



The Laso Corporation
Bringing People Together

Laso eLetter

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Dear Laurie,

The Laso e-letter is back! I had always said this was my occasional newsletter so as not to set too high of an expectation.



With building Laso and having two kids the e-letter happened when it happened. Now things have settled down. My 2 kids are older now (7 and 9) and though they still need me I can put solid hours of work together without interruption. Laso has a solid team of long-term employees who are experts at locating and qualifying people for our clients and moving the search process along to a successful conclusion. We look forward to sending you our e-letter every month-how is that for setting an expectation?

In the Laso e-letter we hope to entertain and educate at the same time. We want to bring you interesting information about how to hire the best people and how to keep them happy and productive once they have joined your company. This month we will be talking to you about **The**

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The secret to how one Chicago IT Director reduced turnover to zero

True story: a group of IT Directors from a Chicago-area Fortune 500 company got together for their monthly meeting to discuss management philosophies and to share ideas that were working in their assorted groups. The meeting was a productive one, and it became doubly so when the focus shifted onto one director who in the last six years had experienced zero turnover in her team of twenty people. *Zero*.

When asked what her secret was, she said she concentrated her efforts on keeping her people satisfied and engaged by using 12 questions she had found in a book. When her reply was met with a round of guffaws, she passed the questions around the room and asked each how they thought their employees would answer them. Then she challenged them to think about how they themselves would answer them. The group sobered quickly as they saw her point, and the 12 questions soon became the cornerstone of employee retention efforts in all the IT areas.

The 12 Questions:

- Do I know what is expected of me at work?
- Do I have the materials and equipment I need to do my work right?
- At work, do I have the opportunity to do what I do best everyday?
- In the last seven days, have I received recognition or praise for doing good work?
- Does my supervisor or someone at work seem to care about me as a person?

Real Reasons Employees Leave Their Jobs. We also begin a segment on **The History of Different Industries** starting with our very own Search Industry.

We always welcome your questions and comments. We are happy to investigate and do our own casual "surveys" about the topics that are most important to you-the hiring managers and HR professionals.

Laso continues to *Bring People Together* everyday and looks forward to supporting your company in the future.

Sincerely,
[Laurie Swanson](#)
The Laso Corporation

- Is there someone at work who encourages my development?
- At work, do my opinions seem to count?
- Does the mission/purpose of my company make me feel my job is important?
- Are my co-workers committed to doing quality work?
- Do I have a best friend at work?
- In the last six months, has someone at work talked to me about my progress?
- This last year, have I had the opportunity at work to learn and grow?

These 12 questions, while deceptively simple, are the key reasons why employees grow dissatisfied and look for jobs elsewhere. It's not about money, or location; the employee knew and accepted the distance of their commute and the salary they would earn when they started the job. It's not about a recruiter calling them up and wooing them away; someone who is satisfied and happy at work isn't going to take the time to take that call. It's about something else, something many people can't even express or define, a set of intangibles that can make or break their work experience. It's about these 12 questions.

A Gallup study of 80,000 managers found that "those companies that reflected positive responses to the 12 questions profited more, were more productive as business units, retained more employees per year, and satisfied more customers." ([First, Break All the Rules](#)) As evidenced by the local director with zero turnover, it does work!

[Contact Laurie](#) (630-260-7821) and I would be happy to discuss other strategies I have uncovered for increasing retention.

About Laso

Laso has been in business for over 12 years and Laurie Swanson have been recruiting now for almost 20 years!

Laso is committed to being your experts in helping you build your Information Technology teams with the best people available.

These could be people who are experts at implementing or integrating ERP packages like SAP, Oracle, JD Edwards, Data Warehousing technologists, AS/400 and certified e-commerce and web developers (Microsoft and Java), Enterprise and Solution Architects, Business Analysts, and Project Managers.

Laso has also grown along with our clients to incorporate our stellar search skills in the sourcing and placement of Management and Executive Professionals in Information Technology, Operations, Finance and Human Resources along with providing additional business consulting services as needed.

The History of...the Search Industry

This series will focus on the history of a specific industry or local company. This month we are starting off with our own industry, Search/Recruiting.

Search firms feel like a quintessential American type of business, but it might surprise you to know that the Search industry has been around, literally, since the Middle Ages; records in 14th century Germany show that private employment services were used for hiring workers. The trend continued in the 1800s, when Britain and France both used employment services to recruit workers for their empires, paying "per head" for each worker delivered and possibly giving birth to the nickname "headhunter" for the profession.

Search didn't arrive in America until 1848, when an "employment exchange" opened in Boston, Massachusetts. For many years, however, personnel and staffing services worked primarily for the government, helping screen people for positions in war plants during World War I. By World War II, the government created USES (United States Employment Services) to help unemployed workers find jobs. In the post-WWII boom, a critical shift began in the search industry, moving the focus from blue- to white-collar employees and working exponentially more with

Who ever said you can't get a F*R*E*Lunch?

Attend Business Intelligence for the Masses, presented by Information Builders, and find out how you can create easy to consume reports quickly, deliver BI to frontline workers without additional licenses, provide consistent information through portals, embed BI into your processes, and leverage all of your data assets.

