



SPECIALIZED  
STAFFING, INC.

THE BEST WORK WITH US

# Specialized News



SPECIALIZED  
INDUSTRY RECRUITERS

THE BEST WORK WITH US

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THE BEST WORK WITH US!

## The Interview Process is a Two-Way Street

While marketing your company during a recession is just as important as doing so during good economic times, so is taking the correct approach to the interview process.

At no time is the interview process a one-way street. In other words, at no time should a candidate's time be considered less valuable than yours, especially if the candidates you seek are the best in the industry. Remember, the candidate is interviewing the company at the same time that company officials are interviewing the candidate.



### Making a connection

A common mistake in a down economy is to assume that there's urgency on the part of the candidate, that they'll be grateful for whatever time you can give them. That might be true of those candidates who are unemployed. However, the true superstars—the candidates you're **really** seeking—are more than likely gainfully employed at the moment, no doubt because of the very skills that you covet.

Remember that in times such as these, candidates (including superstars) assume a "hunker down" mentality. That is, they become more adverse to risk, and this mentality most certainly applies to their employment situation and their career.

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## Recent Direct Placements

Marketing Assistant ♦ Administrative Assistant ♦ Customer Service Representative ♦ Medical Insurance Assistant

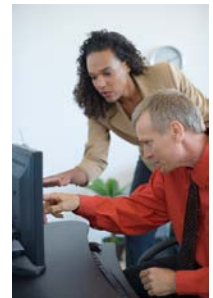
**Current Searches Include:** Controller, Maintenance Manager, Commercial Lines CSR, Purchasing Assistant, and Insurance CSR

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](mailto:Info@SpecializedStaffingInc.com) or visit our website at [www.SpecializedStaffingInc.com](http://www.SpecializedStaffingInc.com)

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## Mentoring: An Important Strategy for Employee Retention

Today's employers are looking for innovative and creative ways to attract and keep talented employees. Traditional recruitment and retention approaches focus on offering attractive pay and benefits packages. Yet, those well-intentioned efforts are falling short. In their ground breaking work, "First, Break All the Rules," Buckingham and Coffman have found that once an employee's basic financial needs are met, talented employees want more. They want to know how their job impacts the overall good of the organization. They want to feel a part of the organization and they want opportunities to grow and develop their skills.



A successful mentoring relationship will help employees meet these vital developmental needs.

Employed properly, mentors create a safe environment for employees to discover (or rediscover) why their work matters as well as gives them a sense of belonging.

### Successful mentors:

- Share the "big picture" of the organization and why their work matters.
- Openly discuss the unwritten rules and strategies for overcoming common pitfalls.
- Help mentorees see things from a different point of view.
- Consistently ask thought-provoking questions so mentorees can learn through self-discovery.
- Suggest developmental opportunities that give mentorees a chance to stretch outside their comfort zone.

**Why is mentoring an important strategy for employee retention?**

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## July

The July employee of the month is **Tabitha Kupec**. Tabitha is working as an Administrative Assistant in a very fast paced health services company. Her supervisor said that "Tabitha has only been with our company for a few weeks but she has made herself indispensable to those of us who are reliant on an organized and efficient administrative assistant. She gets along very well with coworkers and is already a valued member of the work family."

## August

August's employee of the Month is **Karen Toy**. Karen is currently working in Butler and she has been an employee with us on a long term assignment for the last year. Her dedication and commitment have been great assets for us to have and her work ethic is appreciated.

## September

Our September employee of the month is **Julia Habsburg**. She is currently employed in Cranberry Township as an Administrative Assistant. Julia's supervisor said that she is an "Outstanding worker, very attentive to detail; She is pleasant to work with and very professional. Thank you for placing her with us!"

*"When you set goals, something inside of you starts saying, 'Let's go, let's go,' and ceilings start to move up."  
~ Zig Ziglar*

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That's why attention to the interview process is crucial to securing the talent of the very best employees.

When you interview a superstar candidate, you should strive to do more than just accurately assess their skill set and their potential for fitting into the company culture. You should also strive to **make a connection** with the candidate and build a sort of camaraderie or rapport with them. The reason? The candidate needs a *very good reason* to make the jump to a new company.



### **Giving them a good reason**

As mentioned above, all candidates – including superstars – are avoiding risk at the moment. There's a mental block that exists, no matter how good the opportunity is or might seem to them. Candidates are looking for reasons **not** to make a move. That's why it's critical for companies seeking to stock their teams with the best talent available to give that talent a **good reason** for doing so.

Analyze your interview process. Are you marketing yourself to each person interviewed? Are you giving tours of your facility to those candidates who stand out from the rest? What reasons are you giving to superstar candidates to convince them to take advantage of your opportunity?

Your answers to these questions might just be the deciding factor in how prepared you are to take advantage of the good times that ultimately lie beyond today's challenging economic environment.

If you have any questions about this article, or about how we can help you with your current performance, leadership, and/or hiring needs, send an email to [info@specializedstaffinginc.com](mailto:info@specializedstaffinginc.com).

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Never before has it been so important to attract and retain talented employees. Mentoring fosters important working relationships and gives employees a sense of "belonging." Employees who feel they "belong" and who have an employer who is interested in their development...will stay longer!

### **Retain your good employees. Mentor them to success!**

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## Candidate Selection Tools

Specialized is able to offer many pre-employment selection tools to ensure you are hiring the best employee. These tools include Skill Assessments, Background Checks, Drug Screens, and Driver License Checks. Skill Assessments can be purchased individually or in groups. We also understand the importance of thoroughly screening candidates and have partnered with AppChek to provide cost effective solutions so our customers can ensure the safest and most productive working environments. All of this is done right from your office!



For more information please call our office at 1-866-240-5150 or visit us online at [www.SpecializedStaffingInc.com](http://www.SpecializedStaffingInc.com)

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