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## Did You Know?

[www.twitter.com/bohanbradstreet?](http://www.twitter.com/bohanbradstreet?)

Only North Dakota, South Dakota and Nebraska had unemployment rates less than 5% on 12/31/09?

Prior to Super Bowl # 44, the favorite had won 31 of 43 games?

Average American male college graduate will earn \$367,000 more in his lifetime than if he had a high school degree?

If saliva cannot dissolve something, you cannot taste it?

In 2009, China sold 12.7M autos and became first country to outsell USA which sold 10.4M?

40% of workers have dated a co-worker at some time during their careers?

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## 2010 Challenges & Questions

Markets, customers, and suppliers have changed; credit is very challenging; cash is tighter; opportunities abound; customer and employee loyalty is low. How do you retain gains in productivity, capacity or facilities made during the recession? Are your customers ready for new products or services? Can you beat your competition in the acquisition of new customers? How do you successfully retain and acquire talent?

## Completed Searches

Ten examples of completed searches managed by Bohan & Bradstreet include:

Relationship Manager	Commercial Bank
Brand Director	Consumer Products
IT Director	Medical Products Mfg
Division Finance Mgr	OEM Supplier
VP/General Manager	Consumer Products Mfg
Design Engineer	Motor Controls Mfg
VP Manufacturing	Technology Products
US Sales Director	Capital Equipment
Corporate Controller	Security Software
Lean Leader	Building Products

## Unemployment Reality

As 2009 ended, unemployment was hovering at 10%. If the unemployed no longer collecting and the part timers were added the reality was 17-20%. However, if you were in the \$150,000+ in salary category, the unemployment rate was only 3% and if you were in the bottom 10% of wage earners it is 31%.

## The Value of Titles

Often titles like Coordinator, Administrator, Manager, Leader, Director, and Vice President do not accurately describe the level of authority, empowerment, and value to internal and external customers. Titles are very important to attracting and retaining employees, especially in times when funds are limited.

## Quote of the Month

"The real opportunity for success lies within the person and not in the job".....  
Zig Ziglar

## Low Job Satisfaction

In 1987, job satisfaction was 61% and today it is 45%. Key dissatisfaction drivers are lower interest in work, lack of job security, inconsistent leadership, poor health of business, and diminishing extrinsic rewards. Job dissatisfaction negatively affects employee behavior, retention and enterprise-level success.

## Tomorrow's Economic Driver

One of the key post-recession engines will be women. Currently controlling over 2/3 of annual consumer spending, women will drive shopping which is over \$12 trillion globally and that emerging market potential is twice the size of India and China combined.