

# THE NAVIGATOR



## **TCM announces the launching of our new website!**

Hopefully, by now you have seen the new rebranded and content rich [WWW.TCML.COM](http://WWW.TCML.COM) website launched on March 15<sup>th</sup>. It took us much longer than originally intended for our new site to be completed, but we are very pleased with its new look, navigation, overall feel and information presented. Our goal was not only in updating and rebranding our website, but also to help you navigate and locate information you are seeking to learn about TCM's technical staffing and solution services more easily.

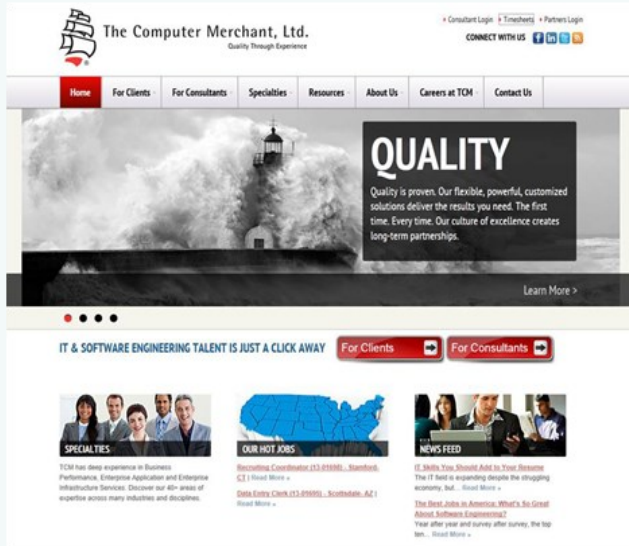
Our new site has a weekly blog that we hope you will find interesting and relevant to you professionally. Over the next 6 months as our new site is crawled and indexed by the search engines, our rankings will increase in search results as people search for firms that provide IT staffing services. Our new website content was not only designed with our reader in mind with its unique rich content, but also with how search engines today crawl and index a company's online presence for long term benefits for us as a firm.

In order for TCM's website presence to remain relevant moving forward, we wanted our new site to be much more than an online brochure. We will be regularly updating all future content we share on our website, as well as through blogs and social media. The goal is to always be relevant through new fresh content updated regularly to catch the readers eye or will be an attention grabber that appeals to them either professionally or personally.

***Continued inside...***



# TCM announces the launching of our new website!



Keeping our content fresh, unique and new will cause the search engines to also crawl and index our site which will push TCM's organic search rankings for IT Staffing into the top of a reader's search results.

The other big news is that TCM purchased the domain [WWW.ITSTAFFING.COM](http://WWW.ITSTAFFING.COM) in March. Since content creation is certainly an important aspect of Search Engine Optimization and Marketing (SEO & SEM), by buying the ITSTAFFING.COM domain the keyword phrase IT Staffing is going to drive new organic search results and rankings for The Computer Merchant whenever searched.

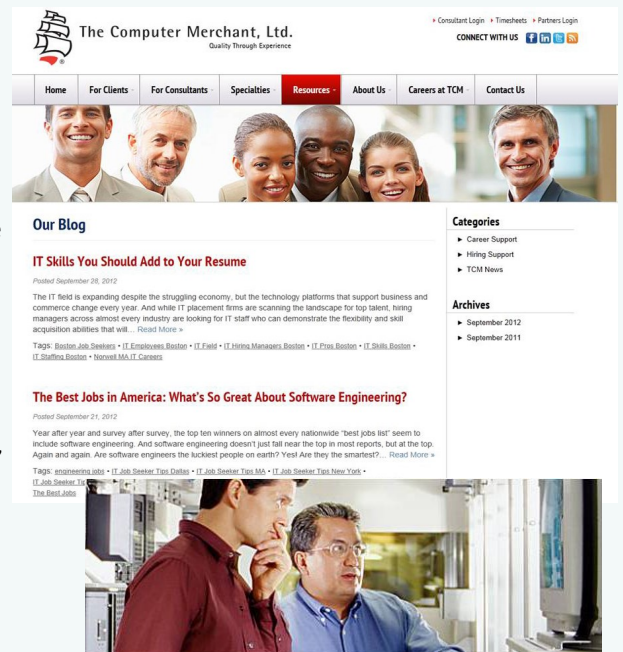
What does that mean to clients and consultants? If you can't remember our domain URL you can just type IT Staffing into any web browser and we will be in the first page

of your search results. TCM is in the process of designing a landing website page for ITSTAFFING.COM based on the subpage designs of the new TCML.com website that will drive visitors to our new tcml.com website. We hope this helps TCM's presence on the web resulting in extending our brand to anyone that today is not a client or consultant working with us.

As always, we welcome any input you have to offer intended to improve, in this case, our presence on the web and information you would like to see or know that our website could contain.

*Written by Jay Powell*

Vice President, Enterprise Staffing  
The Computer Merchant, Ltd.



## Don't forget about TCM's Referral Program!

**Contract Employee or Subcontractor Referral:** A referral bonus of \$250 will be paid to the sponsor of a new TCM consultant (W2 or corp-to-corp) upon completion of the first 320 hours of work by the new consultant, and a second referral bonus of \$250 will be paid upon completion of 640 hours of work.

**Direct Hire/Permanent Placement:** A referral bonus of \$1000 (this was just increased from \$750!) will be paid to the sponsor of a full-time placement candidate.

**Certain guidelines and restrictions apply. Please contact your Account Executive or Recruiter for complete details.**



*Nice Work! TCM is always excited to share notes like this received from our valued clients...*

"With approximately 25% of all market share within the IT vertical, TCM has ranked *prominently* within the suppliers of IT talent to our organization.

