The Career Mechanic

3 Biggest Mistakes Recruiters Make When Selecting A Payroll Provider

Is Your Recruiting Firm Stuck in the 90’s? 4 Ways to Know

Dear Health Care Provider CEO

GAPS Conference Review

Secrets of Effective Marketing for Recruiters in 2017

5 Ways Contract Staffing Can Help Balance Your Desk
Reflecting back, it's hard to believe but just 10 years ago the first generation iPhone was released. This revolutionary device has been a game-changer in the way we connect. Just look all around and notice what people are doing. With the mobile phone, it's interesting how many people are distracted by their phone and not paying attention to the conversation. Learning how to engage others is key.

We see so many recruiters celebrating success in this business. I always look for the recurring secret to why they are doing so well. My theory, besides being consistent, organized and persistent, is they are usually nice happy people that others want to be around. They seem to build relationships easily and keep them. After all it is a relationship business. Smart recruiters find new ways to use today's tools to build their firm. Another trait they share is being a good listener when communicating. This helps them close deals.

Managing the stress that this TMI (Too Much Information) world has is a challenge. Good recruiters find ways to manage a work-life balance. Today's tools can help make this easier if you know what apps to have on your device!

Our contributors in this issue, share good advice to help you on the road to success. Find some to implement to reach your goals and success with both clients and candidates.

Thanks for reading EMinfo! Happy Recruiting...

Pat Turner
Editor
Bonnie Davidson was the original force in founding Davidson, Laird & Associates, based in Southfield, Michigan with me, her daughter, Meri Laird in 1986. Prior, Bonnie had worked for a number of years for a national franchise and after graduating from university, I spent one year working for a recruiting company in San Diego.

With mom loving the management of multiple recruiters and me loving “the trenches” of working a desk, we started our own office with 10-15 recruiters in a number of industries. Fate brought Lori Dow into the company soon after, in 1987, while in her last years at university. She worked summers, then interned with us and joined full time after graduation.

It was truly the perfect trio! Enjoying the best of times and surviving the worst of times, we continued to move forward together, changing the dynamics and size of our staff as our lives progressed and changed.

The best placement I made in our 30+ years together was Lori with my brother (Tim Laird) in 1993.

We reincorporated when we moved the headquarters to Louisville, Kentucky in 2012 and are now Davidson Laird, Inc. Lori is based there and I work from my home office in Boyne City, Michigan. Our clients are mainly automotive suppliers with whom we have had long term relationships and high retention rates.

Joining NPA in 1996 has remained one of our best business decisions ever. The friendships developed there over the past 20 years have been priceless and the power of the network has been key for us to successfully tailor our business model to suit and enhance our personal lives.

We were in the top 15 performing NPA offices 2 out of the last 3 years and have
been in the top 20 many other years. We believe strongly in the power of engaging fully with the network! Both Lori and I have volunteered on numerous committees since joining and I served on the Board of Directors for 4 years.

We take the advantage to attend many NPA meetings, always attending the Global Conference in North America as well as regional and global networking meetings both inside and outside the US. We’ve learned from (and partied with) our NPA colleagues in Beijing, Australia (twice), London and Bali to name a few! There is nothing like being with likeminded people and NPA is so full of strong and generous partners, eager to share.

While we lost Bonnie in 2013 and miss her greatly, we know she is proud of her “girls” and we are thankful for her inspiration and for giving us the gift of working in an industry that has so much opportunity and flexibility. Lori is extremely active with Tim’s PR activity around the country and I’m busy with my husband Lynn’s current career of golf, skiing and global travel. With NPA and so many years of experience, we can finally work our job around our personal lives and not the other way around.

Do you know someone who deserved to be spotlighted? Proud of your company’s accomplishments? Tell us about it! We love promoting people and companies. Email us at Tiffany@eminfo.com and tell us your story!

Did You Know?

