

PsychTalk

Newsletter of **PsychTemps,® Inc.** and **PsychPros® Executive Search**
Staffing Solutions for the Behavioral Healthcare Field

Volume 4 • Number 1

PsychTemps®

PsychTemps is a specialized recruiting and staffing organization serving the behavioral healthcare field.

PsychTemps provides a full range of staffing services, including temporary, temp-to-hire and permanent job placements.

Other PsychTemps divisions include PsychPros Executive Search for CEO, COO & CFO positions, and PsychPros Consulting and Training to promote more effective management of behavioral healthcare organizations.

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Try surfing for candidates

Catch the Wave on Internet Recruiting

Just as the Internet seems to have permeated every other aspect of our lives, so too has it established a powerful presence in the area of recruitment. Many companies rely on it as a tool for finding qualified candidates for open positions. If you have not yet caught the wave, here are a few tips to help make your surfing an effective and productive experience.



First, why should you consider using the Internet as a source to find candidates, perhaps in place of more traditional methods?

Length of Exposure and Cost – Internet ads can run for a month or two at a time, well beyond the shelf life of the average newspaper ad, and often at considerably less cost.

Preferred by Job Seekers – Many people prefer the immediacy of getting job information online, just as they do up-to-the-minute news, sports and weather.

Interactive – Candidates can apply online and resumés are delivered immediately. Also, candidates can visit your company's Web site to learn more about your organization.

Time Savings – Positions can be posted immediately, the same day they become available, avoiding some of the financial loss your company incurs every second it is without a productive employee. Too, errors can be adjusted as soon as they are noticed.

There are many, many jobs posted on the Internet. The qualified candidate can become overwhelmed with the quantity and variety. By careful marketing you can make sure your company's ads target the various types of jobseekers surfing the 'Net. Here's a brief introduction to the types and how to reach them:

Generalist – They frequent only the large general job boards. A good portion of the job-seeking population falls into this category, so it is

important to post your positions on at least one of these boards. (See sidebar on job boards, next page.)

Networker – Networkers seek the help of others to find job leads. On the Internet they go to user groups, organization listservs, alumni associations and professional associations. In the behavioral healthcare field, these might include the Web sites of the National Association of Social Workers (www.naswdc.org), the American Psychological Association (www.apa.org), the

American Psychiatric Association (www.psych.org) and the American Counseling Association (www.counseling.org).

Niche – These jobseekers like the niche sites and visit these sites before going to the general boards. They believe that the place to find the best jobs is on a site that is dedicated to what they do best. (See sidebar on job boards, next page.)

"Brand Name" – They target specific companies for which they may want to work and go directly

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PsychTemps

Services:

PsychTemps Recruiting & Staffing–

- Temporary, temp-to-hire and permanent job placements across the U.S.
- MDs, PhDs, LCSWs, LPCs, RNs, CD specialists, case managers, clinical supervisors, program directors and others
- Just-in-time clinical and administrative staffing

PsychPros Executive Search–

Placement of Presidents, CEO/COOs, Executive Directors, CFOs, MIS Directors, Quality Improvement Directors, Medical Directors and others

PsychPros Consulting and Training –

The best trainers and consultants in the behavioral healthcare industry!

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PresTalk –Better Times Ahead



Like most companies, *PsychTemps* has felt the aftershocks of the events of September 11 and the subsequent economic recession. The fourth quarter of last year was a difficult time for us. Most deeply we felt the closing of our New York City office – a direct effect of the 9/11 attacks coming so early in the life of that office. We consider this a temporary setback, though, and plan to reopen the office in the spring.

We still have plenty to smile about. We have seen our temporary placement business boom in the past several months. Companies may not be looking to fill positions on a permanent basis just yet, but they need good people to fill temporary gaps, or they want to “test drive” employees on a temp-to-permanent basis.

Meanwhile, we at *PsychTemps* have focused on increasing our skills in the areas of recruiting and sourcing candidates, hiring, interviewing and reference checking. We have become more automated, streamlining our candidate search and retrieval process (thanks primarily to Angela Bunch, our mild-mannered administrative assistant who we believe leads a double life as a computer superhero. She truly seems able to leap the tallest computer problem in a single bound.) I find myself in the enviable position of being able to say that we now have the strongest *PsychTemps* team ever. I cannot help but face the new year with confidence.

