

Executive InfoSource

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Spotlight on Advertising



Susan Q. Sedler

marketing, direct, CRM, digital and sales promotion among a national base of clients that boasts some of the best brands in the business.

Susan enjoys the result of many long-standing relationships that have been built on years of quality results, confidentiality and integrity. She launched her recruiting career in 1983, and for ten of those years, she owned and managed her own search business (specializing in agency and corporate advertising assignments) before joining Bloom, Gross & Associates in 2002. Prior to starting her career in executive search, Susan was a Group Media Director at FCB/Chicago, working on a variety of packaged goods accounts, including Kraft, Inc. and S.C. Johnson & Son, Inc.

Susan has a BS in communications from the University of Illinois and an MBA from Loyola University. Strongly believing that it is important to “give back” to the profession that has been so good to her, Susan presents seminars to college students on “How to Market Yourself for a Career in Advertising.”

As Susan reminds us, “The advertising landscape is rapidly transforming with new technology, enabling advertisers to connect with consumers and establish a dialogue. The new communication channel opportunities are both overwhelming and electrifying. I am working on positions that didn't even exist three years ago!”

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.

With this edition of the *Executive InfoSource*, we would like to highlight the Bloom, Gross & Associates Advertising Practice. This practice area is led by Sr. Associate Susan Q. Sedler, who has worked in the field of recruiting for 24 years.

Susan successfully manages the firm's advertising practice, placing candidates in positions in corporate advertising, advertising agencies and media management. Areas of focus for the practice also include integrated



A List of What Recruiters Should Read and Recommend to Their Hiring Authorities

By Kevin Wheeler

Quite often, recruiters ask me to recommend today's best books and blogs. I've compiled some links to blogs that are a bit out of the recruiting mainstream and are not written by recruiters. These blogs provide you with a slightly different view of things and often from a wider perspective as well.

Out of the hundreds of books that are published every month, only a very few make my list. I try to recommend books that I will refer back to and that carry a message that isn't faddish. The three I list here are all keepers.

BLOGS —

The Future of Work, written by Charlie Grantham and Jim Ware, contains powerful commentary and research on how the way we work is changing. They document everything from work/life balance to telecommuting and explain the trends and issues that crop up.

These two have been working and documenting the changing workplace for several years. They have case studies and numerous examples of new styles of organizational structure, as well as new ways that people are working. Every recruiter is going to face candidates and hiring managers who are in conflict over work styles, time, and place. This blog may help you (or them) better understand and find solutions to these clashes.

Fast Company, the magazine that probably best documents the emerging world. It covers everything from how we are changing work, travel, food, and clothing to how talent is changing. It offers excellent and insightful information on a range of topics, including talent and recruiting.

For insight into how the generations clash and mesh, Russ Eckel's blog, *Generations at Work*, is essential reading. Russ discusses everything from the emerging millennial culture to mentoring.

Perhaps the funniest and most controversial of generational bloggers is Penelope Trunk (who will be speaking at the ERE

Expo Spring 2008 in San Diego). Her blog, *Brazen Careerist*, is also the title of her recent book. She offers Generation Y career advice that is bold, fresh, and definitely her own! Take a look and see what you think.

For those of you interested in social networks, Fred Stutzman, a PhD student in Information Science, authors an excellent blog called *Unit Structures*. His posts are deep and thoughtful and have links to many other blogs and resources of information on social networking.

Another commentator and researcher on social networks is Danah Boyd, a PhD student at the University of California at Berkeley. Her blog, *Apopenia*, has recently carried a fascinating discussion on the sociological difference between Facebook and MySpace.

BOOKS —

Brazen Careerist by Penelope Trunk

Penelope is the blogger I mentioned above. Her new book has been selling like hotcakes, as it is the first I have seen to begin defining how young people are approaching the search for work. Although written as an advice book for young job seekers and college students, it offers insight and fun commentary on our current employment practices and on what is emerging as the 21st century view of work and life. She outlines 45 new rules for success, many of which I am almost certain you will either agree with or absolutely disagree with. Penelope leaves little room for the cautious person in the middle. Her views are powerful and challenging.

Career Distinction by William Arruda and Kristen Dixon

This book's subtitle sums up its main message: stand out by building your brand. Similar in theme to speeches and books by Tom Peters, it advocates the concept of developing a strong personal brand. Chapters cover topics such as how to define your "brand community" and how to tell your brand story. They help you understand how to use career-marketing tools and assess your online identity. With the growing use of search engines to look for people and the rise of social networks, it is critical to know what your online identity looks like and what people are going to find about you. An interesting and useful addition to your knowledge as a recruiter.

