

## LEARN HOW TO HELP THE UNEMPLOYED PEOPLE IN YOUR LIFE



The unemployment rate is standing firm; companies are still refusing to hire the ones who are unemployed. Most people are wondering what more this nation of desperate job seekers can take. They are all worried and you can become a member of the unemployed just as easy as they did. The big assumption is that if the job candidate is unemployed, then they must be damaged goods. Most companies think that they would not have been laid off if they had given any real value to the company. But, then again, the companies are also really desperate for survival. The banks are not lending, the companies can't expand, the government is regulating, and most companies are having to eliminate positions that include a higher pay, and eminently qualified individuals that they unfortunately could not afford to keep. Many candidates have been in the catch-22 of applying for the jobs while they are still employed, when that are terrified that they may be the next to be laid off. Their employer finds their resume on a job website and they are let go for a complete lack of dedication. Or, at least, that's what the companies seem to be saying, even though you were just trying to have a backup plan for you and your family. Many are looking to Washington to make more jobs. The reality is that the government can create a business friendly environment for the companies, streets and businesses: There are many unemployed people that need businesses, just like the businesses need them. Businesses cannot forget that they need the American consumers to buy their products, and use their services. One very monumental and creative idea: The Starbucks CEO Howard Schultz's well-publicized call to companies to withhold contributions to the political campaigns and help to support jobs is gaining in strength. Spend the money that is earmarked for the political campaigns on employees and hiring issues, says Schultz's: "The only way to break this cycle of fear is to break the company. The only way to get the country's economic circulatory system flowing again is to start pumping lifeblood through it. This is why we today issue a second pledge. Our companies are going to hire. We are going to accelerate growth, employment and investment jobs." A stunning idea that has been given to over 100 companies and over 21,000 of the individuals that are following suit. There are over 3,000 pledges to hire and it's growing more and more by the day. Some of the supporter include AOL, J. Crew, Hasbro, PepsiCo, Whole Foods, J.C. Penney. Here is the connection to the unemployed: You refuse to consider unemployed candidates? Then you are losing a lot of business. Not to include a lot of money that's coming out of your pocket.

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