* In today’s world, your website is essentially your storefront and, if optimized correctly, can quickly become your most effective tool for new client and candidate generation. pg 7

* Agencies have the time to develop a relationship with the potential candidate and sell the candidate on the position. The sooner they find a physician the sooner they can put him or her to work and generate revenue faster. pg 8

* Also, make sure that 100% of the fee is based off of the pay rate and not any portion of the bill rate which penalizes you when you sell a larger bill rate. pg 9

* From marketing to sales to operations, having a solid CRM solution can help keep multiple departments in the loop on the latest developments and interactions with customers. pg 15

* Most of the email services that are offered to recruiters and recruiting firms are simply Brand Awareness Marketing. We make our clients aware of us. pg 18

* The Workers’ Comp Class Code will be determined by the job title and industry in which the employee will be working. Each job has a four-digit number (The Workers’ Comp Class Code) which is used to determine the premium required for coverage. pg 23

* Get out and talk with staff and clients; ask about their families, interests and communities and be open about your life too. When they know you really care about them, they will care more about you too, and this will bridge the divide and help eliminate the us and them mentality in all areas. pg 28

TIRED OF COLD CALLING?

Get Started

What can Parqa do for my recruiting firm?

• 50+ Placements from online marketing
• 87% Increase in revenue
• 300+ New clients calling us

www.ParqaForStaffing.com
Individuals seeking the assistance of recruiters and staffing professionals at a time of job change or loss experience a range of challenges that can often dictate the manner in which they will approach the adjustments that lie before them. Any challenges not properly faced by those in voluntary or forced job change situations can impede the process of moving on through the change and relocation process.

Job change is best accomplished when the job seeker engages in a series of planned, orderly and controlled strategies to get from where she or he is to the next stage in their personal career and occupational development. It is a time when the guidance and support of search and staffing professionals can facilitate the ease with which any challenges are identified and addressed.

Different Candidates Present Different Process Challenges

Candidates for job change bring different challenges to the relocation and transition process. Candidate A is at a point in the career development process where he needs to make a career move in order to achieve his full occupational potential---an ambition not being realized in the current work environment. He is at the growth, mobility and maintenance stage of the career development process and able to approach the job change process in a more disciplined manner.

Candidate B may be at a similar place with respect to her personal career development---but unemployment has removed the "safety cushion" that allows her job change process to proceed in a planned and orderly fashion. She lacks the comfort of time and planfulness.

Challenges that Impact Successful and Orderly Job Change

Regardless of the current employment status of the candidate, individuals are required to address a number of challenges as they seek to transition to a new position or back to employment. Those challenges fall into a number of categories and a sampling are offered below:

Personal Challenges

Changing jobs or securing employment is work---hard, intensive, time-consuming work. Success in any career or job change will require a commitment to the process, followed by the creation of a search and transition plan that is appropriate and achievable. Throughout the job change process, candidates must attend to matters of diet, exercise and rest in order to present a healthy front throughout the transition process.
Social Challenges

Family and friends should be viewed as allies in the job change process and their support and assistance sought during this time. Job seekers who withdraw socially from these support systems and networks are rejecting a valuable source of encouragement and validation. Similarly, our career networks can be a source of comfort of assurance during challenging times.

Psychological or Emotional Challenges

Career stagnation and the inability to fulfill one’s personal ambition can produce a distinct level of stress and anxiety. Underemployment and unemployment can produce a negative influence on one’s self esteem and care should be taken to ensure that your mental health is given as much attention as your physical health.

Learning and Cognitive Challenges

Candidates seeking career growth, mobility and maintenance may have to face the reality that additional education or training lies between them and where they would like to be in the world of work. In this fast-paced, changing world in which we live and work, yesterday’s job skills are often obsolete today. The global workforce must invest in the concept of lifelong learning as a challenge that is here to stay.

Economic Challenges

The loss of a paycheck, insurance and other employment benefits will require lifestyle adjustments by the job seeker. Similar challenges exist for the working individual who feels that she or he is not being compensated at a competitive level for the work they perform. Bottom line: Belts might have to be tightened until job change occurs and compensation becomes more viable.

Career Goal Challenges

Candidates should use job change situations to determine if they are on the career path they truly want to follow. If yes, some “fine tuning” may be required to produce job change success. If no, it may signal a time to stand back and consider major adjustments before proceeding too far down the current career path.

This is by no means an exhaustive list of challenges that face the job changer. It does, however, represent the types of challenges that need attention during the job change process. Challenges impact people in different ways—from being non-existent to presenting major impediments to the job change process. A plan for addressing them must first include a means of identifying their presence and then designing coping or confronting strategies for minimizing or eliminating their impact. Successful job change will stand a better chance when this happens.

