



Atlantic Personnel Search

“Sirloin Tips”

Summer Edition – 2012’

Happy Birthday APS - Celebrating 16 years of Service, this month!

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Bringing Your Highest Value to the Market

What are you worth?

To many people, this is a question of simple math. Just take your total annual compensation, add benefits, and voila, you have your answer. Not so fast!

The equation for determining “*your true worth*” over time is harder than one might imagine. You are more than your annual compensation and benefits. You must also take into consideration your time in the industry, demographic trends, the demand for similar positions, and the value of specialized knowledge.

Your value in the marketplace is affected by many variables. Your true worth is determined by the combination of both potential value and experience value. Even if you find yourself considering a role similar to the one you are in, it is important to look at the growth potential of the new position and you in it. A position with a new company in the same industry may increase your potential for growth even when the salary is equal to or less than what you are currently making.



Being given the chance to move into general management, or dramatically increase your scope of responsibility, is crucial to continued career advancement. So understanding when it is in your long-term interest to do something in the short-run, such as making the move from your current organization to position yourself for a faster promotion with another company, is a key trait of successful managers.

To achieve great value in the workplace, you must think, plan, act and work as if you own the business, whether you do or do not. If you cannot contribute to the ongoing growth and profitability of your company, you are vulnerable and ultimately, expendable. At the same time, if the company you work for cannot contribute to your personal growth and profit, it may be time to look elsewhere.

Knowing and tapping into your greatest strengths, values, skills, and abilities enable you to know what you are worth in the marketplace and where those traits are most appreciated. When you are aware of what you are worth and your value, you can ask for what you want and get it!

Goal Setting & Achieving Success in the Work Place

Successful people form habits to do the things that less successful people



don't like to do. What habits do you need to change in order to achieve the success you deserve? Please look through the following questions about useful habits and overall strategies noting those that apply to you right now.

1. Do you have a clear sense of purpose or direction for your life?
2. Are you able to stay focused and concentrate all your efforts onto one definite aim?
3. Are you usually able to make decisions and work consistently on them?
4. Are you willing to take a chance on a positive outcome – even if it is risky?
5. Are you willing to “do whatever it takes” –rather than “looking for something for nothing”?
6. Do you control your negative thoughts?
7. Do you practice good habits which contribute to your good health: Nutritious moderate diet; Regular exercise; Meditation or Yoga-type relaxation?
8. Do you tackle tasks immediately – rather than putting them off and procrastinating?
9. Can you persist in the face of difficulty? (When the going gets tough, many people give up)
10. Are you willing to aim high? (Many people put up with average goals and Mediocre performance)
11. Do you seek out and surround yourself with people who encourage and coach you to great success? (Too many people listen to those who say “you can’t”)
12. Are you willing to learn, read and acquire the knowledge and skills to make you a generalist (able to adapt to and succeed in almost any environment)? (People who become too specialized become “white elephants” who cannot keep up with the speed of changes in our society)
13. Are you enthusiastic, committed and motivated?

14. Do you proactively make things in life happen for you? (Victims wait for things to happen to them)

Ask the Recruiter

Question: I am finally ready to leave my employer after 7 years. My concern is that I have well over 3 weeks of vacation that I have yet to take. I worked hard for this vacation and do not want to just let it go. I don't want to ask about it because I do not want anyone to know that I am looking. What can I do?



Answer: Here are a few ideas as to where to find this information: 1. Check to make sure you do not have some sort of employee handbook or contract you may have stored away from when you were hired. 2. Think of someone who used to work at your company who you can trust will keep your search confidential and call him or her to discover how the company handled it when they resigned. 3. Call an HR person and ask if they will answer a question about vacation pay (this is still quite risky and they may break confidentially in an effort to save you from leaving) 4. Just take as much of the time off as you can before you put in your notice. Tell you employer you need to take an extended break as you have been there 7 years!!! Sadly, the odds are that when you leave your job, you will more than likely lose the vacation time and/or pay, so try and take as much as possible beforehand!

Question: Do I still need to wear a suit to interviews or is that “old school”?

Answer: Unless told otherwise, yes, you do need to wear a suit and tie to an interview. Some companies are telling candidates that they can dress “business

casual” but if they do not specify, you absolutely need to wear professional attire to a meeting.

Question: This past year, my company closed a few stores on the West Coast. My AD and GM told me that our market is doing well until I heard that 2 locations in Northern, VA were closing. It is not a bad company to work for and I like what I do. Should I be updating my resume?

Answer: I am really not sure if it is time to update your resume. I would; however, NOT rely on your own company’s management to give you accurate, realistic information about its health and status. Do you own “homework” on-line and read industry publications like “Restaurant News Magazine” to get a better perspective on how things are going. I see people “jump ship” when they see the smallest sign of trouble only to find out that if they had just “stuck it out”, they would have been much better off!

Why should I use Atlantic Personnel for my search?

- The service is free of charge to the candidates and we act as a one-stop shop for job seekers.
- We have over 50 client companies who use our services when they have a need
- The majority of the positions are not advertised to the general public. In most cases, companies use us exclusively when they have a hiring need.
- We can help candidates negotiate a better compensation package than one they would get on their own.



- Since we understand what the hiring authorities are looking for, we can give candidates the advice they need to “land the job”.
- We give candidates information and advice on everything from handling tough interview questions to what to wear to an interview. We also help people write or re-write resumes free of charge.
- We pride ourselves on thoroughly prescreening both candidates and clients to bring the “best of the best” together.

Just a few “Hot Jobs”

Manager, Fine Dining Steak and Seafood Trattoria with room for growth, **Washington, DC**. Base salary 60K plus bonus. 3 local locations, Zagat rated, high volume, highly successful company based out of NY

Managers, Bakery/Café Concept, **Baltimore, MD and NOVA**. Salary range \$45-55K. Healthy, established, MD-based Company with tons of growth! Opening 3 units in Baltimore in 2012!

Sous Chef, Growing, Upscale Creative Casual Concept, **Leesburg, VA**. Base salary in the 60-75K range, plus bonus, 5 NEW LOCAL openings in the next 3 years. - 15 existing locations!

**For more “HOT JOBS” & information about Atlantic Personnel Search, please check out our website at www.atlanticpersonnel.com or give us a call at 301-599-2108. Let us get started on your new confidential, free career search today!*

Your LOCAL Recruiting Professionals, Since 1996!