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MPLOYMEN SUNDAY. FEBRUARY 2, 1997 PAGE 1 SECTION Surveys offer optimistic outlook for '97 Is "changing jobs in 1997" one of your New Year's resolutions? If so, two recent surveys suggest you're likely to encounter a pretty healthy job market for at least the first six months of the year. According to MRI, of the nearly 200. The survey, which pulled 1000 Chief Financial Officers (CFOs), found 43 percent survey, which pulled 1000 Chief Financial Officers (CFOs), found 43 percent of those police the first six months of this year. The first six months of this year. According to MRI, of the nearly 200. According to MRI, of the nearly 2

for at least the first six months of the year.

One survey, which polled 1000 Chief Financial Officers (CFOs), found 43 percent of those polled expect to grow their businesses in 1997. The survey, conducted by Robert Half Internation, a California headquartered staffing service with 190 offices in the U.S., Canada, and Europe, found only 8 percent of respondents forecast any cut-backs.

The survey revealed some variation in projected hiring levels by industry. It was CFOs in the retail, transportation, public utilities, and construction industries who predicted especially strong growth.

Projections also varied somewhat according to the size of the organization responding. CFOs at companies with 50-99 employees anticipated the most active business expansion with 50 most active business expansion with 50 percent reporting plans for at least some growth in 1997. "Companies with 50 to 100 employees make up one of the fastest growing and strongest segments of the small business market," noted Max Messmer, chairman and CEO of Robert Half International. "Their expansion plans are geared toward keeping pace with heightened competition and accommodating internal growth."

Commenting generally on the survey

competition and accommodating interal growth."

Commenting generally on the survey
results, Messmer added, "Businesses
are optimistic about 1997. This healthy
outlook for corporate expansion bodes
well for job growth in the year ahead."

A survey that appears to support
that optimistic outlook for job growth
was conducted by Management
Recruiters International (MRI), an
Ohio based international recruiting
and search firm with offices throughout California. This survey, the 38th in
a series conducted by MRI, found an

Also worthy of note were the regional differences in projected hiring revealed by the MRI data. The West led the nation in projected hiring increases with 64.5 percent of respondents for the region indicating plans to add to their current ranks. According to MRI, this is the third consecutive hiring survey in which the West emerged as the region with the highest projections. Ranking second and third this time were the Southwest and North Central regions with projected hiring levels of 52.7 percent and 48.8 percent respectively.

Keeping your job search on course

BY DEEDRAH L. MODES

How long does it take to find a job?

One menth for each \$10,000 of salary
is the stock answer cervor counselors
and head hunters usually give. But in
truth, no one can really predict how
quickly you'll land the next spot. The
longer this tough mission drags on,
the greater the risk you'll lose focus or
(worse yet) slip into the doldrums.
Here are same ways to keep your job
search on track:

• Use more than one job-hunting technique, Rather than just relying on the want ado, try more individualized methods that don't generate
as much competition from other job
hunters.

Most people get jobs because they

as muce competition from order job nunters.

Most people get jobs because they hear about an opening from someone they know. You can start by making a list of friends, family, neighbors and former coworkers. Set a goal to call a certain number of them each day (say, five if you're currently working, and 21 if you're unemployed).

No matter how bummed out you may feel, try to sound upbeat when you call. Highlight your credentials and the kind of job you hope to land (it helps to give a few examples of places when you talk with about in.). Ask overyone you talk with about

giving you the names of other people to contact.

Another way to up your odds is by getting in touch with businesses directly. The best gateway is not the personnel department, but going

through company managers.
Ideally, you'll have leads to them

through company menagers.
Ideally, you'll have leads to them through someone you've aircady contacted. If not, you might have to make some extra phone calls. For instance, someone with a marketing background would want to find out who's in charge of selling each of the company's major products.

Using index cards or computer software, maintain a log of contacts. You'll want to include the date you spake, the gist of the conversation, any correspondence that followed, and how you plan to follow up. Send thank-you notes to people who spend a half hour or more talking with you by phone, who meet with you in person, or who refer you to another helpful lead.

Stick to a schedule. Looking for work is a full-time job. If you're still employed, you may need to start the day earlier, and end later to make time for phone calls and meetings. You can use evenings and weekends to write letters and do library work.—
like reading business magazines that

can give you ideas about where to apply.

To ward off the job-hunting blues, people who are out of work should, also adopt a routine. That means got ting up and going to bed at the same time every day (which helps you sleep better), and using a calendar. At hend of each day, make a realistic list of tasks (in order of priority) you'd like to accomplish on the following one.

If you're conducting a job search from home (as opposed to spending time at an outplacement center), try to set up a work space free from distractions.

Bulld a support system. Even

time at an outplacement center), tryto-set up a work space free from distractions.

Build a support system. Even
with all the layoffs in recent years,
many people are still ashamed of
being unempleyed. One way to overcome that is by tapping into a job-support group. Coworkers laid off togethor have an instant source of camaraderie. Other possibilities are groups
forming through churches, synagogue
and community organizations. Ogcheck the phone book for the neared
branch of Forty Plus, a nationwide
network for displaced workers.

Finally, when you do land a spotdon't lot the contacts go stale. If
dody's volutile job market, you never
know when you'll need them next.

EMPLOYMENT

This Classification Continued from Page G7.

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