



The DS Network Report (February 2012)

The February 2012 issue of the DS Network Report includes:

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- * **Memo from the Coach's desk:** OUR REPORT IS BACK!!
- * **Paul's Speaking Schedule:** JANUARY 12, FEBRUARY 15, APRIL 19
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- * **Ask the Career Coach:** WHERE CAN I GET UNIQUE INFO ABOUT A COMPANY BEFORE MY INTERVIEW?
- * **Ask the Career Coach:** WHY WOULD CLIENTS WANT RECRUITERS TO PREPARE CANDIDATES FOR INTERVIEWS?
- * **Hot List of Client Needs:** JAVA DEVELOPERS, IT MANAGER, ORACLE ARCHITECT, WINDOWS ENGINEER, REPORT DEVELOPER...
- * **Article of the Month:** 10 JOB SEARCH TIPS FOR 2012

If you've been unemployed for more than a month, please check out our [Tricks of the Job Hunter's Trade](#) at www.drivestaff.com/getmoreoffers

Memo from the Coach's desk

Our monthly Report is back! Did you miss us? It's been awhile since our last report, and a LOT has happened since then. We have expanded, teamed up and made some key partnerships that allow us to do so much more than we ever have before. Our reach has expanded throughout the Chicago area by more than 4 times our previous capabilities to locate talented technology professionals as well as hard to find technology positions. Combining our new reach with this job market which is really starting to heat up, we are really excited about 2012!

We also created some resources for all of you to stay up to date on current stats (such as Unemployment Rates - nationally, locally, and specifically for IT people), trends and job openings through our new Facebook page www.facebook.com/DriveStaff and our Twitter feeds www.twitter.com/DriveStaff and www.twitter.com/PC_Headhunter. Please check them out and share your opinions with me, I would love to get your thoughts.

We also converted our interview training program to be completely digital and available on our website as a complete program, and by individual tracks for those who don't want the whole program. This month we have 8 of the tracks available for free, no downloading, just click and listen. Just visit www.drivestaff.com/getmoreoffers. Again, we welcome your opinions of how to make this page better/more useful for you. If you want to view it on your phone or tablet, scan this QR code!





Our new "Talks" page contains 4 full length job search seminars I've given, WITH the powerpoint presentations, recorded live. They are all free for your use to help you with your job search. Just visit www.drivestaff.com/talks.

We faced some sad news when our radio show Job Talk went off the air, a show which we had a pleasure of sponsoring and I had the honor of co-hosting with Joy Maguire-Dooley, Falise Platt and Conor Cunneen. However, please stay tuned to our website and this newsletter as we will soon be starting a monthly webinar series for job seekers where we can once again have some Job Talk!

So it was a very exciting year for DriveStaff. The job market was still tough, but 2011 got progressively better month after month. The 4th quarter of 2011 was the best quarter we have had in 2 years! The job market made a big move from being a completely employer dominated job market, to one where the candidates are starting to get some choices. Client companies who want to take 5 weeks to make a hire are starting to lose their favorite candidate options to other offers.

How can this be? A variety of sources confirm that the unemployment rate for IT professionals is currently between 2.5% and 3.5%. It's important to know that economists consider full employment to be 4%. Which means employers cannot find the skilled IT professionals they need right now! If you find yourself struggling to find an IT position, please go to www.drivestaff.com/talks and review the presentation called "Finding and Getting Interviews" for some specific ideas about how to do this.

In this month's report I'm going to focus on helping both candidates and employers with the job search process, and each can probably also learn something by reading the advice intended for the other, so check it all out! Remember, if you have questions about the job search process, from either side of the desk, please email me so we can include it in an upcoming edition of this Report. In the meantime, have a great start to the new year!

Sincerely,
Paul Cameron
President
DriveStaff, Inc.
paul@drivestaff.com

Feel welcome to connect with me on LinkedIn at:
www.linkedin.com/in/paulcameron
(click on "View Full Profile", then "Invite Paul to connect", plug in my email address and send!)



...if you send me an invite, I WILL ACCEPT!

Or Follow Me on Twitter!



www.twitter.com/PC_Headhunter

Visit us on the web at: www.drivestaff.com
or call, 630-941-DRIVE (3748)

Paul's Speaking Schedule

We have a new [Calendar](#) feature on our website with Paul's complete schedule! Just visit www.drivestaff.com/clubs/calendar to see the full schedule for the rest of this year. You can also see his calendar on his LinkedIn profile at www.linkedin.com/in/paulcameron





Do you disagree with any of the tips in this newsletter? Call me out on it! Come to my next presentation and tell me what you think!

Would you like to hear one of Paul's job club presentations RIGHT NOW - FREE?? YOU CAN!!

4 of my presentations are available right now for free at www.drivestaff.com/talks! No downloading, just click and listen. Topics include: Staying Positive in a tough Job Search, how to Find and Get Interviews, the Job Search process in overview, and Advanced Interview Strategies.

