

# Pascall Palette

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The Pascall Company works with business leaders and/or their human resources team to identify and resolve problems negatively impacting business operations, performance and productivity.

Each issue of the Pascall Palette, published bi-monthly, features a theme around which articles are written. Knowing your busy schedule, articles will always be brief and to the point. And if you need further information, feel free to call me personally at 813-935-9500 or e-mail me at [tpierre@thepascallcompany.com](mailto:tpierre@thepascallcompany.com).

We hope you enjoy this format and our approach to discussing and presenting valuable information to you.

Regards,

Teddy A. Pierre

[This month we look at Recruitment.](#)

## HUMAN RESOURCES - The New Sales Force



In today's market, everyone must sell!

With the unemployment rate hovering around 3% in the Tampa Bay area markets and the competition for skilled workers continuing to rise,

who are companies turning toward to make sure they are on top of the hiring game?

There is a new and powerful sales force growing in today's companies and that charge is being led by human resources.

Today's human resources professionals are more than ever at the forefront of the war for talent. Gone are the days when one could simply run an advertisement in the local newspaper, sit back and wait to sort through the multitude of resumes from hordes of quality candidates.

Today's HR professional has to leave his office and become creative and innovative in their quest for talented employees. Most of all, he or she must be able to SELL their company – with minimum cost to the business.

Utilizing consultative selling skills, human resources professionals must listen, counsel and ultimately convince prospective candidates to "buy" their organization's "employment proposition." Failing to do so will effectively place their organization well behind the competition.

## CAREER DEVELOPMENT- The Best Recruiter in The World

The Answer Will Surprise You....Maybe

Who is the best recruiter in the world? What agency or employment department does this person works for? If you are agonizing over the answer, then you really haven't been thinking about yourself and your career in the right way.



One of the key elements in developing your career is the ability to market yourself effectively. That means knowing your unique skill sets, identifying the industry where you want to work, and learning to speak impressively about yourself. Once you have this down pat, you can begin to network and in essence become your own recruiter.

Unadvertised jobs comprise the majority of job openings in organizations today. These are the jobs you learn about through networking. You've overheard conversations among colleagues discussing that someone is leaving and the company doesn't know what they will do without him or her. Or, there are the cases when colleagues are either talking about an unproductive staff member, or emphasizing the need to hire someone who can manage a specific job.

These are all unadvertised positions that you may be

## DIVERSITY - Put the Shoe on the Other Foot

What do diversity candidates see in your company?



Companies that want to be successful in their quest to attract and recruit diverse candidates of all types would be wise to follow the old adage of "putting the shoe on the other foot."

Many of those in management/leadership positions in organizations are well versed in their company's recruitment practices, programs, workforce, product lines, brand awareness, culture and presence in the community.

Unfortunately, if asked how a prospective diverse candidate might view those same items and processes, many company leaders would either be at a loss for words, because they wouldn't know the answer, or embarrassed at their lack of insight. In diversity training, we frequently make reference to the statement – "your reality is not my reality" – to highlight how important it is to understand and acknowledge different viewpoints, opinions and most importantly, perspectives.

Knowing exactly how diverse candidates view your organization, and making adjustments as needed, can greatly enhance your organization's recruitment processes and ultimate success.

## UPCOMING SCHEDULE - Events & Activities



April 20 & 23, 2007  
Your Career Essentials Workshop:  
Career/Job Search & Personal Marketing Skills  
[\(click here for details\)](#)

May 18 & 21, 2007  
Your Career Essentials Workshop:  
Career/Job Search & Personal Marketing Skills  
[\(click here for details\)](#)

May 22, 2007  
Diversity Luncheon Series:  
No Secret to Recruiting Diverse Employees  
[click here for details](#)

May 24, 31 & June 7, 2007  
Three-Day Institute for Diversity:  
3-day Certificate Program  
[click here for details](#)

June 15 & 18, 2007  
Your Career Essentials Workshop:  
Career/Job Search & Personal Marketing Skills  
[\(click here for details\)](#)

June 28, 2007  
Corporate Diversity Training Series:  
Understanding Cultural Competency  
[click here for details](#)

able to fill. You can become your own recruiter and market yourself to get that job.

So who is the best recruiter in the world – why YOU, of course.

To learn more about networking and recruiting yourself to the career you really want visit [Your Career Essentials](#).

## POLL / SURVEY - Recruitment Factors

Please take the following 2-minute survey.



It will provide you with a foundation to begin thinking about recruitment and the factors that influence prospective employees.

Take the survey below (results will be shared at the Diversity Luncheon on May 22nd at The Centre Club)

[Take Me To The Survey](#)

## DIVERSE PROFESSIONALS - Get Connected, Get In

The Information Network for Diverse Professionals



The premiere online resource for diverse professionals to find news, events, and information on what matters to them.

Forums target a specific community - Blacks, Latinos and Women, as well as provides profiles of corporations, local businesses, professional and business organizations, and not-for-profit groups.

[Visit web site](#)

## OASIS ADVANTAGE - Offer Fortune 500-Type Employee Benefits

PEO Services for Human Resources



Losing the best employees to bigger companies that can provide better employee benefits (such as health insurance) is an issue many small- and medium-sized businesses face.

To recruit and retain the best employees in today's marketplace, you must offer a competitive employee benefits package--especially one that offers affordable health insurance and a retirement plan such as a 401(k).

The PEO relationship with Oasis gives you employee benefits buying power that you might not be able to get on your own. (This is particularly important when it comes to health insurance.) We can help you design an employee benefits package that will enable you to compete with Fortune 500 companies for the most talented employees while meeting your financial and business objectives.

Because Oasis administers these employee benefits programs, our clients and their employees can simply relax and reap the rewards while we take care of the details.

[Visit web site](#)

If you have a specific problem you would like to resolve, or if you have any questions about any of the topics covered in the newsletter, call us.

In the May/June issue of the Pascall Palette, we will discuss Diversity. Until next time.....

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