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### Did You Know?

54% of employees in small companies (less than 50 employees) like their jobs versus 44% of employees in larger companies (1,000+ employees)?

The average tenure of a CFO in a publicly traded company is 39 months?

The top 10 projected in-demand jobs by 2010 did not exist in 2004?

A 30-second TV ad run during Super Bowl # 1 in 1967 cost \$42,000? For the 2008 Super Bowl, a 30-second TV ad will cost \$2.7 million. Today's cost reflects annual price inflation of +10.7% over 42 Super Bowls.

### What's in a Handshake?

More than you might realize if you are interviewing or making an initial impression. According to psychologists, **handshake strength is 35% environmental and 65% genetic**; however, the firmer the grip, the more socially dominant a person might be.

### Contact Us

Edward B. Bradstreet, CPC  
Bohan & Bradstreet, Inc.  
741 Boston Post Road, Suite 101  
Guilford, CT 06437  
203-453-5535 ext. 223  
203-453-5545 FAX  
[ebb@Bohan-Bradstreet.com](mailto:ebb@Bohan-Bradstreet.com)  
[www.Bohan-Bradstreet.com](http://www.Bohan-Bradstreet.com)

## Dream Job

84+% of US workers do not have their dream jobs. Top criteria are **#1 having fun, #2 making a difference, and #3 positive culture and coworkers**. Salary was one of the least important requirements. The top four answers when children are asked about their dream were firefighter, princess, professional dancer, and cowboy.

## Completed Searches

Ten examples of successful searches by Bohan & Bradstreet include:

Product Financial Manager  
VP Human Resources  
Controller  
Shared Services Director  
VP Strategic Initiatives  
Senior Accountant  
Customer Service Manager  
IT Audit Manager  
Process Improvement Leader  
VP Marketing

VC Funded Biotechnology  
Consumer Products Leader  
Leisure Products Manufacturer  
NYSE Fortune 500  
Financial Services Corporation  
Regional CPA Firm  
Building Products Manufacturer  
Global OEM  
Utility  
VC Funded Software Developer

## Interview NO-NOs

Did you hear about the executive candidate that flunked his final interview when he went to dinner with his boss and had 4 martinis? Here are a few more NO-NOs: (1) **not dressing respectfully**, first impressions are critical...refrain from too much jewelry, cosmetics, and perfume; (2)  **cursing**; (3) **not knowing what the company does**; (4) **not being punctual**; (5) **not being honest**, never lie on your resume, application form or interview because 87% of companies will validate and conduct a background check; (6) **not prepared to talk about your past experience and interests and how those fit with the company's mission**; (7) **forgetting to shut off all cell phones and pagers**; and (8) **not asking questions that exhibit interest and that you have researched the company**.

## Talent Tsunami

Three waves of change are converging worldwide to create a talent tsunami and they are (1) **Demographic Changes** (global trends in population and education stimulated by retirements and lack of talent being developed in engineering, science, accounting, etc.); (2) **Candidate Empowerment** (recent surveys suggest 73% of employed are willing to evaluate a better opportunity); and (3) **Increasing Value of Talent** (talent leads innovation and change). Talent creates 80+% of a company's value.