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*Executive Search Consultants to the Financial Services Industry*

## *Improve Employee Satisfaction By Understanding Your Company Brand*

Every corporation from large enterprises to small and family owned businesses have felt the strain put on by the faltering economy. For many of us, hiring new employees has been put out of the equation and layoffs have run rampant. Where does that leave our current employees? How can we make them feel secure and stable in their jobs and keep their performance levels running high?

### **The Affect Unhappy Employees Have on a Company Brand**

In regards to the aforementioned faltering economy, employee morale and overall satisfaction in the workplace has suffered. Budget cuts, layoffs and stringent money saving strategies are seen as a threat by many employees. They have stood waiting on the sidelines witnessing adjacent departments being downsized and their once loyal, hardworking counterparts getting laid off.

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**Are Your Employees Happy!**

## *Technology Sector Fueled By Optimism*

Technology is everywhere you look and no matter which business sector you are a part of, technology is one of the driving forces behind the success of your business. In 2011, the technology sector is forecasted to show **one of the largest comebacks** from the ill-fated U.S. economy. This has many CFO's talking about the future of their own businesses and how technology will

play a role in their own comebacks.

Investments in the technology sector are speculated to rise as are the number of employment opportunities in the field. CFO's in the technology sector are predicting a 9% increase in full-time job openings in their industry. The 9% increase would steadily contribute to the overall 3 million jobs projected to hit markets in 2011.

### **Where is Technology Happening?**

This may come as a surprise to some, but Washington D.C. seems to be attracting those from near and far with a stake in the technology industry. Seasoned professionals set the stage in the 90's by establishing home bases for AOL and Network Solutions in the area. Younger generations moving up the technology minded ladder are steadily following suit.

*What sets Washington D.C. apart from other popular technological centers around the United States?*

As new generations, firms, and companies both large and small are taking over the area, they are bringing with them entrepreneurial skills and an increase in venture capital dollar investments.

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This leaves them feeling unappreciated and undervalued. Not feeling valued and feeling underappreciated leads to a decline in performance and productivity. This can spell disaster for your company.

It is imperative to maintain a healthy employer brand throughout any hardship, not only economic. When it comes time to begin hiring new employees, a poor employer brand name can lead to insufficient numbers of applicants and in turn under trained and unqualified persons of interest being hired. In addition, the once loyal and valued employees who feel they have been abused and mistreated may be preparing to find jobs elsewhere. You have spent time, money and other valuable resources training your employees. Do you really want your hard work to be the result of your competitors gaining an advantage from your employees?

### Improving Your Employer Brand Name



There is good news amidst the economic recovery and wavering employer brands. You can improve your brand at any time. When implementing a course of action, it is of utmost importance to consider why someone would want to work for your company. Take steps to ensure your company is attracting the right candidates for employment and give them a reason to want to work for you.

There is never a time to forget about the employees that have already become instrumental members of your team. Stay focused on their values and what attracted them to your company in the first place. Show them they are appreciated and reward them for their hard work and company loyalty. Rewarding employees in a way that is of **value to them** is a substantial motivating factor. Without motivation, performance and the willingness to put forth their strongest and best efforts at work will dissipate. To achieve the ultimate employer brand, make sure your employees are proud to work for you by keeping the company's values on the same track as your employee's.

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### Measure Your Brand

Before you can implement a strategy to improve your company brand, you must fully grasp what your brand is lacking. Where and why is your brand suffering? Where does your brand stand?



- **Conduct an employee satisfaction survey:** Satisfied employees means your company brand is in tip top shape. Dissatisfied employees mean your company brand needs serious attention and fixing.
- **Remember an employer brand needs constant attention:** Not all employees are going to be satisfied 100% of the time. Your company must constantly implement new ways to keep its employees happy and do so in a consistent manner.
- **Learn where to focus your efforts:** A competent survey will tell you what your employee's value the most. This is an effective means of showing you where to make improvements to your brand and where to focus your efforts.

If your employer brand is suffering then do something about it. It is never too late to turn things around. Make a strong and honest effort to show your employees you value and appreciate them. ♦

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Continued from page one – **Technology Sector**

Five major components are turning Washington D.C. into the heart of technology based companies.

