

WHAT IS YOUR HIRING PRIORITY?  
**SKILL OR SCHEDULE?**

**Ask this question of different business leaders and you'll get similar answers:**

skill, knowledge, experience, talent, affordability, culture fit.

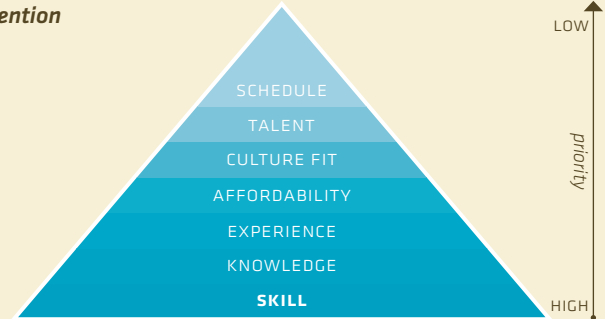
**But you never hear anyone mention schedule as a top hiring priority.**

Why, then, are professional jobs automatically structured to be on a full-time traditional schedule?

**By automatically creating jobs as full-time,**

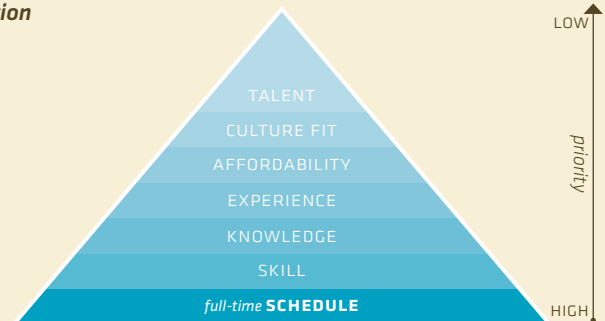
businesses unintentionally make schedule their **base criteria**, missing out on an exceptional pool of talent seeking part-time.

**intention**



*fig. #1a* | **The intention** is to make a hire based primarily on skill.

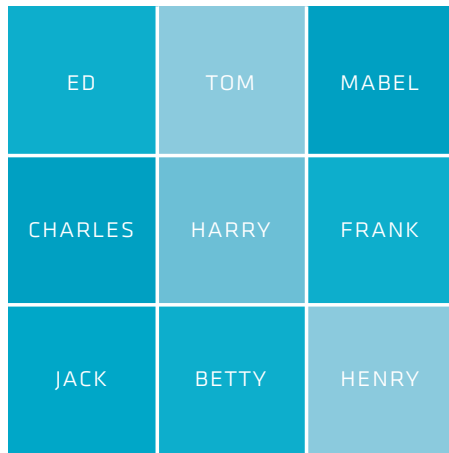
**action**



*fig. #1b* | **But the action** is to make a hire based on schedule first, because most jobs are structured to be full time.

While a full-time schedule was important for the Industrial Age workplace (*when and where people worked was critical to keeping manufacturing lines humming*), schedule isn't nearly as important in today's Information Age.

### Industrial Age Work Team



*fig. #2a* | **Members of an industrial age work team** all worked the same schedule.

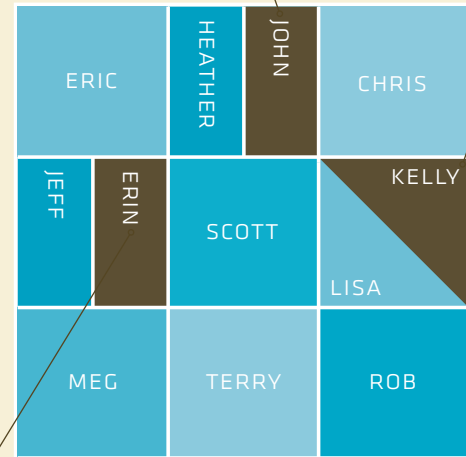
**John** | *senior finance executive, CPA, avid golfer*

Brings over 25 years of financial and accounting knowledge to his 24 hour per week position and prefers this phased-retirement to stepping out of the workforce entirely.

**Kelly** | *HR generalist, SPHR, caretaker of elderly parents*

17 years as an HR generalist, whose skills combined with the skills of an existing employee, make a stellar job-share team and provide an employer with two brains and more coverage.

### Information Age Work Team



*fig. #2b* | **An information age work team** can have members working a variety of schedules.

**Erin** | *brand manager, MBA, mother of three*  
Brings 10 years of extensive consumer and internet marketing experience to her 30 hour per week position.

## ***What's changing in the workplace?***

Some factors, like technology, are obvious. Others, like societal changes, are not. Here are four major change factors that paint a vivid picture of the new workplace that businesses must embrace. After all, this isn't your grandfather's workplace.

**Technology** changes now allow people to be connected almost anywhere, anytime. Think of the tools that have changed our lives during the past two decades (email, cell phones, blackberries, IRC, etc.). These tools have blurred the lines between work and home and created a new way of working.

**Societal** changes have reshaped the workplace. The percentage of US households with an adult home during the day has dropped from 65% to 23% in six decades. Yet the demands of life are more complicated than ever. Today's employees value a flexible way of working to help them juggle these demands.

**Demographic** changes are at the root of workplace transformation. Our largest generation of workers, the Baby Boomers, are seeking phased-retirement, versus leaving the workforce altogether. The next two

generations of workers, Gen-X and Gen-Y, are motivated very differently than Boomers, citing flexibility and life-balance as their top career priorities.

51% of GenXers “would jump ship for the chance to telecommute, and 61% of GenX women would leave their current jobs if they were offered more flexible hours elsewhere.”

