



JULY 2010

HIGHEST CANDIDATE SATISFACTION AWARD

We're in the business of helping people.

Career Partners International Buffalo | Niagara (CPIBN) is pleased to announce that it received the "Highest Candidate Satisfaction – 2009" award at the Career Partners International Annual Meeting in Scottsdale, Arizona.

The award acknowledges the quality of CPIBN's work on behalf of its candidates. Our candidates gave us the highest satisfaction scores in 2009 of any of CPI's 65 partner firms from across North America, Latin America, Europe, Asia and Australia.

"We continue to be impressed by what CPIBN is doing with their business and their clients," said Dave Hemmer, President and COO of Career Partners International. "It's a testament to their care for their candidates, who are in crucial stages of their careers, that CPIBN consistently received the highest ratings from the participants in their program."
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CPI 2010 Mature Workforce Survey

**Participate in survey and
receive a free online book!**

Fact: For many companies today, one of every three workers is over age 50.

Fact: Workplaces will continue to evolve because of global competition.

Prediction: By 2018, 24% of the workforce will be over 55 years old, and they will work longer than their contemporaries of today. (*US Bureau of Labor Statistics*)

Prediction: Organizations will offer fewer "jobs" as we once knew them, but use more workers than ever before. (*Carleen MacKay, noted authority on the mature workforce and author of The 50,000 Mile Career Checkup*).

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Leadership Coaching²

LEADERSHIP COACHING IS CHANGING

**"Leaders are not measured on intentions...
Leaders are measured on results."**

Only a few years ago, the role of a Leadership Coach was to "coach an employee who wasn't living up to expectations." There was a certain stigma attached to coaching: "You have a coach. You must be having some problems." Today, the role of Leadership Coaching is changing...thus we introduce **Leadership Coaching**².

As weak global economy and chaotic financial markets have hit many businesses hard, many best in class companies are adding Leadership Coaches to their Human Resource "strategic tool box", specifically to support the retention and development of their leadership talent.

Current State of Talent

According to a recent survey, while the economic downturn has prompted many employers to make cuts that are helping them ride out the recession – from staff reductions to pay cuts to scaled back benefits – those changes have negatively impacted employee engagement and many employees intend to look for employment elsewhere as the economy improves.

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CPI...precise, seamless, committed

Many of our clients throughout WNY take advantage of the CPI referral network worldwide. On a regular basis we deliver career transition services and leadership coaching assignments globally to your employees via our CPI partners. We use the same material, technology and pricing. You only need to make ONE phone call to us and we do all the work. **Seamless** reporting and invoicing, **precise** delivery of program material and online portal while **committed** to quality service everyday!

A partnership as described in the book "Aligning the Stars" ...and embraced by Career Partners International:

"The partnership structure proved useful to professional service firms because it fostered alignment between the professionals and the organization and strategy of the firm. It achieved this complex alignment, almost unconsciously, and it was able to do so for two reasons – **strong peer relationships and the participatory processes of partnerships.**"

Changing

(cont'd from page 1)

The question not answered in either survey is, "In what percentage group are the top performers?"

So ... What can you do about it?

While you can not change what is happening relative to today's economy, you can focus your "people strategies" in order to respond to the current state and position your company to gear up for growth as the economy improves. This, however, will require a sustained commitment to and a strategic investment in talent. Employees, especially A-level talent, want to be engaged and want to grow, no matter what the economic situation. They are seeking the positions with the companies that offer them the opportunity to strengthen their skills and further their career development.

The companies that pay the most attention to employee development will win. A company's talent assets need to be managed as aggressively as its other organizational assets. Everything else fails if you do not have the right talent in place. This requires an alignment of talent strategy with business goals. That's where Leadership Coaching plays a major role.

Today, Leadership Coaches are being asked to help organizations better align their organization's leadership skills with their business strategies. That's why, according to a 2010 study on leadership coaching by The

Conference Board, the number one priority in selecting a Leadership Coach is the coach's business experience.

The best talent always has choices no matter what the market conditions exist. If companies do not invest in their high value talent, these assets will become disengaged and they could walk out the door at the earliest opportunity. It's not a matter of having "bodies" in an organization. It's a matter of having the "best bodies and minds" available in the market. Those who are committed, enthused and highly engaged.

Companies are leveraging Leadership Coaches that have hands-on experience in driving business results to engage these "bodies". They have found that coachees are more engaged in the process with a Leadership Coach who has been in similar business situations...and most importantly, these engagements deliver greater measurable results for both the individual and the company.

That is why CPI Buffalo | Niagara has aligned ourselves with Nicholas Boccolucci, PhD and Tim Nolan, MBA, two highly experienced executive coaches who, with their combined 1) depth of assessment coaching expertise and 2) breadth of P&L accountability across a variety of functional experiences, have designed a Leadership Coaching process that is "business centric". We call the program Leadership Coaching².

To learn how CPI Buffalo Niagara's Leadership Coaching² is uniquely positioned to help you develop your leadership talent, give us a call.