Coming in July ~ Career Change: Major Makeover or Minor Adjustment

The Career Mechanic is a monthly treatment of a career development issue or problem by Frank Burtnett, Ed.D., an educator, consultant and author who has served as the education and certification consultant to the National Association of Personnel Services (NAPS) since 1995. Topics are drawn from Dr. Burtnett’s book, Career Errors: Straight Talk about the Steps and Missteps of Career Development Process (Rowman & Littlefield Publishing Group) and represent those witnessed regularly by search and staffing professionals.

People navigating the career development process are often hampered by the things they “do wrong” or “don’t do” in their quest for career success. Frank Burtnett’s book, Career Errors: Straight Talk about the Steps and Missteps of Career Development examines the common errors that are made at various times across the lifespan. Search and staffing professionals will find the book a valuable resource in their work and a “must read” for many of their candidates.

Purchase online at Rowman & Littlefield Publishing Group. EMInfo readers can receive a discount of 20% by inserting RLEGEND2017 when prompted for a discount code.

Click Here to Order
Many hiring tools and processes have come and gone since I started in the recruiting business 20 years ago, but not all of them work anymore. Competition is at an all-time high in every sector, and with more recruiters than ever before vying for the same business, recruiting firms have to leverage new methods to attract new clients.

While transactional recruitment strategies popularized in the 90s, like job boards and cold calling, are still how most companies approach recruitment, both clients and candidates expect a lot more from recruiting firms they consider working with.

1. **My primary source of new business is still cold calling**

At one point, cold calling was one of the most successful and effective recruiting strategies, but that’s just not the case anymore. Because everyone has caller ID, direct lines and cell phones today, people choose not to answer the phone when they don’t recognize the caller.

At my recruiting firm, Versique, we’ve used digital and inbound marketing tools to generate over half of our revenue. Rather than cold calling, we create thought leadership content, leverage our networks through LinkedIn and invest in Search Engine Optimization so our website appears first when clients and candidates enter terms like “Recruiting Firm Minneapolis” in Google Search.

2. **The top metric your company tracks is number of phone calls**

If the number of phone calls your recruiting firm is making is the top metric you’re tracking, you may be stuck in the 90’s. Think about this: when is the last time you ever bought something from a telemarketer who cold called you at home? Although I know it does work, you have to ask yourself: what is the ROI on 100 daily phone calls?

As an owner, the metrics you should be tracking are things like impressions, total visits, total conversions, cost-per-lead, and customer lifetime value. See a common theme here? Your website should be a primary target for your customers. It’s one of the best tools you have in your toolbox to measure the effectiveness of your recruiting firm.

3. **I don’t use my website to generate leads**

If your recruiting firm doesn’t have an online presence, or doesn’t have a way to attract and capture leads using your website, then you’re still stuck in the 90’s. In today’s world, your website is essentially your storefront and, if optimized correctly, can quickly become your most effective tool for new client and candidate generation.
Appearing at the top of search results is critical, but you must also be proactively creating content such as blogs and landing pages to educate prospects, build loyalty and showcase your firm’s credibility. People are coming to your website every single day to determine if they are going to buy from you. What story does your website share with people?

I recently received a call from a VP of HR for an 800 person healthcare organization that was looking to hire their next CIO. She found us on Google because we ranked #1, but that alone wasn’t enough to land us the business. It was the credibility, thought leadership and relevant content on our website that helped us land the search. If a client like this came to your website, what story would they see? Forward thinking firms know where they rank on Google, and have the content to back it up.

4. I’m still leaving voice messages and hoping for responses

As a recruiting firm owner, I get 50 plus phone calls every week. When the phone rings, the first thing I do is look who it’s coming from and if I don’t know the caller, I don’t answer. I would be willing to bet that I haven’t answered the phone in over a month if I don’t know who the number is. This isn’t to say that cold calling doesn’t have its place or isn’t effective, but it can be very expensive.

The one time that I will always return a phone call, email or meet with someone is when someone in my professional network that I trust provides a recommendation or asks a favor for me to talk with them. If you leave me a voicemail and want a response, you’d better have some credibility to back it up. The first thing I’ll do is go on LinkedIn or search Google to learn more about someone, and based on their credibility, I decide whether or not to return their call.

Is Your Recruiting Firm Stuck in the 90’s?