*What Do GenXers Want?, Article by Anne Fisher of Fortune Magazine, CNNmoney.com, January 20, 2006*

“About nine out of 10 workers cite work fulfillment and work-life balance as their top career priorities.”

*USA Today – May 4, 2004, citing a 2003 study by Spherion*

Finally, **economic** changes have created a global sandbox of customers, suppliers, employees, and partners. Businesses can no longer operate in a “9-to-5, my-backyard” mode, but are challenged to play in a 24/7 global world.

### ***How can businesses capitalize on these changes?***

*By revisiting the way they hire and build their teams.*

## ***A New Hiring Philosophy***

What do Copernicus, Christopher Columbus, Henry Ford and Bill Gates have in common? They all led major changes in the status-quo. Change isn't easy. Especially when you've been doing things the same way for a long time (and the full-time hiring model has been around for 150 years). But changing the workplace structure isn't as hard as you think – it just involves a different way of thinking about work.

***part-time schedule*** Some jobs can be done on a part-time schedule (20-32 hours) by a seasoned, productive professional (*helping employers stay within their budget*)

***job share*** Some jobs can be shared between two professionals (*giving employers access to “two brains” and extra coverage*)

***telecommuting*** Some jobs can be done remotely (*saving employers capital costs, reducing traffic on our highways, and giving employees more productive work time*)

**In times of rapid change,  
experience is your  
worst enemy.**

*J. Paul Getty*

## Myth-busters

If you're going to change your workplace, you need the facts.\* You need to separate the myths (that create resistance to change) from the facts (that create the need for change). You also need to know the very real and proven bottom-line benefits for your business at the end of the rainbow of change. Here are some myth-busting facts that may help you see part-time in a whole new light.

**myth #1** I'm afraid my part-time or off-site workers won't get all the work done. **Reality:** Studies show that part-time and telecommuting workers are as productive and frequently more productive than their full-time counterparts.

**myth #2** If I create a part-time position, soon everyone is going to want part-time. **Reality:** Of course not everyone wants to work part-time – after all, reduced hours = reduced pay. Also, many positions are not conducive to part-time. Part-time is not a benefit to be offered across the board, it's a way of carving out a work schedule to suit a particular position and a particular professional in a manner that benefits the company.

**myth #3** My company already offers a great benefits package and family-friendly perks. We don't need to offer alternative work arrangements.

**Reality:** You may have a great benefits package, but think about this... Offering alternative work arrangements is one of the cheapest benefits an employer can offer (in fact, it can actually save you money). It may also be the single most valuable benefit to many current and future employees (which can make you an employer of choice and reduce turnover).

**myth #4** People who want to work part-time aren't as committed and motivated. **Reality:** The studies say otherwise. Professionals who land a part-time arrangement are typically more loyal to their employers, more motivated, and more efficient, all because they work part-time. The logic is simple: employee gets schedule that suits his/her life, employee is happier and healthier, and as a result employee is more motivated, more efficient, and has no desire to seek a job elsewhere.

**myth #5** Part-time is fine for lower-level positions but doesn't make sense for high-level professional positions – and the highest level professionals don't want part-time anyway. **Reality:** Businesses can cut expenses while getting seasoned expertise when they use high-level professionals on a part-time basis. We have many c-level and vp-level professionals in our pool whose extraordinary talents brought them to that level.

**myth #6** Structuring positions as part-time or job-share is complicated and time consuming. **Reality:** It doesn't have to be complicated or time consuming. Balancing Professionals has tools and services to help you make it easy and effective.

### ***How Can Balancing Professionals Help?***

With work-life balance being written and talked about here, there, and everywhere, how do you sort through the facts? How do you zero in on why and how to integrate more alternative work arrangements into your work teams? How do you connect with a hidden pool of cost-effective part-time talent? We can help ...

### **EDUCATING AND ADVISING**

We educate employers about workforce trends relating to alternative work arrangements and their effect on business. We advise employers regarding ways to attract and retain the very best talent and become an employer of choice. We help employers implement new strategies for increasing employee productivity, morale, loyalty, and motivation while decreasing turnover and absenteeism. We help cut costs.

We offer:

- workshops
- one-on-one sessions
- assessments and tools for implementing alternative work arrangements

“Balancing Professionals did a great job of weaving together workforce facts, trends, and stories to paint a compelling picture of where the workplace is headed and how businesses and professionals can capitalize on these changes. I highly recommend their workshop for anyone who wants to keep up with, or stay ahead of the trends.”

*Sheryl Grant, Web Editor/www.carolinaparent.com; Associate Editor/Carolina Parent Magazine*

## CONNECTING

We connect employers to a pool of talented part-time professionals, building a bridge between employers and professionals who are currently not finding each other.

*Imagine:*

- Adding a new skill set to your work team without the expense of a full time salary.
- Finding a job share partner for a key employee you can't afford to lose
- Getting through a critical project with short term help from a seasoned professional

### OUR PROFESSIONALS AT A GLANCE:

- Average of 10+ years work experience
- Described as leaders, exceptional, and top performers by former employers
- Seek part-time professional positions as a chosen career path
- Don't job hunt through traditional hiring channels

***For examples of the types of professionals in our pool, turn the page.***

"In the pharmaceutical industry, things happen so quickly and needs change. It was great to be able to call Balancing Professionals and find a seasoned scientist to supplement our team on a part-time basis."

*Mike Giannini, VP of Business Operations for Voyager Pharmaceuticals*

"As a start-up business with a small team, we realized we needed to bring someone on board to help with a critical marketing initiative but we didn't need to create another full-time position. Balancing Professionals connected us with an experienced professional who was able to fill our needs on a part-time basis."

*Karen Hiser, Director of Compliance Services for Open Source Risk Management*

