

## The “Eye” of The Perfect Storm

### On Time, All The Time!

Understanding people right from the start is now easier than ever with the Internet Delivery System for Managing for Success reports. MFS reports are available on-line, 365/24/7, with instant reporting. Position- and skill-specific versions are available for the entry-level employee, sales, customer service and for skills such as team building and time management.

The value added by using assessments is significant. What do Managing for Success assessments do? They evaluate:

- A position and the competencies required for the job.
- Efficiency and effectiveness
- How people handle stress—do they give up or keep on truckin’.
- The right management/coaching strategies for each employee.
- Acceptance of diversity, customer service, curiosity and job readiness skills thinking.

For a free demonstration of or to purchase these easy to use assessments, call us today at 717-656-4632.



136 W. Main St.  
Suite 200  
Leola, Pa. 17540

(717) 656-4632  
1-800-803-4303  
(717) 656-7816 FAX  
email: iwolfe@super-solutions.com

*Coaching and Mentoring is easier than you think.*

### Sign up today for the **2nd Mentoring and Coaching Academy**

Sponsored by The Lancaster Chamber of Commerce

An all new 30-hour program beginning January 30, 2001.

*“The process is outstanding and I would recommend it to everyone that wants to live a better life and improve other's lives both personally and professionally.”*

Leah Davis (Coach)  
North Star Marketing

*“Powerful, eye-opening and insightful”*

Suzanne High (Protégé)  
North Star Marketing

*“I would highly recommend this program to any business for an increase in communication between managers and employees, reduction in turnover, more effective team players, and an increase to the bottom line.... I am amazed at what a great starting point the assessments have been for this coaching.”*

Stephanie Carbaugh  
President, SRC; Former GM,  
Denlinger Building Materials

For more information or to register call SPS at 717-656-4632 or The Lancaster Chamber, 717-397-3531, ext 31.

That whoosh of layoffs in December was a huge sigh of relief to many employers, as opposed to the sucking sound of an economy scooping up employees faster than our nation's ability to replace them.

Has the squeeze for employees subsided? Will job seekers again flood the labor markets just like they have in the past? Has The Perfect Storm fizzled?

The labor storm has weakened but it is still ferocious. This storm, like all nor'easters, is powerful and dangerous. But unlike the classic nor'easter, The Perfect Storm was created by the collision of a nor'easter and a hurricane.

**This storm has not passed.** We are "relaxing" in the eye of the storm. An increase in availability of workers will not bring an end to the labor shortage. More applicants may not translate into better quality workers because many employees still lack the job readiness and technical skills required for today's jobs.

This Storm has not dissipated nor moved out to sea to leave a chapter for history to describe as a historical period of low unemployment. We have just entered "The Eye of the Storm".

The Andrea Gail was dragged under nearly two days before The Perfect Storm reached its peak. ***The Labor Shortage will not begin to peak until 2010.***

## The Eye of the Storm

In December 2000 our economy slowed. NASDAQ, the bellweather of the New Economy, closed down for the year over 39% from its highs in 2000. November 2000 job creation numbers shrank to a low of 98,000 from levels as high as nearly 300,000. The economy slowed to a growth rate of approximately 2 percent. And retail sales for the all-important holiday season fell below market expectations.

But nowhere - I repeat, N-O-W-H-E-R-E - did the economy STOP growing. It merely SLOWED to a level that was considered normal, maybe even above average, just a few years ago. Sure, we will have layoffs and unemployment will likely rise if the economy continues to slow. We, however, just entered the "eye".

The "eye" is a roughly circular area of comparatively light winds and fair weather found at the center of a severe tropical cyclone. Although the winds are calm at the axis of rotation, strong winds may extend well into the eye. There is little or no precipitation and sometimes blue sky or stars can be seen.

The eye of this storm is merely a respite from the high velocity growth we have experienced and will experience in the decades to come.

This is no time for complacency. Don't mistake a slowing economy and rise in unemployment with a calming of the labor markets.

Higher performance and more productivity in the future will be the result of selecting—and developing - the best talent when it is available. Availability will never be better than it is today.

## US Population tops 281 Million!

Why hasn't this labor shortage passed? The US population grew from 76 million in 1900 to 281 million in 2000. The population outlook is for our population to double again to 571 million by 2100. And the U.S. should add as many as 27 million people during the next ten years.

Growth of that magnitude exerts severe demands on natural, social, and economic systems. Growing populations require more infrastructure, more services, and more room, as well as more jobs and more resources.

Our growing gray population, expected to triple in number in the next 20 to 30 years, will require - and demand - more services than at any time in our history. Older Americans will travel more, demand more leisure and financial services and consume health care services sixteen times faster than their under-55 counterparts.

