

CHICAGO SUN-TIMES

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December 2, 2004

Holiday job search is likely to pay off

FEATURED LETTER

For decades the unemployed and "working miserable" have slowed down, if not given up, their search for a new job around the holiday season. Except for retail, no one is hiring -- not this season! With George W. Bush a decisive winner in this fall's presidential election, the economy on an upward trend and more new jobs created in October than any time in the last six months, job seekers have some very good reasons not to say, "Bah -- humbug."

With a Republican in the White House, big business realizes that the corporate tax cuts are not only going to stay; perhaps they will get better. What does this mean for the job seeker? With more money, these companies will be expected to expand and grow, and the only way to do that is with more people. With Sarbanes-Oxley [the federal law requiring the filing of more accounting reports] still the hot topic in the finance world and education booming as well as legal and health care, job seekers once again may be in the driver's seat.

While hiring managers and executives used to be "off for the holidays," this year both big and small company leaders are digging in their heels and preparing to grow in 2005. For the first time in more than three years, corporate leaders are anticipating growth rather than preparing for survival. Sarbanes deadlines are looming, and the result is not only in permanent hiring but also more contract and temporary labor. This allows for the unemployed to jump back into the world of the working and begin to realize what this new economy holds for them. Health care appears to have no lag in sight, as the issues not only with the aging baby boomers is coming closer, but also with prescription drugs, insurance and health care.

However, the job seeker has to realize the economy of scale is different. Corporate profits are more heavily scrutinized, thanks to the Enron, Andersen and Worldcom scandals, and the employee of today is expected to appreciate the opportunity provided by the employer more than in the "go-go '90s." Once members of the work force realize this, they will be ready to succeed.

Salaries are steady if not down a bit from five years ago, and it is time for people to realize that too. The idea of having to prove yourself before making more money is an old concept that is new again, and this generation of workers must acknowledge that.

By realizing that companies need people this year and that there are positions open at all levels, our working class needs to be aggressive this holiday season and set their sights on the opportunity rather than what they think they are "worth." Corporations need strong, skilled employees to work where the companies need them -- not where the employees believe they should be. Prove yourself once you're in with your walk, rather than asking for more money up front with your talk.

It's hard to believe it was 1979 when Dustin Hoffman's character in "Kramer vs. Kramer" took a job for 20 percent less money simply to have a job in order to provide for his family and keep custody of his son. What a novel idea: to take a job because you need one.

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