

InterViews Online

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A Point of View Industry Review

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Mandrake, one of Canada's foremost executive search firms, is pleased to provide you with our monthly online newsletter.

Each issue focuses on strategies for the emerging to experienced professional. Also included is an activity summary for both Talent (executives on the move) and Corporations (stock quotes).

- InterViews Online is part of a coordinated, multi-tiered initiative that delivers on Mandrake's mission statement: *Causing Organizations and People to Fulfill their Purpose.*



Aug. 2000
Issue 2

If you have difficulty viewing this newsletter, we encourage you to check it out on our website at www.interviews-online.net.

A Point Of View

In our first edition, Mandrake delivered an opinion on effective career management. This section will also periodically feature a selection of articles we have chosen with relevant information to augment and develop your own strategies for success in today's modern workplace.

We hope you enjoy the reading material. For comments, e-mail us a pointofview@mandrake.ca.

Sincerely,

Stéfan Danis
President & CEO
Mandrake Management Consultants

HOW EXECUTIVES GROW

With the "war for talent" building, it is increasingly important to have effective strategies for developing employees, especially at the executive level. While this would seem like a given for any organization, a recent study in *The McKinsey Quarterly* reveals that most companies are poor at developing their executives and, even more surprisingly, most of them acknowledge it.

Although giving executives feedback, coaching, mentoring, and training is essential to their development, it is paramount that individuals at this level also receive on-the-job experience. To help judge if a position is suitable, four factors should be taken into consideration:

- the structure of the job
- if people with high potential are moving through a series of challenging jobs
- if this series provides a range of challenges
- if executives are learning their craft from highly skilled colleagues.

There are also five principles that are important for organizations to implement to ensure executive talent is growing through this job experience. They include:

- making development a fundamental part of organizational design
- spotlighting the best talent
- brokering talent across an organization
- not always choosing the best-qualified person
- moving mediocre people out of key jobs.

In order to read the full study please register for access to *The McKinsey Quarterly*. Once you have registered, you can click on the link below to be taken directly to the study.
mckinseyquarterly.com/article_page.asp?articlenum=381

WORKING OFF THE CLOCK

In today's workforce a 9 to 5 workday is rare. Longer hours, weekend work and bringing work home are fast becoming the norm. But as this article from *CareerBuilder* explains, certain factors should be taken into account when deciding when and how many extra hours to dedicate to a position.

Individuals working towards a specific career goal, and those in higher executive level positions, will naturally

be required to devote more hours to the job. As well, certain types of businesses, such as dot-coms and start-ups, will require more dedication.

It's important to learn to strike a balance between work and personal life to help offset the extra hours.

For an integral lesson in developing effective career management techniques, please click the link below.
www.careerbuilder.com/achieve/ach_0008_workingoff.html

PEELING THE OFFER

In today's red-hot economy opportunities abound for skilled and dedicated professionals. However, as this article from *asktheheadhunter.com* points out, looking beyond compensation, stock options, benefits and perquisites in an offer can be essential in determining if a position is the right step in your career path.

The ultimate question one should ask when considering an offer is: "is this the right place for me to work?"

Employers can be evaluated on this question through three factors: their people, their product and their reputation. Basically, individuals should ensure they like the people they will be working with; that the company produces a superior product or service; and that the company has a good reputation among its key constituents.

Taking the above issues into account will ultimately help to put the compensation, benefits and learning experience of an offer into perspective.

To read the full article please click on the link below.
www.asktheheadhunter.com/hapeeling.htm

We welcome any feedback on these suggested articles. Please e-mail us at pointofview@mandrake.ca.

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Industry Review

A bi-weekly wrap-up of stock activity and major appointments, organized by industry.

