

Welcome to the April 2007 Newsletter for the Re Generation. Our Newsletter is produced exclusively for our members, and is designed to inform and entertain.

### Does it matter that I don't exist?

We received an email enquiry from a potential member some weeks ago. The background: he was in his mid fifties, had had a very successful sales & marketing career, his last role as Sales Director for a large wholesale/retailer. A hostile takeover saw his position lost to the dominant organization. He has been on the recruitment treadmill for the last two years. His main complaint is the lack of feedback, or in his words "manners", in over 90% of the recruitment interactions. Contact is initiated, the well-worded resume is supplied, the auto-receipt software response "Thank-You" is received - then nothing! He never knew how he went, what he could do differently. It's as if he didn't exist as a person!

Let's face it, looking for employment is probably one of the most stressful undertakings in your life. A situation where unknown reaction, uncertainty, no contact and no control, produce extremely high levels of stress.

In practical terms, we have an industry addressing less than 20% of the market, yet creating 100% of the stress involved in looking for employment. Now not all recruiters behave this way, but a code of behavior does seem appropriate, or you could just Regenerate.

But we do have a happy ending for the above story. Using his skills he is now working part time for a number of SMEs', writing sales plans, projections, marketing material and providing strategic advice - never felt more involved and rewarded!

So quite a few people are pleased he exists!

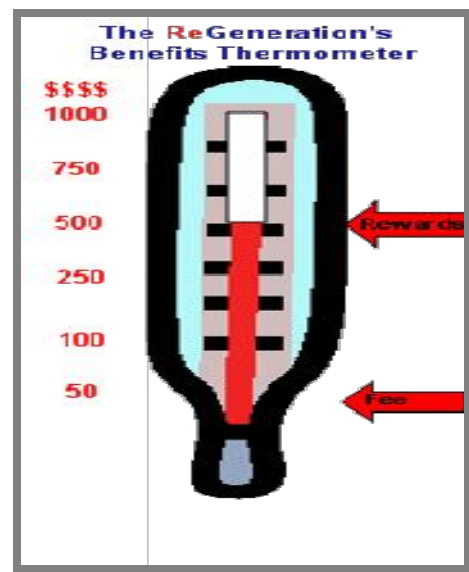
*If any of you have similar stories, please contact us through the website. Editor*

### The Thermometer is Rising!

Last Newsletter we spoke about how a rising membership numbers increases the membership's purchasing power. Basically what we are doing is approaching organisations that are willing to offer discounts to attract custom from our membership. Now while we believe Full Membership provides enormous value to the member in terms of a wealth of market feedback data on the performance of the member's Skills Signature - we wanted to increase and quantify it.

So currently, if a Full Member took up all the available offers, the \$45 annual fee would be paid back well over ten (10) fold! And that's only counting a member taking up an offer once!

Here is April's thermometer:



**Check out the currently available rewards on Page 4! You will be amazed!**

We have been asked a number of times – Why the Regeneration concept and design? Surely the average individual is not interested in marketing themselves? OK, we can instantly defend ourselves by saying we are unlocking today's 8 out of every 10 jobs that don't get advertised. But there is more, and when we look back from the future, the Regeneration's membership will be seen as the first response to a changing market and workplace.

When you think of the workplace, the headline words that always cause you to stop and think are "*Globalisation*", "*Overseas Outsourcing*", "*Work Choices Legislation*", "*Waning Unionism*", and all those associated cost of living worries of *inflation, interest rates and food and transport costs*. Unlike the fifties, sixties and for most of the seventies, we now operate in a global market, and that means competition and the "away games" have different rules and playing fields.

So some blunt instruments have been invented in response to globalisation. *Overseas Outsourcing* – using cheap labour in another country, great for the company's bottom line, with some flow-on effect in dividends, but unless all shareholders are Australian residents and all savings wind up as dividends, and most displaced workers obtain alternative employment, it is a gross negative to the Australian economy. *Work Choices Legislation*, a legitimate attempt to recognise an emerging free market, but needs a lot more work and protections built-in. The Mogg's have more to say on Work Choices overleaf. Effectively *Union* membership halved when the first tool was invented that allowed one man to do the work of two men. Technology has been eroding numbers ever since, and now globalization weighs heavily.

Do we have a problem here? No, in fact it's an exciting opportunity. We believe there will be structural changes to the

workplace, the monogamistic employer/employee relationship will be replaced by a "People-to-Business or P2B" relationship.

Did you know there are 1.4 million registered businesses in Australia. For these businesses to flourish they need access to skills – no not just trade skills, your skill-mixes. They may not need them full time, in fact from a pure economical sense, they need access to certain skills at certain times. Now this may mean you as a member get the opportunity to supply your skills in high-powered bursts to a number of business. A singular benefit to you is the "high-powered" skill should command a premium rate. So all parties win, the business gets labour at high cost but for a shorter period so saves. The member earns more, and the country produces goods & services competitively in the global market. So membership of the ReGeneration is important now, but imperative in the future.

