

TAKING CHARGE

## FINDING THE PERFECT MATCH

Technology now allows job matching to move into a new era

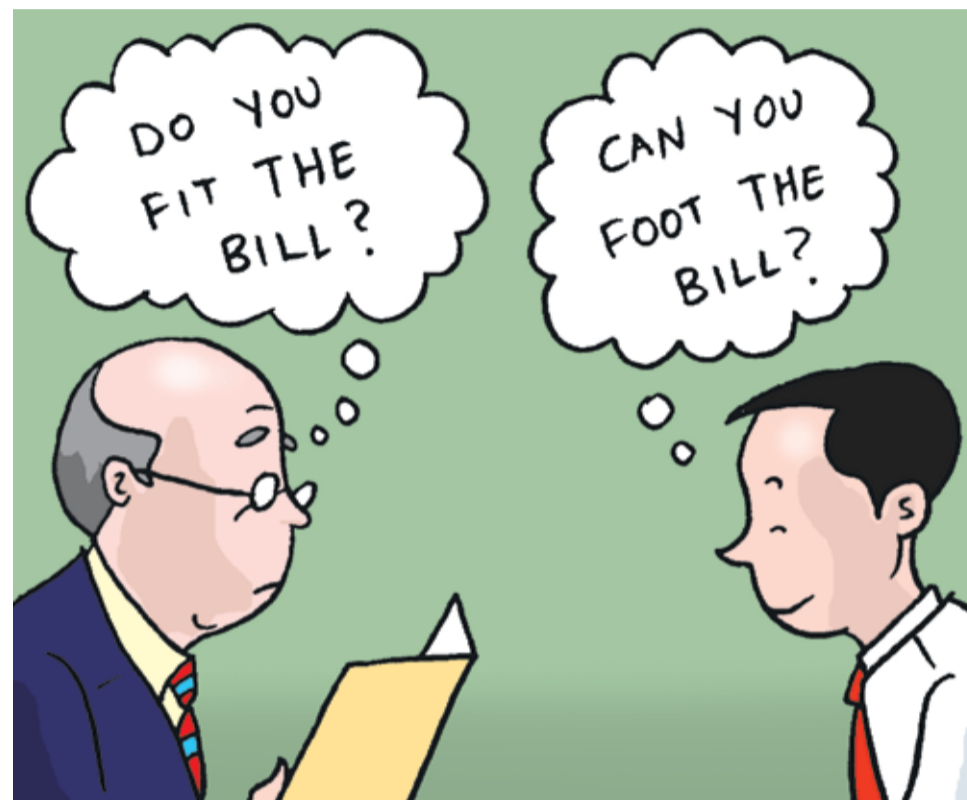


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THE simple matter of an ad in a local paper, a few applicants and a handful of interviews began to get more complex 20 years ago.

Personal mobility, employees' desires to change not just companies but countries, and employers' tighter job specifications all led to a need for better job markets and faster information. There was another factor at work, too. Company culture became recognised as a reality. It had always existed, of course. Great patriarchal families such as Cadbury or Mars and early enlightened employers such as Marks and Spencer had attracted the cream of the available talent for generations. In Japan, the company was often an employee's whole life, taking precedence over family and personal ambition.

Then, quite quickly, the picture changed. One cause was the recognition of the value and scarcity of real talent. The wage gap between the "average" employee and the top widened. Systematic training started, partly because of technology spreading its tentacles from factory into office and partly because employment costs demanded that every ounce of productivity had to be achieved to make a job viable.



FAIZAL

This soon led to a recognition that the cost of an employee was not the wages and perks but the accumulated investment the company had made in his or her job and, subsequently, the maintenance of that asset in a changing technological world.

It was these influences that led to the rise of job portals and companies such as Monster and to the growing awareness that hyperbole in a CV plays a very little part in securing a job. My experience is it often turns off an employer because he has

read it all before and is not prepared to do so again. Time spent reading copy-written CVs is resented, as is the carbon footprint involved in travel to interview overseas talent or the cost of bringing candidates long distances only to find out they in no way fit the bill.

So poor is the quality of many CVs that a simpler style is long overdue. At least one new service is shortly going to provide an online format for this. Meanwhile, if you are concerned about your CV and you

care to send it to me, I will let you have a comment on it together with a content checklist to ensure what you are presenting is useful. I do not charge for this and all information sent to me will be held in strict confidence.

Technology now allows employee/job matching to move into a new era where "essential fact CVs" coupled with a short video provide a desktop way of searching through the credentials of many potential employees and producing a short list in a fraction of the time it used to take and at a tenth of the cost. All this can initially be done without revealing the employee's identity until she or he is ready to do so.