ASTD Niagara Frontier Chapter

2010 President's Award

Career Partners International Buffalo | Niagara receives with great pride the 2010 President's Award in recognition of support and leadership of **Workplace Learning and Performance** and the Niagara-Frontier Chapter of the ASTD. **Kudos to ASTD and their profession** who are charged with improving the skills, knowledge and abilities of employees throughout the Niagara Frontier.



*work related
behaviors
that all
working people
encounter daily*

Great People Can Make Your Company Great

Increase your hiring effectiveness

In an effort to find our clients the best possible candidates, CPIBN values the **use of assessments as part of our talent acquisition process**. We understand that the search for quality employees has become increasingly difficult and that **hiring the right person the first time is critical**. With that reality in mind we utilize the Workplace Big Five Profile for **selection and development** of all levels of staff and **for successful team building**. It is one of the most current, valid and reliable means of assessing personality today. We are pleased to announce that the Center for Creative Leadership has just added the **WorkPlace Big Five** to its Flagship Leadership Development Program.

This assessment relates to people's personalities **in their everyday jobs**. Instead of using clinical or psychological terms like many current personality assessments, the WorkPlace Big Five **uses work terms and work-related examples** in its questions and reports. This will be the first time that the center uses the assessment in leadership development. Johan Naudé, a CCL Coaching Talent Manager says CCL selected the instrument for **"its ease of use and accessibility to business leaders and managers."** "It's a broad-based personality survey that covers the full spectrum of personality that is relevant in a work environment," says Naudé. "It uses language that's **easily understood** and allows program participants to **make meaningful connections** to other data that they receive in the program and it's more manageable in a group debriefing setting."

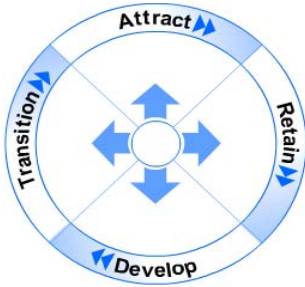
The WorkPlace Big Five Profile is based on the Five-Factor Model of Personality, which includes five personality supertraits and 23 subtraits that simply and clearly explain the **work-related behaviors that all working people encounter daily** in coworkers, employees, managers and colleagues. The instrument is used to ensure optimum employee-job-organization fit and to build successful teams and organizations, and is well researched and well-formulated with exceptional validity and reliability.

Center for Creative Leadership

The Center for Creative Leadership (CCL®) is a top-ranked, global provider of executive education that unlocks individual and organizational potential through its exclusive focus on leadership development and research. The center is ranked among the world's top providers of executive education by BusinessWeek and No.6 worldwide in the 2009 Financial Times annual executive education survey.

Center for Applied Cognitive Studies

Providing assessments and services to users on six continents, the Center for Applied Cognitive Studies (CentACS) operates through a global network of consultants and international affiliates who use the Five-Factor Model of Personality and related brain research in their work.



Career Management Cycle

Attract

Retain

Develop

Transition

Staff and Associates

Dottie Austin

Principal

MaryEllen Carlo

Search Services

Diane Denton

Administrative Associate

Carol Merrill

Accounting

Todd Nicholas

Senior Consultant

Diane Robinson

Business Development

Mark Weigel

Principal



www.cpiwn.com

716.632.7662

Award

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The award was based on 2009 surveys of CPIBN program candidates. The results revealed that 50% or more of those surveyed said that the program was either "above" or "far above" their expectations, with the most frequently cited score "far above." CPIBN scored most strongly in responsiveness and availability, rapport-building and plan-development, among other categories. Almost all candidates indicated that the most important aspect of their score was the expertise and interaction they had with their coach.

Dottie Austin, CPIBN principal, said, "From the moment of engagement, our office door is open to our candidates. We learn in-depth what their needs are—because of that, we are able to customize and refine our programs, helping them with their career transition. We are honored to receive this recognition and feel that it positively reflects our care and commitment."

Survey

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Are organizations prepared for the ubiquitously changing demographics of the workforce? CPI believes that experienced workers, with current knowledge and skills, will be a major force in predicting success. **What does your organization think?** Your participation in this **5-minute anonymous survey** (copy and paste in browser: <http://www.cpiworld.com/mature-workforce-survey/>) will:

- Allow us to collect data that can help you benchmark your organization against others
- Influence CPI's future development of programs that relate to the mature workforce

You can also access the survey by going to www.cpiwn.com, click on "Our Newsroom" and open the CPI World Report 2nd Quarter Newsletter entitled "Mature Workers—Can We Do Without Them?" which contains the link to survey.

Our **thank-you for completing this survey** is a copy of CPI's newly released online book, *The 50,000 Mile Career Checkup*, your personal career self-assessment.

Take the survey and get your free book! Use the download link that appears after survey completion.

Register to learn survey results. You can register to receive the survey results. We've made this an independent process to provide anonymity in taking the survey. The contact information you provide will be used only by CPI for purposes of sharing survey results with you.

"To exist is to change, to change is to mature, to mature is to go on creating oneself endlessly."

Henri Bergson, French Philosopher, 1927 Nobel Prize for Literature