



SPECIALIZED NEWS



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STAFFING & INDUSTRY RECRUITERS

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THE BEST WORK WITH US

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THE BEST WORK WITH US!

Retaining the Right Talent to Reach the Next Level

In today's economy, every business executive, owner, CEO and president should be asking themselves one important question: "Do I have the talent to take this business to the next level?"

If the answer is no, you probably want to begin looking, but if the answer is yes, then employee retention should be at the top of your list. With employee retention statistics that prove your best employees may be sitting on your payroll while patiently waiting for the "right" job, you need to be sure that you are managing employee retention with specific individuals in mind and long-term goals in place.

Employees Are Not All Alike

A good manager knows the strengths and weaknesses of their employees. But do they know what motivates them?



In employee retention studies, Target Training International has found that money is NOT the reason most employees leave a job, which seems contrary to popular belief.

Continued on page two – Right Talent

Recent Direct Placements

Customer Service Representative ♦ Procurement Specialist ♦ Human Resource Administrator

Current Searches Include: Operations Manager, Director of Technology, Maintenance Engineering Manager, Estimator, and Financial Analysts

If you know of anyone who is seeking Professional Employment please have them contact us at 1-866-240-5150, via e-mail at Info@SpecializedStaffingInc.com or visit our website at www.SpecializedStaffingInc.com

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Want To Make Your Company More Successful?

Creativity is the key to keeping a business flourishing. And while creativity will help your business grow stronger, there are other tools and opportunities businesses should use to their advantage.

Here are some quick tips:

- ✓ **Make your business appear bigger than it may be.**



You might not have a huge warehouse or dozens of employees, but you can still give your business the professional appearance of one 10 times your size. First

impressions are important. **Start branding.** Design a great logo for your company and put that logo on all of your media. Have a company newsletter with information that focuses on the reader. Utilize your Web site and blog, and see if you can get them linked to your community's Chamber of Commerce or city Web site. Join social networking sites like Facebook and LinkedIn to broaden your network of people.

- ✓ **Focus on your 'X' Factor.**

Recognize what you do and why you do it, and then research your competition. When you discover the factor that makes your business better and different from the competition, learn how to focus and multiply that 'X Factor' to achieve success.



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Keep steadily before you the fact that all true success depends at last upon yourself.

~ Theodore T. Hunger



April

April's employee of the month is **Kathleen Wink**. Kathy has been working in Warrendale since February. Her supervisor has said that "Kathy works quickly and is extremely detailed. I applauded her as she keeps up with me and the rest of team. She always steps up and helps out where ever she can. She is a hard worker."

May

May's employee of the month is **Deborah Morrow**. Deb works in Butler and has been an employee since February. Prior to her current assignment Deb worked for Specialized for 5 months before being hired on by the client, where she continued to work for over a year. Her current supervisor commented that "Deb came into a very busy office and was able to pick everything up quickly. She is a very independent worker and appreciate all she has done to help us."

June

June's employee of the month is **Angela Seman**. Angela is currently working in Harmony and has worked for us since April. Her supervisor said that "Angela stepped in during a tough time (closing the 2009 books) learned what we needed her to do and is always happy to help. She is hard working, pleasant, dependable, and trustworthy. She is now able to take this position even further much quicker than we expected. She works independently and is a real asset for us!"

Client Referral Program

For more information on our Client Referral Program contact us at (866) 240-5150 or Info@SpecializedStaffingInc.com

Specialized Staffing Inc.

130 South Main Street
Butler, PA 16001
1-866-240-5150

info@SpecializedStaffingInc.com

www.SpecializedStaffingInc.com

Continued from page one – *Right Talent*

In our latest study of over 19,000 job seekers, only 19% said money was the reason they were looking for a new job. Instead, more popular reasons included stress, mismanagement, lack of room for advancement and lack of employee development.

In order to effectively manage employee retention, it is important to determine the core values of each individual. What drives them to take action? What keeps them engaged and motivated? What needs do they have that should be fulfilled on the job? For example, let's assume Steve is a salesman for a medical device company that sells new health care devices to hospitals. What motivates Steve to get out of bed each day, put on his suit and give a great sales pitch? Perhaps he knows that each time he introduces better technology to a hospital, he impacts the lives of many every day. Or, maybe Steve's personal goal is to be the top salesman in the company. Yet another possibility is that Steve comes from a family of salesmen and takes pride in following in their footsteps. Whatever the case may be, the important thing is to know what motivates Steve and ensure that employee retention strategies cater to his unique, personal motivators.



Employee Retention Must Fit Corporate Goals

Developing an employee retention strategy that is specific to each individual must start with an in-depth look at the company's long-term goals and what it needs for success. What is the next level? What skills do you need to get there? Who has those skills and what skills are missing in the company? While it is not an easy task, it is an important step in the process of creating an employee retention strategy that will help you meet your long-term goals. Perhaps you will find that job roles should be re-organized, skills of certain employees are better utilized in another way, or certain employees are key to future success. Once you have determined how your workforce needs to adapt to meet company goals, you can implement an employee retention strategy that ensures your best talent is there to help you reach the top.

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Join Us For A Free Tele-seminar

Retain Your Talent!

The cost of identifying, evaluating, selecting and hiring is high but worth every penny for top talent. Retention protects your initial investment in addition to reducing the cost of retraining, lost salary, lost productivity and the negative effect of turnover on coworkers and even customers. Now, with our economy on the rebound and companies backfilling lost positions and even expanding, retaining your top performers should be a top priority.



Grab your lunch and join us on Thursday, July 22nd at Noon (EST) for the second in our series of free tele-seminars, **Retain Your Talent!**

[Click here](#) and put TELE-SEMINAR in the subject line or email Info@SpecializedStaffingInc.com with TELE-SEMINAR in the subject line prior to Friday, July 16th and we will make sure to email you the dial in details. Dial-In Info will be emailed on Monday, July 19th

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