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Discipline key to quell culture of entitlement in workforce

Today is Remembrance Day. For some who are still affected by war, it is a solemn day with thoughts of those we lost fighting for our freedom.

For others, it was a statutory holiday with no thought about the reasons behind it.

I remember during the 1980s how there was so much talk of the generation Y'ers, and how selfish they were growing up to be.

Then during the '90s workers brought a little bit less consideration for others and lots of talk about no security amongst employees.

So many more retirees left the work life during the last 10 years, able to embark on new retired lives as our population hits that magic mountain top.

Empowerment became such a buzz word in the last century amongst employment gurus and the wisdom of older workers left as the next generation of workers flowed in.

Allowing the employees to do whatever they want, giving them unlimited choices and the power to run their own work life is now the expected.

The need for structure in the workplace became uncommon.

Now, we have gotten ourselves into a bit of a pickle.

Not everyone was cut out for total freedom, or self-employment, or complete lack of structure whatsoever.

Complete flexibility in the workplace only works with an entirely driven and self-motivated workforce!

Do you think we would ever enlist soldiers if everyone was totally empowered to do whatever they wanted, whenever?

Without leadership, what would the soldiers do? Just like the old saying about too many chiefs and not enough Indians, who would do the work and ensure it is done properly and timely?

I do believe that every organization needs some structure and the generation Y'ers of today feel pretty darn entitled.

I just don't know where that feeling of entitlement is coming from? Did we as parents create an enti-



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...tled workforce because we wanted to give them everything we did not have and therefore spoiled them?
Did we do them any favours, or did we create a workforce monster?

I wonder what our veterans think when they hear that commitment from young people means a maximum of two years at a job, or they will only do the job that they want, and how they want it, without any guidelines.

It seems OK to abuse the workplace by not showing up if the gen-Yer doesn't feel like it.

I am all for choices, doing the job you love and not working in places that are not a fit for whatever reason.

But I do think we should set

some acceptable standards for all employees to follow.

Following through on commitments, communicating better with each other, and considering others, needs to become acceptable employment standards.

Let's go back to some basics, add some structure to the work world, and take out at least some of the self-centred traits that have become the norm!

Maybe workplaces can learn a few lessons from our disciplined military!

Sharlene Massie is the CEO of About Staffing Ltd., a dynamic personnel agency specializing in direct-hire and temporary placements. Questions for Sharlene? Visit the About Staffing website at www.aboutstaffing.com, and click on the link under the Sun logo. This article may be reproduced or transmitted if done so in its entirety, including this copyright line: Copyright 2012, by About Staffing Ltd., all rights reserved.

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- Understand client objectives and, in collaboration with product managers, contribute to marketing strategies and develop innovative media campaigns
- Be alert to changing needs and realities, develop proposals and multi-media packages for clients
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- Prospect new accounts in assigned territory, undertake focused efforts in both business development and building / maintaining relationships with both new and existing clients
- Maintain contact and have regular meetings with clients and key agency partners
- Ensure sales targets are met through stringent monitoring and regular communication with decision makers
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- Adhere to all corporate pricing, programs, packages and policies
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Qualifications

- Minimum of 5 years of experience in print advertising (ROP Inserts) and interactive marketing sales combined with existing, well-established relationships in the media industry
- Superior communication (both written and verbal), negotiation, and interpersonal skills
- Works well in a fast-paced team environment, with a focused, detail orientation
- Exceptional presentation skills
- Strong knowledge of Microsoft Office suite of products
- College or university degree in business, marketing, communication, public relations would be an asset, but is not required.
- Bilingualism (French and English, written and spoken) would be an asset, but is not required

Please forward letter of application and CV to the attn of:
QMI SALES
Director, Client Solutions - Western Canada
NSExec@sunmedia.ca
no later than Monday, November 12, 2012.

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