

NewsRelease

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(Philadelphia) – In good economic times, many employers place a higher premium on the passive candidate over the active job seeker. There is a perception that the “hard-to-get” candidate who already has a job is somehow more desirable, more valuable or more competent. But in these times, says **MRINetwork**, one of the world’s largest search and recruitment organizations, when literally millions of people are losing their jobs, employers should not ignore proactive, experienced team players with solid business experience just because they are actively looking for a job.

“The current job market, difficult though it may be in many ways, still offers opportunities to employers and candidates alike,” says Tony McKinnon, president of **MRINetwork**. “Companies can find very qualified people to fill critical positions that cannot go unfilled, and candidates who have learned to survive in a difficult environment have much to offer these companies.”

The employment landscape has changed, says McKinnon. “Companies need to change their thinking about candidates. There are Boomers who thought they were going to retire looking to extend their careers. There have been a flood of layoffs. Companies are closing their doors. Consequently, a lot of candidates -- good candidates – are available to fill open positions quickly.”

McKinnon also notes that already employed passive candidates often cost more to attract, to recruit, and to retain. “If companies want to find good candidates less expensively and more quickly,” he says, “they should open their doors to active candidates. They will be grateful for the opportunity and anxious to show they can do the work.”

Unemployed candidates, however, should avoid job searching in panic mode, cautions McKinnon. “They do themselves a disservice by indiscriminately broadcasting their resumes via job boards,” he says. “It is now so easy to instantly search major job sites and press a single button to send a resume and cover letter in response to hundreds of jobs. The problem with this approach is that employers resent the waste of their time and increasingly delete responses within seconds of receiving them if they see anything out of sync with their posting.”

McKinnon offers a few tips for active job seekers:

- **Think positively.** “If you believe that you are marketable, your confidence that you will be working can help make this true,” he believes.
- **Think ahead.** If you’re not following trends in your industry, you can be caught off guard by a layoff. “Know what’s going on before someone from HR tells you your job is being eliminated,” he says.
- **Keep your resume ready.** It gives you confidence and reminds you of your achievements and contributions.
- **Cultivate your network.** “Networking should always be part of your professional life,” says McKinnon. “If you can submit your resume or apply for a job opening via a networking contact, you are far ahead in the game.”

Although the loss of a job inevitably causes anxiety and uncertainty, it also can force us to grow, McKinnon believes. “If your job disappears, it’s an excellent chance to learn something new, discover untapped skills and

meet new people," he says. "If you keep a positive attitude, you can use your energy toward furthering your career rather than reflecting on what you may have lost."

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