

# Direct Hire Associates

## Southern California Job Market – July

### It's going to be a little harder to find this summer

Last month we (DHA) wanted to unplug the popular media. As we enter July, we fear they may have persuaded people to be nervous, cautious and fearful of the now widely publicized “double dip” scenario. Yes, a double dip in housing is looking possible. What was certainly a good first half of the year compared to last year seems to be fading as we feel that most people believe that the recovery isn't meeting expectations. Although part of that problem is one's expectations, we can not argue that the Southern California hiring climate seems to have paused as we enter the summer months. Good companies are still looking for good people, but employers remain terribly picky and the positions, for the most part, are highly specialized and technical.

IT ONLY TAKES ONE! For clients looking to fill that mission critical role, you only need one candidate to hire. Remember that the one you want won't likely be unemployed and you need to be prepared to compete for talent. Even if the market as a whole seems slow, it doesn't mean that things are slow for every company or every individual. For job seekers, right now more than ever, employers are looking for experience that closely matches their needs. Now is not the time to try to get into something else, unless you are looking for an entry level sales job!

#### **Adjusting our outlook for 2<sup>nd</sup> half of 2010:**

We still feel that companies are running thin and there's still be much more opportunity ahead as compared to 2009. However, there is clearly a sense of fear out there and that fear alone could stall financing, hiring and ultimately the economy, again. We don't see much excess and people are again saving, but fear is a powerful force.

Whether you're a job seeker, employer or manager, honestly, take that longer trip with the kids or just go get lost (not literally) in the mountains for a long weekend – Vegas is still open for business if that's your thing. Don't focus on the bad news and remember to live life a little. Summertime in Southern California is a good thing and we could all use a little rest and relaxation from the last 18 months.

Make July the month when you focus on doing your job a little better each day, as an employee or a manager or even a job seeker. Enjoy the journey because you don't know what your ultimate destination is going to be. Sorry this month's hiring outlook is a little lighter than usual, but sometimes you just have to go with the flow.

*Paul Costa, CPC, President*

Several hundred conversations every week with HR professionals, hiring managers and candidates in Southern California allow us to offer a current and accurate opinion on the hiring climate. Think of our monthly update above as more than just our 2 cents – maybe call it a nickel! If you have a specific question about your current situation or just a general question, please feel free to call us directly and speak to an Associate anytime. We're happy to talk and share our collective point of view.

818.817.7717

15250 Ventura Blvd., Suite 1111, Sherman Oaks, CA 91403

[www.DirectHireAssociates.com](http://www.DirectHireAssociates.com)