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The latest JobVite survey on the “hot topic” of social recruiting headlines, “**Social recruiting on the rise: Employers will invest more in recruiting across multiple social networks as competition for talent intensifies.**” In fact, 89% of 800 companies surveyed indicate that they will use social recruiting.

This and other market trends make it crucial for job seekers and employers to stay ahead of the game to sustain their careers and their workforce. Here is our insight on what’s happening in the workforce today... [more](#)

Online Branding a Must

We make sure our candidates are found!

Gone are the days when it was enough just to be good. Today’s job candidates need both ability *and* visibility. Savvy Recruiters, using online resources to prescreen candidates, can simply type the name of a pending candidate into the Google search engine to see what it reveals about them. Whether job candidates are applying for a corporate job, pitching work as a consultant or hoping to get a networking meeting with a potential colleague, they can count on being Googled!

Preparing job candidates for today’s employment search requires new techniques and coaching expertise beyond traditional outplacement tools. CPI Twin Cities’ Reach™ Certified career consultants coach candidates through the process of personal branding to ensure results. [more](#)

The outplacement process contributes to ongoing career success!

At CPI we’ve always believed that a **positive outplacement experience provides benefits long after the job search is over.** It is gratifying to know that our clients agree. In a recent survey of CPI’s executive alumni, we learned our clients gained insight needed to view their careers differently, to leverage their strengths more fully to make career decisions more purposefully. Their reflection throughout the outplacement process makes them more astute in seeking jobs that leverage their skills and tap into their passions – all making for more satisfied and engaged employees. [more](#)



News and Events

News:

Patricia Berg takes on new role as Board Chair of [SHiFT](#), an organization supporting people in mid-life transitions.

CPI Consultants achieve 360 Reach **Personal Brand Assessment & Strategy Certification.**

CPI Twin Cities hosted our **Annual Alumni Picnic**, August 15th – it was a great opportunity for alumni to network and reconnect with CPI Twin Cities.

Speaking and Conferences:

[Women’s Health Leadership Trust](#), August 11th, **Pat Berg** co-presented with Mary Christensen, CEO, [Experienced Resources](#) on “*Look in Before You Look Out*”.

[ASPHR](#), August 16th, **Debby Magnuson** co-presented with Lori Shaw, Human Capital Partner at OptumHealth on “*Best Practices to Manage Disruptive Behavior*”.

[MN State SHRM Conference](#), Oct. 2-4, **Debby Magnuson** selected to present on “*HR’s Role in Driving Cultures of Innovation*”. Attending? Stop by our booth!

Missed our **CPI Leadership Webinars**? [View recordings.](#)

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