



Gemini March Newsletter



Since my last newsletter, I have been on a magical-mystery tour of North America to attend the National Personnel Association Conference in San Diego, as well as meet candidates in Vancouver who are looking to return to the Mainland. Being Scottish, we are always prepared for the fluctuations in temperature, but I must have looked rather silly arriving from two degrees centigrade in Vancouver to a balmy twenty degrees in San Diego. If one can imagine wearing four layers of thick clothes, to be topped with a heavy coat, only to need the assistance of a policeman for directions, (who was wearing not very much at all), then you can imagine his surprise seeing me sweltering in the heat of Southern California!

As I have mentioned in previous newsletters, Gemini is a member of NPA, and allows us to work with global recruitment partners to assist our clients. Recently we placed a CEO with a Mexican shipping firm, and must admit that to meet the recruiter who placed him while I was in San Diego was a highlight of this trip, as it seems there will be far more business to come from South America due to this connection. As one famous marketing tagline put it, "We work locally but act globally".

This month also sees the inauguration of our new Human Resource Consulting Division, headed by Alvin Low-Thue. Gemini Consulting will provide a wide selection of tools to assist human resource departments of all sizes outsource or purchase key services that it perhaps not cost-effective for them to do themselves. One example of this is the use of Psychometric and Employee Assessments to assist you fully understand the candidates you are going to hire, or as a way to reduce staff turnover with your current staff base.

I will talk more about this new service in the next newsletter, but by all means contact Alvin directly for any immediate enquires on +852 3552 9189 or email him on alvinl@gemini.com.hk

Lastly, Gemini are often interviewed by the local press, but recently had a more in-depth discussion with the Wall Street Journal with a few other recruitment firms in Hong Kong. I have enclosed this article in the below newsletter for your perusal.

Callan Anderson

Gemini... "How to leverage yourself in an employees' market?"



By Alice Truong

Hong Kong is hiring.

With Christmas and Chinese New Year now past and a strong local economy in full force, companies are expected to pick up the pace of hiring in the coming months. Hong Kong's unemployment rate dropped to 3.8% in the November-January period from 4% the three months prior, and analysts predict the downward trend to continue. Companies across all industries in Hong Kong will increase their staff by an average of 10% to 20% in 2011, says Andrew Morris, managing director of Greater China at staffing firm Robert Half International.

The hiring environment is further fueled by more companies looking to enter the Hong Kong market, said Callan Anderson, group general manager of Hong Kong at recruitment agency Gemini Personnel. InvestHK, the government arm aimed at bringing foreign businesses to the city, says it expects to help 290 companies expand or enter Hong Kong in 2011, up 7% from 2010.

"The sentiment globally is Asia is definitely the place to be," said Adam Edwards, managing director of headhunting firm ConnectedGroup.

That's good news for employees. As more positions open up, salaries are expected to rise 3.8% in 2011 as companies compete for talent and offset rising inflation, according to business consultancy Mercer.

But even in this employees' market, it's important to remain on top of the game, say recruiters. Competition will remain high, especially as employees look to jump ship in this "war for talent," Mr. Edwards said.

Recruitment experts offer tips on how to navigate the hiring market smartly in order to land the best possible position and salary.

[continued here >>>](#)

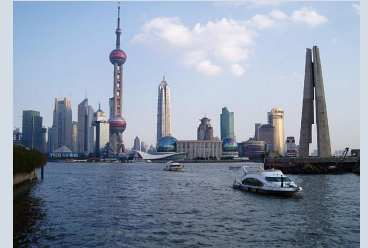
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Why you aren't happy at work, and how to make things better...

Gemini Regional News

JM Gemini

[China experiencing difficulties with digital convergence](#)



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Need Staff?



Perhaps it's no surprise to you that survey after survey finds many people are dissatisfied with their jobs. A recent survey last year reported that only 49% were satisfied with their jobs, the lowest level in 22 years since they began their survey.

But let's think about that 49%: what made this group satisfied? How do people attain contentment at work?

The survey that was carried out by BNET asked people what gives them short-term gratification (happiness) and long-term benefits (meaning)-at work, and at home. The respondents-some 3000 of them- are highly educated professionals, with 60% having graduate degrees.

Compartmentalising doesn't work. People who are dissatisfied with their work also tend to be unhappy at home, and vice versa. There is a very high correlation between people's happiness and meaning at work and at home.

The company you keep matters. Spending time with people we love, both at work and at home, is highly correlated with overall satisfaction.

What gives people fun and meaning is highly variable. There is nothing inherently satisfying in an activity. Some people see gardening as a sacrifice that brings them some long-term benefit; others think it is light fun-but essentially meaningless. So if you're dissatisfied with your job, the reasons have as much to do with you as they do with the actual responsibilities.

You can't achieve overall life satisfaction by being a sacrificing workhorse, or by being "fun loving." Just being engaged in stimulating activities doesn't make people satisfied. Likewise, sacrificing to achieve meaning also doesn't make people content. Those who were satisfied felt both short-term gratification and deep meaning from their work and home lives.

Nobody can define happiness for you. Every company has a plaque on a wall, which eloquently expresses the corporate values. This finding is based on the groundbreaking research by Jim Kouzes. It simply doesn't matter if individual employees believe in the company's corporate values. What matters is if their work in the company reflects their own values. You must feel you are living your own values.

But what about all those people who toil long hours? Doesn't overwork lead to unhappiness? No, we didn't find the hours spent working correlated to happiness or meaning, or lack thereof. Nor did they find more hours spent outside of work in "fun" activities produced higher levels of satisfaction.

In other words, if you want to discover how to be more satisfied with work and home life, look nowhere else than within. You are the key to your own happiness and meaning, no one else.

Are you happy at work? What do you think is the reason for your happiness-or unhappiness?



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Thought for the month

The road to success is always under construction

Anonymous

Gemini Monthly Salary Survey



Every month Gemini compile the most up-to-date and accurate salary trend statistics on the local Hong Kong and regional job market.

- [Hong Kong Salary Survey](#)
- [China Salary Survey](#)
- [Thailand Salary Survey](#)
- [Singapore Salary Survey](#)

A touch of humour...



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