

Best Business Strategies for Today's Economy

May 2011

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The Phoenix Rises

A recent article by Robert Kuttner, Co-founder and Editor of *The American Prospect* points to a disturbing current trend in job losses in this country. The team at Through Eagles Eyes, Inc. sees an enormous opportunity developing for smaller yet aggressive companies here in the USA hiding in the current distress of massive job loss. Bear with me, for there is a real silver lining to this story.

Kuttner writes that while job losses and high unemployment here persist, with January showing disappointing job creation again, large U.S. corporations are making record profits. The middle class of America hasn't had a pay raise in two and a half decades and U.S. companies seem thus far to be benefiting from it. The U.S. Government seems to have sided with business sending jobs overseas as President Obama is "making nice" with American business leadership.



One important factor in our unemployment woes has to do with the compulsive yearning some of our largest companies have to do business in China. To quote Kuttner, "**U.S. companies in China are made to take on Chinese partners, to transfer sensitive proprietary technology and shift production (and jobs) to China in exchange for Chinese Government subsidies and docile workers. Eventually much of the U.S. Companies' production is displaced by the Chinese partners, but in the meantime the companies (and American executives) make a lot of money.**"

This is likely a reason U.S. employee disengagement numbers (hovering around 50%) are so discouraging. Statistics show conclusively that poor management practices go hand in hand with poor employee engagement numbers. U.S. Labor considers business leaders pursuing such business alliances with China strongly disloyal

exactly for the reasons Kuttner lays out above, hurting labor and U.S. competitiveness over the long term. There are deeper social costs to consider too, all of which lead us to conclude that there are significant risks...and dramatic opportunities that accompany this trend.

Let us add a disclaimer. Kuttner's publication has a clear liberal bias. But this much is true. Any country that trades away high paying jobs without creating new high paying jobs is in serious trouble somewhere down the road.

We see such turmoil as an opening for nimble and strategic-thinking companies to grow rapidly and profitably. Business leaders who are truly people-centered and who display a passion for building a superior workforce should have wide open opportunities for success. Highly motivated, productive employees, passionate about excellence and productivity will help these companies thrive for years to come. Companies that promote a culture in which highly intelligent, well-trained and effective employees thrive will be the "employers of choice".

Building such a culture takes a great deal of skill. Training and coaching are key elements in the drive toward operational excellence. Creating employee loyalty, building trust and developing a "win-win" collaboration with well-paid, motivated employees takes time to develop. It is also a very successful recipe for producing exceptional profitability and stability. We know how to reach those goals.

There are growing numbers of successful organizations thriving right now. We expect that many more companies will join them in the coming years.

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Thank you!

***We would like to thank the Michiana chapter
of the Society of Human Resource
Management for honoring Through Eagles
Eyes with the
2010 Business of the Year award!***