



January 2010

APN - Staffing & Employment Solutions



Wishing You a Happy, Healthy and Prosperous New Year!

From APN Staffing and Employment Solutions



Out with 2009 and in with 2010

By Kevin OConnor, CEO

The past few years have been challenging to say the least...whether it's been a loss of job, reduced 401k balance, lost home, or slashing employee expenses in total compensation programs at work, each of us has a new reality check with reduced expectations emerging on the backside of 2009. We've all struggled in some way this year, whether it affected us personally or through some member of our family. And because of that struggle, I think that many have a new found appreciation for the things that really matter in life such as our health, job stability, financial soundness, family, freedom, country and faith.

Now having said this, I'm sure none of us want to continue to experience another year of the same and want to move forward positively.

As you enter into 2010 it is time to assess the performance of your business and your career; here's is essential list of what should be done to ensure you are headed in the right direction to be successful.

Business Plan Review:

1. Review how this year contributed to your overall business; create a solid business plan for 2010.
2. Analyze your financials; effectively know your bottom line and monitor ongoing.
3. Develop goals and strategies; create realistic and measurable goals, reviewing monthly or quarterly and adjust accordingly.
4. Review your new business development and retention strategies; Always look for ways to increase your customer base and how to keep them.
5. Review your Employee pool; including retention, performance and managing future growth and work volume. Do you have "the Right Staff and the Right Fit" employees?
6. Be aware of your competitors; Know who they are, what threat they are and create ways to be competitive in your product and services.
7. Assess your marketing strategies; What's working, what's

not working effectively and is it providing ROI? (Return On Investment)

8. Analyze your website; Is it servicing your business in the way you want, generating new business, informational and ecommerce needs?

9. Assess your technology; Are they the right systems and programs to track and work effectively?

10. Have an open mind to challenges with a positive attitude and stick to your business plan commitment; you have a plan and it might require changes along the way but whatever the changes to make it succeed commit to them.

I'm optimistic going into 2010, along with other hiring sources, I'm seeing a rise in hiring over the past month and a better job outlook in 2010.

Click on the following link to learn more:

http://news.yahoo.com/s/nm/20091229/bs_nm/us_workplace_hiring

Career Plan Review:

Do a self assessment; gather and review your skills, personality and motivators. Do you need a career change or want advancement opportunities?

2. Explore and determine career interest options; identify from your self assessment what career you want to pursue that satisfy you.

3. Develop a list of goals; create both short and long term goals, professional and personal.

4. Create an action plan; How will you get to where you want to be? Training, degree, career counseling?

Go for it! And be positive; You have a plan, execute it, adjust it as you need to and remain positive.

"Headhunting is more important than ever"

Unemployment in America has gone from virtually 0% four years ago to well of 15% today if you factor in the unemployed as well as the "I have given up looking". This just makes the recruiting process that much more difficult because the apparent perceived availability of top candidates. Do not be fooled, this deluge of applicants.

The economy and the way business is done have change, but the nature of business has not. Companies are in business to make money and they will continue to obtain the best employees to ensure that this ultimate goal will continue to be met. This is not to say great candidates have not been displaced through no fault of their own, this is only to say that it is even more difficult to see the forest through the trees. The top producers are busier than ever managing their jobs and they are just that more difficult to reach.

Placement firms are more important than ever because of their ability to reach these passive candidates. Top produces are less likely to venture into the job market on their own because the feeding frenzy

that is currently taking place in this job market. Headhunters work continuously developing their network of talented individuals who are currently making a difference in their currently position. Executive recruiters are more important than ever because of their ability to attract the top producers, the right candidates companies need to survive this business environment.

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