*Should you have any comments on what we see as the future workplace, please do not hesitate to email us through the website.*

**Use these sometime.**

- 1) *"Never test the depth of the water with both feet"*
- 2) *"Don't be irreplaceable. If you can't be replaced, you can't be promoted"*
- 3) *"Never, under any circumstances, take a sleeping pill and a laxative on the same night."*

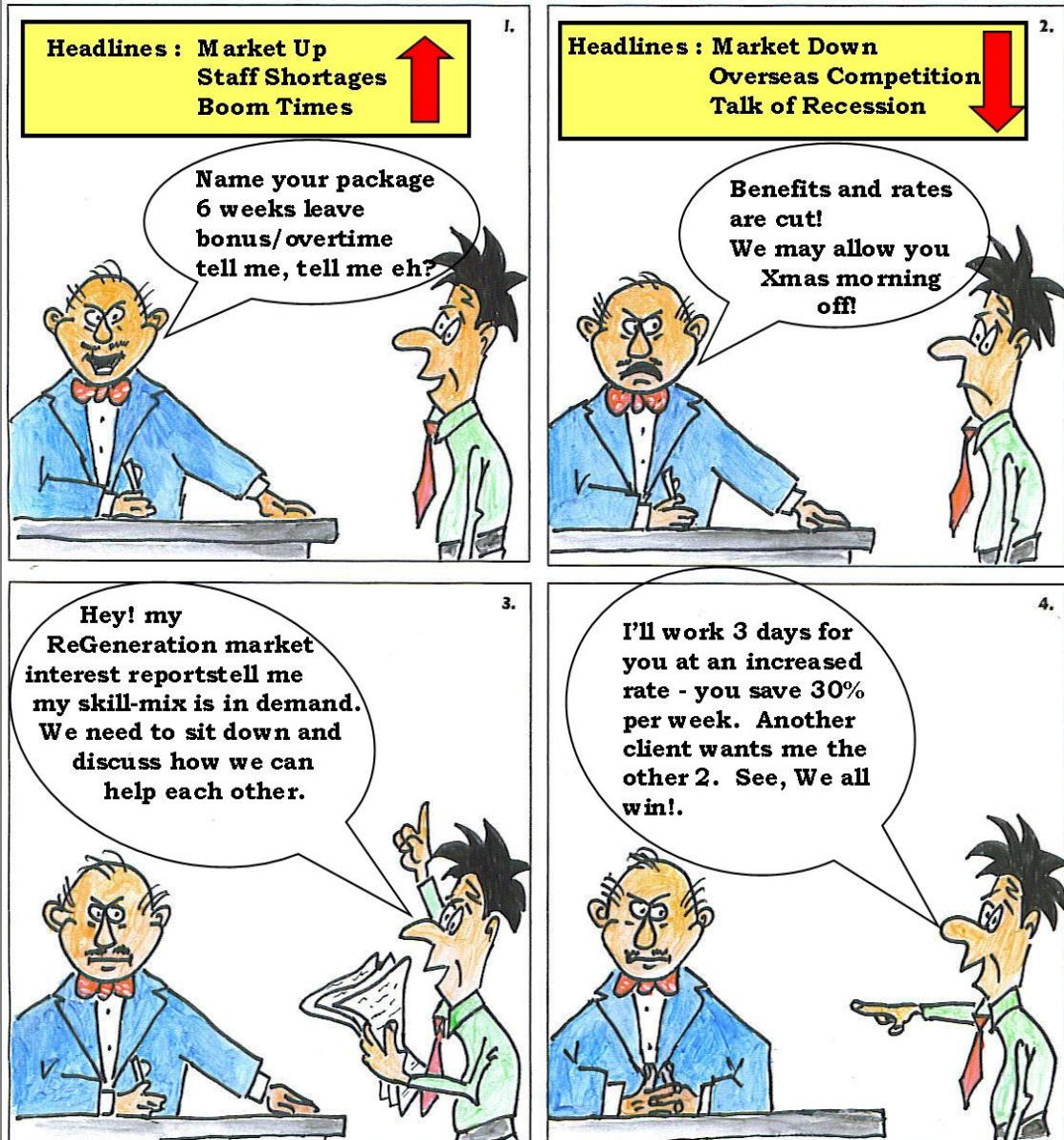
**Free Apple IPOD**

Got an employment story to tell? We are interested in your employment stories. If you send us details of how you obtained work through the regeneration we will publish your story and send you a FREE Apple IPOD Shuffle.

**Skills Signature®**

Remember to fill in some advertising text against your skill. This gives the potential Employer a much better idea.

**THE MOGGs COMMENT ON : "WORKCHOICES REGENERATION"**



## Affiliate Offers

The ReGeneration has negotiated some special deals for our Full Members. Membership has never been more rewarding as we offer some great value deals with selected organisations. These offers are only available to Full Members and can be redeemed by selecting the link from your “My Regeneration” page once you have signed in. You will be required to quote your Regeneration username to confirm your reward.

For the associate members you need only upgrade to the Full Membership by selecting the upgrade link on your “My Regeneration” page and paying the fee of \$45

Remember this membership fee is TAX DEDUCTABLE.

Following are the initial offers with more to be added soon.



## RedBalloonDays

10% discount on some of the most exciting gift items on the web



## AustDomains

A Special deal for our members consists of either:-

1 x Domain Name 2 years  
1 x Easy Web Hosting 2 Years at the discounted price of \$200 (normally \$427)

or

1 x Domain Name 2 Years \$30 (Normally \$69)



## **bsilearning**

BSIL-Demos combines two great companies BSI learning, established 1993 with its national coverage in Australia and proven capability in the delivery of training to corporate Australia and Demos established in France in 1972 whose global presence covers **France, UK, Belgium, Spain, Germany, Poland, Morocco, China, New Caledonia and now Australia** .

The Categories of Courses available are :-

- Leadership & Management
- Personal Development
- Sales & Marketing
- Finance & Accounting
- Human Resources & Training

You will receive a \$200 discount on any of the 42 selected courses.

This offer is available until Dec 31st 2007.



## **Ravish Designs - Quality Jewellery with a uniquely ethnic feel**

Watches, rings, bracelets, earrings and necklaces from a range of suppliers. Includes handmade pieces made from Sterling Silver, 24 carat gold, glass beads and semi precious stones.

10% off the listed price of all jewellery