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### SafeSourcing e-Newsletter

Have comments, questions, or suggestions about the SafeSourcing e-Newsletter? Let us know what you think by emailing us at the following address. We look forward to hearing from you!

[events@safesourcing.com](mailto:events@safesourcing.com)

#### Trivia!

What does % of Space mean?

[www.safesourcing.com](http://www.safesourcing.com)

## Industry News

### *Communication Skills in the Job Market*

#### Strengthening Your Soft Skills

“Soft skills are attributes that allow you to interact effectively and harmoniously with other people and add value to your role and responsibilities. You don’t often see them on a job description, but they’re the skills that separate leaders and help an organization grow.”

Communication isn’t all about doing all of the talking. Listening is an important communication skill. People often tend to be thinking about what they want to say when it is their turn rather than fully listening. Key information can be missed. Non-verbal communication is just as important. Gestures, facial expressions, making eye contact are also key. Know your audience when communicating. Some people respond better through emails, others through direct contact, and some may prefer printed material to review. Remember the message sent via email or text may not be viewed how you intended it to be. Everyone has their own filter. Often times a voice tone is assumed by the recipient when there was none intended. ■

*Elizabeth Rittiman, The Global Broadcast, 2/12/2015*

#### INSIDE THIS ISSUE

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#### COMING NEXT ISSUE

<b>Feb.</b>	Answer to our Trivia!
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#### Recent Savings

##### Office Supplies

Savings were over 23% of total spend. ■

##### Plastic Bags

Savings were over 18% of total spend. ■

\*Please [contact SafeSourcing](#) to schedule your RISK FREE event today.

## Gender Bias in Job Ads

Phrases such as “whatever it takes” or “tackle” in job postings may affect the applicants posting for a job position, thus accounting in the lopsided gender makeup in the industry. Textio Inc., a startup software company that analyzes language in job postings, looked at 25,000 positions in 10 tech companies, including Uber, Technologies Inc., Alphabet Inc.’s Google and Facebook Inc. to quantify commonly used phrases between January and November. Job postings appeared in sites such as Indeed.com, as well as their own site. Textio’s software analyzes full text content of job postings and suggests changing different phrases depending on what kind of pool the client is looking to attract. “Textio says its findings suggest that certain language correlates to a disproportionate number of male job applicants in a tech industry dominated by white or Asian males.”

Uber, a ride sharing business, has been reported having allegations of sexism and harassment. Phrases used “whatever it takes” and “high performance culture” was used 30 times more than the next closest company in their job postings. A spokeswoman for Uber said the company eliminated many words in their job postings this year that were seen as biased and non-inclusive. Facebook and Apple use language such as “our family” and “empathetic”, which tends to attract more women. Textio found phrases such as “disciplined” and “tackle” statistically correlated to a more male-dominated applicant pool. “Atlassian Corp., a maker of workplace collaboration tools and a Textio client, said that after it overhauled the language in its job postings, women accounted for 57% of the

class of new-graduate hires working in engineering, product management and design in 2017, compared with 10% two years ago before the language changes.” ■

*Yoree Koh, WSJ, 12/14/17*

## How a Talkaholic Can Hurt Their Career

Chief Executive Christopher Franklin of Aqua America, Inc., a water utility company, was interviewing a woman for a Vice President position. The first question he asked, the woman spent 25 minutes answering. Her next reply lasted another 25 minutes. “I felt like I was being filibustered, says Franklin. There should be no need for verbal diarrhea.” Needless to say, the woman didn’t get the job. Executives that talk too much can get into trouble hunting for a job, as well as during board presentations, customer pitches, and networking events. “In a world where leaders issue policy pronouncements in 140-character bursts, shorter attention span means executives must make their point quickly.”

Companies that hire speech coaches for star players with talkaholic tendencies are rising. The cost for this service is between \$300 and \$500 an hour. A coach may have the client rehearse short scripts and have a secret ally to motion the speaker to wrap things up. It is suggested for the speaker to envision the word “WAIT” on a listener’s forehead. The acronym stands for, “Why am I Talking”. A masterful communicator spends more time using their ears than their voices. The old saying, “We have two ears and one mouth so that we can listen twice as much as we speak” still rings true today. ■

*Joann S. Lublin, WSJ, 12/14/2017*

### QUESTIONS AND ANSWERS

**Q:** How can I subscribe or unsubscribe to these newsletters?

**A:** You can subscribe or unsubscribe to these free newsletters by simply going to our [website](#), and clicking the option “e-Newsletter” or by contacting us directly at [events@safesourcing.com](mailto:events@safesourcing.com)

**Q:** I have run events in the past, is there any chance I could be saving more?

**A:** Yes. No matter when your past event ran, the team at SafeSourcing can find ways for your company to save.

**Q:** I want to know more about what SafeSourcing does. Who can I talk to about this?

**A:** You can contact a customer services representative by calling us at 1-888-261-9070 or by going to our [website](#) and trying our “Risk Free Trial” offer.

### Trivia! From December 2017 Issue

What does VAN mean?

Value-Added Network. A VAN company is an organization that helps companies exchange private documents, usually via EDI systems.

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