

CAROCP MARKET WATCH

(A Monthly Trends & Forecasting Report)
June 30, 2003

PHRASES ASSOCIATED WITH TODAY'S WORKPLACE

Best or nothing
Add value
Deliver more with less
Invent the future
Don't let the future happen to you
Be bold, be risky
Make your job
Drive your career
Deliver or die
Absolute integrity
Systems thinking
Just enough, just in time

Business Tech Forum, Coastline ROP, May 28, 2003

HELP WANTED

There is a shortage of skilled factory workers and truck drivers. Manufacturers will start a PR campaign to persuade high school students to consider careers in 3-D blueprint and tool design and related work. Trucking firms will entice restaurant, farm and other entry-level workers by paying more and offering shorter routes. [The Kiplinger Letter](#), May 30, 2003.

DEBUTING THIS FALL

Microsoft Office 2003 will be out with helpful new features: an instant messaging option in any Office program, not just in Outlook e-mail; anti-spam filters; and better management tools for safeguarding proprietary information. [The Kiplinger Letter](#), May 30, 2003

TRAVEL

The slower economy is forcing travel agents to reinvent themselves as consultants who go beyond booking flights and reserving rental cars. Some will get into niche travel—marketing special trips such as African safaris, Hawaiian adventures, Scottish walking treks, etc. Others will focus on serving businesses—cheap fares, tracking employees, enforcing policies. [The Kiplinger Letter](#), May 23, 2003

FLY CHEAP

With most of the large airlines suffering financially and cutting back flights and amenities, a fresh flock of new niche carriers is rushing to fill the gap with varying routes and styles of service. Indigo and Boeing Business Jet are aimed at executive travelers. JetBlue, AirTran, ATA, Frontier, and Spirit are targeting bargain hunters and aspire to be the next Southwest. Delta and United have announced plans for low-fare, me-too subsidiaries, a second try for both major carriers. Some are even more offbeat: Hooters Air and Naked-Air. [Time](#), June 9, 2003.

SHOCK IT TO ME

An automated external defibrillator (AED), a device that can jolt a heart back into its normal rhythm, is saving lives. For years AEDs were used only by doctors, but the new automated variety can be used by almost anyone. The devices are spreading to all sorts of public places including schools, hotels, offices and even homes. [Time](#), June 9, 2003

WHERE THE SUMMER JOBS ARE

This is the toughest job market in 10 years. Tips for grads on where and how to look:

Lower your expectations

Job targets have to be broader today. For example, obtaining an internship at a financial institution may mean a regional bank versus a Wall Street bank.

Use the Web wisely

Spend no more than 20% of your time on the Internet. SnagAJob is a leading site for hourly positions. New college grads might check out NACElink, National Association of Colleges and Employers. Devote daytime hours to networking and arranging every “informational interview” as you can.

Follow the need

For summer work any business with rapid employee turnover is a good bet: chain pharmacies, convenience stores, fast food, and telemarketing.

Sign on for the third shift

Adjust your clock to work through the night. Salaries are typically 20% higher.

Make a deal

Point out what’s in it for the employer—promise to return at Christmas, work the holiday.

[Time](#), June 16, 2003

KEEPING OLDER WORKERS ON THE JOB

With fewer workers providing benefits for greater numbers of retirees, the push is on to keep older workers working. Retirement policy reforms have been initiated in Japan, Sweden, and the UK. Forecasters see a coming job crisis with not enough workers to fill needed jobs. Businesses may need to come up with incentives to keep older workers on the payrolls longer. Keeping older workers in the workforce longer will require new education and training programs to keep their skills up-to-date and an

attitude change about the value older workers bring to the workplace. [The Futurist](#), July-August 2003

BUSINESS AS USUAL SHOULDN'T BE

“If you’re not willing to scrutinize your own products and services, eliminate the ones that aren’t performing anymore, and create new ones with high value, then someone else will do it for you.” Amy L. Brown, CEO The Forbes Group, Fairfax, VA. [The Futurist](#), July-August 2003

“The forward thinking manager is more concerned with **creating** the future than competing in it, and that requires becoming a venture **catalyst** rather than a venture capitalist. [The Forward-Focused Organization](#), Stephen C. Harper

RENTING SOFTWARE ONLINE

Instead of companies operating their own computer servers and buying business software to run on them, these companies would rent software that stays on someone else’s computers and is delivered to them online through a Web browser. The idea is called “utility computing”. [The Wall Street Journal](#), June 3, 2003.

THE GLASS IS HALF-FULL AGAIN

After three years of the glass is half-empty, leaders of technology are feeling optimistic. This is based partly on the uptick of a few key technologies, including digital cameras, digital music, wireless networking and broadband communications. Leaders expect two more years of ugly stuff, however venture capitalists/catalysts have begun stepping up investments in start-up companies, ending the virtual freeze on funding that many had imposed since the Internet crash. [The Wall Street Journal](#), May 30, 2003.

[Trends & Economic Forecasting Committee –June 30, 2003](#)

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