

CAROCP MARKET WATCH

(A Monthly Trends & Forecasting Report)
February 27, 2004

FUTURE ORGANIZATIONAL REALITIES

- Flatter organizations, constant reorganization, reengineering
- Connectivity everywhere causing technological challenges and expenses
- “Upskilling” of all jobs and employees through training and retraining
- Project-by-project, just-in-time, networked organizations
- Speed gaps (organizations need to respond quickly, but are not configured for speed)

FUTURE WORKPLACE REALITIES

- Skills gaps (difficulty finding, recruiting, hiring, retaining skilled employees)
- Fierce and costly competition for skilled workers
- More leverage for older workers
- A thoroughly diverse workplace (race, age, ethnicity, gender religion, lifestyle, life phase, sexual orientation, values, attitude, dress, appearance) with potential conflicts
- Dissatisfaction, insubordination, disrespect, disenchantment, hostility, violence, drug use, theft, sexual harassment, unhappiness, frustration and anger more common. [Growth Strategies](#), February, 2004

TOP INTERNET TRENDS FOR 2004

- Decline of the web browser on the desktop
- Growth of Internet applications to replace browser (Windows Media Player, AOL Instant Messenger, Yahoo! Messenger Service, Real Player)
- All things wireless
The biggest impact will be on mouse and keyboard connectivity as these all go wireless and the cost drops drastically.
- Digital media in the living room
- Microsoft Mobile Platforms
Mobile and wireless will continue to be the buzzwords for 2004. The most significant change is Microsoft’s growing presence in these markets and the integration of the cell phone smart phone with the desktop PC.
- Voice-over-Internet Protocol (VoIP)
Internet protocol telephony, routing phone calls over the Internet, is among the new technologies aggressively being promoted to save companies money, but there are pros and cons. [Web Talk Radio](#), February 17, 2004

WHERE THE JOBS ARE

Proteomic Science – There is a shortage of people with PhD degrees in proteomic science (the study of proteins in an organ, cell, or tissue) for both academic and industrial research positions.

Government Contractors – With ongoing military actions and the president hoping to contract out work formerly done by federal employees, private firms have thousands of vacancies created by new defense-related tasks. The biggest problem in obtaining such a job is the delay in gaining security clearances.

Pharmaceutical Sales – Keen competition between drug manufacturing and continued outpouring of new products should make pharmaceutical sales one of tomorrow's hot fields. The job requires good sales skills and the ability to learn about and explain complex new products – which is why these salespeople are often referred to as "detailers".

Mortuary Science – Many students reject this field without a second thought however, there is a strong demand for embalmers and funeral service directors. Enrollment in mortuary science programs declined 30 percent between 1996 and 2001. One Maryland funeral home tries to recruit students still in mortuary school with a \$35,000 salary and an offer of a new suit and cell phone.

Wall Street – After eliminating 39,000 jobs in the last two years, the securities industry is ready to hire. Priority is expected to go to recent college graduates, who do basic work while not demanding high salaries. [Career Opportunities News](#), January/February 2004

PUTTING GAMES TO WORK

Game-based training is shaping up to be one of this generation's primary teaching tools, in business and elsewhere. Why does this seem to have so much potential? One reason is workers under the age of 30 – the Nintendo generation, if you will – have grown up much more prone to doing homework with the TV on and with a Walkman blasting into both ears, leading to enhanced parallel-processing ability, or the knack of dealing with numerous stimuli at once. A second reason is the sheer amount of resources that are put into game technology. Game developers are on the front lines of graphic design, applied artificial intelligence, interface design, and network interaction. Therefore, when training draws on game technology, it's being given access to the leading edge of computer innovation. [Computer User](#), February 2004

REINVENTING THE POWERPOINT

Are your presentations putting people to sleep? A slew of new software products are hitting the market to jazz up PowerPoint presentations with audio and video in just a few minutes. Microsoft's PowerPoint is 17 years old and cannot compete with Flash animation, streaming video and the other bells and whistles used to add excitement to business presentations and sales pitches. Brainshark, Macromedia, and Anystream are companies wading into the "media-enhancement software" market. These applications allow you to take ordinary PowerPoint slide presentations and, using a microphone, Web camera or digital-video camera, add sound and/or images. [INC. Magazine](#), March 2004

IT'S ALL ABOUT YOU

Dr. Phil says . . .

A smart way to approach your job is to think of yourself as being in business for yourself. Even if you're working at Costco or General Motors, you're a company of one. At the moment, your client is Costco or GM, but you're in business for yourself, and how hard you work, and how much you distinguish yourself, is truly up to you. Also, most workers out there are content to just show up. They're more than happy to do just the minimum. But that's not enough if you want to excel. Good Housekeeping, March 2004

Stanford University says . . .

A sheepskin from Stanford University's B-school was a coupon for a six-figure salary, stock options, and a high level position. Getting a job meant choosing from a wish list. Today, things are different. Even before school starts, students take two mandatory classes: one about assessment and the other about developing strategies to manage their careers. Stanford's placement director calls it "career self-reliance." "You have to do it yourself." The Brand called "You" is the only way to survive. Fast Company, March 2004

"YOU'RE FIRED!"

"The Apprentice", one of the addictive new shows on television, takes us to territory we all know—the office. Everyone can relate to co-workers who are lousy team players, assignments with unrealistic deadlines and those terrifying moments when the boss calls you on the carpet. More than 200,000 applied for the show's 16 slots to vie for the grand prize: a one-year apprenticeship heading one of Trump's companies with a \$250,000 salary. Below are Donald's 7 Rules of Success.

1. You have to be born with brainpower.
2. You have to love what you're doing.
3. You cannot stop. You cannot give up or even think in terms of giving up.
4. You have to believe in yourself. Confidence is a very important thing.
5. "My whole life is based upon pitting people against each other. It brings out the best in people and the worst in people. If the worst comes out, you don't want them working for you".
6. You have to remain cool under fire and let criticism roll off you. Good leaders handle conflict easily and bad ones are eaten up by it.
7. You must work well with others and be loyal to your team. Disloyalty is the worst of all traits. Newsweek, March 1, 2004

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