

CAROCP MARKET WATCH

(Monthly Trends & Forecasting Report)

January, 2004

BLENDED LEARNING

Take online learning, mix in some video, audio and other offline methods, and you have the latest wave in the booming Web-based instruction trend: blended learning. Three segments in particular are moving to blended learning: IT training is the first, regulatory training and safety training is the second, and the soft-skills market – management training, sales training and other people skills – is the third segment.

Entrepreneur, December 2003

FAST-CASUAL

Consumers who want a quick bite coupled with more service and higher quality food are turning to fast-casual chains. People aren't willing to settle for fast without flavor anymore and they are looking for something that's a step up in price and quality. There are more and more chains developing to fit this niche.

Entrepreneur, December 2003

HACKING 101

The number of schools offering courses in hacking and virus writing is growing. The goal isn't to breed a new generation of hackers. Instead, these courses seek to empower companies against cyber assaults by making them aware of hacking techniques so they can take an offensive approach. The thinking is that it takes a thief to catch a thief. The course offerings available run the gamut. So do the instructors, whose ranks include well-respected security professionals, individuals convicted of computer fraud and even tech-savvy teenagers. Foundstone Inc., located in Mission Viejo, CA, only had about 1,000 students for its hacker classes in 2000. Now it trains 3,500 people yearly. Foundstone Inc., also draws students from all branches of the U.S. military, as well as law enforcement agencies at the federal and local levels. For about \$4,000, students get a three to four day training in ethical hacking. The Wall Street Journal, January 12, 2004

TECH TALK

Companies will find it more affordable to expand data networks with the debut of new wireless capability next year. Millimeter wave technology will provide 100 times the capacity of a T-1 line at a mere fraction of the cost of laying fiber optic cable. Only about 5% of commercial buildings in the US have fiber connections due to the prohibitive cost of installing cable. Faster speeds will let firms transmit big streams of data more easily. The Kiplinger Letter, December 19, 2003

GROWING WORKPLACE PROBLEM

Cell phones with built-in digital cameras raise concerns about employee privacy and corporate espionage. Camera phones will make it more difficult to protect proprietary data and also raise the threat of lawsuits among employees. [The Kiplinger Letter](#), January 9, 2004

AMERICANS ARE INTEGRATING THEIR OFFLINE, ONLINE LIVES

It may be the most significant social and economic trend of our time: Americans are integrating their offline and online lives naturally and seamlessly. A recent trend report conducted for eBay concluded that there is not facet of modern life that does not have an online component. Numerous community-driven activities have migrated to the Internet or have expanded tandem with offline activities for example, book, hobby and investment clubs, dating sites, planned community associations. Campuses and workplaces have become completely wired. Internet use is becoming social as well as commercial. [Growth Strategies](#), December, 2003

FIELDS OF OPPORTUNITY – TOP PERFORMERS

Managers There will be a need for those who are good at communicating, motivating co-workers and building cooperative teams especially bilingual global managers, crisis managers and security specialists.

Scientists and Engineers There will be many openings in biotechnology, microelectronics, nanotechnology and computer sciences. As aging infrastructure needs improvement and replacement, more civil engineers will also be needed.

Computer-savvy Workers Demand will be steady for systems analysts, programmers, database administrators and systems security experts. Virtually every business will need website designers and computer technicians.

Health Care Professionals One in six new jobs will be in health care. Employment opportunities will also increase in alternative health and medicine, nutrition and personal training.

Financial Specialists As more workers control investment of their retirement plans, there will be an expanding job market for accountants, financial analysts, and financial planners.

Teachers Demand is going to be especially high for math, science, special ed and foreign language teachers. There will also be an increasing need for child day care service providers.

Repair Specialists Those who can troubleshoot, diagnose and fix a problem the first time will have options for good paying jobs. Demand will be high for auto mechanics, heating and air-conditioning technicians, plumbers, carpenters, masons and electricians.

Expect many totally new positions created by technical and managerial innovations among future high demand jobs. [What's Ahead for 2004, A Special Report for Clients of The Kiplinger Letter](#)

EXTREME MAKEOVERS IN THE FUTURE WORKPLACE (10-25 YEARS)

- The “corporate age advisor” will emerge to mediate conflicts and increase harmony between workers likely to span four generations.
- Online auctions will replace recruiting. Companies facing a labor shortage will be able to bid on potential employees, particularly temps.
- Corporate recruiters will hit high schools. Companies will take over educating high school graduates, their future employees. “Employer universities” will beef up weak skills needed in the workplace.
- Resumes could go very high tech. A microchip the size of a grain of sand could be imbedded in workers who, by passing through a radio frequency field, would send information to the hiring manager’s computer.

John A. Challenger, CEO Challenger, Gray & Christmas, [Orange County Register](#), January 12, 2004

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