This is a FREE luncheon with limited seating available so Register Now by emailing tresner@lasocareers.com so we can save your seat.

September 13
Chicago, IL
Gibson's Steakhouse
1028 N. Rush Street 11:30AM -
1:30PM Chicago Branch

Candidates Of The Month

Candidate #40367

We are currently asisting an excellent **WEB TECHNICAL LEAD** with 25+ years of experience managing both internal and offshore development teams. She considers herself to be a hard-working and straight-forward leader who takes ownership and digs in to her projects to insure their successful completion on time and budget. This candidate came up from the devlopment side working with Visual Basic and then adding asp.net and C# technologies to her skill set. She is strongest in supporting shipping, inventory, and imaging applicaiotns within a software development life cycle.

Candidate #40262

This candidate is a strong **AS/400 and Iseries Technical Support and Operations Specialist** who also possesses excellent interpersonal skills. He is a self-starter who has expeirnce as a systems programmaer on the AS/400 and Iseries supporting 100's of users both locally and remotely, managing the LAN/WAN technologies and actng as the security officer for the organizations he supports.

Candidate #39193

Another excellent person we are representing is a **Project Management Professional** with 20 years of experience in project and business management leadership roles supporting the Banking and Finance Industry. She is PMI certified as well. Her skills include Project Office Management, Financial Program

companies directly instead of through the government. From there it has been a steady growth and maturation of the industry, as franchising became popular in the 50s and 60s, and eventually national representations and organizations began to grow.

Today, there are over 30,000 staffing, personnel services, employment agencies and search firms in the US, with annual revenues of over \$75 billion dollars. We are supported and represented by NAPS, the National Association of Personnel Services, which also provides education and certification to its members. Ask your search firms if they're certified!

(History provided by [Recruiting Life.](#))

Know When to Fold 'Em - A Book Review

The late, great football coach Vince Lombardi is famous for having said "Quitters never win and winners never quit." Anyone who has lived his or her life according to this motto has been, according to author Seth Godin, seriously misled. Mr. Godin says winners quit all the time. They just "quit the right stuff at the right time," he writes in his new book *The Dip: A Little Book That Teaches You When to Quit (And When to Stick)*.

Already on the best-seller list, this small book challenges our beliefs about hanging in there against all odds. I had the pleasure of hearing the author recently at a breakfast meeting sponsored by the Chicagoland Chamber of Commerce, part of a national roll-out of the book. Mr. Godin spoke to a sell-out crowd about the value of distinguishing between what he calls "The Dip" and more ominous "cul-de-sac," or dead end, in both our lives and our businesses.

The Dip, he says, is the common sinkhole that trips us up, that "long slog between starting and mastery." For aspiring physicians, it might be organic chemistry. For scuba divers, it's the combination of bureaucracy and paperwork that stands between you and your scuba diving certificate. The Dip is that long stretch between beginner's luck and real accomplishment and according to Mr. Godin, it's the screen set up to winnow out the mediocre from the best. And being the best, he says, is seriously underrated.

The Dip is based on a scarcity model that says it's better to be the best because that's what the market will pay for-in products, services and job applicants. "The Dip creates scarcity; scarcity creates value," Mr. Godin writes.

Mr. Godin advocates quitting as an intelligent strategy, and he

Management, Vendor Management, Cost Center Budgets and Monthly Forecasting. Prior experience includes managing successful solutions for wholesale loan, accounting, credit risk, customer contribution, customer exposure, and trade finance business applications. Expertise in developing and implementing new project management processes and overall financial project management. This person is high energy and does whatever is necessary to bring in a successful project.



A Laso Poll

What are the top three things you expect from a Search Firm?

[Click here](#)

distinguishes between strategic quitting, which is all about making conscious choices, and failing, which is when we've run out of options or squandered our time and resources by quitting too often.

Here are three questions the author recommends you ask yourself before quitting:

1. *Am I panicking?* Quitting when you're panicked can be dangerous and expensive.
2. *Who am I trying to influence?* Influencing one person is like scaling a wall, Mr. Godin says, but influencing a market is more of a hill than a wall.
3. *What sort of measurable progress am I making?* It's imperative to articulate, then measure, your progress. And progress has to be based on more than sheer survival.

So What?

Who doesn't know that it's better to the best at whatever we aspire to? All of us, and yet so often we cling to, even revel in, mediocrity. This little book, sparsely written and elegantly illustrated by cartoonist Hugh Mcleoad, is revolutionary because it challenges our assumption to hang in there at any cost. Whether it's pride or stubbornness or sheer folly, we often cling to old beliefs and destructive habits and bad jobs as if there's valor in doing so. Mr. Godin acknowledges that quitting as a short-term strategy may be a bad idea, but quitting for the long-term can be an excellent choice "I think the advice-giver meant 'Never quit something with great long-term potential just because you can't deal with the stress of the moment,'" he writes. And that's *great* advice.

Vickie Austin is a business, career and executive coach and founder of CHOICES Worldwide, based in Wheaton, IL with offices in Chicago and Phoenix. She can be reached via her Web site at www.choicesworldwide.com.

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