



## Recruiter Digest – Quarter 2

### Reinventing Yourself

Written By: Tim Saumier

The employment market continues to make strides as evidenced by the unemployment rate, PMI, stock market, and many other economic indicators. This begs the question, why are people still struggling to find gainful employment? As a recruiter, I believe that there will be slow but steady improvement. While we will see an overall trend of improvement, along the way there may be many ups and downs.

To start, I would suggest that you evaluate what you bring to the table for a potential employer versus what is currently in demand. For example, when I was graduating from high school in 1985, the push was to go to college, get a degree, and get a professional job. There is nothing wrong with that, in and of itself, but unfortunately there are a lot of professions that are currently oversaturated, where clearly the supply of candidates is greater than the demand.

Doing the same thing over and over and expecting different results is insanity, yet this is what I've been seeing for the past few years. If you're serious about getting back to work, maybe it is time to take responsibility for reinventing yourself and making yourself irresistible to employers.

There are all kinds of available jobs and a shortage of qualified candidates to fill them. It will take a change of heart and strategy to break into one of these new areas. The medical industry is one example of this phenomenon. There is a huge shortage projected and this already tends to be an area where most people do not struggle to find employment. What does this mean? Instead of surfing the Internet and submitting resumes online, maybe it's time to go back to school and switch gears a bit. I know your answer - I don't have the money or time or I'm too far along in my career to change now. Would you rather sit around and hope things improve?

My advice: Take the bull by the horns and start changing. Consider trade roles, such as machinists and welders who are also in great demand. I can hear it now - I'm a professional, I'm highly educated, I can't lower myself for those types of roles. That's fine but I do know that there are more jobs in these areas than there are people. I also know that machinists are making about \$80,000 per year and some welders are well above the \$100,000 mark. These individuals don't have the stresses of being a boss and typically work 40 hours per week. Perhaps it's time to consider humbling yourself a bit and consider attending a two year apprentice school. While this may not be the best course of action for everyone, instead of blaming everyone else, spend some time evaluating the market and considering all of your options. Reflect on what you can do to help improve your outlook and then make necessary changes. Be proactive, take responsibility, and don't expect others to change just to meet your desires and expectations.

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