

Executive InfoSource

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Spotlight on PR



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With this edition of the *Executive InfoSource*, we would like to highlight the Bloom, Gross & Associates PR Practice. This practice area is composed of three recruiters: Tina Carroll Dugas, Sr. Associate; Jocelyn Hecht, Sr. Associate; and Lisa Giovenco, Associate, who have close to thirty years of collective experience in the fields of staffing and recruitment. Their search efforts encompass all areas of corporate communications from mid to senior levels and from Fortune 500 corporations to top PR agencies.

BG&A supports a number of professional organizations like PRSA, IABC and BPRS through our dollars and our active participation. We also advertise with various trade publications. You can see our banner ads on *PRWeek's* Job Posting web site and on Bulldog Reporter's Daily Dog site. In fact, the articles re-printed in this newsletter were originally published as Op-Ed pieces in the Barks & Bites column of The Daily Dog and we are pleased to share them with you here.

Executive InfoSource is a publication of **Bloom, Gross & Associates**, an executive search and management consulting organization specializing in the recruitment of marketing and communications professionals, on a national basis. We welcome your comments or suggestions.

To see our banner ad, visit these two sites:

www.prweekjobs.com

www.bulldogreporter.com/dailydog

Diversity in the Workplace

What does it **REALLY** mean?

By Tina Carroll Dugas



Gather 10 people in a room, all from different companies, different ethnicities, and ask them one simple question: What does diversity in the workplace mean to you? And you'll get at least 10 different answers.

Whenever we get an assignment from a client and we're told the company places

emphasis on workplace diversity and diversity hiring, we never presume to intuitively understand what they're talking about. One of our clients challenged his employees to define "diversity," and he offered a very specific view: If everyone in your department or division comes from within our industry, then we don't have diversity."

Diversity has been on the hot list of subjects for quite some time. For many of those who are of color, like me, it's always been a hot topic. But more recently, it's getting more attention. Look at the charges made against some of the top ad agencies, for example. There appear to be more Heads of Global Diversity at corporations now than ever before. If you attend any of the Black PRSA conventions and meetings, you'll see a good number of companies and agencies attending who support diversity hiring. I'm sure if you give it a quick thought, you can come up with at least one other recent encounter of "diversity" in action.

So is diversity simply a trendy conversation point, great for cocktail chatter at the next gathering of PR pros? Why is diversity so important...to you...to your company...to the rest of the world? Consider the following factoids:*

- From a global perspective, "traditional majorities are becoming minorities"
- Diverse populations are the majority in America's ten largest cities
- 95% of the world's population is outside the U.S. and majority growth in the global workforce is from non-Caucasian workers
- Hispanics, numbering 42.7 million as of July 1, 2005, are now America's largest minority

Now consider the following stats from *PRWeek's* 2005 Diversity Survey: Among PR agencies and corporations, ethnic diversity comes in neck-and-neck at just under 20% of total employee population.

Our world is rapidly changing. Are we truly doing our part to step up the pace? Are we each doing our part to help ourselves, our companies, our clients to be leaders in a diverse world, going forward?

Simply put, endorsing and enacting ethnic diversity in the workplace is not only the right thing to do, it's the intelligent thing to do. Consumers, here in the U.S. and beyond our borders, are diverse, not only by ethnicity, but by age, gender, sexual orientation, and mental and physical abilities...for starters.

I came across one neatly worded definition for diversity that I like a great deal: Diversity is all the ways in which we differ. Going a step further, for me, it is also all the ways in which we make a difference.



Tina is recognized by AIRS (Advanced Internet Recruitment Strategies) as a Certified Diversity Recruiter, providing clients and candidates with expanded search capabilities.

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*Gathered from U.S. Census Bureau and AIRS Human Capital Solutions.

How to Win the War for Talent

Ten Ways to Hire—and Keep—the Brightest in PR

By Karen Bloom



From mid-2000 until late 2003, the economy was in the doldrums. We had the tech bust that followed a tremendous tech boom. We had the tragedy of 9/11 and we had a recession that was never actually called that, but which sure felt like one. Hiring in general slowed down and, in some sectors, came to almost a complete

stop. Certainly, we were not recruiting as many young people into PR agencies (the best training ground for future PR leaders) and many corporate communications departments had long ago stopped hiring people at low levels anyway. Layoffs were felt at all levels, but particularly at senior levels, at both agencies and corporations.

Things have changed since early 2004. The economy has stabilized and budgets have been restored or increased for communications projects. However, until recently, spending on new jobs was kept to a minimum as employers cautiously managed their workforce expenditures. This contributed greatly to a feeling that all companies were doing more with less.

As is so often the case, perception and reality take some time to find each other. We are now seeing a much more energized job market with many of the restraints, felt by employers, falling away. Employers, especially PR agencies, need to staff up and they now want to hire the best and the brightest.

But where are the people? Ah, yes, the war for talent that “they” have been predicting for years is finally being felt.

One last thing that agencies might want to start looking at now — as this trend will certainly continue for the next ten years or so — is the hierarchical structure that most agencies ascribe to. Creating flatter organizations and using more senior level people in flexible roles as sort of “SWAT team” project members may be the best way to serve your clients in the future.

Don’t let those senior people retire or those “moms” quit. Offer them a unique and flexible way to stay involved with your company. The level of skill that you will offer your clients with a redesigned organization will be unbeatable and the training that will be offered to your new and junior employees will be invaluable.

Remember, it is a war out there — prepare for the battle.

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So how can you compete in the marketplace for the talent you need? Here are ten ideas to consider:

- 1. Make sure you have a strong employment brand and get the word out far and wide.**
- 2. Examine your college recruiting strategies to make sure they are the best in class.**
- 3. Put your money where your mouth is — support scholarships and internships.**
- 4. Be creative in how you approach diversity hiring, and make it a priority.**
- 5. Spend more time in on-boarding new employees to ensure that they have a very positive experience from day one.**
- 6. Ask your top talent to recommend their friends, and be sure your employee referral program is well managed and offers proper incentives.**
- 7. When necessary, use reputable outside recruiters to assist you in finding that “needle in a haystack” candidate.**
- 8. If the position will allow you, hire for attributes and train.**
- 9. Try to keep your Baby Boomers — if they will stay in the job market, this will be a huge help to offset current and predicted talent shortages.**
- 10. Offer flexible work schedules when and where you can.**

BG&A HOSTS ONLINE BOOTH



Bloom, Gross & Associates is honored to participate in the first ever *PRWeek* Interactive Career Fair to be held on Thursday, December 7, 2006. This 12-hour event, taking place from 9:00 a.m. until 9:00 p.m., will afford industry professionals the opportunity to explore our online booth, learn about our services, search for relevant positions, interact live with our associates, and drop off their resumes — all from the convenience of their desktops.

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