- *Ranked 8<sup>th</sup> in the nation when it comes to venture capital dollars being invested.*
- *Ranked 6<sup>th</sup> in the nation when it comes to venture capital dollars being invested in Information Technology.*
- *Experts in technology including developers and engineers call Washington D.C. home. Many technological experts migrated to the area to develop and test different technological products for the United States military. Many have chosen to remain in the area and branch out in both the private and public sectors.*
- *Employment is on the rise in the area. Job seekers are flocking to the area and are finding employment opportunities that are not available elsewhere.*
- *Visibility is greater in the D.C. area than in other large hubs like New York and Chicago. Businesses are receiving more exposure and are being rewarded financially by investors supplying dollars and the media providing a spotlight to get these businesses noticed.*

**A Spike in Salary** – For years, recent college grads have struggled to find employment upon emerging from college with a four year degree. Many businesses were not hiring and if they were, they were not offering a substantial salary.



College graduates entering into the field of technology now have something to look forward too, especially those with engineering degrees in their pockets. According to the National Association of Colleges and Employers (NACE) who conducted a survey amongst employers, the average job salary being offered to college graduates is on the rise. Starting salaries are expected to average about \$50,034 which is up 3.5% from 2010.

The average beginning salary being offered for electrical engineers starts around \$61, 690. In comparison to last year, the average salary jumped 4.4%. It has been proposed that a 3.8% spike in mechanical engineers will be hired this year as opposed to last and with an average starting salary at around \$60,598.

**What This All Means** – Even amidst a still shaky economy, businesses are expected to recover. Employers are continuing to visibly show their optimism for a comeback in 2011 in the technology sector by expanding their businesses, creating more jobs and hiring additional employees. Investors have jumped onboard the bandwagon and are slowly but surely beginning to reinvest money in the industry.

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## One Minute Ideas

### Behaviors For Success

Busy professionals, with a strong desire to achieve, sometimes even fall into slumps which can destroy creative drive. Do your best to avoid these slumps by accepting that you cannot do everything. Delegate responsibilities to others qualified to perform the task. They should share your goals for success.

- **Be a lifetime learner** – Don't assume you've learned all you need to know. Have a plan for personal growth and work on challenging goals in all areas of your life.
- **Be proactive** – Solve problems before they occur. Carefully plan procedures to prevent problems and proper handling in the event they do happen.
- **Communicate your goals** – And let others know how they can help you achieve them. Listen carefully to information they provide you.

*"The best way to escape from a problem is to solve it."  
~ Alan Saporta*

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**BancSearch, Inc.™**

P.O. Box 700516  
Tulsa, OK 74170

Tel: 1-800-776-6413

E-mail: [recruiters@bancsearch.com](mailto:recruiters@bancsearch.com)

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## Murphy's Ten Laws Of Computing

10. When computing, whatever happens, behave as though you meant it to happen.
9. When you get to the point where you really understand your computer, it's probably obsolete.
8. The first place to look for information is in the section of the manual where you least expect to find it.
7. When the going gets tough, upgrade.
6. For every action, there is an equal and opposite malfunction.
5. To err is human...to blame your computer for your mistakes is even more human, it is downright natural.
4. He who laughs last probably made a back-up.
3. If at first you do not succeed, blame your computer.
2. A complex system that does not work is invariably found to have evolved from a simpler system that worked perfectly.



### and Murphy's Number One Law of Computing...

1. The number one cause of computer problems are computer solutions.

*"Few companies that installed computers to reduce the employment of clerks have realized their expectations... They now need more and more expensive clerks even though they call them 'operators' or 'programmers.'"*  
~ Peter Drucker

## Seven Ideas For Motivating The Workforce

Personal recognition is one of the most effective ways of motivating employees toward top-notch performance. Author Don Martin offers these strategies:

1. **Confer meaningful titles.** It costs little to give an employee a title and provides recognition by making a statement within and without the organization. The key word, though, is meaningful. The employee and others will recognize when titles are hollow.
2. **Build quality circles.** This is a way of telling achievers that they have earned their way into a select group of players--the way pro bowls and all-star games do in sports. Many companies offer perks and other tangible incentives along with status and recognition.
3. **Create an honor wall.** Achievers are recognized by having their names added to publicly placed plaques or having their photographs included in an honor wall. Some companies formalize this honor by holding induction ceremonies.



4. **Report achievements in the company newsletter.** This doesn't necessarily mean reporting only the obvious milestones, such as promotions and top sales performances. Features that herald "unsung heroes" also are effective.
5. **Reward with "perky perks."** These are little touches, such as presenting embossed business cards, personalized notepads, and unique desk accessories. They cost little but help set an employee apart.
6. **Offer wall plaques and framed certificates.** Presenting these awards at public ceremonies is an effective way of recognizing good work. These usually are proudly displayed by recipients for everyone to see--providing ongoing motivation.
7. **Provide the personal touch.** Don't underestimate the value of a personal note or word of thanks or appreciation.

~ Don Martin, *Team Think*, Dutton/Penguin Books USA, Inc., 375 Hudson St., New York, NY 10014

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