

INTELLIGENCE

Job Market Jungle

By Eva Kaplan-Leiserson

For both job seekers and job offerers, the U.S. employment market these days is a frightening place. Unemployment is way up, but so is the number of specialized jobs going unfilled. How is one to navigate the dangers of the job market jungle and emerge safely on the other side?

New tools can help.

For employers

Web-based recruiting, plus. Recruiting online can save time and money, but it often generates a glut of candidates who don't fit in with organizational culture. A study published in the *Journal of Applied Psychology* found that online screening in which applicants review information about the

company, express their value preferences, and then receive feedback on their fit with the organization can save time for applicants and employers, and help make better matches.

Situational interviews. Old-style interviewing is minimally accurate in predicting job performance. Situational interviewing, in which applicants

New tools help seekers and offerers find their way and emerge safely.

role-play sticky job situations in front of their interviewer, has the highest accuracy in predicting performance of any interviewing technique. (This according to the *Handbook of Industrial and Organizational Psychology*.)

Speed interviewing. From speed dating, in which participants spend just a few minutes talking with each potential love match, comes this workplace twist. At Spring Street Networks, job applicants were invited to a Manhattan pub and each given 15 minutes to wow the Spring Street team. The top candidates were invited back for a longer interview.

For job seekers

Mr. Mom. In the United States alone, there are 1.7 million unemployed married men. Corporate downsizings and a tight job market have kept them home. But the good news is that their wives are picking up the slack, bringing

in income while the men stay home and take care of the children.

It's difficult to find hard data, but estimates are that in 11 percent of marriages, the wife earns 60 percent or more of the family income. This trend is showing up in popular culture: In *Friends*, Monica supported her husband Chandler while he was unemployed. In *Daddy Day Care*, Eddie Murphy plays a laid-off dad whose wife brings home the bacon.

Career agents. Once reserved for wanna-be celebrities, agents are making an appearance in the workplace world. Canal Street is a talent agency that works with mid- and senior-level executives who don't have time to manage their careers while working full-time. The agents act as executive recruiters, career coaches, and compensation attorneys helping clients not only find and land positions, but also, once the clients are >>>>

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BiZZ the buzz about small business

Small businesses will be key in helping the U.S. economy recover, predicts trendsters The Herman Group. Future economic growth will come from microbusinesses with just one or several employees. These companies can be "responsive, agile, and resilient," as well as highly mobile, and technology enables them to do just about anything a larger company can do, and more.

Some cities, however, still have laws that prohibit businesses being run out of homes. Wise communities, The Herman Group advises, will get rid of those statutes and welcome these active, tax-paying citizens. "The future," Herman says, "is small."

News Flash:

Plateau Systems has won a contract to help the U.S. Transportation Security Administration train up to 70,000 airport screeners. As a subcontractor to Lockheed Martin, Plateau will be responsible for administering Web-based courses and managing training files. Lockheed Martin's systems management group will be providing the course content.

<> [Source/ Plateau Systems and the Washington Post](#)

Why Women Don't Rule Update

The topic that struck a nerve with readers  Intelligence, T+D April and June is examined in new studies by Catalyst  www.catalystwomen.org/press_room/press_releases/20030603.htm and PNA; Email  info@chenpr.com and ask for the "Internal Glass Ceiling" white paper.

There's also a fascinating article in *Business Week*, "The New Gender Gap," on how boys are becoming the second sex  www.businessweek.com/@@wyMjYUQq3RwwBEA/magazine/content/03_21/b3834001_mz001.htm (must complete free registration).

PolicyNews

A snapshot of U.S. federal legislation and policy affecting workforce development and the HRD profession.

Federal Chief Human Capital Officers Named

The director of the United States's Office of Personnel Management (OPM) announced the U.S. government's new Chief Human Capital Officers (CHCOs) on May 24. A provision in the Homeland Security Act of 2002 requires each executive department and major agency to appoint a senior-level official as CHCO. Together, the CHCOs will be responsible for selecting, developing, training, and managing a high-quality, productive government workforce.

The act also establishes a Chief Human Capital Officers Council, chaired by the OPM director and made up of the CHCOs of cabinet departments, the council will oversee and coordinate workforce planning issues including modernizing human resources systems, improving the quality of HR information, and advancing legislation affecting HR operations and organizations. In addition, a CHCO Academy is being developed to create a shared understanding of the CHCO positions within the federal government.

hired, negotiate raises, network, and increase visibility. Back to school. Can't get no respect? Not just Rodney Dangerfield is hitting the books again. Going back to school has long been a way to improve one's career, but this strategy is gaining momentum as unemployed workers who can't find jobs take classes to fill time and boost their skills. Some keep up-to-speed

on their current fields; others take courses in new fields to make a career change. Still others just audit classes, not completing assignments or exams but listening to and participating in lectures.

Whether you have a job to fill or you're looking for one, pick from among these new tools and traditional ones to safely make your way through the job market jungle.

 Sources/Fisher College of Business at the Ohio State University, *Business Week*, *Fortune*, msnbc.com, The Herman Group

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SurveySays

Age matters in e-learning preferences and motivations, says a new survey by Cambridge Online Learning. Twice as many 16- to 24-year-olds (33 percent) were concerned about "levels of support" in courses than 45- to 54-year-olds (15 percent). The younger respondents were also dramatically more motivated to take training by "better job and salary prospects" (75 percent) than their older colleagues (47 percent).

The 45- to 54-year-olds were more interested in courses with "relevance to real-life work" (31 percent) than the younger set (23 percent).

 Source/personneltoday.com