

Creative Circle

IN RETROGRADE

12 Signs

of the Times

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CAPRICORN

December 22 – January 20

We clocked in...



Your symbol is a mythical sea-goat, but you are an Earth sign through and through. Traditional and professional, you've had to make some adjustments, but your commitment to seeing every task through to completion got you through, as always, as did your unwavering professionalism. Ambitious, hardworking and responsible, you put your nose to the grindstone and got it all done. **We did the same.**

2021 by the numbers:

We took **14,000** job orders, resulting in **3,825,848** candidate hours worked (that's equivalent to 1,852 years of full-time work)

73% of the jobs we filled were remote

We welcomed **139** new Circlers, from Chi-Town to ATL to the DMV and back to our LA headquarters

We built **10 industry pages** on the Creative Circle website, complete with three results-driven case studies for each page

Capricorn
discovered
8 Jobs
in High
Demand



AQUARIUS

January 21 – February 18

We were especially interested in our Diversity, Equity, and Inclusion (DEI) efforts.



You're a deep thinker and intellectual who loves to fight for your ideals. We do, too, and in 2021, we put time and energy into DEI, which we integrate into the everyday life of Creative Circle with the help of our Employee Resource Groups (ERGs).

Creative Circle ERGs contribute to our DEI approach of awareness, action and accountability: they participate in our DEI initiatives, help integrate DEI into our day-to-day practices and foster a safe space for those who self-identify. We support every Creative Circle ERG through professional development, information sharing, community outreach, networking, recruiting, and shared experiences.

Our ERGs:

Black Women of Creative Circle

Embracing Neurodiversity

Hola! (Hispanic/Latinx)

Leading Green (Sustainability)

Parents & Caregivers

Prism (LGBTQ+)

PISCES

February 19 – March 20

We feel deeply about giving back

A water sign, for sure — empathy seems to flow from you, and your emotional capacity is as deep and wide as the sea. Tolerant and compassionate, your intentions are always good. You do so much for so many. You are known as the loving fish. Why? You care.

So do we. Circle of Caring is Creative Circle's giving program. It allows us to support our communities with charitable contributions to local nonprofits. In 2021, each office, division, and ERG selected a charity to receive a \$1000 donation! Some of the charities we supported this year include:

Art from Ashes

**Black Mamas
Matter Alliance**

Charlie's Army

Living Classrooms

**National Forest
Foundation**

Share Our Strength

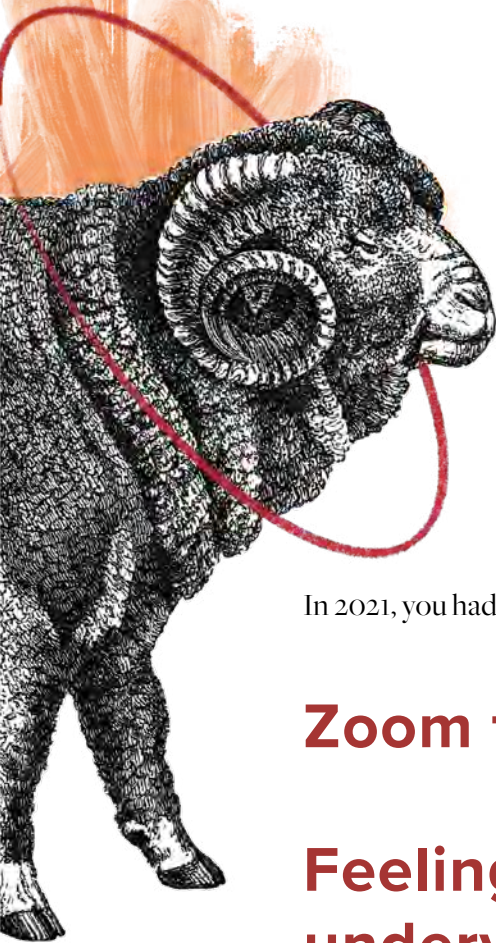


ARIES

March 21 – April 19

Aries is angry:
“I Can’t Stop!”
The Paralyzing
Nature of
Doomscrolling

Things we hated this year



Named for the God of War, you are passionate, turbulent, and irascible, a true fire sign ruled by Mars, the very definition of a strong personality. You are one tough cookie, competitive and driven, and you don't suffer fools. You fight for your goals, always willing to collaborate with others to achieve. Taking decisive action is who you are, though sometimes you rush into things. It doesn't take much to fan your flames. And if something upsets you, you have no compunction about letting everyone know!

