

Visibility News: New I-O Brochure Available!

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As Baby Boomers retire and the war for talent heats up, the importance of raising the visibility of our field to students, universities, and businesses increases. We need organizations to understand how our research and practice can help win the war for talent. We need universities to support our research and practice, and we need a diverse crop of promising new students to join our field. To this end, the Visibility Committee recently revised the I-O psychology brochure to make it more engaging and compelling.

The revised brochure has an eye-catching title, clear and simple language, and a touch of humor. It is ideal for students or any individuals considering a career change. It is also useful for quickly summarizing our field for interested university personnel or potential business clients.

The new brochure, entitled “Maximizing Human Potential Within Organizations,” is available at <http://www.siop.org/visibilitybrochure/siopbrochure.aspx>. You can get to this link by going to the SIOP homepage, clicking on Resources, I-O Resources/Publications, and then SIOP Brochure. You can either print this brochure yourself, or you can request copies from the SIOP Administrative Office (siop@siop.org). The first 100 copies of the brochure are absolutely free and each additional 100 costs only \$7.50 (including shipping)!

We encourage members to make this brochure available to students, businesses, and anyone interested in learning about our organization or our profession. The more visible we are, the more we can contribute. We are all part of the visibility effort, and this brochure provides us with a useful tool for raising awareness. Please do your part and share this brochure today.