What: Job Skills Building Seminar

Date: Thursday, February 2, 2012

Time: 7:00 pm - 9:00 pm

Location: CareerPlace
600 Hart Rd, Suite 275
Barrington, IL

Presentation Topics: Strategies to Effectively Sell Yourself in an Interview!

We will discuss interview strategies to sell yourself and position yourself in a "likable" manner within all of your interviews. We will be raffling off a free copy of our audio program, "Turning Interviews into Offers through Advances Selling Techniques" at this event. Additionally, there will be 5 to 10 copies available at a discounted "event price" for those in attendance.

What: JVS Chicago "Career Connections for Professionals"

Date: Thursday, February 15, 2012

Time: 5:30 pm - 8:30 pm

Location: Jewish Federation of Chicago
30 S Wells St
Chicago, IL 60606

Presentation Topics: Panel discussion with metro Chicago's top corporate executives and leaders!

Join Paul Cameron, and a panel of significant business professionals and authorities from various corporate sectors who will teach you about Following the IT Highway! Learn who and where Chicago's explosive "Enterprise IT" industry is heading so that you can position and prepare yourself. Having your head in the "Cloud" is not such a bad thing!

What: SMOW Business Networking Group, aka, BIZNET

Date: Thursday, April 19, 2012

Time: 7:00 pm - 8:00 pm

Location: St. Mary of the Woods
N Sioux Ave
Chicago, IL 60646

Presentation Topics: Strategies to Effectively Sell Yourself in an Interview!

We will discuss interview strategies to sell yourself and position yourself in a "likable" manner within all of your interviews. We will be raffling off a free copy of our audio program, "Turning Interviews into Offers through Advances Selling Techniques" at this event. Additionally, there will be 5 to 10 copies available at a discounted "event price" for those in attendance.

This is your invitation to Join the Chicago Technology Network!

Want to expand the usefulness of LinkedIn? Join a local, technology specific networking group! We created a group for Senior Technology Professionals exclusively in the Chicago area who want to stay connected for employment purposes. It's called the...





To join, you must be in the Chicago area, and either a technology professional, or someone who hires technology professionals. Does that sound like you? Then click this link: <http://www.linkedin.com/e/gis/52751/2B19231D7235>

Just for joining you will have access to our Resume Writing Tips Guide online and much more! We hope to see you in the group!

Wise Words for the Month...

"People are about as happy as they make their minds up to be."

- Abraham Lincoln

We're always looking for good quotes, so if you have a favorite you would like to pass along, we would love to see it!

Job Hunting Trivia

How can you quickly and easily distinguish good recruiters from bad recruiters?

Please visit www.drivestaff.com/trivia for the answer! (but try to guess before you peek!)

Turning Interviews into Offers through Advanced Selling Techniques

See numerous recommendations for this program from people who own it on my LinkedIn profile at www.linkedin.com/in/paulcameron.

We now have 8 of the tracks from this program on the web site for FREE!! Visit www.drivestaff.com/getmoreoffers to hear them all! No downloading of anything, just click and listen!

FREE Topics include:

- Questions you should NEVER ask during an interview
- Unusual / Unexpected interview questions
- Basic guidelines to answering the classic "Tell me about yourself" opener
- A proven sales technique to affect the employer's "gut feeling" about you
- Construction Thank You Letters

It's FREE, it will help you, go do it now before you forget! Enjoy!





Ask the Career Coach:

Question: I know I need to look at the company website, and I usually do a google search on the company, but what else can I do to give myself an edge before my interview in terms of research?

Answer: Great question! First things first, you are WAY ahead of most people already just by looking at the website and doing a Google search on the company. I can't tell you how many times I've asked "what do you know about the company?" to someone the day before their interview only to hear "not much other than what you told me." "You mean you haven't even looked at their website, which I sent to you?" "Not yet, I've been meaning to." Ugh. So you're already ahead of the game with what you are doing.

I'll give you my favorite little secret about research a company. Before I get to that, I start with what I feel are the basics. The first place you should look is of course their web site, but specifically look at their Careers page to see what OTHER jobs they have open. That could give you a clue about internal projects going on and the growth of the company. Then check them out on Zoominfo.com, Manta.com, and Google Finance. I'll also do a social media check to see what I can find out about them on Facebook and Twitter. The last thing I do as part of my basic search is to check LinkedIn.com for a company listing. There you can read what the company has written about itself, which is always a good idea to know what they think of themselves and just how many people are interested in them by checking their followers list. However, those are all standard procedures. I'm assuming everyone is doing all of that (although I'll say again, in my experience MANY people do not even check the company website before the interview).