If you’re still cold calling or your firm isn’t online yet, there’s a good chance you’re stuck in the 90’s. If you’re tired of cold calling or you need to find a way to generate new business, building your brand through digital marketing is the solution.

What did online marketing do for my firm, Versique?

- 50+ placements from online marketing
- 87% increase in revenue
- 300+ new clients generated from Google

Editor’s Note

Tony Sorensen

Tony Sorensen is the Visionary of Parqa. As a 19 year veteran and thought leader of the consulting and executive search industry, he is responsible for all aspects of the business, with a passion built around building winning teams, digital marketing, strategic partnerships and philanthropy. Tony is a national industry expert and has spoken and contributed to publications such as NAPS National Conference, EMinfo, Star Tribune, Minneapolis/St. Paul Business Journal, Monster.com and The Fordyce Letter. He has been recognized by the Minneapolis/St. Paul Business Journal as a “40 under 40” award recipient.
Most independent recruiters and staffing firms make the understandable decision to outsource their back office EOR and payroll services to a reputable provider who’s been serving the industry for decades. This eliminates the financial risk, liability and headache of handling your own back office service which is better left to a professional back office provider. We all know that outsourcing back office tasks allows you to devote more of your time and energy to revenue generating activities that creates more income for your business. Make sure to shop around, as you will discover that not all comprehensive back office services are created equal.

The right payroll partner can make the difference between success and failure for your business. Protect your enterprise by paying particular attention to the following three important guidelines.

1. Make sure your payroll provider is giving you the highest profit per hour.

It sounds obvious but, unfortunately, many recruiters do not take enough time to do the research. Thoroughly investigating each option to pinpoint the provider who delivers the best profit per hour rate is critical. Anything less ends up costing you plenty of money over time. Look for a reputable provider who offers a no hassle online profit per hour calculator with and a best rate guarantee. Why pay more for the same service from anybody else?

Also, make sure that 100% of the fee is based off of the pay rate and not any portion of the bill rate which penalizes you when you sell a larger bill rate. Don’t forget to inquire if there’s any additional per hour fees on top of the percentage fee.

2. Your payroll provider should be exclusive to independent staffing professionals.

As an independent recruiter, it is critical that you work with a payroll provider who is on the same page. That means a firm that works exclusively with staffing firms like yours. Only such a provider can understand the unique aspects of your business profile. The firm can set up services to accommodate your unique professional needs and operate in synchronicity with your enterprise. Would you choose a Kia mechanic to service your Ferrari? Of course not!

Another important consideration that business owners tend to overlook is conflict of interest. Larger payroll providers work directly with clients, which means that they are also in competition with you. Keep in mind that bigger service companies are not always better. You deserve a back office partner who gives you a complete recruiter centric experience.

3. Get a FREE suite of professional-grade recruiting tools, training & services.

Contract staffing services have evolved. Gone are the days of offering only payroll services. A cutting-edge back office provider will deliver a complimentary suite of feature-rich tools, services and training designed to propel your bottom line. If you’re not
getting great complimentary tools, then it might be time to start shopping for a new provider.

Make sure that the firm you select for payroll processing also specializes in handling all of the other back office tasks you might need as your business grows. Strategic branding, marketing literature, search tools, ongoing training, national conferences, discounts on top name services and job placement are just some of the extras that a full-service back office outsourc

Final thoughts

Even though you only need payroll assistance at present, don’t make the mistake of limiting your outsourcing options in the future. Once you have established a good working relationship with your provider, you may decide to turn over more of your daily office tasks to free up your time.

Contract payroll service is a growing industry that offers many options for businesses. Due to the competitive nature of this developing field, you are likely to find some significant differences in the types of services and pricing currently available.

By understanding your own payroll service requirements as a business owner and thoroughly investigating what several providers offer, you save yourself time, money and worry in the future. Opt for a payroll provider that delivers the highest profit per hour. Choose the provider that best understands and meets your specific payroll funding and processing requirements. Insist on additional tools and services at no cost.

Editor’s Note

Robert Brennan has over 20 years of executive management experience in the recruiting and staffing industry and has collaborated with over 500 independent recruiting and staffing owners providing comprehensive back office solutions as well as business growth strategies. Robert is a partner with ARG Back Office Services based in St. Petersburg Florida.
After you read all the activities your In-House Recruiters and the additional activities a Healthcare Agency can bring to the relationship, it should become very apparent that no In-House Recruiter effort can address all the avenues that should be worked to find the ideal candidate.

