

PERSONNEL OPPORTUNITIES LTD.

Winter Quarterly Newsletter

Staying True to You: Keeping 2012's New Years Resolutions

Did you resolve to lose weight in 2011? According to New Years Resolution studies, the only thing that may be slim, are your chances.

A study conducted by Professor Richard Wiseman from the University of Hertfordshire revealed an extremely low success rate in accomplishing goals set on the brink of the New Year. Throughout 2007, he tracked over 3000 people who made resolutions ranging from losing weight to doing away with smoking.

At the onset of the study, 52% of the participants were confident that they would be successful in accomplishing the goals they had set. However,

one year later, at the end of the study, only 12% were successful in doing so.

The pressure of the study made those involved much more motivated than normal, pushing them to achieve the goals set. However, this being said, the success rate for the general public would be much worse, due to the absence of the study's pressure.

Tips to Achieve 2012's Resolutions

- **Narrow your focus.** Try to make only one resolution. If you've made more, concentrate on the one that's more important.
- **Create a plan.** Setting a goal without formulating a clear plan is simply wishful thinking. A good plan will illustrate all of the steps required to accomplish your goal.



Happy Holidays

Tips for Achieving 2012's Resolutions Cont'd...

- **Create your plan immediately.** Like many others, if your plan isn't harnessed immediately during the first few days of January, chances are you'll forget all about your goal. It is therefore a necessity to plan and execute it immediately.
- **Think "all year round" NOT just for the New Year.** Though made in one day, the accomplishment of a resolution occurs throughout the year. Make it a habit to review your plan, to ensure you stay on track; and try to avoid previous resolutions, which can frustrate and disappoint you.



Things to Avoid on Your Resume

1. **A long resume.** The preferred length of a resume is 1 to 2 pages.
2. **A messy or disorganized resume.** Information is scattered and hard to follow. Use a bulleted style to make your resume more reader-friendly.
3. **Generalizing.** Do take the time to tailor your resume to the position being applied to. Employers can tell when they are being sent a generic resume.
4. **Including inappropriate information.** Your picture, height, sex and marital status should not be included in your resume.
5. **Misspellings, typographical errors or poor grammar.** Your resume should be carefully proofread before applying for a position.
6. **A resume listing your duties.** Your resume should be driven by your accomplishments, rather than a list of your responsibilities. Ensure that your accomplishments support your career goals, and are tailored to the job being targeted.



Season's Greetings

MARKET HEALTH CHECK

September churned out 61,000 net new jobs, bringing the unemployment rate to a near 3-year low of 7.1%. This increase came after 2 months of little or no activity, where the unemployment rate edged up to 7.3% in August.

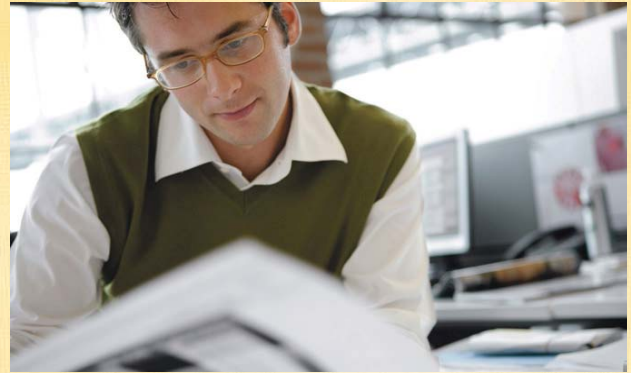
Unfortunately, October's employment results were surprisingly unpleasant, as the unemployment rate edged up by 0.2% to 7.3%, with a decline in employment of 54,000.

Despite the decline of full-time workers by 72,000 in October, full-time employment has grown overall by 1.6% (+226,000) when compared with the same month in 2010. Part-time employment on the other hand saw little to no change.

Much of the employment decline occurred in the manufacturing and construction industries, with the majority of the decline found in the manufacturing industry. The natural resources industry on the other hand, was the only industry to post notable gains.

The private sector saw a decline in employees for October. However, in comparison to 2010, employment grew faster among private sector employees by 1.5%, than the public sector and the self-employed, which only saw a growth of 1.2% and 1.1% respectively.

Newfoundland and Labrador was the only province to experience an increase in employment, while Ontario, British Columbia, Nova Scotia and Prince Edward Island experienced decreases.



Saving on Holiday Shopping

- **Start early.** If you opt to start your holiday shopping early, you will feel less rushed, and will be able to compare prices, thus getting the best deals.
- **Make a list.** Decide on a budget and stick to it. Leave your name off the list; this is the time to focus on your friends and families.
- **Same gift different people.** Buying several of the same items can result in a discount from the retailer and help you save money on gas by fixating your shopping in one place.
- **Redeem your points.** Perhaps this would be the perfect time to redeem the points accumulated throughout the year from credit cards and loyalty programs offered by most retailers. Trade these points in for gifts. This will definitely save a ton of money.
- **Make your own gift basket.** You can find lots of great items at the dollar store. If you choose carefully, you can make wonderfully themed gift baskets for half the cost of similar ones found elsewhere.
- **Volunteer.** You can make your own gift certificates by volunteering your services from babysitting to teaching a skill you're good at.

Happy Holidays

Work-Life Balance

Make time for Fun and Relaxation this Winter.

- *Go for a walk.*
- *Enjoy the company of your family and friends.*
- *Get a massage, make time for yourself.*

Season's Greetings

UPCOMING EVENTS

DECEMBER

<i>Winterfest on the Waterfront</i>	<i>December 10</i>
<i>Hanukkah</i>	<i>December 21-28</i>
<i>Disney on Ice</i>	<i>December 23-January 1</i>
<i>Christmas Day</i>	<i>December 25</i>
<i>Boxing Day</i>	<i>December 26</i>
<i>Kwanzaa</i>	<i>December 26-January 1</i>

JANUARY

<i>New Years Day</i>	<i>January 1</i>
<i>Chinese/ Lunar New Year</i>	<i>January 23</i>

FEBRUARY

<i>Valentine's Day</i>	<i>February 14</i>
<i>Family Day</i>	<i>February 20</i>
<i>Ash Wednesday</i>	<i>February 22</i>

*May the Peace and Joy of the
Holiday Season be with you
throughout the coming New Year*

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