The fuel for a service-based economy is people. As the consumers demand bigger and bigger "engines", more people will be needed to "fuel" the services.

*"Dig where the gold is... unless you just need some exercise."*

John M. Capozzo,  
Why Climb the Corporate Ladder  
When You Can Take The Elevator?

**For more information about how your organization can quickly assess the qualities it will take to lead your organization, call us at 717-656-4632 or email us at [DNA@super-solutions.com](mailto:DNA@super-solutions.com).**

## A Storm Still Forming

Economic growth was but only one of the eight major forces that was driving The Perfect Labor Storm. The other forces are still gaining momentum.

Despite any economic slowdown or even a recession, life expectancy increases and mortality rate declines will continue to push the numbers of people living to old age from the current 33 million to over 80 million in the first half of this century. As mentioned earlier, someone will need to feed, drive, care for and doctor this growing segment.

Concurrently, the boom of young people will mirror the population numbers of the baby boomer generation. This means a need for more teachers, health care providers, child care and entertainment workers. This younger population, however, is the most culturally and ethnically diverse in history and managers and employees are inadequately prepared to deal with differences in race, color, generational values, and gender.

And while we were creating jobs in record numbers, the employees hired to fill those jobs lacked the appropriate job skills to do the job not to mention the discipline and know-how to show up on time - if at all. These low-skilled or unskilled-for-the-New-Economy workers will likely be the first to re-enter the labor pool if massive layoffs occur.

Astute and proactive managers will jump on this opportunity to re-group before the back wall of this storm moves over their business. If the labor market softens, now is the time to:

- Hire the "right" people and if necessary, terminate any mis-hires.
- Identify the competencies of the job and of the employees you have in place.
- Provide job-specific training to close the skill gaps.
- Identify mid-level managers to move up and entry-level workers to be groomed for supervisory and management positions.

## No Shortage of People

The world population is currently growing by about 80 to 85 million people each year. This represents roughly the equivalent of adding another Germany every year, another Spain every six months, or another San Francisco every 80 hours.

Population Reference Bureau

## I Wish I Said This.....

*Within us all there are wells of thought and dynamos of energy which are not suspected until emergencies arise. Then, oftentimes we find it comparatively simple to double or triple our former capacities and to amaze ourselves by the results achieved.*

Thomas J. Watson, Sr.

*There have been some terrible moments in my life, a few which have actually happened.*

Mark Twain

*The meaning that you give an event is the event.*

Deepak Chopra

*The significant problems we face cannot be resolved at the same level of thinking we were at when we created them.*

Albert Einstein

*People who take risks are the people you'll lose against.*

John Scully

*When you lose, don't lose the lesson.*

Dalai Lama

## Desk Rage

A recent study indicates that tolerance for unreasonable office behavior, known as desk rage, is costing businesses big time - to the tune of \$4.2 billion a year.

The study completed on behalf of a private company found that:

- 65% of the respondents said workplace stress is at least occasionally a problem.
- 23% were driven to tears.
- 34% blamed their job for a loss of sleep.
- 1 in 5 say stress caused them to quit a job.
- 1 in 8 say it prompted them to call in sick for "mental health" days.

## More Rage

In a separate study, 50% of the respondents lost work time worrying about rude behavior directed toward them.

- 1 in 3 admitted to intentionally reducing their commitment to the company.
- 1 in 4 stopped doing their best work and
- 12% quit their job.

## Behind Bars

- 14 million Americans face likelihood of imprisonment.
- 2 million are behind bars
- In 1999 1.5 million children had at least one parent in prison.

Bureau of Justice Stats,  
Newsweek November, 2000

## I prefer to receive

### Your M.A.I.L. by

Fax  E-mail  Mail

Name \_\_\_\_\_

Title \_\_\_\_\_

Company \_\_\_\_\_

Telephone \_\_\_\_\_

Fax \_\_\_\_\_

E-mail \_\_\_\_\_

Please send a free subscription to Your MAIL to :

Name \_\_\_\_\_

Company \_\_\_\_\_

Fax \_\_\_\_\_

E-mail \_\_\_\_\_

## Gray Hair Overload

For the first time in our history we have an age group under 18 and over 60 that requires services to be provided by a shrinking percentage of working age adults.

### 54% of people in 2005 will be 45-64

Between 1988-1998 the 55 and older age group increased by 4.3 million; Between 1998-2008 the group will increase by 14 million.

The fertility rate for white, non-Hispanic women is 1.8 compared to 2.9 for Hispanic women

National Center for Health Statistics