Conclusion (to ensure it is read): Re-think your position concerning working with Healthcare Agencies. It will take the pressure off the human beings working in our HR department and it will definitely increase your revenue stream.

Now, here are the important considerations shared by members of NCHCR (not in order of priority.)

In-House Recruiter Challenge

• "I never have time to really search for candidates from any databases". (Quote from In-House Recruiter)
• "I never have time to respond to all of the calls coming in daily or the emails". (Quote from In-House Recruiter)
• In-house recruiters should spend time getting to know the people in your facility who need to add physicians and advanced practice providers to their practices.
• In-house recruiters should obtain the specifics of what is a perfect candidate and the specifics of the job.
• In-house recruiters need to spend their time with the interviewing candidates to learn if they have similar values as your healthcare site.
• In-House recruiters are the first line of contact and the main line of contact with your interviewees.
• Let the In-House recruiter use their time onsite to build relationships with the candidates that you are recruiting.
  This is the beginning of your retention plan
• In-House recruiters are in charge of recruitment for all Candidates ranging from Physicians, Advanced Practitioners, Nursing, and Allied Health.

Advantages of using Recruiter Agency

• Healthcare Agencies will present Candidates you otherwise will have never been introduced to.
• The recruiting firms are talking to 20-30 more candidates per day than your in-house recruiter has the time to even talk to.
• Let the recruiting firm help with the selection of Candidates who are most qualified and narrow this down for your In-House recruiter.
• Hospital administrators need to realize that your In-House recruiters time is very valuable time that is often wasted on tasks that could be performed...
by an outside agency. Recruiting agencies have many recruiters hence more production, better outreach and generally have more resources at their disposal to accomplish the task.

- Agencies network with other agencies hence the production will be exponentially greater.
- Agencies have the time to develop a relationship with the potential candidate and sell the candidate on the position. The sooner they find a physician the sooner they can put him or her to work and generate revenue faster.
- Typically, agencies specialize in a particular area of healthcare recruiting therefore they have a database of resumes that is specific to each type of position.
- Recruiting agencies can do a lot of the legwork up-front, like references and extensive screening of candidates, to predetermine interest level and how a professional is recommended by their peers.
- Agencies can screen for salary preferences and job preferences to determine the best match before candidates are submitted.
- Agencies can save time by ensuring only serious and qualified professionals are submitted that are also within the salary range the organization is offering.
- Agencies use resources that may not be available to their in-house recruitment team, putting candidates in their hand that they otherwise may not have received.
- Agencies operate on a contingency basis so there is no risk with reviewing resumes and there is no obligation unless a candidate is hired.
Split Placement Story:  

**Want to Work Globally? All you Have to Do is Ask!**

In the recruiting world, many recruiters say they only work one city, state, or region. They may have a set group of clients they work with in that area, but could be losing business without even knowing it. If you have a multinational client, or a large business you work with that is headquartered in your area but may have satellite office elsewhere, you should try to win their job requirements outside of your geography. You may not have candidates in that area, but it is quite possible you know someone, or can find someone, who does!

Recently, an NPAworldwide member in China and another member in Pennsylvania, USA, worked together to fill a JDE ERP Business Systems Analyst role in the Machinery / Heavy Equipment Industry.

"For years, I have been telling my clients that through my membership in NPA, I can help them find candidates for their positions not only throughout the U.S. but also globally," the PA-based recruiter said. "At last, one of these companies, a longstanding client with whom I have made many placements, ‘took me up on the offer’ (his words) and asked for my help in finding a Business Systems Analyst to work in their manufacturing plant in Kunshun, China.”

She posted the position on the network’s job sharing site, and reached out to several affiliates who had made placements with the help of members in Asia for suggestions on who to contact. Within a few days, several recruiters responded.

A Chinese-based member of NPAworldwide started the search quickly, as the client was traveling to Kunshun from the US to have interviews the following week. Despite limited time, they found several qualified candidates.

"Needless to say, my client was very surprised at the quality of the candidates we submitted but also the speed with which we found them," the PA recruiter said. "My partners deserve the credit for this and they handled not only the recruiting but also all the candidate contact including setting up phone calls and in-person interviews when my client visited Kunshun.”

