



CALIFORNIA PEOPLE SEARCH

CALIFORNIA PEOPLE SEARCH AND KIELER CAREER CONSULTANTS LAUNCH WORKSHOP SERIES

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California People Search has partnered with Kieler Career Consultants in launching an ongoing series of engaging workshops designed to teach job-search and career skill-building

The series kicked off on Thursday, January 25th at California People Search’s San Mateo location with a one-evening instructional entitled, *“Finding Your Joy: A One Evening Instructional on Landing your Dream Job.”*

Participants learned how to plan a road map for job hunting success as well as the Three Key Components of a successful job search while

enjoying refreshments and networking with other successful administrative professionals.

The second workshop offering held the evening of Thursday, April 5th, was entitled *“Painless Networking”*. Participants were taught, through hands-on exercises, skills to take the anxiety out of networking. By the end of the evening, attendees learned that networking didn’t have to be uncomfortable but was a valuable tool in their job search arsenal for enjoyably connecting with people with confidence and ease.

Registration fees entitled participants to a 40-minute career consultation with Rebecca Kieler of Kieler Career Consultants as well as a month of coaching emails to keep their job search on track after the workshop. All attendees were also entered to win a resume overhaul from California People Search valued at \$100.

To find out more about our workshop series, to attend the next workshop, or to be added to our mailing list, please email: gina@capeoplesearch.com

CONTACT US TODAY TO BEGIN YOUR SEARCH FOR THE BAY AREA’S TOP TALENT!

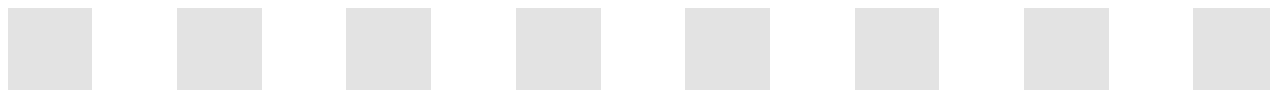
- By telephone at: 650-378-1351 or 650-400-8012
- Email us at: becki@capeoplesearch.com
- Visit us online at: www.capeoplesearch.com

CALIFORNIA PEOPLE SEARCH UNVEILS NEW WEBSITE

California People Search has unveiled it’s new Website just in time for Spring! In addition to a fresh easy-to-read new layout, clients are able to submit job postings and request information using our simple online forms. Candidates can

submit their resumes, as well as view and apply to the most current job postings. Visitors can also read and download archived newsletters, find detailed maps and directions to our offices and even submit questions to our informative

“Ask the Recruiter” column. Visit our revamped site today at: www.capeoplesearch.com for all the information you need to fast-track your search for the Bay Area’s finest talent and the best positions!



10 SAVVY TIPS FOR STREAMLINING YOUR ONLINE JOB SEARCH

**“Leap and the net will appear.”
~ John Burroughs**



The Internet really has changed everything. A Weddles survey recently found that 57.6% of 1,063 job-seekers surveyed, conducted their search online. With technology comes a new set of rules for applicants. Keep these tips in mind when applying for your next position online:

Choose a professional email address. Email addresses like ‘hotpotato@yahoo.com’ are fine for corresponding with friends, but not for submitting your resume to prospective employers. Avail yourself of the services of free email providers and set up an additional email account if you need to. The person on the receiving end of your email is getting her first impression of you as a potential employee the moment your email hits her inbox. Make sure it’s a professional one!

**“Take the first step in faith. You don’t have to see the whole staircase, just take the first step.”
~Dr. Martin Luther King, Jr.**



Enter a subject in the subject line. Many email systems have functionality that identifies emails without subjects as Spam delivering your resume directly to the hiring manager’s trash or bulk box or blocking it altogether. Choose a simple subject such as one referencing the position you are applying for or a position number, if applicable.

Submit your resume in the requested format. Hiring managers often request that you submit your resume in a certain format such as Word or maybe ask that you include it as an attachment or only paste your resume into the body of the email. This is often done to streamline the application process or because their email system may reject emails with unrecognized attachments. Following the instructions to

the letter ensures that your resume will get read.

In a similar vein, avoid unusual fonts. They might look great printed out, but could pose formatting problems if the person opening your resume doesn’t have them. Stick to standard typefaces and save the fancy stuff.

Include a cover letter and/or note in your email. It’s become simple for you to submit your resume for literally hundreds of positions a day– you and everyone else! Including a message in the text of your email and/or including a cover letter shows your interest in that specific position– not just in getting any job. Make sure to highlight your relevant skills and experience so that the person reading it will want to go on to read your entire resume .

Do a double-check if you are cutting and pasting. It may sound like common sense but technology has enabled applicants to submit resumes at a rapid pace and en masse. If you are submitting a cover letter with your resume make sure that you change any information specific to one position before sending it off to the next. For example, if you are applying to Acme Venture Capital, make sure you don’t send them the email you just sent over to Smith Ventures without changing any relevant contact information.

Proofread again- no matter what. Surveys have shown number as high as 76% of HR managers discarding resumes with typos. Even if you have checked your resume a thousand and one times, check

again. If you have recently left a position, did you check that the dates on your resume reflect that? Check for all the basics such as consistent punctuation, correct dates, accurate spelling and make sure to put your cover letter though a spell checker as well whether it is in a program like Word on the email provider’s spell check.