Here's where to get some real scoop on a company: Using LinkedIn.com, do an "Advanced" People search. To the right of the search box you'll see the word "Advanced", click on that. Then do a search for anyone who currently, or has previously worked at that company. Once you have the list, start looking through their individual profiles. What type of information do you have on YOUR profile? It's essentially your resume, right? If you're like most people, you talk about what you've done, which technologies you've worked on and you list any promotions you've had. SO DO THEY!!!! Now you can get real insight into technologies, initiatives where they improved various processes and whether this company likes to promote from within - showing a likelihood of a career-path for you once you're in. That's information you won't get on their company website or on Google. Give it a try and see how it works!

Ask the Career Coach:

Question: Why would **employers** want recruiters to prepare candidates for interviews? Isn't that like cheating? Wouldn't they get a better vantage point to see how people really are if they don't know what to expect in the interview?

Answer: I hear this from time to time from some employers, in fact, I just heard it again recently from a new client who unexpectedly called my candidate BEFORE the scheduled appointment so he wouldn't be "prepared" and so he could see a "real picture" of this candidate. The candidate did okay, but he certainly could have done better. The employer and I had a good discussion about it afterwards, and I thought if there were other employers who share this opinion that they might be interested in the topic as well.

I'll start by asking a question. Let's say you were back in college with a full load of classes, everything from Economics to Philosophy to Ancient Religions, and tomorrow you had a test to take. Do you think you would be able to give the school a better, or a worse, illustration of your abilities if you were not told which subject the test would be in? In the reality of life, you would not only know which professor would be giving the test for which class, you would know which chapters of which textbook to study. Having that knowledge would allow you to prepare yourself and perform at your best.





So let's bring this closer to home. How often do you walk into a business meeting having absolutely no idea what subject matter will be discussed? "I have a meeting at 3pm today, but I have no clue what we'll be talking about." The answer to that SHOULD be, "not very often, if ever at all." Realistically, a majority of the time you will know what is going to be discussed ahead of time, allowing you the opportunity to prepare...and why prepare? So you can perform at YOUR individual best. So why then do we expect interviewees to come in blind, and yet we expect to see a BETTER assessment of their abilities performing at their best?

When we ask someone to arrive unprepared, what are we really assessing? Are we assessing their ability to do the job, or their ability to improvise in an unprepared situation? When people are faced with the unknown, and the consequences of failure are great, that's when nerves can set in. When we're nervous, it can affect the way we think, the way we process information, and the way we respond in certain situations. The fact is that if each candidate has the opportunity to prepare, knowing the itinerary, how many people they will be meeting with, the subject matter they will be asked about, then they will be able focus on the expectations of the conversation confidently and you, as the employer, will be able to see each person at their best. **Now instead of comparing each candidate on their ability to improvise, you're comparing the best of what each candidate has to offer on how they will fulfill your job opening.** Ever wonder why some companies make so many bad hires? This is a huge contributor, they aren't assessing the correct set of skills from the candidates. In my experience, the companies that make sure each candidate is prepared equally tend to make the best decisions.

Here is a quick Hot List of our Client Needs. To view the full job descriptions and applications for the following positions as well as to stay current on all of our open positions, please visit www.drivestaff.com/jobs. That page is kept current on a daily basis.

Java Developers (9 openings, 3 companies) - Downtown Chicago, Northern Suburbs, West Suburbs - Direct Hire and Contract available

Oracle Developer - Northern Chicago Suburbs - Direct Hire

Data Warehouse Architect- Northern Chicago Suburbs - Direct Hire

Report Developer - Northern Chicago Suburbs - Direct Hire

Dynamics GP Applications Analyst - Chicago, IL - Direct Hire

Sr. Web Developer with Oracle, PL/SQL and Java - Chicago, IL - Direct Hire

IT Manager - Northwest Chicago Suburbs - Direct Hire

Windows Systems Administrator with VMWare - Northwest Chicago Suburbs - Direct Hire

We have over 70 open positions right now!!!! Please visit www.drivestaff.com/jobs to see the rest!

Please check out www.drivestaff.com/jobs for more positions. Remember, if you apply to any of our openings you can log into our system and view your current status anytime day or night!

You can also set up a Job Agent for yourself within our web site to be automatically emailed every time a new position opens up that meets your needs. It's a FREE source of REAL JOB LEADS, please use it! You can now get a FREE copy of our 4 page Job Hunting Tips Guide just for creating your Job Agent.

630-941-DRIVE (3748)





Article of the Month: 10 Job Search Tips for 2012

by: Justin Thompson, CareerBuilder Writer

This article can be found at: <http://www.careerbuilder.com/Article/CB-2757-Job-Search-Strategies-10-job-search-tips-for-2012/>

Whether you're employed, unemployed or somewhere in between, it's important to keep your network strong. Stay in touch with people and help them whenever you can; you never know when you may need some help yourself! Feel free to forward this newsletter on to anyone you feel could benefit from it. Have a great month!

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OR... log into your page within our system at www.drivestaff.com/jobs, click the "Update Your Info" button and select "Yes" for the DS Network Report. If you don't have a password, click "Give me a Password" to get one.