Thank you for your patronage in 2001. I hope we answered your needs professionally and efficiently. We look forward to continuing to work with you in 2002. If you have questions, comments, requests, suggestions or concerns, please call.

Holly D. Dorna, MA, LPCC
President/CEO

Staffing Industry News

Everything's Different Now

A common comment since September 11 has been “everything's different now.” It's true – many areas of our lives may never return to what we once thought was “normal.” The staffing business is no exception.

We at *PsychTemps* have noticed an increased tendency for people to stay in the jobs they have. Many industries suffered massive layoffs in the fourth quarter of 2001. In some states, the mental health industry managed to sidestep this effect, probably because staffs were so lean to begin with. In other states, the current administration's emphasis on education has taken its toll on mental health funding. As a result, there are not as many jobs available in mental health as we have seen in the past.

However, the staffing industry in general remains strong. During the past seven years, staffing firms have created more than 1 million new jobs across a wide range of occupations, according to the American Staffing Association. The reasons businesses need temporary staff remain as true today as they were prior to September 11: to help during unexpected increases in demand for services; to fill in for absent regular employees who are sick, on vacation, or on family and medical leave; and to cover staff vacancies until a regular employee is hired. ☺

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to those companies' Web sites to find a job. Make sure that your Web site is updated and all jobs are current.

Location – These individuals are driven by the location of the job. They visit the job boards dedicated to the metro area in which they are interested.

Casual – The casual jobseeker is not actively looking for a job but would consider a change if they saw something that sparked their interest. They typically are not searching job boards.

However, if they are on a news site, a trade journal site or other related site, they will click on job links “just to see what's out there.”

Affinity – They have a strong affiliation to an ethnic or other affinity group and want to work for companies that actively support the hiring of employees within that population. They peruse minority sites, military sites, gay/lesbian sites, women's sites, etc.

Even if you have targeted your potential jobseekers appropriately, you still may fail to recruit the ones you want if your listings are not compelling. How can you make sure you send the right message in your job postings?

Focus on rewards – Generally, job seekers are more interested in what the position offers them personally than in the corporate mission or business strategy. Provide specific details about the position, and what the job seeker can expect in return. Savvy candidates will check your Web site later, once they become interested in the position, to read about your corporate mission and the services you provide.

Keep it simple and straightforward – Avoid buzzwords and jargon. Tell what your company does in simple, layman's terms.

Be realistic – Candidates are wary of job

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Top Job Boards

The Top Five Job Search Boards

1. Monster.com
2. Headhunter.com
3. Careerbuilder.com
4. Hotjobs.com
5. Careermosaic.com

The Top Ten Niche Job Search Boards for Mental Health

1. Socialservice.com
2. Mentalhealthjobs.com
3. Naswdc.org
4. Hspeople.com
5. Psychtemps.com
6. Medhunter.com
7. Medcareers.com
8. Nonprofitjobs.org
9. Healthcareers.com
10. Mentalweb.com

Interviewing tips

Your Psyche is Showing



Of course interviews are your time to assess candidates. But don't forget that candidates also are assessing you. What personality type do you convey as an interviewer, and what message does that send the candidate?

Your type: The professional. You take time at the beginning of the interview to make the candidate feel comfortable, opening the interview with some small talk.

What the candidate thinks: "This is the best kind of interviewer because he/she is

likely to listen attentively to what I say. Still, I need to remain entirely professional because he/she will notice if I take liberties."

Your type: The psychologist. You try to analyze for hidden clues in everything the candidate says.

What the candidate thinks: "It's tough to spot this type. I had better just stick to the truth and be brief at all times."

Your type: The formalist. You stick to a script, no matter what the candidate responds.

What the candidate thinks: "This is frustrating, but I can't let it intimidate me. I'll just be patient and affirmative, and hope that a chance to have my say will come at the end of the interview or when answering questions."

Your type: The interrogator. You try to intimidate the candidate.

What the candidate thinks: "I can't let this fluster me. I need to take my time

answering the questions and hold my nerve."

Your type: The smooth talker. You tend to wax lyrical about the job and its prospects, not showing much concern for the candidate's ability.

What the candidate thinks: "Uh-oh, I hear alarm bells. This is probably the type of 'high staff turnover' job to avoid."

