen sincerely and patiently to the person’s answer.

Practice your speaking skills Practice your personal presentation of your skills by developing a “verbal business card”; a short, prepared summary of what it is you do.

Keep your card handy Keep an updated business card on yourself on you at all times and get comfortable with handing it out once you’ve established a rapport with the person you are talking with.

Join a networking club and/or professional association in your field Don’t just join but go to meetings regularly and consistently. Networking is about building relationships so regular attendance is key.

Follow up Follow up on any lead, no matter how minor. Even if you think that the lead may go nowhere, you want to respect the time and efforts of the person who passed it on to you. Furthermore, you never really know where it will lead until you follow up!

“Success is not the key to happiness. Happiness is the key to success. If you love what you are doing, you will be successful.”
-Albert Schweitzer

UCSC OFFERS ADMINISTRATIVE CERTIFICATION PROGRAM

The University of Santa Cruz offers the Bay Area’s only certification program for administrative professionals. The UCSC Extension program is truly one of a kind, because it was developed and is delivered by Senior Executive Assistants and CEO Assistants at Cisco, Seagate, JDSU Corp. and other top Silicon Valley companies. The program has four required courses and five and half electives units.

Offered elective courses include: Business Communication Across

Cultures, Business and Professional Writing, Conflict Resolution in the Workplace, and Effective Public Speaking among others.

If you’d rather not take the full program at once, you can simply take the courses that interest you and apply them toward the Certification which you can take up to four years to complete. If you’re more ambitious, it’s possible to complete all the required and elective courses in 12 to 18 months.

For more information on this one-of-a-kind program, contact the UCSC Business and Management Department at (408) 861-3860, e-mail program@ucsc-extension.edu. Or check out the Web site at: <http://www.ucsc-extension.edu/AdminCert>

CAREER Q&A WITH KIELER CAREER CONSULTING

California People Search is pleased to introduce a new column of career and job search questions and answers as well as tips, with Rebecca Kieler of Kieler Career Consulting.

Q: I have the opportunity to choose when I would like to be interviewed. Does it matter?"
Margie S.

A: Yes it does. All other things being equal, you want to be the last one interviewed. That is to say, the person who will be freshest in the interviewer's mind. If they

really liked person #1 at 8 a.m., yesterday, you are person #6 at 4 p.m. today and they really like you, you will stay at the top of the pile. If the last appointment available isn't really your time of day, meaning you really can't get it together to be there and present your best, then do not sabotage yourself by agreeing to an appointment time when you won't be at your best. However, when you can, pick the last time slot available where you know you can really be on your toes. And make sure to follow up so they are

reminded of you after that last appointment.

This Issue's Tip

Networking/Referrals are always the best way to find jobs. Every hiring manager would rather hire someone they know or someone that was referred to them than go through hundreds of resumes off their Web site or have to sort through the myriad resumes. Between 75% and 92% of all jobs being filled right now are filled via networking or referrals! Less than 5% are filled via the Internet, by the way!

If you have a question for Rebecca for our next issue, or would like a free 30-minute career consultation, please contact:
Rebecca
@kielercareerconsulting.com

Is it Time to Leave Your Job?

One of the most frequent questions I am asked by employees is: "Do you think I should quit my job?" The answer is never simple, and naturally so. Changing jobs can change your life. It can result in a decision to tap higher ambitions, fine tune directions, or even switch careers — because it offers that rare contemplative time to evaluate your true work-life goals. But if leaving is a reactionary move, it could mean missed opportunities where you currently work.

There are a couple starter questions to consider: Have you given the current problem enough time to resolve itself? If things have worsened over a long stretch, it's time to take proactive steps to try and make the job conform better to *your* needs and expectations. No job situation is ever set in stone, unless you remain silent. Most managers are unaware their employees are unhappy until it's too late. If you believe you've voiced your concerns

clearly and have exhausted every possible avenue to no avail, then follow your instincts. (P.S. A good recruiting firm can tell you if the grass really *is* greener on the other side of the freeway!)

The second question is a less standard litmus test. When you're in a social setting, do you tend to talk about your job? Oftentimes people who derive self satisfaction in their professional life tend to talk about their jobs among friends when given the opportunity. If you've been avoiding the subject for awhile, *now* might be a critical point for contemplative time. Create a side-by-side pros and cons list on leaving your job, and let it be a pivotal factor in your decision. See which column just doesn't seem to end...

Lynn Taylor is the owner of Lynn Taylor Consulting, which advises employees and companies on workplace issues. She co-developed

several For Dummies... books on careers and hiring while at Robert Half International as VP of Research/Strategic Marketing for 12 years, and has authored an upcoming book on career management.
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“To dare is to lose one's footing momentarily. To not dare is to lose oneself.”
-Soren Kierkegaard

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California People Search specializes in the placement of superior Administrative, Marketing, Finance, Human Resources, and Customer Relations candidates. California People Search has long-standing client relationships in a variety of industries including, but not limited to:

Venture Capital / Private Equity
Biotechnology
Technology
Internet Start-Ups / Software

Our skilled placement team looks forward to learning more about your staffing needs and to bringing your organization the caliber of talent it's been searching for. Call or email us today to begin your search!

Recent California People Search Successes

Stanford Investment Group

Placed: Executive Assistant

Foundation Capital

Placed: Executive Assistant

Capricorn Management

Placed: Administrative Assistant

Ross Construction and Palisade Builders

Placed: Construction Field Coordinators, Capitola and Mountain View and Assistant Project Manager, Palo Alto

Woodside Fund

Placed: Administrative Assistant

You can view our current job listings, find out more about our services, submit your resume, and even read back issues of our newsletter online at www.capeoplesearch.com

WHAT OUR CLIENTS HAVE TO SAY ABOUT WORKING WITH CALIFORNIA PEOPLE SEARCH

"I love Puja! She is now my 'first to call' recruiter."
Clara Greene,
-Talent Manager, DFS North America

"Puja understood right from the start the type of applicants we were looking for and sent many qualified people our way. Her response time is amazing. She is very professional and an absolute pleasure to work with. I highly recommend Puja to anyone needing recruiting services. I will definitely use Puja's services for my future hiring needs."
-Terianne Brubaker, Ross Construction

"Thank you so much for all your hard work! I am going to accept the offer and am looking forward to starting my new job. I have referred many of my friends to your company. You and your staff have been so wonderful and it has truly been a pleasure working with you. Thank you again."
- Michele Lucien, Candidate



"When you cannot make up your mind which of two evenly balanced courses of action you should take – choose the bolder."
– W.J. Slim

