

CAROCP MARKET WATCH

(A Monthly Trends & Forecasting Report)
May, 2004

CHARACTERISTICS OF GREAT LEADERS

- **They make others feel important.** They focus on others' strengths and contributions. They acknowledge other peoples' ability and help them understand how important they are to the success of the organization, a powerful motivator.
- **They promote a vision.** They set the direction and help formulate, maintain, and nurture the organization's vision.
- **They admit mistakes.** They create an environment where mistakes are acknowledged and learned from.
- **They engage in continuous learning.** Great leaders continue to grow and stretch through professional development. Continuous growth keeps the person healthy and also helps bring fresh perspectives to daily issues.
- **They are accessible.** They stay close to the action to receive information that can only be gathered through direct observation or contact with the "customer".
- **They embrace bad news.** This is important because it indicates where something is going wrong. The sooner you hear bad news, the better your chances of turning it around.
- **They hire to weaknesses.** A good leader recognizes where he/she is weak and hires others for their strengths in those areas. Great leaders hire smart people and let them shine.
- **They earn respect and loyalty.** Position infers status, but people only shine and go the extra mile for those they respect and feel loyalty toward. Those feelings are earned by actions. Great leaders walk their talk.
- **They celebrate.** Great leaders give good parties. Celebrating success and acknowledging extraordinary effort will ensure that performance continues.

Orange County Register, April, 19, 2004

IT'S A COOL POSITION TO BE IN

Air-conditioning technicians are in demand, whether or not the weather is hot. As the population and economy grow, so do installations of residential, commercial and industrial climate-controlled systems. The availability of HVAC (Heat, Ventilation, Air-Conditioning) technicians is the toughest challenge that contractors face today. It is much more difficult for contractors to train people on-the-job due to systems that are increasingly more technical. The industry recently announced the adoption of one standard for certification of experienced technicians: The Air-Conditioning Excellence Program. Orange County Register, April 19, 2004

A CALL FOR ASSISTANCE

Medical assistants are expected to see the biggest increase in jobs from 2002-2012, growing 59%, according to the Bureau of Labor Statistics. On average, they earn \$24,810 a year. This isn't a dead-end occupation, as medical assistants can move into high-level medical administration—or use the experience as a stepping stone for future training in nursing or medical professions. The BLS' growth projections are borne out by the number of medical assistant schools popping up across the country. [MSN Money](#), April 1, 2004

FINDING THE GREEN

Health care may be where the jobs of the future are, and also where the money is. Medical professions dominate the list of top-paying occupations. Only chief executive officers prevented a health-care sweep.

<u>Occupation</u>	<u>Annual Salary</u>	<u>Avg. hours per week</u>
Surgeons	\$189,590	63
Anesthesiologists	\$181,420	60
Obstetricians, gynecologists	\$179,640	57
Internists, general	\$158,350	60
Pediatricians, general	\$142,360	53
Family, general practitioners	\$136,260	54
CEOs	\$134,960	Varies greatly
Dentists	\$133,350	37.6

[MSN Money](#), April 1, 2004

I GOT A McJOB, BUT IT DOESN'T PAY

At the other end of the spectrum, flipping burgers still pays poorly. McDonald's objected to the term McJob making it into the dictionary as a generic term for low-paying, unskilled labor. However, fast-food cooks made the least money of any employment category.

<u>Occupation</u>	<u>Annual Salary</u>	<u>Hourly Wage</u>
Fast-food cooks	\$14,930	\$7.18
Combined food prep and serving	\$15,150	\$7.28
Dishwashers	\$15,410	\$7.41
Counter attendant food	\$16,090	\$7.74
Hosts, hostesses	\$16,130	\$7.76
Amusement, recreation attendants	\$16,490	\$7.87
Ushers, ticket takers	\$16,490	\$7.93

[MSN Money](#), April 1, 2004

TECH JOBS START TO SLOWLY COME BACK

After a deep three-year slump that erased more than one million jobs, U.S. technology companies have begun hiring again, marking a modest but solid trend that could brighten the country's economic outlook. The gains to date are tiny – fewer than 20,000 jobs since late last year – and concentrated among smaller companies. [The Wall Street Journal](#), April 29, 2004

SHE'S WEARING MY CHAIR

Several big-name interior designers are trying to cross over into the world of clothing. With sales in the home-furnishings business essentially flat, reaching into the apparel industry has become a necessity. Clothing design provides an opportunity for home designers because consumers purchase clothing more often. The cross over is partly revenge against the scores of fashion designers who've been increasingly encroaching on the home-décor turf. It's unclear whether the strategy will work. Making clothes out of drapes isn't new – who can forget Maria in "The Sound of Music"? [The Wall Street Journal](#), April 23, 2004

POWERPOINT – TRICKS OF THE TRADE

Brendan Busch who heads Microsoft's PowerPoint design team has a few tips when making presentations: use printouts of the slides – they are better at keeping the audience focused; always use easy-to-read sans-serif fonts (such as Tahoma and Arial); put graphics on about half of each slide to avoid drowning the audience with text; and keep the presentation to under an hour. [The Wall Street Journal](#), April 28, 2004

WHEN EXECS GO TEMP

Temp work is no longer just about the assembly line or order entry. More and more highly skilled professionals are turning to temp agencies while they struggle with a tough labor market. These accomplished workers—lawyers, accountants, engineers, biochemists—make up the fastest growing segment of the temporary work force and account for as much as a third of the business of large temp firms. The temp trend may be here to stay. The Bureau of Labor Statistics predicts that the staffing industry will add 1.8 million new jobs between 2002 and 2012, a 54% increase, with professional jobs growing 68%. The rise in temporary hiring is one of the big structural shifts redefining the job market along with outsourcing. [Time](#), April 26, 2004

YOU'RE HIRED!

- The four essential qualities The Donald was looking for in an apprentice:
- An Outstanding Personality Someone who makes everyone feel comfortable—this may be the most essential trait.
- Brains Not book brains alone, but street smarts as well. That combination, properly used is a winner.
- Creativity The ability to see beyond the obvious, to think unpredictably and imaginatively, to make connections others might not envision. This is the hardest quality to develop—you've either got it or you don't.
- Loyalty and Trust Absolutely required qualities that any person can possess, unlike creativity and brains.

TRUMP How to Get Rich, Donald J. Trump, 2004

MORE SCOOP FROM THE DONALD: THE BUCK STARTS HERE

- Set the standard. Don't expect your employees to work harder than you do.
- Realize that your organization will sometimes function as an extended and dysfunctional family. If you haven't got any problems, then you must not have an organization to run.
- Regard your organization as a living, breathing organism. The figures you see on your spreadsheet will reflect the health of that organism. Watch out for bad cells while allowing good cells to flourish.
- Growth is an indication of life, so keep your organization moving forward at all times. Having a passion for what you do is crucial. Employees need to see and feel your energy.
- Don't intimidate people or you'll never get a straight answer from anyone and you'll defeat your own purpose.
- Your organization is your organization. It's your ball game and the strategy is up to you—so are the results.

TRUMP How to Get Rich, Donald J. Trump, 2004

Coming next month, The Donald's 3 Business Rules

Trends & Economic Forecasting Committee –May, 2004

Kim Thomason

Capistrano-Laguna Beach ROP

kthomason@capolagrop.k12.ca.us

Gerry Kawamura

Coastline ROP

gkawamura@coastlinerop.k12.ca.us

CAROCF is Mission Driven – Market Smart!