

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.*



Apr. 2002

If your e-mail software is not showing the full graphics of this newsletter, we encourage you to check it out on our website at <http://www.interviews-online.net>.

30 To Watch: Marketing's Next Generation Mandate/Criteria:

Marketing Magazine is celebrating the future of marketing with our first *30 To Watch: Marketing's Next Generation awards*. 30 To Watch was created to encourage and celebrate the accomplishments of talented young marketing professionals and to promote the marketing sector in Canada. The men and women chosen by the industry as the 30 To Watch will meet the criteria as defined by Marketing Magazine:

- Marketplace innovation
- A marketing strategy or advertising creative
- Financial clout
- Influence/Leadership

Nominees must be 30 years of age or younger as of Dec. 31, 2002 and a Canadian citizen or landed immigrant. Nominations will be accepted from April 1 to April 26, 2002. The first judging panel, made up of human resources specialists, will narrow the list of nominees to a maximum of 120. The second panel, comprised of leaders in the marketing sector will select the 30 winners. The 30 To Watch: Marketing's Next Generation will be announced in Marketing Magazine's August 26, 2002 issue.

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A Point Of View

Welcome to InterViews Online!

InterViews Online is a service provided by Mandrake to assist you in augmenting and developing your own strategies for success in today's modern workplace.

A Point of View will alternate between delivering an opinion on effective career management, and featuring a selection of articles we have chosen with relevant information.

We hope you enjoy this month's selection.

Sincerely,

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WARNING! BULLIES AT WORK

Although they may be older, better dressed, and craftier than during childhood, bullies in the workplace can be

just as mean and destructive. This article from *Careerbuilder.com* shows how you can identify bullies in the workplace and understand their behaviour to avoid and overcome it.

Bullying involves persistent, abusive and intimidating behaviour by either an individual or a group of individuals designed to make the recipient feel upset, humiliated and threatened.

Bullying behaviour can include:

- Blaming others for errors
- Making unreasonable demands
- Criticizing the work ability of others
- Inconsistent enforcement of arbitrary rules
- Threats of job loss, insults and put-downs
- Downplaying or denying accomplishments * Social exclusion
- Yelling and screaming
- Stealing credit for another person's work.

Most bullies tend to be in a supervisory role. More often than not they are men who target women. Even female bullies tend to target women over men. Their actions cause many employees to spend company time worrying about their tormentor rather than working, decreasing the quality of the employee's work, and even missing work or change jobs.

To learn more about how you can stop bullying from getting in the way of your career advancement, click on the link below to read the full article.

http://www.careerbuilder.com/wl_work_0012_bullies.html

WORKING WITH PORCUPINE PERSONALITIES

Every workplace has them. Individuals who are brilliant at what they do and make outstanding creative and financial contributions, yet insist on having their own way and are often contemptuous of others. This article from Business know-how discusses effective ways to deal with these "porcupine personalities."

These methods include:

- Describe specific situations that illustrate the behaviour you are concerned about
- Explain why it concerns you and express your desire for change
- Seek out and listen to the individual's reasons for this behaviour
- Help them see how improved behaviour will improve their career
- Ask for ideas and commitment to solving the problem
- Offer your encouragement and support
- Agree on an action plan and set a date to discuss progress.

To learn more about resolving problems with these types of difficult co-workers, click on the link below to read the full article.

<http://www.businessknowhow.com/manage>equals/porcupine.htm>

HOW TO PREPARE YOURSELF FOR A MID-CAREER TRANSITION

It happens to many mid-career professionals. Your once-satisfying job no longer gives you the same enjoyment. If you are one of these individuals thinking of a mid-career switch, this article from Wetfeet.com offers methods to help you define your new direction.

Perspectives you can consider include:

- Going back to school
- Thinking of your interchangeable skills
- Packing your skills for maximum effectiveness
- Making a values-driven life change
- Talking to friends, mentors, coworkers, and your boss
- Investigating local resources for career transitions
- Using visualization to try on different jobs.

To learn more about how you can make an effective career transition, click on the link below to read the full article.

