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Newsletter

Are You Ready For 2010?

December 2009

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Newest Addition to the BHI Family



Preparing for the Talent Acquisition Marathon: Competing for the "Best-of-the-Best" Talent When the Economy Recovers

By Charles Powers

Imagine qualifying for the 2009 running of the [Boston Marathon](#) and failing to train as the date of the race draws closer. Since the Boston Marathon draws 20,000 plus qualified contestants each year, you would think that you were competing with weak competitors or you were in incredible athletic condition for the mental and physical requirements of competition. However, what if you misjudged your competitors and, worst yet, misjudged the requirements of the race. Indeed, what if your assessment of the nature and conditions of the challenge was based on erroneous or inaccurate data and your preparation for the race was based on previous competitions and outcomes (i.e., history). Given this scenario it is highly likely that you will not win and your competitors will leave you standing at the starting line "flat-footed."

Many companies do not realize that they are about to compete in one of the largest and perhaps most significant "marathons" in recent history. Unlike the Boston Marathon this race will involve identifying, harvesting and acquiring the talent needed to create and grow business opportunities in a rapidly expanding and competitive marketplace. It is well established that when an economy begins to come out of a recession, such as the United States, there is a lead - lag effect between economic recovery and the slowing and eventual reversal of layoffs and business downsizings. Indicators such as the stock market and GNP clearly signal that the economic recovery is underway and picking up momentum.

In their [Labor Market Outlook Survey Q4 2009](#), The [Society for Human](#)

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BHI Blog Updates

HR "Fear of the New"

by Kim Hefley

Sometimes HR policy drives me crazy. It's legalese based on fear rather than providing relevant guidelines. A recent article from SHRM on HR policy on social networking sites fell squarely in the "fear of new" category, and I'm frustrated with the out of touch advice.

Employees are faced with two choices... hunker down and wait for the storm to blow over (not going to happen), or reposition themselves so that the wind is at their backs sweeping them forward.

[read more](#)

Jane's Epilogue *by Kevin Impelman*

The business owner decides to

[Resource Management \(SHRM\)](#) reports that "HR professionals' faith in the job market has steadily increased as 2009 has progressed." The survey also found that despite this growing optimism there is "no boom in hiring on the horizon" during the fourth quarter, 2009; however, major improvements are forecast by labor market observers and economists in 2010. Although there is predicted "no boom in hiring on the horizon" in another SHRM report, [Leading Indicators of National Employment \(LINE\)](#) survey for November 2009, it was found that for the fifth consecutive month, hiring in both the manufacturing and service sectors exceed firing. [read more](#)

The Manager Potential Index as the Competitive Edge for Talent

By [Linda Roy](#)

In your career experience, were you or someone you know rewarded with a promotion due to incredible and valuable technical expertise? Did you notice their struggle going from individual expert to planning, organizing, and directing the work of others? Some make this transition easily while others flounder and eventually realize that management is not their calling. It's like trying to fit a circle into a square peg. No matter how many different ways were tried, the fit just wasn't there! What about the challenges that occurred during the transition period for both the organization and the newly promoted employee? What were the dollars lost due to low productivity or the impact on employee morale?

Batrus Hollweg's (BHI) updated and validated version of the [Service Questionnaire \(SQ\)](#) can save an organization time, money, and effort with its comprehensive and targeted measures. Already used by several BHI clients, the Service Questionnaire (SQ) is an assessment tool utilized with hourly employees to measure characteristics associated with customer service, productivity and team orientation. While all the core assessment measures and supplemental indices derived from the SQ provide valuable data for selection decisions, the Management Potential Index (MPI) relates to this article's opening scenario and the struggle with appropriate identification of high potentials for talent development. The MPI is an index of the SQ and identifies whether an hourly employee has the potential to assume a manager role. Thus, the MPI would enable a hiring manager to determine, from the start of the hiring process, whether an applicant would be a high potential for a manager role. How does that translate into value for an organization?