The happy ending, was that the two recruiters placed an excellent local candidate with a grateful and happy client.

In any cross-border deal, it’s important to have clear and consistent communication along every step of the way. After every interview, these two recruiters would promptly exchange client and candidate feedback, to ensure the consistency and timeliness of information.

To get this job order, all the Pennsylvania recruiter had to do was tell her longstanding client that she had the ability to help them globally. She then used the power of the network to collaborate across borders.

Don’t miss out on placement fees! Ask what your clients have going on elsewhere, and let them know you can help!
We were so honored to have Danny Cahill speak at our Annual Conference this year! Danny has been our #1 most requested speaker and the last time he was here was in 2011, so it was long overdue and he did not disappoint! We had a record attendance and greeted people who had traveled in from around the country!

Danny began his presentation asking us all to remember what it was like when we were rookies. For me this was the most impactful piece of his presentation. He took us all back to those first weeks/months and even years of what is was like to be ‘new!’ The activities we engaged in, the way we approached our desk, the way we responded to our managers. He reminded us of what we had forgotten and what we had gotten away from. He reminded us of what got us to where we are now! Danny talked about the habits of the big billers and how we can change our habits and literally take it to the bank! Combining the energy and passion we all had when we first got into this business along with outstanding communication, great story telling and building solid relationships are keys to success.

The night before the conference, one of my fellow board members and I took Danny and his assistant Joanne to dinner. We talked about how few firms are investing in proper training for their rookies these days and felt it was a disturbing trend. The next day we were thrilled and surprised to see the majority of our attendees were rookies! Great news for our industry! We had one recruiter who was in her first month! Can you imagine learning from the best right out of the gate??

The first time I heard Danny speak was in the very early ’90’s. He was new on the training circuit and I will never forget it. Back then, he made a lasting impression on me and I carry that with me to work everyday. The habits I have, the foundation for my business and my ‘style’ were taken from what I learned from him. Peter Lefkowitz and Danny Cahill have been the 2 most impactful trainers in my career. They both taught me how to tell a story, how to build solid, lasting relationships with the people I work with (both clients and candidates) and 25 years later, Danny’s still doing it!

Danny is extremely bright, he’s an excellent speaker and he’s very funny. We had people travel from as far away as California to see Danny.

After the session, Danny signed copies of his new book Aging Disgracefully. It’s a fantastic read and we were lucky to be able to talk more with Danny. Meredith Daly, President of GAPS... Learn more about GAPS at https://gapstoday.org

Up Coming Events . . .

Sept. 21-23 ••• NAPS Denver, CO www.naps360.org

October 24-26 ••• ASA Staffing World  Chicago, IL

Visit EMinfo.com online to find links to these events & organizations.
5 Reasons Why Strong CRM is Essential for Staffing Firms

By Mike Roeslmeier

Imagine arriving at the office early one morning and just as you’re settling down at your desk, your manager waltzes into your office with a question.

“Are our customers happy?”

“Um…I think they are,” you reply sheepishly.

“How do you know?”

Awkward silence….

How do you know? According to a survey conducted by Oracle, 80% of CEOs say that their companies deliver a good experience for customers. There’s only one problem. When Oracle polled customers, a mere 43% could recall a consistently positive experience with a brand. So there is clearly some major dissonance between how companies perceive their own brand image and how that image is actually regarded by customers.

What can be done to close the gap between perception and reality? There’s actually one incredibly powerful tool that can assist companies: CRM or Customer Relationship Management. CRM is essentially a system to coordinate all aspects of a company’s interactions with customers, which provides the ability to measure success. One of the top benefits of a CRM system is that it can answer the question: “How are we doing?”

If we look specifically at the staffing industry, a well-developed CRM system integrated with staffing software can be a powerful combination for recruiting success.

Still not convinced? Here are 5 key reasons why having a strong CRM is essential:

**Synchronized data throughout the organization.** From marketing to sales to operations, having a solid CRM solution can help keep multiple departments in the loop on the latest developments and interactions with customers. One of the most valuable assets any company has is its data, particularly the data related to customer history. This is especially crucial with recruiting. Maintaining a detailed and accurate record of applicants, job orders, and customers within a CRM system is vital. Illegible notes scribbled by an employee in a loose leaf notebook is useless to an organization. On the other hand, maintaining detailed notes on job history or applicant status can be immensely valuable if it is properly recorded and shared within a CRM system.

