



## The Depression Made Us Do It!

Given the continued nosedive our economy is in, AND the trench warfare our captains of industry are waging against the American workforce, we decided to get back to providing news you can use in your job search and professional development.

## As always we need to hear from you.

Tell us what you would like to see covered in upcoming issues. You can find a lot of useful information on our website:

[www.TheChazinGroup.com](http://www.TheChazinGroup.com) and our blog - <http://thechazingroup.blogspot.com>

## Enter The Mind of HR (and Recruiters) For Job Search Success.

In order to plan a strategically focused, effective job search you have to stay on top of what's happening in the HR industry, and follow the recruiting field. Some of the best resources you can tap into to accomplish this include the following. I STRONGLY suggest you check these out...there are nuggets of job search **GOLD** to be found:

[www.Workforce.com](http://www.Workforce.com)  
[www.ERE.NET](http://www.ERE.NET)  
[www.HREOnline.com](http://www.HREOnline.com)  
[www.HROToday.com](http://www.HROToday.com)  
[www.WORKBLOOM.com](http://www.WORKBLOOM.com)  
[www.RecruitingBlogs.com](http://www.RecruitingBlogs.com)  
<http://community.ere.net/blogs>

Sign up to receive e-newsletters from **SmartBrief on Workforce** (send your email request to [workforce@smartbrief.com](mailto:workforce@smartbrief.com))

## Great Reads!



**Engagement is Not Enough: You Need Passionate Employees to Achieve Your Dream** by **Keith E. Ayers**. This invaluable book does a fantastic job reinforcing to employees and business owners alike, the need to have a truly engaged workforce as a competitive advantage.

## May / June Economic "LOW" lights

- ❶ Last month, 467,000 jobs were lost (the population of Miami, FL), bringing the U.S. unemployment rate to 9.5%. This is the highest level in 26 years;
- ❷ In the whole U.S. insurance, banking, and financial meltdown only Bernard Madoff has been found guilty (so far). Shouldn't other heads have rolled by now at AIG, the Federal Reserve, Lehman Brothers, Freddie Mac®, Fannie Mae®?
- ❸ The latest Bureau of Labor Statistics report says: "The number of long-term unemployed (those jobless for 27 weeks or more) increased by 433,000 over the month to 4.4 million. In June, 3 in 10 unemployed persons were jobless for 27 weeks or more." These are still included in the unemployment rate. However, the report notes that about 2.2 million more Americans are out of work, want to work, but have grown so discouraged that they have largely given up. These workers are not included in the unemployment figures.
- ❹ **California** is officially **BANKRUPT**. It will not be able to pay people until October, at the earliest.

# CAREER CONNECTIONS

## Ethan's Article Entitled: "Unleash the Hidden Talents of Your Employees" Appears On Astron Solutions Website.

An article written by Ethan Chazin to demonstrate how a proprietary *Human Capital Development* tool developed by The Chazin Group can be used to identify employee core competencies that are not being used by their employers can be found at:  
<http://astronsolutions.com/library/astronomy.htm>

## Vendor & Business Resources

### Email Marketing:

[www.ConstantContact.com](http://www.ConstantContact.com)

**Social Networking:** a great marketing resource entitled: "E-book: The Virtual Handshake" by **Scott Allen** can be downloaded at:  
[www.amanet.org/books/handshake/VirtualHandshake\\_72869.pdf](http://www.amanet.org/books/handshake/VirtualHandshake_72869.pdf)

### Business/Management Insights:

[www.BNET.com](http://www.BNET.com)

**Create A Blog:** [www.blogger.com/start](http://www.blogger.com/start)

## Networking Corner

Useful networking resources:

- Your School Alumni organization
- Your local Chamber of Commerce
- Start Your Own Networking Group...ask us how!
- Business Marketing Assn.  
[www.marketing.org](http://www.marketing.org)

## IN THE NEXT ISSUE:

**Entrepreneurship:** Everything

You **MUST** consider when starting your own business!

## Networking "NO-NOs"

Having been involved with many networking groups, I have come to the conclusion that MANY people DON'T know how to SUCCESSFULLY work a networking event. Instead of going to a networking event with the mindset that you are going to "sell" people at all costs about yourself, I suggest a different approach.

Ask people what the most critical challenges that they face; how the Depression has hurt their financial prospects, their job search, their business, and what their greatest challenges are in growing their business, generating leads, introducing new products to market, advertising/promotions, retaining staff, expanding their business into new markets, etc. Your approach should be – **to be as interesting and interested in others as possible.**

Research who will be in attendance before you go to a networking event. Most people have bios written about themselves, either on a social media site such as LinkedIn or they have a bio on their company website. Were they on a panel discussion? Do they belong to a professional Association?

The more you learn about others before AND DURING the event, the more likely you will be to make a great first impression. ALWAYS approach a networking event as an opportunity to build relationships by seeing how you can help them...**NOT** what they can do for you!

Someone who can help people resolve their issues by generating revenues, reducing costs, improving processes, or just plain old solving others' problems will be extremely successful.

If you take the approach of forcing yourself on someone else, the desperation in your approach will come through IMMEDIATELY. People gravitate to others who embrace their issues and work to provide solutions. Be that kind of person and you will excel in networking, by providing solutions to challenges that others face.

### Refer A Friend

Do you know some one that can benefit from this newsletter? **Send us their email.** We'll add them to our list. They'll appreciate you...and so will we!

Comments? Let us know at: [Ethan@TheChazinGroup.com](mailto:Ethan@TheChazinGroup.com) or call (917) 239-5571