Amazing work...you and the team should be truly proud of this and we really value your partnership! Please share with your internal recruitment team and thank them on our behalf.

Furthermore, with this billing plus the "other skillsets"- TCM has ranked #1 among all professional and corporate suppliers for our program.

This is truly a smashing effort. You are appreciated greatly! Really...can't thank you guys enough!"



**"Sticks in a bundle are unbreakable. " ~ Teamwork Saying from a Kenyan Proverb**



## Free Agency

### The hiring and retention of a skilled consultant

By Alan Kravitz (*from Staffing Industry Review—March 2013*)

The hiring and retention of a skilled consultant is difficult when there is a shortage of consultants and an excess of open positions. To use a sports analogy, it's like having free agency across the industry every day of the year. The best talent can literally change teams whenever they desire. The healthcare electronic medical records (EMR) market is a great example of this industry cycle. Nearly all health systems in the U.S. are looking to upgrade their technology, and there simply are not enough consultants in the market to meet the demand. The key is to hire top-notch consultants with strong skill sets, and then provide a great home for them within your company. You have to make them want to stay on your team.

This phenomenon has all companies pondering the fundamental question: Should you hire a consultant before you have a position or scramble to find a consultant when a position is open? Hiring to the bench is a challenging solution because it is expensive and you cannot predict when a position may be available. However, when you have a consultant on your staff working at a client, your priority is to keep them engaged and on your team. Consultants on the bench after a contract ends are just as expensive as hiring to the bench.

One school of thought is that it is more economical to keep a consultant and find another position than to find a new consultant for each new opening. This does make great sense, but how do you keep your consultants on the team?

Money is often what motivates people to become consultants, but it takes more than a high salary to stay a consultant. Consultants often are away from home most of the work week. Other key motivators are position, work environment and location. That means they miss their children's afterschool activities, helping with homework, birthdays and more. Maintaining a household alone is not what their spouses signed up for. While these things are out of your control, they should be on your radar, as they affect the morale of your workforce. Let them know you recognize and appreciate their sacrifice with small gestures such as sending a gift card to the spouse when the consultant is on the road for longer than usual. Know the birthdays of your consultant's family and send cards with a hand written note. It is important to know your consultant as more than a billable asset.

Create a team atmosphere even if your consultants are not geographically located near the home office. Bring them into the office twice a year to meet each other and you. Be sure consultants with similar skills are able to build relationships, enabling them to help one another with difficult work and take some of the load off the home office staff. It is easier to ask a friend for help than to call a stranger. Once these relationships are established, hold regular team video conference calls to discuss any personnel issues, project updates and any tough project issues.

*Continued on Back...*



TCM is excited to announce that we were recently awarded tier one partner status with a national defense company. TCM will be providing high level, cleared IT resources across the US. Our clients projected spend in the IT consulting arena is approximately \$85M. We are thrilled to join as a new partner with this globally renowned client.

Recently TCM has been awarded a position of one of ten partners for a leading healthcare insurance firm in New England. Our relationship with this client spans 15 years and we are thrilled to be one of the chosen partners to continue to support this important client over the next few years.

## The Worst Corporate Jargon Offenders

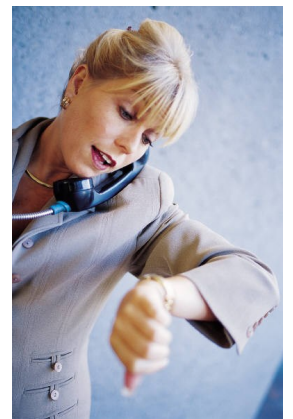
Amy Chulik McDonnell (*Career Builder*)

A recent CareerBuilder survey asked employees what corporate jargon they would like to eliminate. "Outside the box" is the most popular -- or unpopular -- word depending on your view. The next-worst offenders are:

**Outside the box** (31 percent)  
**Low-hanging fruit** (24 percent)  
**Synergy** (23 percent)  
**Loop me in** (22 percent)  
**Best of breed** (19 percent)  
**Incentivize** (19 percent)  
**Value-add** (17 percent)

**Mission-critical** (19 percent)  
**Bring to the table** (18 percent)  
**Elevator pitch** (16 percent)  
**Actionable items** (15 percent)  
**Proactive** (15 percent)

**Circle back** (13 percent)  
**Bandwidth** (13 percent)  
**High level** (10 percent)  
**Learnings** (9 percent)  
**Next steps** (6 percent)



Navigating workplace issues can be tricky enough without throwing flowery, clichéd or just plain made-up words and phrases in one another's faces. It only takes one brave person to turn "outside the box" into "creatively" or "let's circle back" to "I'll call you," and we can begin to peel back the layers of complexity and really talk honestly to one another.



## Free Agency *(continued)*

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By Alan Kravitz *(from Staffing Industry Review—March 2013)*

Further, schedule regular one-on-one calls with every consultant. This will enable them to discuss issues that they would rather not share with the team. Beyond that, be sure to have an open door policy; let them know you are available to help or you will find the appropriate resource for any issue personal or professional.

Your HR department also needs to establish clear communications with your consultants. Your consultants need to know the experts at the home office. These experts should be standardizing and educating consultants of all HR processes. Now that your consultants are talking to each other, any discrepancies will become obvious, so make sure everyone receives the same message.

Retaining consultants is about more than money. Build a place where you want to work; a place that takes care of its employees and their families; makes employees feel appreciated by the boss and their peers; and a place where they know whom to call when they need help. The culture you build within your company and the principles by which you manage will be the foundation for these efforts. This will create a team that everyone would be excited to be a part of.

*sulting.*

**Alan Kravitz** is CEO and founder of MedSys Group Consulting.

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