

The Key...to IMPROVED RESULTS!

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The Morse Group, LLC 732.548.5573

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When Hiring, Play For All The Marbles

What does the expression "playing for all the marbles" mean to you? Derived from a competitive children's game, the expression typically conjures up images of ongoing preparation and a fierce determination to win.

If you are a business owner or manager with one of the few job openings available in today's job market, then the term "playing for all the marbles" is significant to defining the success of your business. If you are an employer trying to fill a job vacancy, it means ongoing preparation and a fierce determination to hire the best possible talent available.



Today's economic climate of downsizing and bankruptcies has produced a job market with a lot of talented applicants available. The best employers already know that and are taking action. They prepare to recruit, interview and select new employees as if the life of the company or their career depends on it.

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On Leadership...

"We find no real satisfaction or happiness in life without obstacles to conquer or goals to achieve."

– Maxwell Maltz,

Communication Bulletin for Manager and Supervisors, June 2004

The Morse Group, 732.548.5573

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Free Tax Guide For Individuals

Are you facing a lot of different tax questions this year? IRS experts have pulled together an overview of common tax issues in one convenient place — *Publication 17, Your Federal Income Tax*. This updated publication, available on the IRS Web site, IRS.gov, contains a vast array of helpful information for individual taxpayers.

From stock sales to student loans, this nearly 300-page publication holds the answers to many of your questions:



- Need help deciphering the mysteries of the Roth IRA? Try Chapter 17 for retirement accounts.
- Do you have a new child in the house? See Chapter 34 for the Child Tax Credit.
- Are you selling stock for the first time? Check Chapter 16 for capital gains. If you're unloading losers, capital losses are there, too.
- Do you need to report the profit on your home sale? See Chapter 15 for some good news. Generally, you only need to report the sale of your home if your gain is more than \$250,000 (\$500,000 if married filing a joint return).

And the best part about Publication 17...It's free. To get a copy, visit the IRS Web site at IRS.gov or call 800-TAX-FORM (800-829-3676).

Patience and perseverance have a magical effect before which difficulties disappear and obstacles vanish.

– John Quincy Adams



ONE MINUTE IDEAS

**Help Feed the Hungry
Click Here –**

www.thehungersite.com

The Hunger Site was founded to focus on a specific humanitarian need; the eradication of world hunger. The staple food funded by clicks at The Hunger Site is paid for by site sponsors and distributed to those in need by Mercy Corps and America's Second Harvest.

Since its launch in June 1999, the Hunger Site has established itself as a leader in online activism, helping to feed the world's hungry and food insecure. On average, over 220,000 individuals from around the world visit the site each day to click the yellow "Help Feed The Hungry" button.

Check it out...it's **FREE!**



*To care for anyone else
enough to make their
problems one's own, is ever
the beginning of one's real
ethical development.*

– Felix Adler

The Morse Group, LLC
123 Norris Avenue
Metuchen, NJ 08840

*Improved Results is what we're
about – Contact The Morse
Group at 732-548-5573, or
e-mail us at:
info@themorsegroup.net*

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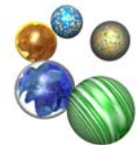
They realize that every time there is a reduction in force somewhere, there is the potential to get a Secretariat for the price of a very good show horse.

A client recently asked me to assist him in recruiting and screening prospective applicants for a human resources position. After a short meeting, I knew he was playing for all the marbles.

We wrote a classified ad that clearly defined the candidate as a generalist with supervisory or managerial skills and experience (in other words, weaklings need not apply). We profiled the position by determining the characteristics of the right candidate and how she or he would function in the company's environment.

The screening process consisted of converting 160 résumés into 12 telephone interviews, which resulted in seven on-site, one-on-one screening interviews. Three of those individuals were chosen to interview with the local management team.

The next step was not selecting the best of the three but determining whether to make an offer or start the process all over again, indicating the employer's true commitment to excellence. As you prepare to fill your next vacancy, how will you recruit the right person? I urge you to prepare to play for all the marbles and be determined to win the best talent for your organization.



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Future Insights

Beware of empires. Guard against any manager building a bureaucratic dynasty that gets in your way of performance. Cross-train your people, enable them to work productively together across departmental or functional lines. Stay fluid and flexible.

Emphasize personal and professional growth. Establish and maintain a learning environment. Use education, training, and development to help every worker become more competent, more confident. Link personal and corporate growth objectives to build the congruency that bonds people to your company. When people can meet their personal needs through their employment with you, they'll be more likely to stay.



Show appreciation. Tomorrow's employees, like today's, are hungry for appreciation. Thank your people every day. Be sincere and specific. Train all your managers and supervisors to follow your example, consistently. Seek creative ways to show you care.

Get closer to your people. Develop tighter relationships with your people. Share your visions, your dreams, your needs. Learn how your people feel about these issues, and other things that are important to them. Stimulate and support vigorous open communication.

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