<http://wetfeet.com/asp/article.asp?aid=112&atype=General>

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

A 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

Appointment

- Gloria Di Ioia to Managing Partner at The Media Company, Montreal division of Le Groupe TMC.
- Lorraine Hughes to President of OMD Canada.
- Heidi Bonnell to Vice-President at Hill & Knowlton Canada.
- Craig Copeland to Copy Chief at Venture Communications.
- Andy Donovan to Business Development Manager at CNW.
- John Marcine to Director of Business Development at Blast Radius.
- Peter Leupen to Vice-President, Advertising Sales at CanWest Media.
- David Nourse to Account Director at BIMM Communications.
- Marc Fortier to Vice-President of Sales and Business Development at PLM Group Ltd.
- Robert Prichard to President and CEO of Torstar Group.
- Aldo Braccio to Wolf Group as a Strategic Planner.
- Linda Leon to Vice-President of Finance, Administration and Corporate Secretary at the Institute of Communications and Advertising.
- John Milne to Senior Vice-President, Healthcare and Financial Services Group at Rogers Publishing.
- Gilles DuSablon to Vice-President, Creative Director and Associate at Marketel.
- Martin Beauvais to Executive Vice-President and Creative Director at BBDO Montreal.
- Todd Blevins to Art Director at Venture Communications.
- Jennifer Wilson to Creative Team at Zig.
- Rosalinda Graziano to the Creative Team at Zig.
- Carlos Morano to Art Director at PJ.
- Paul Evans to Art Director at Saatchi & Saatchi.
- Rich Bushetta to Art Director at Saatchi & Saatchi.
- Cheryl Grishkewich to Account Director at Leo Burnett.
- Brett Marchand to President at Roche Macaulay & Partners.
- Gregor Angus to Managing Director and President at BBDO Montreal.
- John Gallagher to Executive Vice-President and Managing Partner at BBDO Montreal.
- John Caldwell to the Board of Directors at Mosaic Group.
- John Barnett to the Board of Directors at Mosaic Group.
- Peter Ignatzi to Copy Writer at PJ.

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

CONSUMER GOODS

Courtesy of Mandrake

Appointments

- Sylvia Shea to Associate Director, Customer Operations at Proctor & Gamble.
- Norm R. McIntyre to President at Petro-Canada.
- Kathy Sendall to Senior Vice-President, Western Canada at Petro-Canada.
- Brant G. Sangster to Senior Vice-President, Oil Sands at Petro-Canada.
- Gordon Carrick to Vice-President, East Coast at Petro-Canada.
- Karim Ladak to Associate Director, Global Business Services at Proctor & Gamble.
- Don Clague to Vice-President, Production at Petro-Canada.

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FINANCIAL

SERVICES

Courtesy of Mandrake

Appointments

- John Gardner to Chief Information Officer at The Economical Insurance Group.
- Michael O'Neill to Vice-President, Investments at The Economical Insurance Group.
- Trevor F. Grimwood to Executive Vice-President at Morris & Mackenzie.
- Martin Glynn to COO at HSBC North America Inc.
- Paul J. Hill to Chairman, Board of Directors at Boardwalk Equities Inc.
- Jon E. Love to the Board of Directors at Boardwalk Equities Inc.
- Gordon Fyfe to President at CDP Global Asset Management Inc.
- Grant Beasley to the Board of Directors at Morris & Mackenzie.
- Kelly Murumets, Executive Vice-President at Counsel Corporation.

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INTERNET SERVICES

Courtesy of Mandrake

Appointments

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TECHNOLOGY

Courtesy of Mandrake

Appointments

- Brett Turner to General Manager and Senior Vice-President of Client Development at Blast Radius.
- Peter Knook to Corporate Vice-President at Microsoft.
- John Marcine to Director of Business Development at Blast Radius.
- Andrew Harnden to Director of Client Strategy at Blast Radius.
- Robert E. Lord to the Board of Directors at i3Dimensions Inc.
- Terry Cunningham to the Board of Directors at i3Dimensions Inc.

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TELECOMMUNICATIONS

Courtesy of Mandrake

Appointments

- Joseph G. Licata Jr. to President, Enterprise Networks Division, US at Siemens Information and Communication Networks.
- William Owens to the Board of Directors at Nortel Networks.
- Phil Arneson to Chairman and CEO at Sorrento Networks.
- Michael Lach to COO at Neustar.
- Micheal Sievert to Executive Vice-President and Chief Marketing Officer at AT & T Wireless.
- Gustavo Gomez to President and CEO at ITS Networks.
- John Challinor to Director of Marketing and Public Affairs at Cygnal Technologies.
- David Bowden to President, Consumer Services and Small Office, Home Office at Sprint Canada.
- Chris Gilbert to CEO at IPWireless.

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