



# What Makes PeopleThink

## Job Seekers Must Differentiate

I was recently at a Job Fair in San Francisco. I was startled to see how many people came to the PeopleThink booth and could not articulate the type of work they were looking for. I was stunned time and time again as I asked what I thought was a very simple question, "What type of work are you looking for?"

I heard things like, "I am a people person and like working with people" - "I come from the IT world and want to work with computers" - "I have sold most of my life and want to continue with my selling career." Now, please tell me - how is *that* differentiating yourself from the other people who are 3-deep at the booth?

### How does *that* make you stand out from your competition?

The fact is - **it doesn't.**

*Learn more about getting the interview you need, read the rest of the article at*

[www.peoplethink.biz/resources.htm](http://www.peoplethink.biz/resources.htm)



Karen Colligan is the founder and principal of PeopleThink™ and author of the popular *The Great Real Guide™*. Karen has focused her career on the human capital issues in organizations and is a leader in the fields of career, leadership and team development.

## Companies told to Invest in their People

In February, 2009, PeopleThink released the results of its survey of leading human resources professionals across a variety of industries, including hi-tech, biotech, professional services, architecture, nonprofit,

and healthcare - to discuss these and other issues. Despite differences in their core businesses, when it comes to the people component, there are a number of common themes that emerge: retaining top

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### Special points of interest:

- *The Get Real Guide* is in its 3rd printing <http://www.thegetrealguide.com/guide.asp>
- *Dare To Dream Webinar* - <http://www.peoplethink.biz/services.htm>
- *TeleSeminar Series, May 2009*
- *Free Excerpt from the Get Real Guide to Your Career* is available at: <http://www.thegetrealguide.com/excerpt.asp>

## The **Get Real Guide™** to Your Career

<http://www.thegetrealguide.com/default.asp>

# Companies told to Invest in their People

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talent, having the right people in the right positions, ensuring that there is sufficient "bench strength" for the next line of leadership.

With regard to the economy, all those interviewed agreed that companies cannot afford to become complacent and think that retained employees will be "happy just to have a job." When the economy turns around, those employees – most likely retained because of their particular skills and knowledge – will take their skills and knowledge elsewhere.

Unfortunately, training budgets and development programs are frequent targets of cost cutting plans. This is short sighted. Companies must look for creative



ways to provide challenge and growth. Build succession plans. Leverage internal mindshare for mentoring and cross-training. Take the time to evaluate whether employees are in the right job.

*"Communication will be key,"* according to the HR Manager from the healthcare industry. *"In every problem there is opportunity. This is a time to refocus on our employees and be certain the organization is focusing on the right things."*

To read the full article, visit [http://www.peoplethink.biz/documents/article\\_Invest\\_in\\_Your\\_People.pdf](http://www.peoplethink.biz/documents/article_Invest_in_Your_People.pdf)

## MORE ABOUT THE AUTHOR

Karen Colligan's drive is to build the bridge to help people and organizations move from Point A to Point Z. She won't settle for less. Karen has integrated her experience into processes and methodologies so you won't have to. Her goal is to make PeopleThink.



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*"Don't compromise yourself,  
honey. You're all you've got!"*  
Janis Joplin

## The message to organizations is loud & clear:

- ◇ Pay close attention to those employees you want to keep long-term. Let them know they are valued, and that they are a critical component to the business moving forward.
- ◇ Find creative ways to continue to develop and challenge employees. Develop knowledge sharing and cross training programs.
- ◇ Leadership is key to sustaining growth. Without strong leadership your organization will not be able to grow and prosper.
- ◇ Organizations must state loud and clear that the people-component of the business is their life-blood. Don't take employees for granted. When the phone starts ringing again, you want those employees to stay in your organization. The replacement cost of an employee is 1.5 times annual salary. This directly impacts the bottom line.
- ◇ It's all about the culture. Don't become complacent. Your employees are watching very closely to see how you respond to this downturn. Do you value them in good times *and* in bad times?
- ◇ It's the old adage...treat your employees the way you want to be treated. It will pay off in leaps and bounds in the future

## What's the Deal behind The Get Real Guide?

The **Get Real Guide™** to your career is based on 20 years of experience working with individuals to create a plan for finding the work they want and designing more fulfilling lives. Karen Colligan developed a precise step-by-step methodology, integrated her insights and professional expertise, and in 2007 released the ultimate life-planning guide.

**So... are you doing what you want in life?**

If not, The Get Real Guide will help you get "unstuck" and moving toward the life you want. Whether you are seeking greater balance in your life or more personal satisfaction, The Get Real Guide can help you design a plan for reaching your goal. It's real, it's doable, and the time is now. Get a sample or get the guide... take a few minutes now, and maybe you'll change your life forever.



<http://www.thegetrealguide.com/excerpt.asp>