

## Capitalize on First Quarter Recruiting Rush

**BY SHEVIL SILVER  
CAREER SOURCE**

Have you decided to change jobs this year? If so, you might want to consider the benefits of making a move during the first quarter of the year, a period when a lot of hiring activity takes place. Why? Because the flurry of hiring in the first few months of each year? Companies typically have their new budgets this time of year," says Robert Worley, a chapter president of the International Association of Management Professionals (IACMP) and director of counseling services for the Washington office of Manchester Partners International, a national executive search firm with 127 offices.

often, people count on a particular opportunity because they're so convinced it's going to work out. Then it falls through," and they've got to start the search from scratch. It's far better, says Worley, to be actively so that no one situation is as critical.

Equally important, according to Worley, is learning how to use the telephone to maximum advantage. Being good at the telephone effectively is vital, both from the viewpoint of employers calling you and you calling them," he notes. "Begin by making sure you've got a good telephone to use at work. One missed call can mean a lost opportunity."

phone is answered in a professional way, even if it's your home phone. "Don't have the kids singing on the outgoing telephone message" if you have an answering machine, says Worley.

When talking to hiring managers to follow up on resumes you've submitted, Worley suggested, "Call early in the morning, at noon, or late in the afternoon to get the attention of the person directly to a decisionmaker at those hours before their secretary or administrative assistant arrives, after they leave, or while they're at lunch."

Before picking up the telephone to make a call, Worley advises some points you want to be sure to cover," he suggests. "And have your resume handy. Employers may refer to it," and it's important to have all the facts and dates of your work history available. Worley advises keeping a copy of your resume near the telephone so you're prepared to talk any time employers call. Follow up on materials you've submitted to them.

Worley also suggests that people give themselves the latitude of standing up and talking to the person who enables them to speak more confidently. He even encourages gesturing while speaking if that makes someone feel

## One Worker's Idea Can Change a Company

bottom line looking good," then resume their recruiting efforts in January. Worley believes hiring will remain brisk because the economy continues to look strong. This year in particular, Worley says, "I expect to see a lot of activity." Conversations with individuals who place candidates in a range of fields, from information technology to manufacturing, all indicate strong support, indicate that positions are plentiful and

**BY DEBORAH L. JACOBS**  
**CHRONICLE FEATURES**

Every great thing starts with an idea from someone. With that thought, John Landwehr dashed off an e-mail message last fall to members of the executive search firm he had just acquired. The message was simple: "The gist of my message: NeXT should consider licensing its operating system to Apple Computer."

tations and lengthy reports. Landwehr's pitch was decidedly low-key. He opted for electronic mail, the preferred mode of communication at NeXT and many other high-tech companies. He didn't waste time and energy to prepare. And, if recipients didn't spark to his idea, he figured he'd never hear from them again.

At NeXT, "People realize that not every e-mail has to be responded to," says Landwehr. "People are doing things

a much more viable entity. Meanwhile, Landwehr has become something of a corporate hero. He says co-workers have thanked him for his "courageous" decision to put up his own stake in the company. Much to his surprise, at the press conference he gave last week, he was named the "most innovative" person in the industry. He gave credit to "two young hotshot market researchers" who had convinced him to do what he did. "I was wrong," he says. "I was one of them."

in fields like information technology, says NeXT. "We have a pool of qualified talent for some positions."

How can you capitalize on this circumstance? What strategies can help you make the most of the results? Worley offers some expert advice.

His first suggestion: Include a customized cover letter with your resume. "It's important to let us know so many people continue to respond to ads, you've got to write a cover letter that addresses what employers are looking for," says Adgey from a clever

Landwehr, a product manager at NeXT, thought, "I'm going to get hurt if you crank out a long e-mail and nobody says anything," he says. This was the last time NeXT and NeXT-geek got together. "I don't know if it could be that management doesn't have time to consider your recommendation or if they're just not interested."

In this case, executives thought the initiative "sounded great," but timing was off. NeXT was in the middle of some brief discussions in the hallways, he had few clues that it was gaining momentum.

While Landwehr turned to other assignments, NeXT executives passed the word to NeXT-geeks from a clever

Sure, Landwehr and NeXT-geek were lucky, but what happened wasn't a total fluke. All along, NeXT had wisely anticipated the possibility of a takeover, and had gone to the trouble of sorting the good from the bad. Although the company's decision to overture to Apple, he apparently wasn't miffed (as some corporate leaders might be) because he knew the initial talk was just a

By giving credit where it was due, Jobs may encourage other workers to do the same in the future.

to explain what you want. Job seekers need to talk instead about how they can contribute, and how they match the qualifications outlined in the company's ad."

It's also important to pursue multiple opportunities simultaneously. "People must get out of the ruts in one bracket," Montalié says. "For 100

employees who read between the lines of trade journals and saw potential opportunity, Apple was looking for a new operating system (the software that runs a computer). NeXT had one to offer. Perhaps they could help each other out, he thought."

Unlike many business proposals, which take the form of glossy presen-

deck of the company's head product manager. He placed a call to Apple, whose chief technical officer called him back. "I told Apple offered to buy the entire company."

In the process, Steven Jobs, who co-founded Apple in 1976 and started NeXT after getting kicked out less than a year later, was back in the game. NeXT's 360 employees will become part

Deborah Jacobs welcomes letters from readers and will address topics of general interest in this column. Contact her by e-mail ([DJWriting@aol.com](mailto:DJWriting@aol.com)) or by letter at: Chronicle Features, 875 Market Street, Suite 1011, San Francisco, CA 94102. Please include your name, address and telephone number.

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