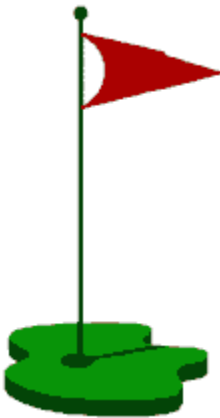


New WorkForce Trends Format!

We now deliver your WorkForce Trends Newsletter in html format! You can still download a pdf version of this newsletter [here](#), if you prefer.

What Does It Really Take To Become a PGA Golf Pro?

I recently profiled over 200 PGA pros and facilitated a workshop in Myrtle Beach. Fascinating, when you think about what it takes to work at your golf game enough to become a PGA pro. Although there were a variety of combinations of behavioral styles, **one factor stood out among all others.**



Not surprisingly, that one characteristic was also their biggest challenge in their additional duties as instructors and managers of others. E-mail us at service@datadome.com if you think you know what that defining characteristic is. Top answers will be discussed in the next issue.

All winning responses will get:
One free Golf Stroke-Saver Behavioral Insights Analysis Report!



The Apprentice More Fun Viewed in DISC

Among the rivals competing in the popular

Easy Hiring in This Economy?!

If you've had a tougher time hiring lately, you're not alone. Overall employment is somewhat high, **but white-collar unemployment is only 2.9%**! Also noteworthy is the quite extensive national survey last quarter that showed **70% of current employees are waiting for the economy to improve so that can leave their current situation.** That's a remarkable figure of discontent, but also shows the grass is probably not any greener...

And time is running out.

- "More than 25% of the working population will reach retirement age by 2010, resulting in a potential shortage of nearly 10,000,000 workers."
- U.S. Bureau of Labor Statistics
- "One-fifth of this country's large, established companies will be losing 40% or more of their top-level talent in the next five years."
- U.S. Bureau of Labor Statistics
- "Nearly all of the 24 million people who stop working in this decade will be experienced employees who are headed into retirement"
- *The Kiplinger Letter*, May 17, 2002



How to Get the Bad News You Really Need to Know

"Don't kill the messenger"! A recent headliner article in *Harvard Business Review* says it so well: "Few senior executives think of their organizations as actively engaged in suppressing the flow of information within the ranks. But if there aren't policies and processes in place to encourage employees to relay bad news or voice dissent, organizations are in effect encouraging their employees to keep vital information under wraps." Ask NASA.

That is why it is so important to go the extra steps to collect this valuable information: not to fall to the convenience of on-line surveys but to offer hard copy employee surveys. The process is so much more secure and anonymous when third party facilitation is properly executed, and studies are now numerous that show that **the most vital information for a company to know is the toughest information to share, and requires the greatest care in asking and collecting.**

reality-tv program, it was pretty clear that "the Donald" prefers the Hi D style, even with the low C. He'll take the driving force even with the loss of integrity and ethics. Real-world it is. Wouldn't it be interesting to see the [Attribute Index](#) on every one of the losers, just to verify their seeming lack of clarity about how others see themselves and the external world. They just have no focus on others at all.



Sliding D's

We've talked for years how the D's who so naturally start up companies need to compensate for their weaknesses ASAP if they are to continue to run them. That balance of the C - the diplomacy, rules & procedures are "the brakes" that become increasingly necessary.



Unexpected Benefits from Oral Drug Testing

The switch to the higher quality oral drug testing taking place nationally is altering the entire drug testing process, with some unexpected benefits. Companies are finding they no longer have to random test, where they must balance the limited-selection approach so as to disrupt operations as little as possible. Now an entire floor (retail, factory, etc.) can be done during a short break. And there is no random selection process; everyone tests. Those unexpected benefits? More users are just walking off the job. They are caught, they know it, and now they're saving the company the cost of the test and firing. More importantly, **drug use is significantly reduced thereafter**. The risk is now too great, so those that can't quit their habits simply leave. The same statistics are occurring in the school systems, where the first testing programs in Oregon and Washington - for students who participate in school athletics - have resulted in a significant reduction in drug use among the entire student body.

"Every organization needs to have "arenas of honesty" - officially sanctioned events for opening up communications channels."

- HBR Christina Bielaszka-Duvernay
"How to Get the Bad News You Need"

Double Your Sales - Send Out A Customer Survey

Another unexpected consequence of customer surveys! A recent study in *Harvard Business Review* concluded that the simple fact of asking customers how a company was performing proved to be a great customer retention strategy **by itself**. The study offered multiple rationales:

- 1. Satisfaction surveys reinforce the customers desire to be coddled and reinforce positive feelings.
- 2. Surveys may increase awareness of auxiliary products and services.
- 3. Surveys induce judgments. Presenting the right questions, customers form opinions on things they otherwise might not have considered.

- Article by Vivek Bhaskaran, WebProNews 2/1/2004; study by Dr. Paul Dholakia, Dr. Vicki Morwitz; *HBR*



Finish the Puzzle

The [TriMetrix](#) is now online. The more pieces of the puzzle, the clearer the picture. You can now define the job not just for ideal behaviors, but for motivations and attributes as well. [Download a sample report here](#) or go to our [sample downloads](#) page to obtain the report. Then compare each (or all) candidates in all three areas. [Contact us](#) to see if you qualify for a complimentary [TriMetrix Job Plus](#) report.



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