T (Toronto Stock Exchange), M (Montreal SE), N (New York SE), Q (NASDAQ), V (Vancouver SE), A (Alberta SE), L (London SE)

COMMUNICATIONS

courtesy of Mandrake Management Consultants

Appointments

- Andrew Berthoff promoted within Environics to Senior Vice-President.
- Don Hogarth to Environics Communications as Vice-President of Technology.
- Susan Murray to Young & Rubicam as Vice President
- Derek Kent to Veritas Communications Inc. as Director
- Kathy House to Starcom Worldwide as Senior Vice-President and Media Operations
- David Martin to Lanyon Phillips Communications as Senior Vice-President, Creative Director
- Bill Martin appointed to Turbulence Communications, contracted to manage their creative advertising
- Armand and Jean-Claude Torchia have launched a public relations firm named Torchia Communications
- Vince Aragona to Publicis Canada as Brand Director for CIBC
- Rene Desmarais to Astral Media Inc. as President of outdoor advertising subsidiary Omni Outdoor Advertising, effective Sept 11, 2000.
- Nick Austin to Harrod & Mirlin/FCB as Account Director on Schering-Plough HealthCare Products Canada
- Rob Morgan to the Toronto office of Brann Worldwide of Deerfield, Illinois as Executive Vice President and General Manager

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Email Us and let us know what you think about our biweekly wrap up of stocks and appointments in the communications industry!

CONSUMER GOODS

courtesy of Mandrake Management Consultants

Appointments

- Mark Alexander from Campbell's Canada has been appointed Vice President Campbell Soup, Australia.
- Peg Hunter to Canadian Tire as Senior Merchandising Director, Housewares
- Jean-Francois Duckett to Parmalat as National Trade Marketing Director.
- Esther Lem to Unilever USA Home and Personal Care Unit as Director of deodorant brands, while Stephen Kouri will be assuming the role of Vice-President of Brand Development in her place.

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FINANCIAL SERVICES

courtesy of Mandrake Management Consultants

Appointments

- John A. Whaley to Independent Financial Brokers of Canada as Executive Director.
- Allan Schlar to Templeton Management Ltd. as eBusiness Leader.
- Ron Dahms to Export Development Corporation (EDS) as Senior Vice-President , Business Development.
- Alban D'Amours Chairman of Dejardins-Laurentian Financial Corp. will assume the position of President and CEO on Sept 1, in the absence of Michel Therien.
- Charles B. Hughson to Cadwell Securities Ltd. as Vice-President.
- J. Robert S. Prichard to Bank of Montreal as Director.

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INTERNET SERVICES

courtesy of Mandrake Management Consultants

Appointments

- Peter Ribeiro to Indexonly Technologies Inc. as COO and Director.
- Peter V. Melanson to EPOST as President and CEO.
- Wayne Howard to DataMirror Corporation as Vice-President, Finance and CFO.
- Sue DiPoce to Cconnect Communications Inc. as Vice-President, Human Resources and Administration
- Rob Paterson to Bizsmart as President and CEO.
- John Lopez and Covey Hunter to WebEngine Corporation as Chief Executive Officer & interim Chairman and President & Director, respectively.
- Monique Plante and James Toccacelli to EDS Canada Inc. as Senior Vice-President and Senior Vice-President of Canada communications, respectively.
- Doug Caldwell to Chapters Online Inc. as Chief Technical Officer.
- H. Peter Kruusi to CyberSolutions.net as Director of Marketing Communications.
- Marc P. Tellier appointed at Sympatico-Lycos Inc. to President & CEO.
- Andy O'Brien to FirmBuy as Director of Marketing.
- John Baird and Rheel Ranger to N5R.com an Internet promotions and marketing firm as Managing Director and CFO, respectively.

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TECHNOLOGY

courtesy of Mandrake Management Consultants

Appointments

- Tom Bennet and Stephen Brooks have been promoted within Multiactive Software Inc. to Vice-President, Research & Development and Vice-President , Marketing.
- Robert C. Kay to Gateway Networks as Senior Vice-President and General Counsel.
- Derek Burney to assume the role of President and CEO at Corel Corporation.

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TELECOMMUNICATIONS

courtesy of Mandrake Management Consultants

Appointments

- Arnie Stephens to Rogers AT&T Wireless as President, Western Region.
- Renato Discenza to Bell Ontario as Senior Vice-President Operations.
- Scott Knapman to TELUS Integrated Communications as Senior Vice-President, Marketing.
- Richard Li takes over Hong Kong Telecom Ltd. from Cable and Wireless PLC as Head of the company.
- Garry M. Wood to Bell Distribution Inc. as President.
- Nadir Mohamed to Rogers AT&T Wireless Inc. as President and COO.
- Imtiaz Khan and Demi Tsioros to AXXENT Inc. as Senior Vice President, Corporate Development, and Vice-President, Finance respectively.

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DISCLAIMER

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