Your type: Pretentious. You try to intimidate the candidate by assuming a know-it-all attitude.

What the candidate thinks: "If I can remain humble and respectful I'm still likely to make a good impression."

The best interviewer is the professional type who incorporates elements of the formalist, making sure to stick to the script just enough to elicit the information needed to make a good hiring decision. ☺

How to make meetings matter

Avoiding Mangled Meetings

Meetings can be huge time wasters or the springboard for productive activity. The outcome generally depends on the amount of planning that has gone into the meeting beforehand. Try these pointers when planning your next meeting:

- Involve invitees in preparing the agenda for the meeting. Ask them for:
 - Suggested topics for discussion
 - Time limits for various topics
 - Supporting documents to be used at the meeting
 - A list of who should be invited to the meeting
- Allow the participants to prepare for the meeting by distributing the agenda in advance. Be sure the agenda includes:
 - Date, time and location of the meeting
 - Order of business
 - What is to be accomplished
 - Suggested information, documentation or other materials the participants should bring to the meeting

The biggest criticism of meetings is that they are too long and unproductive. If you can keep the discussion focused and moving along briskly, and then adjourn on time, you will have conducted a successful, and much appreciated, meeting. ☺

StaffTalk -Meet Kathleen Batsel



Kathleen Batsel has seen both sides of the mental health-care field: she's recruited for it and she's worked in the trenches herself. That experience gives her a unique perspective when performing her duties as account manager for *PsychTemps*, a job she's held for just a little more than one year.

"I handle the entire range of recruiting efforts, from sales, to managing the account, to filling specific positions," Kathleen explained. "My clients range from large, ongoing accounts like Magellan, which I handle nationally, to other companies that cycle in and out throughout the year. It's a nice variety."

Kathleen earned a B.S. in psychology and social work from Western Kentucky University, and is a licensed social worker. After graduation, she went to Peninsula Village, a children's psychiatric hospital, and worked on the unit, caring for children with severe and persistent mental illnesses. Her next job put her in contact with inner city youth dealing with personal and vocational issues. This was followed by work as a case manager for children in a community mental health system, and in job placement for kids who had gone through vocational training. It was this last position that sparked her interest in professional recruitment, leading her to *PsychTemps*.

When Kathleen is not on the phone with clients and candidates, she works with copper, designing lawn art and other decorative pieces, and she loves hiking in the great outdoors. Most importantly, she spends time with her husband Roger, and the two "masters of the house," her dog, Tull, and her cat, Elliott. ☺

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titles that seem inflated or euphemistic. The description of the duties should match the title, and the title should be intuitively understood by a majority of people (e.g., social worker, counselor, clinical supervisor).

Aim for the top – Many employers don't use job postings as a means of filling high-level positions, but it is an excellent way for companies to show they offer challenging positions and growth opportunities. Highly qualified candidates do read Internet job postings to gain a sense



of available prospects, and this can be a cost-effective way to reach some of those candidates.


An August 2000 WetFeet.com survey revealed that 72 percent of job seekers think about their job search in terms of available positions, not potential employers. They use job listings to educate themselves about opportunities, and are quick to form judgments about an employer based on the language and tone of its listings. Clearly, savvy use of online recruiting can pay significant dividends in the types of candidates you attract. The Internet is bound to become an increasingly important source of job seekers in the future, so those who learn to master it now are ahead of the game. ☺



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PsychTemps
TidBits  **Weird and wonderful information you can't live without**

The remarkable thing about my mother is that for thirty years she served us nothing but leftovers. The original meal has never been found.”
– Calvin Trillin

There is no reason for any individual to have a computer in their home.” – Ken Olsen, president of Digital Equipment, 1977

More than a third of all adults hit their alarm clock's "snooze" button each morning – on average, three times before they get up. Those most guilty of snatching some extra sleep are those in the 25–34 age bracket, at 57 percent.

And speaking of sleeplessness, Levi Hutchins of Concord, New Hampshire, is credited with inventing the first alarm clock, in 1787. It rang only at 4 a.m. because that's what time he got up.

In a recent five-year period, 24 residents of Tokyo died while bowing to other people.

My grandfather once told me that there were two kinds of people: those who do the work and those who take the credit. He told me to try to be in the first group; there was much less competition.”
– Indira Gandhi

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