Mentoring Program: *Is it the Right Time for One?*

By Lisa Giovenco



“Don’t count your chickens before they hatch.” “The early bird catches the worm.” “If life hands you lemons...make lemonade.” Where does such wisdom come from? Usually Mom and Dad. They were great at teaching us the rules of the road in life, but where do you turn when you need career guidance?

As many do, I drifted the first couple years of my career, not really knowing what to work on and develop, while working for a company that wasn’t “providing any opportunities for growth.” I complained to my colleagues and friends, but they just joined me in the “isn’t it awful” game. So I decided that I either needed a different outlet for venting or a different job! It was then that I began seeking out the guidance of more senior level professionals within my field and found my very first mentor.

Due to hectic schedules and demanding workloads, many professionals don’t have the time to actively seek out a mentor. However, many companies now recognize how helpful mentoring relationships can be in attracting, retaining and nurturing their employees, and have therefore created formal programs to help facilitate the process. In certain industries where the rate of turnover (combined with a shrinking talent pool) is alarming, such as public relations and advertising, a mentoring program can be an effective way to help slow down that “revolving door.”

Unlike a direct manager who typically provides on-the-job advice or keys to understanding corporate culture, a mentor is someone with whom your ideas and experiences can be shared within a safe environment. Ideally, they are an unbiased outlet.

Some of the key goals that can be achieved through a mentor program include:

- A stronger sense of belonging within the organization through senior-level support and guidance
- Improved morale and lower turnover rate
- Professional development opportunities
- Opportunities to learn about company culture and business
- Providing managers an opportunity to develop skills in management, collaborative decision-making and interpersonal relationships and communication
- Grooming the next generation of professionals
- Building relationships across levels, departments and geographies

A well thought out and executed mentoring program demonstrates to employees that the organization truly cares about their professional well-being. While there are no guarantees that a mentoring program will retain every employee or completely stop the revolving door, having the wise counsel of experienced colleagues can help employees navigate through challenging situations, accelerate their career growth and avoid some of the pitfalls that can derail career advancement and retention.

A List for Recruiters...(continued from page 2)

***The Future of Work* by Thomas Malone**

Most everyone who works in a corporation participates in discussions about work, hierarchy, org structure, and leadership. He predicts that we will move to much less centralized organizations as we move into this century. He discusses how technology has already reduced the need for central structures and how it has opened up the possibility of decentralized communities and organizations defined by markets. Along the way, he discusses the future of work and workers. He advocates defining jobs much more broadly and allowing people to cultivate new skills through experimentation and discovery. He says “let a thousand flowers bloom” in order to foster the creativity and innovation that will keep organiza-

tions competitive. If you have time to read only one book as this year draws to a close, consider this one. It is easy to read and filled with solid research (Tom is a professor at MIT), as well as thought-provoking ideas on the future.

I hope you find some of these useful, and I am always looking for some recommendations of good blogs and good books from you as well.

Kevin Wheeler is the President and Founder of Global Learning Resources, Inc. and can be reached at kwheeler@glresources.com.

This article previously appeared in ERE Daily.

BLOOM GROSS AT WORK

NATIONAL BLACK PUBLIC RELATIONS SOCIETY 9TH ANNUAL CONFERENCE & CAREER FAIR – CHICAGO, IL

BG&A was a Conference sponsor and Tina Dugas served on a panel discussion titled “Moving on Up – Getting to the C-Suite,” about reaching the upper echelons of a company or agency.

EMA CHICAGO — ROSEMONT, IL

Karen Bloom moderated a panel discussion about “Your Candidate’s Experience: Black Hole or North Star?” with panelists, Kristen Weirick from Whirlpool Corporation and Carmen Hudson from Yahoo!

NATIONAL HISPANIC BUSINESS ASSOCIATION LEADERSHIP CONFERENCE & CAREER FAIR – CHICAGO, IL

Susan Sedler and Shabnam Singh volunteered for the Resume and Interview Clinic and provided suggestions for skill development to students preparing to graduate and enter the workforce.

CONVERGENCE 2007: THE FUTURE OF ADVERTISING, COMMUNICATIONS & MEDIA – NEW YORK CITY

Slated for early December, BG&A is a conference sponsor and Karen Bloom will moderate a panel on “The Blurring of Advertising, PR & Media – What Does It Mean To Future Careers?”

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