

CareerGrowth Group



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Dear Successful Career Professionals

How exciting to read in yesterday's Wall Street Journal that the Society for Human Resources Management survey has returned positive results. At least 40% of the 250,000 worldwide members showed confidence that the job market will pick up. All of our job search clients through August 2010 have found permanent positions. It is true that a few of the transition clients that we met after last summer have accepted temporary positions, but these choices were made for personal reasons.

At least 25% of the SHRM membership, many of whom are Human Resource Staffing Executives, reported hiring in the last quarter of 2010. The HR professionals in the Northeast are more optimistic about new hires than their counterparts in other regions of the US.

A great expansion is happening in manufacturing (not a huge sector in NYC) and servicing industries (huge in the New York area). Here are some findings from this survey:

- **Chief Financial Officers** are reporting plans to hire full-time accounting and financial professionals. Clients of ours with MBA's in Finance, who settled for positions in accounting, are able to move to positions in their organizations that are more rewarding and "speak to" their passions. These positions appear to be more finance oriented.
- **Demand for public relations specialists will grow**, "because firms will place a greater emphasis on managing their public image." New media has fueled this demand even more because executives and entrepreneurs need to create intellectual capital through social media outlets: i.e. Facebook, LinkedIn Discussion Groups, etc. Also, client firms need help to write blog content.
- **New computer and mathematical science jobs will grow 25%** in the next decade. The web-based technology expertise is very desirable. Silverlight and NET related database applications lead the list. Cloud computing solutions (i.e., Salesforce.com) are being utilized in more industries for more functions.

Many of our current clients are very practical professionals who want to prepare for the future. With the expansion of the job market; however slowly, our clients are beginning to demand more career opportunities at their current employers. Others are beginning to look at better opportunities elsewhere. **If you want help evaluating** your future employability, it may be time for a career evaluation. Please call to discuss whether this step will be beneficial to you in your career.

Best Regards,

Beverly R. Daniel

Beverly R. Daniel, MS, MBA
CareerGrowth Group
575 Madison Avenue, Suite 1006
New York, New York 10022
(212) 980-2526
BDanielCareers@aol.com
Please visit www.careergrowthgroup.com

About Beverly R. Daniel: Beverly Daniel is a career counselor / coach, who helps career professionals move successfully from one level of their careers to another. This can include assessments and evaluations about career choices, strategic planning for career moves, navigating in corporate structures, or moving from corporate to self-employment, or entrepreneurship. She works with lawyers, banking executives, marketing professionals, among others in all functions and industries. Beverly has been in the executive search and career-counseling field for 30 years. She holds a BS and MS in Psychological Counseling from Boston University. She holds an MBA in Management from New York University. Beverly studied for a Ph.D. in Clinical Psychology at Case Western Reserve University.