**Enhanced social media marketing.** The ability to integrate with sites such as LinkedIn and Facebook is crucial with any modern CRM or staffing software. According to LinkedIn’s 2015 US Recruiting Trends report, social professional networks are the #1 source of quality hires in the US. Nearly half (46%) of all US companies name social media networks as their top source for high quality candidates. A good CRM allows you to store social media information and integrates with all of the top sites. The ability to post job orders, pull down candidate resumes, and capture client information directly from social media can take your productivity to the next level.
**Reporting.** One major advantage of using a CRM system is being able to pull real-time reports. It can help answer questions like: Who are my top billed clients? What did Placement Consultant A do last week? How many client follow-ups were completed today? An integrated CRM can answer all of these and much more. You can even create custom reports and track unique metrics specific to your company’s activities.

**Increase sales opportunities.** Savvy companies tap into their CRM system as a way to identify customer patterns, which can help guide sales strategies. Internal data can provide tons of useful business intelligence such as the hot industries to target or the top positions recently filled. CRM can also help with targeted marketing, allowing you to zero in on the right prospects and develop custom sales strategies for them.

** Helps keep you organized.** A good CRM system improves operational efficiency across the organization and can streamline all major actions of customer interactions. It also makes it easy to create follow-up reminders and notifications, track your tasks and events, and generate follow-up statistics. Furthermore, the best CRM systems are designed with anywhere access in mind, meaning they can be accessed "on the go" with a mobile device. For busy staffing professionals, having CRM access directly from your smartphone or tablet can be a game changer.

Overall, CRM can be a tremendous tool if utilized to its full potential. A strong CRM system can be a one-stop shop for managing all of your customer activities and allows you to keep a pulse on your clients. In today’s competitive recruiting environment, a richly-featured CRM system is no longer a luxury to have, but a necessity. It’s about much more than just keeping records of client interactions. A great CRM system can positively impact every department in an organization and can provide great insight into your customers, allowing you to stay ahead of the curve.

Mike Roeslmeier is a Data Visualization Analyst at Automated Business Designs. Mike utilizes data analytics and graphic design in order to present data visualizations that are accurate, informative, compelling and innovative.
If you lost your biggest biller today, would you also lose some of your best clients?

I address many audiences comprised of Executives, Hiring Authorities and Talent Acquisition Professionals. What has become evident is that their loyalty and working relationship is with their contact in your office, not to you or your company.

If your clients have never met you or talked to you, why would you expect them to continue doing business with you if their contact leaves? Any working relationship takes time to develop and is based on rapport and trust. As the owner of your company it is important that you are also nurturing these clients and earning their respect and trust.

When you first turn prospects into clients, you are one of the vendors being utilized to attract top talent. The relationship can elevate to trusted advisor or consultant, based on the working relationship that is achieved. If the only time your company’s clients hear from you is when your firm is making money from them, it is difficult to achieve the status of consultant or trusted advisor.

It is important that your firm’s clients not only know you but like you! Schedule time to meet with them, take them to lunch and send them relevant information. Include them in surveys and provide an annual prospectus outlining your activities on their behalf every year.

Let’s review the top ten clients of your firm. Do you know their birthday, marital status, children’s name and ages, where they went to college or what sports teams they back? Do you know their hobbies, personal interests or career goals? If your answer was not Yes, you are probably considered one of many vendors.

Your clients should view you as a workforce | workplace expert who keeps them informed of trends in their industry. Some of those trends are often outlined in the Employment Marketplace publication and this information should be shared with your clients.

Strive to become their sounding board, their confidant, the best listener in their life and someone they can trust. When they decide to make a career change, they will go to you for advice and will utilize your services at their next place of employment.

Always “date” your clients; never get “married” to them. The relationship with your clients must always make them feel like a top priority. Your actions should show them that your company will do whatever it takes to find the talent they will hire. Most clients stop doing business with companies in our profession because a new firm is showing them more attention and making them feel more important!