In 2021, you had more than enough of:

Zoom fatigue

(If you don't have the camera on, why not just schedule a conference call?)

Feeling undervalued

(Your recognition must match the time and effort you're putting in.)

The traditional 5-day work week

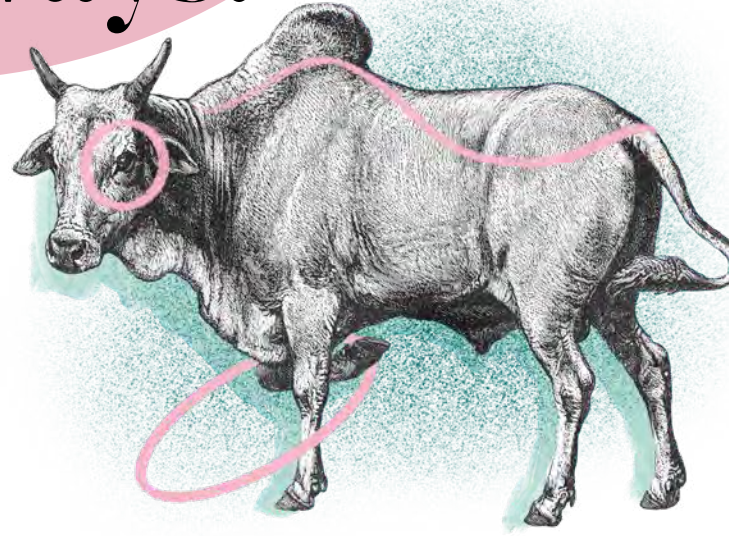
(What about a Monday – Thursday work week? Or leaving work early on Fridays?)

TAURUS

April 20 – May 20

We shouldn't be stuck in our ways.

The pandemic didn't slow you down at all, Taurus. Trustworthy, determined, and organized, you were the perfect candidate for remote work: You took on extra work, met all your deadlines, pushed the vacuum around the house a few extra times a week, and prepped healthy dinners. How did you stay so organized? Stubbornness? You learned this year to do things differently, and so did Creative Circle. We are always striving to grow and evolve. Here are some things we did differently this year:



We launched our first client newsletter

We also launched a client and candidate Referral Program

We developed an interview guide for digital marketing candidates

We created our first IG reel

Taurus learned
8 Top Tips to
Successfully
Onboard
Virtual
Employees

GEMINI

May 21 – June 20

There are two sides...



Gemini is
adaptable and
capitalized on
**the Summer
Hiring Boom**



**What will make you
most likely to quit a job?**

Incompetent managers: 35%

Dislike coworkers: 2%

Don't enjoy daily tasks: 12%

Don't feel valued: 50%

We appreciate your duality, Gemini. You are sociable, communicative, always ready for fun, but then, thanks to your two-sidedness, you might suddenly get serious, contemplative, and restless. You are complex and, given your nature, changeable and open-minded. You see both sides.

The Great Resignation forced us to look at quitting from both sides, from the side of companies losing employees and from the side of employees leaving companies:

Part I: I Hate My Job – Now What?

Part II: The Right Way to Leave a Job

Part III: What to Do When an Employee Quits

CANCER

June 21 – July 22

We're emotional about...

Ruled by the moon, creative and resilient, you are tenacious, loyal, sympathetic, and emotional. We're emotional, too, and compassionate, and we always want to hear what our candidates have to say, good or bad:

As a woman, I absolutely feel an obligation to dress up and do makeup and have presentable hair—none of which have anything to do with my brain powers or ability to communicate a point. I'll keep my camera off, thank you.



I walked out of my dream job that I moved countries for purely because my manager was an incompetent, micromanaging, lying, and manipulative toxic person...

I can't stand feeling not valued. If I my job is just a paycheck, then I'd rather hunt for something that isn't. Just saying, 'thanks!' at the bottom of an email doesn't mean your boss likes you or cares about you. That what companies don't get.

Cancer remains tenacious and knows **How to Job Hunt (When You're Already Exhausted)**

LEO

July 23 – August 22

All eyes on us...

You're a natural-born leader, always willing to be out front. You seek admiration for your creativity, self-confidence, and strength. A fire sign and king of the jungle, you rarely, if ever, shun the spotlight.

