

The Economy of Hiring

By J. Michelle Sybesma



There is a great deal of discussion these days about the impact the economy has had on employment. It is true that when the economy becomes less stable, employers begin to make cutbacks, and people lose their jobs. However, you might challenge the notion that these cutbacks have had a negative long-term impact on our economy or culture. The economy has changed the mindset of thousands, if not hundreds of thousands, of business owners in a very positive way.

The average business owners used the “buzz” about the economy to inspire a need to have a more holistic view of their own businesses.

These owners identified a need to take a more humble

approach to spending, by re-evaluating their roots and taking stock in the return on investment that was being received by their own staff. Walking out of their offices and down the hall to the controller, business execs

reacquainted themselves with their bottom-line profits and connected with a need to reunite with the tactical day-to-day activity of their businesses. Executives have hired coaches, consultants, and motivational speakers.

They have purchased books, read articles, and engaged in more intimate conversations with their peers. This was done to ensure that “cleaning house” of those staff members whose vision was not inline with their own was, in fact, the right thing to do.

What did this do for their company? This helped the company reposition itself and its key staff members to ensure they were working towards a common goal. In addition, it

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guaranteed everyone was indeed working. After weeding the garden of employees for those not in the master plan, business owners again found themselves investing in their anchor staff to promote their own growth.

Much the way the economy’s downturn created and needed multiple aspects of re-evaluation, the domino effect happened here, as well. Employers unknowingly and otherwise created an environment that encouraged self-reflection and growth. This growth took previously-trained employees to the next level of functionality. Having a purpose empowered these employees to become success stories. This made them not only better employees, but also better members of their teams. It is from this core foundation that executives must select leaders to diversify all tasks relevant to the company’s master plan. Doing so creates a foundation for growth that has a natural streamlining effect. These key players will act out of a common desire for common success.

So where does that leave the economy? It depends on where you look. Companies practicing these principles will offer both directions of economic impact. Only initially does this result in a negative impact on the economy. Ultimately, these companies will embark on a new generation of success and

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fertility. If they remain focused, this will lead to less turnover, increased job opportunities and solidified long-term success.

In the mean time, job seekers left suffering from a “lack of corporate identity” must also begin the process of self-development. They must now illustrate that they have improved their ability to find a company with a common vision. Equally as critical, job seekers must uniquely articulate their own levels of growth and more masterfully present their skill sets.

Until this curve begins to take place on a grand scale, business owners and executives are going to need to look further than the traditional resume to find those best suited for openings within their organizations. Once a less traditional process of identifying the qualities needed in key employees becomes the standard, we will then begin to find ways to connect this lost piece of the economy. This will require business owners to look at both their desired skills and personality traits to get a comprehensive set of needs. In addition, learning to ask the questions in the most

discussion-provoking manner will help them to achieve more viable candidates. This will help to ensure that the correct sets of variables are in place before structured growth begins occurring. When more organizations are achieving structured growth, it will result in a business-lead positive impact on our economy.

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