



is. We look at the structure of the company, and sometimes along the way, we end up restructuring it.

"After we have thoroughly researched the company," Bradstreet continues, "we work on the interview. I would say 70-75 percent of all companies don't know how to interview. They don't know what questions to ask, or how to describe a position. I actually give the company a list of questions to ask."

Bohan & Bradstreet researches each applicant just as thoroughly. It checks all references, determines what job responsibilities satisfy the candidate and then matches him with a company.

"When all the research is done, we ideally come up with four or five people that can fill one position. They all have the same basic level of experience, same basic training, but very different personalities. The personality has to fit the company. So far," Bradstreet boasts, "we've had about 15 positions filled where only one person was suggested, interviewed and hired."

Such a success rate, the personnel consultant points out, is brought about by lots of hard work and genuine dedication to clients. "We're constantly in touch with our applicants and our companies. We send them articles we've found in business publications that would be useful to them: how to get promoted within your company, how to retain key employees—anything useful," continues Bradstreet. "We do all this because we really like the people we work with. We're not in this business for a fast buck. We've been in this business for years and our ethics are high."

"Everyone here participates in the game because everyone has something to offer. I have a very open attitude; anyone can become a partner. If you produce for this company then you deserve to see the rewards. Everyone here ... is on a bonus program. And everyone's head is in the game."

Because of his intimacy with employment, Bradstreet offers an inside view of both the New Haven business community and general employment trends. And he does not hesitate to share his thoughts on either.

"We seem to be a real hot-bed in the medical field, in a very broad sense," he says of the New Haven area. "The Yale Medical School has attracted lots of very interesting people. There is a huge diversification of positions at both Yale New Haven and at St. Raphael's."

Bradstreet adds that Science Park could further promote a medical, hi-tech niche for New Haven. But he warns that the region needs to attract corporate headquarters in order to prosper. "If we don't have money coming in and staying, rather than just passing through on the way to

somewhere else, we won't grow," he says.

Musing on the trends in the job market, the employment pundit points out that job opportunities are constantly changing.

"Forty percent of today's positions did not exist 20 years ago," he says. "Look at the changes from 1969 to 1989: We didn't have all these computers and this technology. Every 20 years you will see these major changes in the job world."

One aspect of employment that will never change is job security, according to Bradstreet. "There is no such thing as job security," he begins, giving the type of advice a coach would give his team. "The only security you have in life is knowledge, and how you use that knowledge." •