

July 2011

We Don't Place People, We Build Careers

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## Did You Know?

There have been 12 official recessions in the United States since 1940?

The average full professor at American colleges makes \$107,000 a year?

46 publicly-held US companies produced at least \$1B of sales per week in 2010?

Average American has total household debt equal to 114% of their annual after tax income?

In USA, a birth occurs every 8 seconds & a death every 12 seconds?

7.2% was the highest unemployment rate for any President reelected since 1948 (Reagan 1984)?

The highest point in Pennsylvania is lower than the lowest point in Colorado?

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## Completed Searches

Ten examples of successful searches by Bohan & Bradstreet include:

Trade Marketing Director	OTC Products Industry
Senior E-M Engineer	Motion Control Supplier
Tax Director	B2C Financial Service
Human Resources Manager	PE Funded Manufacturer
Supply Chain Planner	Consumer Products Manufacturer
VP Sales	Precision Products Industry
Senior Buyer	PE Funded Consumer Marketer
Accounting Supervisor	Leading Energy Distributor
COO	Privately-held Manufacturer
Program Manager	PE Funded OEM Supplier

## Turnover Costs

To replace productive employees is expensive. When one adds direct and indirect costs, it is estimated that replacement costs for employers add up to 30% to 50% of the annual salary of entry-level employees; 150% of middle-level employees; and up to 300% for specialized, high-level employees. As the economy improves, turnover will rise to the 25-30% level annually as talents looks for better opportunities.

## First Impressions

The signals that you need to give out in the first 10 to 20 seconds are instinctive: (1) body language translated by movements (e.g. gestures, facial expression, eye contact); (2) voice modulation and tone are calm & speed of your speech is controlled; and (3) appearance (e.g. clothes, smell, enthusiasm and posture). Once past the initial first impression, one can get on with developing a relationship with your prospect..

## Employee Loyalty

Most companies have gone through difficult and/or challenging times since 2008. Restructuring, salary freezes, and reduction in benefits challenges employees. The marketplace for talent is heating up and employers need to measure employee loyalty. Being proactive, using surveys to gain employee insight and conducting impromptu performance evaluations are becoming common.

## Quote

"Failure is simply the opportunity to begin again, this time more intelligently."  
*Henry Ford*

## Interviewing Strategies

(1) Determine how leadership makes decisions, communicates information, and evaluates performance (2) Present pertinent examples of your knowledge and experience that are appropriate to the key needs of the role that you are applying for. (3) Ask for a homework assignment that will demonstrate your skills, knowledge, presentation, and project management abilities.

## The "Bio"

In the future the "Bio" might replace the resume, especially in business relationships. A "Bio" is a personal branding that needs to share a point of view, create interest, and be validated by external resources. The 4 key areas that need to be addressed are: (1) Who am I; (2) What can I do for you; (3) Why can you trust me; and (4) What do we share in common? Bio presentations target the needs of their audience and stimulate conversation.