New services such as SeeMeCV display enough information for an employer to make the decision to interview with twice the chance the employee might be hired than any other system provides. Candidates will still need skills in the preparation of their one-page CV and in filming their video clip. They will require excellent interview performance and all the emotional intelligence that face-to-face meetings always demand. But at least they will be reviewed faster, called to fewer wasted interviews and confronted by fewer frustrated employers wondering how to fill the half hour they know will not lead to a job offer.

The age of the useable CV has arrived. Is yours up to date and up to scratch? I suggest you review it now.

John Bittleston mentors people in business, career and their personal lives at [www.TerrificMentors.com](http://www.TerrificMentors.com).

### CEO 101

#### HOW DO YOU ADDRESS THE ISSUE OF WORKPLACE HARASSMENT?

MS ANNIE YAP, CEO, THE GMP GROUP:

As a staffing and human resource consultancy, GMP treats employment practices and the welfare of our staff all the more seriously.

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a kind of internal neighbourhood watch.

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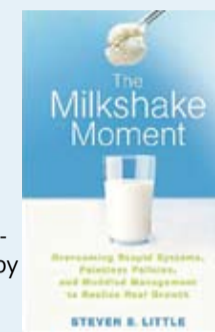
This system of whistle-blowing has proved to be quite an effective deterrent.



### BRAIN FOOD

#### THE MILKSHAKE MOMENT

By Steven S Little



If you have watched *Office Space*, the 1999 cult movie directed by Mike Judge, you will know there is nothing worse than being saddled with a boss like Bill Lumbergh (played by actor Gary Cole).

Under his watch, the work place – in a word – sucks. Your individuality gets subverted and your drive deflated.

Lumbergh's oppressive yet completely pointless behaviour at work pushes his subordinates to the edge; he arrogantly ignores their views as he repeats his mantras: "Yeahhhhh ... Did you see the memo on this?" and "Yeah ... I'm also going to need you to go ahead and come in on Saturday."

In *The Milkshake Moment*, growth guru Steven S Little argues that overcoming such stifling practices can only lead to better things.

It is time to stand up to the Bill Lumberghs of the world, Little says, and everyone needs to play a part – no matter where they are on the corporate totem pole. "Regardless of who you are, what you do or where you do it, it is up to you to be personally invested in your organisation's growth," he writes.

"If after reading this book you are still certain it is the other people in your organisation who are truly hopeless, then you need to quit."

As far as business books go, Little's tone is humorous and completely irreverent. "While (most businesses) are setting their sights on innovative growth initiatives, they are continually shooting themselves in the foot," writes the author.

Only after we begin to remove our self-imposed barriers can we focus on the idea of *carpe diem* (Latin for "seize the day"), he notes.

To develop the actions and the attributes of a true growth leader, the author offers some insightful, if somewhat obvious, pointers. First, you will need to understand the difference between being managed – being told what to do – and being led. Most of all, you need to hone your judgment skills through experience to enhance your wisdom.

The author admits it is no easy task, but the end result could be a rewarding one for your career. ZUL OTHMAN

## 50,000 jobseekers at JobsCentral fair

AT A time when employers have become more selective and cautious in hiring, and job-seekers might find it more challenging to land their dream jobs, some sectors are showing no signs of slowing down on the job front.

The areas of finance, aerospace, logistics, interactive digital media and tourism "will continue to create many good jobs", according to Senior Parliamentary Secretary (Manpower) Hawazi Daipi.

Some 60 employers from these sectors were at the JobsCentral Career and Learning Fair 2008, held over the weekend, to offer fresh graduates and working professionals not only new job options but upgrading opportunities as well. On hand to offer advice on skills upgrading choices were the five polytechnics, the Workforce Development Agency and other higher education training providers. The fair, held in partnership with MediaCorp, featured a record total of 90 employers, such as eBay and Sime Darby, compared to 70 last year.

Organisers said more than 50,000 job-seekers turned up for the two-day job fair held at Suntec Convention Centre.

### Treating employees fairly and with respect creates a harmonious environment

Senior Parliamentary Secretary (Manpower) Hawazi Daipi

Mr Hawazi reminded employers, however, to hire on merit and to be fair to employees. "While discrimination might be low, small pockets of the workforce could be facing challenges in employment search because of their age, gender or marital status, *et cetera*."

Both workers and employers lose when there is workplace discrimination. While the worker is denied a fair opportunity, the employer limits his pool of possible talent and the chance of recruiting the best person for the job," he said.

"More importantly, treating employees fairly and with respect creates a harmonious environment that better motivates and retains valued employees. This is critical for any business that seeks continuity and growth."

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Suchana S.

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