



EMPLOYMENT

THE ORANGE COUNTY REGISTER

Spotlight on Southern California firms

TPM finds listening key to serving clients

AN ADVERTISING FEATURE

Any company that continues growing for more than 20 years in a very competitive industry has got to be doing something right. For TPM Staffing Services, that something is listening.

"The secret to our success is pretty simple," said Jim Fischer, president and founder of TPM, an Irvine-based temporary staffing company.

"We find out what our customers need by developing a relationship in which we learn as much about their business as possible.

"I learned a long time ago," he said, "that you don't learn anything by talking. So when we meet with a customer, we listen."

TPM serves two customer groups: its client companies, in which it places temporary employees, and the temporary employees themselves.

To formalize the "listening process," TPM conducts regular surveys of business.



Jim Fischer, president of TPM, leads on a variety of staffing-related topics. The surveys help TPM anticipate its customers' changing needs, as well as ensure TPM is recruiting the kind of employees that companies want.

"A recent TPM survey revealed that a large percentage of companies plan to hire more new employees this year than last year. Furthermore, the survey

human resources directors surveyed. TPM uses the survey results to help them better serve both of their customer groups.

"We know exactly what kind of employee our customers are looking for," Fischer said, "and we also know what will help people who are looking for employment."

"Not everyone looking for a job is qualified to represent us and our customers, but we try to give them advice that will help them improve their future prospects."

TPM has a well-earned reputation for finding and placing highly qualified employees. To do this, TPM assumes the cost of advertising, recruiting, screening, testing, and checking references for employees.

TPM uses reality-based testing programs for job applicants rather than the simulated tests that are often used.

"The difference," Fischer said, "is that TPM employees are tested on the actual software for which they are being accredited, where they must create a document rather than answer multiple-choice questions."

TPM also keeps good employees by listening. "Employees working on temporary assignments want to be treated with the same dignity and respect as everybody else," Fischer said.

To this end, TPM offers a combination of competitive salaries and a generous benefits package that includes affordable insurance coverage, paid holidays and a tenure bonus that rewards employees for each year of service with additional money.

"Only 50 percent of all temporary services offer benefits to their employees," Fischer said, "and some of the

AAA McKinstry knows resumes from A-Z



Take some time to research the various companies, asking probing questions, such as:

1. How long have you been in business?
2. Do you employ professional writers to produce the resumes?
3. Do you want a typing clerk to write or create your resumes?
4. Do you think they will care about the words used as much as a professional writer would?
5. What efforts does your company make to stay aware of current employment industry trends?
6. Do all of your resumes follow a standard format, or do you customize for each individual?

Don't forget some simple basics:

- Don't use objectives.
- Stay on one page if at all possible.
- Only use a two-page resume if you have an extensive employment history.
- Use bullets sparingly to highlight your strengths and talents.
- When mailing your resume, include a cover letter. If requested, mail your salary history or salary requirements.

AN ADVERTISING FEATURE

By Miriam Sosky
Branch Manager

It's a tough world. Being laid off can be a devastating experience. It actually feels very much like a personal loss has occurred. The death of a family member or loss of someone close is one of life's most heart-wrenching experiences.

Yet, most of us have lived through it, grieved and then moved forward. The unexpected loss of our job - especially when we have been a loyal, dedicated and long-time employee - can also be an extremely traumatic experience, particularly if we have no one to turn to or no immediate employment prospects.

Take heart. There actually is life after downsizing or layoffs.

First, you have to realize that you are not a lesser person because your company let you go.

Let's be realistic. Times have changed. This "bottom-line profit numbers" climate appears to be the wave of the future. It really isn't personal, though it sure feels that way. Instead of capitalizing during this stormy period, grab tightly to your life preserver (self-determination) and steadily steer your good self to a new mainland.

Why? Because, yes, there really is life after your last job. And, that life is you. No one can take away any of your intrinsic value -

unless you let them. You are still a viable, effective, employable individual.

Now, all you have to do is to take proper steps to ensure your future.

First, take one or two weeks off and let go of all those terrible feelings that are gripping and stifling you. You know, the ones that say things like "... What good is loyalty, anyway? I have no worth. Will I be able to find a job? Am I too old to compete? What am I going to do? All the good qualities you possessed on your former job are still there. Embrace your loyalty, dedication, honesty, integrity and most important, self-worth. Wrap them up in one big special package, and then realize that the job didn't make you this way. You were always this way.

The next step is to take that re-established self-confidence and go out and obtain the very best resume possible.

As you may know, most companies will not meet with you until you mail or fax a resume. Since this will be their very first contact with you, it is wise to submit a top-quality resume that attracts attention and can bring a response. The best way to go about this is to engage a professional resume service with years of experience.

"A professional resume has become essential to a job-seeker's success," said Frank Wedner of



AAA McKinstry Personnel Agency and Resume Services.

"Resumes should be composed by professional writers with employment target-marketing training.

The writers should use daily input from personnel specialists who are in tune with ever-changing employment needs.

A professional, employment-trained writer knows how to effectively present a candidate to a potential employer.

AAA McKinstry Personnel Agency & Resume Services has been serving Southern California since 1952. AAA McKinstry is a member of the American Search and Placement Association and the Better Business Bureau. For information or a free consultation, call 543-0963 in Santa Ana; 774-7677 in Anaheim; 850-0595 in Lake Forest; 848-1568 in Huntington Beach; 733-1508 in Buena Park; or 848-0090 in Costa Mesa.