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IMPACT Group's "Candidate Tracking" Report Examines the Effectiveness of Different Job Search Techniques in Today's Labor Market

SAINT LOUIS - April 21, 2010 - IMPACT Group, a WBE-global career management firm that specializes in providing superior career management support solutions for employees transitioning in, within and out of the organization, announced today the results from its internal "Candidate Tracking Statistics." This comprehensive report identifies how candidates learn about career opportunities and land a job. The report also analyzes the impact of income, age and gender on job search techniques.

The statistics obtained in the report are based on more than 700 IMPACT Group candidates who successfully landed new positions from July 2009 to January 2010.

"The report takes a look at what job search techniques are working, as well as how gender, age and income play a role," said Carolyn Parrott, Vice President, Client Services. "We believe our data presents a realistic picture of today's job market for educated, salaried professionals and executives."

Study Highlights:

Finding Opportunities:

- Online Marketing (online resume posting) yields just an 8% chance of success in uncovering the next opportunity. This rate matches those of 2003 when this strategy was still in its infancy.

Landing Opportunities:

- Referrals from within the organization (18%) and outside the organization (9%) are the most successful ways to land the opportunity.

Executive Recruiters Impacted by Recession:

- There has been a downward trend in the overall effectiveness of recruiters since 2005.

Blended Strategies: A "Best Practice" in Landing Opportunities:

- Social networks (e.g. LinkedIn, Twitter, Facebook, etc.) can be important in identifying referral opportunities.

Income Effect:

- For those earning more \$100K, networking is clearly the most successful strategy, with 50% of candidates surfacing the opportunity in this way.
- Published openings, with a 44% effectiveness rating, are the most significant way of learning about an opportunity for those earning less than \$60K.

Age Effect for the 50+ Age Group:

- Networking (46%) continues to be more important for those over 50.

Gender Effect:

- Men are more likely to learn about opportunities through networking, while women are more successful with published openings.

To access the full report, including charts and trends in job search, visit our web site at:

http://www.impactgroupphr.com/Media_and_Resources/Resource-Library/Reports_and_Trends.aspx

(IMPACTGROUPPHR.COM > MEDIA & RESOURCES > RESOURCE LIBRARY > REPORTS & TRENDS > CANDIDATE TRACKING STATISTICS APRIL 2010)

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About IMPACT Group:

As The Transition Expert, IMPACT Group has over two decades of expertise and experience to help organizations manage every phase of the employee lifecycle. IMPACT Group specializes in providing superior career management support solutions for employees transitioning in, within and out of the organization. IMPACT Group combines one-on-one professional consulting with leading-edge proprietary technology to provide innovative, results-oriented programs, ranking it among Inc. Magazine's Top 500 Fastest Growing Companies. Visit IMPACT Group online at:

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