

From the Partners

On behalf of McKinley Group, I would like to thank you for subscribing to our newsletter. I am pleased to share with you that the majority of our clients are hiring and the job market is in better shape than what you are hearing. Many of our clients will lean on us to get insight on how the market is doing as our industry is often viewed as the leading indicator because it relates to the overall health of the economy. Have confidence in knowing that we feel the future looks bright.

Going forward, our plan is to publish this newsletter once per quarter. In this issue we will provide you with an overview of the current market, some of the challenges companies and people are facing, along with an editorial from one of our staff subject-matter experts. In this edition you will also find a link to a short survey about being a job seeker in the current market. If you could spare a few minutes, please complete this survey as it will help us better understand some of the dynamics that job seekers are facing in the current market.

Sincerely,
Paul W. Beard, CPC
Partner

Announcements

Our revenue through June 30 is at an all-time high. Quarter one marked the largest quarter in company history, with quarter two almost surpassing quarter one. Year-to-date we have added five new employees and one summer intern. In addition we are adding three new recruiters in August.

We are hiring!

We are looking for talented recruiters to join our team in all of our practice groups. The information technology practice group is also looking for a talent acquisition specialist. For more information visit the [Work at McKinley](#) section on our website.

Information Technology News

by Adam Hoffarber
Director, Information Technology

The current IT market in the Twin Cities is the hottest we've seen in almost five years. We've seen near record-level hiring, especially among .NET Developers, Systems Engineers, as well as management roles (IT Managers, Directors of IT, etc.). Rumor has it that unemployment for IT candidates is under 2 percent in the Minneapolis market, and we believe it. There simply isn't enough talent out there, and we've been receiving a record number of call-in business from companies needing help filling their technical positions. The bottom line is job boards, employee referrals and company career sites aren't driving the type of candidate pools they would like to see. Companies need well-connected recruiters that have their finger on the pulse of the local market. We've been fortunate to partner with strong local clients in helping them identify and land top-tier technical talent so far in 2011.

Highlighted Jobs

Consumer Packaged Goods

[Customer Marketing Manager](#)
[Category Manager - Target](#)

Engineering

[Mechanical Engineer](#)
[Mechanical Engineer II - Design](#)
[Research and Development Manager](#)

Finance

[Treasury Analyst](#)
[Senior Staff Accountant](#)

Information Technology

[Enterprise Architect](#)
[.Net Developer](#)

Marketing

[Vice President of Client Services](#)
[Marketing Manager](#)

Sales

[Regional Sales Manager](#)
[Capital Equipment Sales Engineer](#)
[National Account Manager](#)
[Account Manager](#)
[Inside Sales Representative](#)

To see all of our job postings, visit the [Candidates](#) section of our website.

Marketing yourself online

by Kim Tanner
Associate Marketing Manager

Social and professional networking sites such as Facebook and LinkedIn can help give you an edge when looking for a job. Marketing yourself online is crucial in today's technology-driven market. When a potential employer is considering you for a position, it's likely they will look at your LinkedIn profile, and may try to see your Facebook page. Therefore you should always be aware of how you are presenting yourself online as those profiles say a lot about you, and are often times the first impression employers get from you. Make sure that impression is responsible, professional and mature.

LinkedIn

LinkedIn is for professional networking, whereas Facebook is for social interactions. Think of LinkedIn as your online resume and main job-hunting tool, and then utilize it as such. One of the best ways to use LinkedIn is to connect with people that work in the field in which you are interested. Start making those connections immediately, and don't be afraid to ask current connections for a recommendation.

Facebook

Many people are now using their Facebook profile for professional networking as well, and this is quickly becoming more acceptable. The benefit of using Facebook professionally is that you can become a fan of a company's page, and then post comments or respond to items the company posts. Creating a dialogue in this manner is a good way to get your name in front of them.

So start "connecting" and "liking" and "inviting." You never know what opportunities may come your way when you do.

Consults the Experts: How to create a positive company culture

by Kurt Rakos
Partner

Employee productivity is the life-blood of any business. Since productivity is influenced by employee output, how an employee feels about their job is important. No other factor influences productivity more than employee attitude.

By reviewing the workplace culture, management can work toward implementing a model that will inspire a more productive, positive environment. If the workplace culture is negative, employees may not feel valued, and it's likely they will move on to a company that will value their input.

How to create a positive workplace culture

- Identify what is causing negative attitudes in the office.
 - o Do employee's feel management is practicing favoritism?
 - o Is it due to lack of recognition?
 - o Does management have different sets of standards for different employees?
- Shift away from control-based thinking (Assuming the worst about employees and creating strict rules to keep everyone in line).
- Embrace freedom-based thinking (Give employees the necessary tools to make their own decisions for the customer and the company).
- Provide equal opportunities for all employees.
- Implement an open door/open communication policy.
- Recognize employee achievements.

McKinley Group recently relocated to a larger office that has sufficient space for growth. The move was made so the company could provide a "work hard, play hard" environment. The old office had plain walls and there wasn't a break room. With a larger office, management is able to create a positive culture by having a spacious break room, with a TV and a Nintendo Wii. TV's are hung throughout the office so employee's can stay updated with news and sports. The walls are more colorful, with several scenic pictures hanging up.

McKinley Group knows cultural differences in candidates and clients can influence a placement. Recruiters get to know their clients and candidates, so they can be certain the placement will be a good fit. Just because a candidate has all the necessary skills needed to perform a job well, doesn't mean he/she is the right person for that client.

This advice is simple: happy employees are productive, and therefore increase your revenue. By creating a positive workplace culture, you have nothing to lose, and everything to gain.

Recent Events

We moved

In February 2011 McKinley moved offices from the Carlson Towers to the Park Place West building in St. Louis Park. The move was made so we would have adequate space for expansion and so a “work hard, play hard” environment could be provided to employees. Each interview room has a theme and is decorated, as is our spacious conference room.



McKinley lobby



Conference room - The Lakes



Interview room - The Lodge

Open house

To celebrate our new space we hosted an open house and welcomed many of our clients to the new office in March. Tim Mahoney provided the entertainment, and we had a drawing to win a guitar autographed by Mahoney.



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We Want to Know!

Please take a few moments and complete this job seeker survey. Your feedback will help us provide better service and make improvements. Your input is appreciated.

www.research.net