Neither do we!

Lauren Ferrara, VP, Delivery Operations, spoke to CNN Business about the current labor market:

"I've seen interviews and offers on the spot, interviews and then offers the next day, and some companies take a few days," said Lauren. "Some companies are moving very, very fast. At least the smart ones are."

Sr. Recruiter, Brian Pope remarked to AIGIA's Design Educator's community,

"My two favorite things about recruiting are helping people find their first jobs in the creative field, and helping people 'pivot' into them with the goal of not just landing ANY creative job, but one that feels like a custom fit for that individual."



BOS interviewed Chief Marketing Officer, Adam Bleibtreu, for their Inspiring Workspaces series:

"The only thing you can control is your effort. If you decide every day to get up and give 110% of your effort, I'm living proof that success can come your way."

Leo never hides from the spotlight and figured out the value of **Making Your Personality Count**

VIRGO

August 23 – September 22

We checked the numbers

You're the Earth sign who pays the most attention to detail, Virgo. It's core to your nature. You're a strong character, one who tends to prefer conservative, well-organized spaces and events; you relish day-to-day practicality and stability. Last year, working from home was probably quite a challenge for you, since you cherish an organized life; you always take a methodical approach to everything. You leave nothing to chance. You check the numbers. **Speaking of numbers, take a look at what Creative Circle accomplished this year.**

We talked to lots of people:

25,453
interviews

And we ran lots of campaigns:

70
blogs published to date

41
client campaigns

20
candidate campaigns



LIBRA

September 23 – October 22

Everything's better together...

Like you, Libra, we value people; we're team players through and through. You're fair and peaceful, as collegial as you are congenial, a magnetic personality who always plays well with others...we could go on and on. And likewise, we also love working in partnerships to create balance and symmetry.

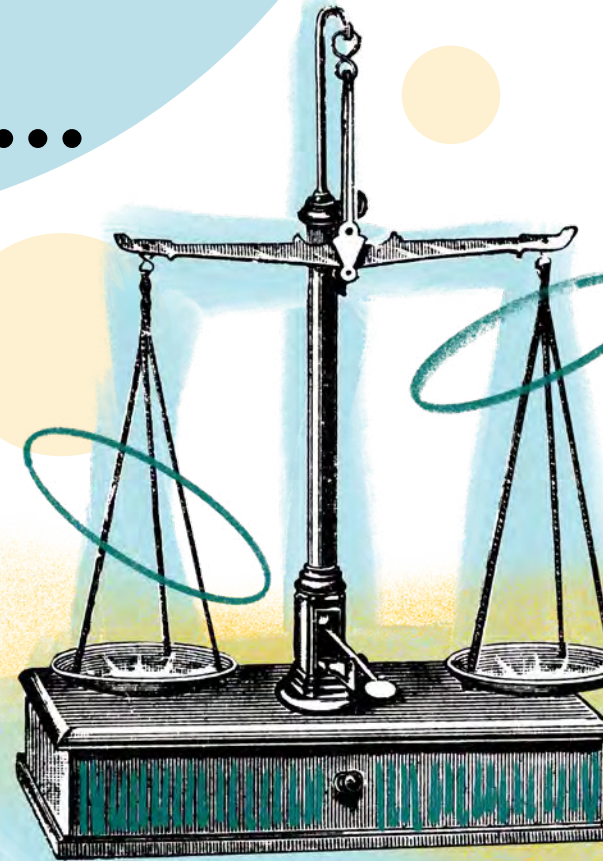
This year, even with hybrid and remote work in full swing, we strove for Libra-inspired togetherness:

We interviewed leaders throughout Creative Circle (safely from our homes, over Zoom!) to showcase our **company culture**.

Our internal podcast, *Learning Together*, created a space for Circlers to share ideas and experiences — plus, many aha! moments, truth bombs, and belly laughs.

Some of our favorite Circlers got to meet up for the first time in...well we're not sure how long! The gang came back together to celebrate lots of "work-aversaries," welcome new teammates, or just to have some fun!

And we asked what you miss most about working in-office. **It's each other!**



Libra always seeks
justice and equality
like **José Martí:**
Revolutionary,
Writer, Martyr

SCORPIO

October 23 – November 21

We faced some harsh truths...