Use the Internet to research the company. Before you compose that cover letter selling your perfectly-matched skill set, visit the company’s Website and plug them into a search engine or two as well for more valuable insight into the company history, culture, and offerings. You can then wow them with a customized cover letter that shows you’ve done your research!

Don’t be a Spammer! It’s great to follow up after you’ve sent your resume, to follow up within a week and express your interest but sending your resume repeatedly or applying in blasts for every position posted whether you are qualified for it or not, won’t get you the interview and will likely just annoy hiring managers and screeners.

Avoid sending your resume from your current place of employment. Not only does it look bad to your new prospective employers that you are job shopping during work hours when your resume arrives bearing the email of your current employer, but your current employer may also be able to monitor your Internet use, costing you Internet access or worse, your job if you are in violation of their “acceptable use policy.”

FOUR SECRETS OF WHAT HIRING MANAGERS LOOK FOR IN A RESUME

Once you have sent your resume off for consideration by either a recruiter or hiring manager what is it that will make yours stand out from others she/he may have received for the position?

Concrete accomplishments

Career Masters Institute surveyed more than 2,500 randomly selected members of the Society of Human Resource Managers as well as at Fortune 500 companies known for favorable work environments. 88% of those surveyed said

that verifiable accomplishments were the single most valuable thing on a resume. For example, instead of saying "saved money on company insurance benefits" try "saved company 20% over previous plan costs by selecting new health insurance carrier."

Longevity Mis-hires can be very costly to an employer so they want to know that if they hire you, you will be there to contribute to the organization for some time. In addition, the

same Career Masters Institute survey said 74% of those surveyed welcomed explanations of any "job-hopping" so explain those in your cover letter.

Functional experience

Employers want to see that the experience detailed in your resume matches the required tasks of the position they are hiring for. Make sure those associations are conveyed clearly in your resume. If you do not have direct experience in the specific industry you are

looking to enter, be sure to highlight any cross-functional skills or experience.

Applicable skills It might sound oddly obvious but applying for a position which you are not qualified for doesn't make good use of your time or the hiring manager's. Make sure to highlight any relevant licenses, training courses completed, and certifications as demonstrable proof of your skills.

KEYS TO EMPLOYEE RETENTION

If you guessed a huge salary, guess again! A study done by Discovery Surveys, Inc., a firm specializing in employee opinion polls, reveals the five most important qualities for employee retention.

Work Satisfaction Employees are happiest when they have the opportunities to use their skills. Opportunities to provide management with feedback on how to better perform the tasks of their job is also linked to satisfaction as well as employees feeling as if they have received sufficient training to perform their job well.

Sufficient Staffing Level

Inadequate staffing can lead to employee burnout and poor quality of work. Employers concerned with retaining quality employees should have a well-thought out recruiting strategy for quickly replacing departing employees as well as frequently having conversations

with existing employees on the manageability of their workloads.

Work/Life Balance Corporate cultures that engender a balance in work responsibilities with personal obligations and interests, are becoming more and more attractive to employees. That might include job sharing, flex hours, or telecommuting. "Study after study shows that it is extremely cost-effective and very good business to provide flexibility to your employees," says Barbara Wankoff, national director of workplace solutions at KPMG LLP, an audit, tax and business advisory firm in New York. "Employee morale, employee productivity, retention, historical knowledge — all of those things improve when people feel they have more control over when, where and how they work."

Pay/Performance Equality

Few things are as demoralizing to employees as clear and glaring pay inequities and across-the-board raises even for sub-par performers. Great employers recognize the importance of performance-based incentives, giving great performers recognition, training opportunities, and challenging work assignments that rewards their competency. They also give their employees frequent reviews for both salary and performance.

Overall Salary Satisfaction

Though not everything, pay satisfaction is still important to employees. Organizations who want to keep great employees conduct frequent salary surveys and eliminate obvious pay inequities for persons in similar positions.

Recent California People Search Successes

Khosla Ventures:

Placed: Administrative Assistant

Harris and Harris Group, Inc.

Placed: Executive Assistant



"Your work is to discover your work and then with all your heart to give yourself to it. "

~Buddha

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:

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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!

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"First, almost all of us can do heroic things with our lives if we believe in ourselves and our goals. Second, most directions we need to actualize our goals are housed within ourselves."
~**Marsha Sinetar**

"Luck is what happens when preparation meets opportunity."
~**Seneca**

FEEDBACK FROM OUR CANDIDATES AND CLIENTS



"We cannot discover new oceans until we have the courage to lose sight of the shore."
~**Muriel Chen**

"Becki, I don't think you realize how phenomenal your work ethic is. I really appreciated your coaching, professional advice, efforts to familiarize yourself with my experience and preferences, and attempts to get me exposed to more interviews with different companies. Because I value the extensive time you have spent with me, I have forwarded your contact information to 12 of my colleagues"
~**Valerie Blanquera, Recently Placed Candidate**

"... Becki was one of the only recruiters that was truly concerned with my goals and not just her paycheck... I have recently accepted a new position in administration at a venture capital firm. I'm finally in the business atmosphere that I have been looking for."
~**Kelly Carlson, Recently Placed Candidate**

"I have worked with Becki Clague for 10 years. I have used her on both sides of the recruiting world. Her attention to needs and her responsiveness has been outstanding. Her ability to match and connect the needs of one with the requirements of another is flawless. I have brought her talent with me to the last four companies and will always continue to call on People Search/Becki Clague first for our hiring requirements."
~**Dede Loftus, DemandTec**