[read more](#)

go ahead and hire Jane. She works for 3 months and does a great job. Such a great job, in fact, that she is promoted to a manager position. In the meantime, the business owner has changed their policy on tattoos in the workplace which has significantly increased their recruiting pool. The business owner feels good about their decision. [read more](#)

Featured Blog - Paul Barron's Social Coco

Consumer Study on how they will return to restaurants in 2010 and 2011

A new consumer study by the Food Action Group shows surprising information about the American consumer spending intentions for restaurants in 2010 and 2011. The report indicates consumer spending will increase a small amount in 2010, but consumers say that the return of old spending habits for restaurants will in fact not return.

[read more](#)

New Webinar - It's 2010... Do You Know Where Your Future Employers Are?

Our team at BHI, are experts at gathering and analyzing data. For this mission we went out and interviewed a variety of different employees to find out first hand to find out how you should be appealing to them. Join a webinar where we'll share what you should be doing to find, hook and hire top talent.

Contact Kristin Walker to sign up: kwalker@batrushollweg.com

Or just join us:

Monday, January 11th at noon Eastern, 9:00am Pacific time.

<https://www1.gotomeeting.com/join/477357056>

Dial 213-286-1203

Access Code: 477-357-056

Thursday, January 14th at 3pm Eastern, noon Pacific time.

<https://www1.gotomeeting.com/join/352486648>

Dial 630-869-1011

Access Code: 352-486-648

SWOT Yourself

by James Camic

Most leaders are familiar with a SWOT analysis and see it as a valuable tool to analyze decisions. SWOT is an acronym for Strengths, Weaknesses, Opportunities and Threats. Generally, it is used to help provide a good framework for reviewing the strategy, position, direction of a company or a business proposition. However, this tool can be adapted to help make strategic decisions when planning your career. How many of you make astute business decisions, yet have missed opportunities to create a strategic plan for your own career? Without a plan, it is easy to find yourself being blindsided when significant changes occur. In today's changing market, the successful individual will have a career map that considers how to create and sell their brand to potential employers.

[read more](#)

QSR Hiring via Twitter Shows Promise

by *Christa Hoyland*

Over the last few weeks, [Dunkin' Brands](#), [Sonic Corp.](#) and [Del Taco](#) have each named new talent hires. And it's possible some of those initial connections took place on LinkedIn, Twitter, Facebook or even YouTube.

Historically, quick-service brands have posted management and hourly openings on their online job boards. Some also have followed other industries in posting openings on LinkedIn. In recent months, the growing popularity of Twitter as a professional communications tool has human resources professionals and job candidates alike using the site-as well as other social media-as a viable portal for recruiting. [read more](#)

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Thinking Outside of the Cube - Lori Bierman



cookies with her mom.

Lori has fond memories of Christmases spent in her hometown in Edwardsville, Illinois but this year she is excited to spend Christmas at home in Texas with her husband of 9 years, Chris, her 3 year old daughter, Gianna, her parents, and her two horses, Cookie and Tia. She is looking forward to watching her daughter's growing excitement as they fill the coming weeks with visits to family and friends (and Santa!), seeing the lights and decorations, and spreading the joy and love of Christmas.

"It's the most wonderful time of the year!" Whether it's because she was born in December or because her middle name is Noelle, Lori Bierman loves everything about the holiday season. This year, she has even created a holiday binder which she uses to keep track of her gift ideas, spreadsheet of her purchases, cookie recipes and social event calendar. She buys gifts for over 40 family members and friends and loves searching for the perfect little gift for each one of them. Most people know that Lori's big weakness is cookies, and at this time of year, she can't get enough of them. Her favorite holiday tradition is spending the first Saturday in December baking hundreds of



In the Spirit of Giving

During the holiday season and year round BHI is involved with the Nexus Recovery Center. Nexus is one of the few substance abuse programs in the nation that can accommodate children in residential treatment. Last year Nexus served more than 1,900 women and their children through their residential and outpatient treatment programs. Ashley Hollweg and Kevin Impelman currently serve on the Nexus Board of Directors. Learn more about [Nexus](#).

We at BHI are also a team of animal lovers. Among other ways we contribute, Janlee Hoppers and Kelly Beggs have encouraged us all to bring in our plastic bags and newspapers which they donate to our local shelters. It's something pretty simple that you may just not think

of. We encourage you to also support [your local animal shelter](#).

Happy Holidays from BHI!

Thank you for your continued support and interest. For questions or comments on any material in this newsletter please contact:

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