You are a seeker of the truth, Scorpio, a water sign with unfathomable depths. You cherish honesty and courage, which makes you fearless in your pursuits. You are known for your determination, focus, and resourcefulness when you take on challenges — and for that poison stinger at the tip of your tail. You can handle the truth, even when it's sharp and painful. And you can keep a secret.

At Creative Circle, we know all about harsh truths and, like you, Scorpio, we use them to motivate ourselves to do better. This year, unfortunately:



Scorpio is assertive and honest, so tell us —

Do Employees Actually Want to Work from Home?

We couldn't place everyone we interviewed...

We lost followers...

We couldn't respond to every comment or email...

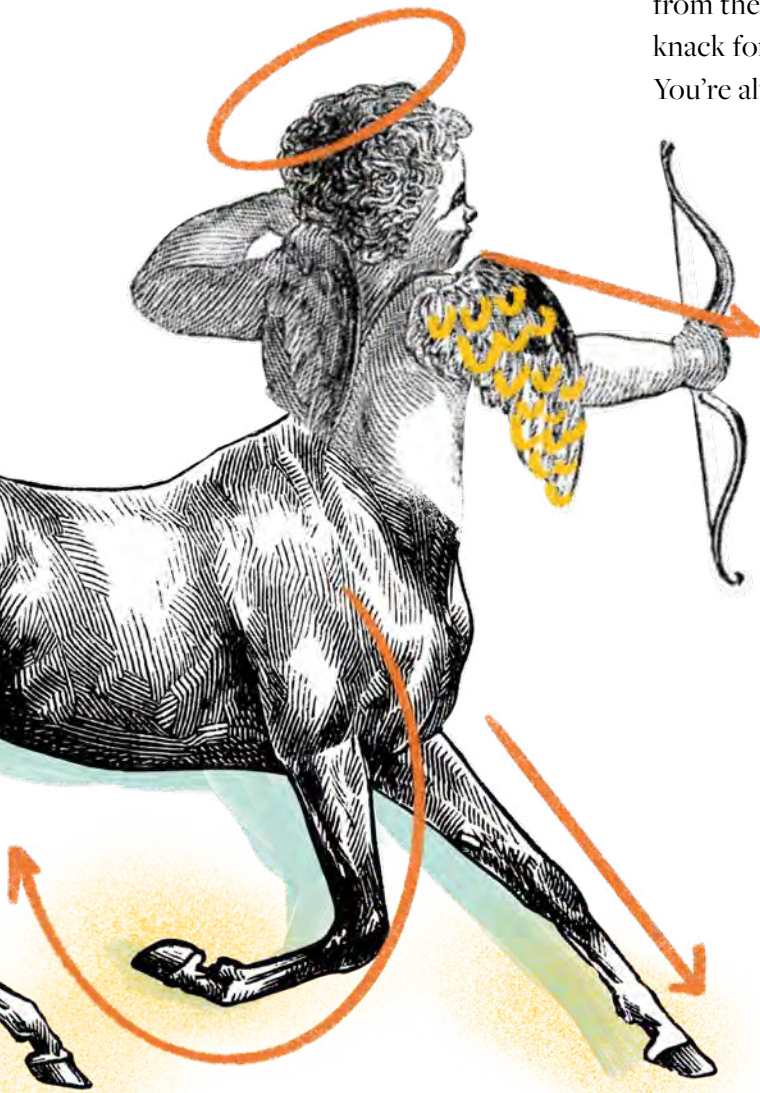
But you know us, Scorpio. We never give up. We're focused, resourceful, and determined to do better in 2022.

SAGITTARIUS

November 22 – December 21

We're optimistic about...

How do you do it, Sagittarius? How do you stay so optimistic and open-minded, so philosophical? You're a fire sign — you emanate warmth, and you look for the positive in your favorite pursuits, including travel and anything outdoors, from gardening to hiking to just strolling through a city park. You're an extrovert, full of enthusiasm, and happy to meet challenges when they arise. When you descend from the stratosphere and find your feet on solid ground, you have a knack for transforming your dreams and ideas into action and reality. You're always looking for what you want, and you tend to find it.



We're optimistic as well, particularly regarding what our clients want now and throughout 2022. Here are our predictions of the categories we expect to be in high demand, based on 2020–2021 YOY growth:

UX designer

59%

Brand/marketing strategist

41%

Digital project manager

43%

Content creator

514%