

## What's My Line?

The question comes up frequently: So, what's your specialty? - We ask it at Optimus, to better market ourselves; I'm asked this at networking events so organizers know in which category to place me, and I'm asked this when meeting new prospects, to determine whether they can use my services.

So, what is my line? I'm not a recruiter although I have a background in recruiting and often assist my clients in attracting and hiring the right candidates for the job. I'm not a full-time career advisor, but through my private practice I have successfully assisted middle managers and executives to respond to their mid-life career uncertainties. I'm not a human resources generalist although my background allows me the expertise to provide outsourcing services to companies without a designated HR Manager. I do not hold a certificate in training but am considered skilled in this field.

So, what's my line? Above all else, I am a coach; a professional with years of experience in managing and developing others. During that time I have found that human resources is an often misused word and I have taken on the role of educating leaders to understand exactly what human resources are. When most of us think of human resources, we tend to think of the administrative function involved in managing the complexities of the humans within our organization. What we often fail to recognize is that these humans are our key resource for reaching our goals. My line is to help business leaders get the most out of these resources; attracting the ideal candidate, hiring and retaining the best. The retention part is, of course, the hardest part. Retention begins at the point of hire and continues throughout the life of the company and its many changes. Retention comes through effective leadership, clear expectations, timely feedback and training, and of course, successful communication.

So what's my line? My line is to help you reach your goals through hiring and retaining your best resources.

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