You don’t want to lose one of your best clients when one of your employees leaves. Your client’s loyalty and working relationship should be tied to at least two people in your company, as well as to you! Too often, you are losing your best employees when they are hired by one of your clients. When you first turn prospects into clients, you are one of the vendors being utilized to attract top talent. The relationship can elevate to trusted advisor or consultant, based on the working relationship that is achieved.

It’s important to realize that our business is cyclical. It’s not a matter of if there will be a downturn, but when there is a downturn. When that happens, it is much harder for your clients to stop doing business with you if they are your friend. If they can only use one resource, that resource will be you!

If you are not friends with your clients, there is no better time to make this one of your priorities. Imagine the impact if you met personally with your top ten accounts in the next four weeks. Let them talk about themselves and they will like you better. Ask them how your company could improve your services. Identify common denominators and learn all you can about them personally. In this age of text, instant messages and email, a birthday card sent to their home will cause you to stand out.

Getting ahold of prospects today is one of the toughest things to do in business. Without a business conversation – there is no chance you will earn their business, place people or cash commission checks. It’s getting harder, not easier to get a hold of people due to changes in acceptable communications practices. It’s ok to not return calls or emails today. So, the question is - what do we do?

Answer – focus on sound Direct Response Marketing techniques.

Whether your emailing, leaving a voice mail or doing a marketing presentation live – there are things that work immediately and other things that don’t or can work but take a longer period to work. The two types of Marketing are Direct Response Marketing and the other being Brand Awareness Marketing.

Brand Awareness Marketing is everywhere. Most of the email services that are offered to recruiters and recruiting firms are simply Brand Awareness Marketing. We make our clients aware of us. A good example of those types of marketing are blogs, writing articles, value proposition presentations, introduction calls, etc. Over an extended period – brand identity is established; business conversations can happen. Most services do this by sending value based articles – ”How to hire a winning team”, “What you get from Job Board advertising”, etc. This is sharing information to offer your target market some value. Over time you bore them to death in doing business with you. Joking – but no really. Don’t get me wrong, Awareness or Brand Marketing is important too. It just takes longer before response happens if it happens. For long term success, a combination of Direct Response and Awareness Marketing is always a clever idea.

Our focus will be on Direct Response Marketing. What we are wanting is a positive acted on response immediately following the end of the call, email or voice mail. The goal of Direct Response Marketing is to earn the right to a Business Conversation to explore the possibilities of working together NOW.

For Direct Response Marketing to work – three rules need to be met:

**Rule 1:**
There must Credibility/Trust established – and quickly

**Rule 2:**
There must be a Unique Selling Proposition. The no brainer reason why this gives extreme value.

**Rule 3:**
There must be reason to Act NOW – Sense of Urgency

**TV Infomercials**
Let’s look at the TV infomercials today. And follow our rules. Let’s look at the Sham Wow, My Favorite Pillow or even Flex Seal.
Rule 1 (Credibility/trust) – they show the product working, how its manufactured, comparing to competitive products, millions of delighted customers.

Rule 2 (USP) – it does something no other product does, nothing out on the market like it. Look at the results. Saves time, money and evokes an emotional response.

Rule 3 (Sense of Urgency Call to Action) – at the end of the show – if you call in 10 minutes – you get two for the price of handling.

But how do we do this in Recruiting?

In Recruiting it's no different. Let's start by exploring the recruiting definitions.

Credibility Statement – Establish Credibility with your Value Proposition at beginning or end of your presentation.

Value Proposition – why use you opposed to all other alternatives.

Unique Selling Proposition/Extreme Value – Usually this is key Success trait of your “A” player currently on the market. It must be only one key feature – that shows how the individual is a top performer at what they do.

Let's jump in and look at how this would look like using an “A” player as your USP.

PRESENTATION 1

Hi Fred (prospective client)

(Credibility Statement)

This is Jon Bartos with GPS, as you probably already know we are the leading provider of talent to the SAP ecosystem putting on board over 1000 professionals with SAP Partners like IBM, Accenture and KPMG just to name a few.

(Unique Selling Proposition and Extreme Value)

The real reason I HAD to talk to you today, is I was confidentially approached by a 40-million-dollar SAP Services Provider – probably the top rainmaker in the industry – and I thought of you.

(Sense of Urgency and Call to Action)

We have about two days before this individual will be off the market and she suggested chatting with you and your team.

(Closing Statement)

How is your appetite for bringing on board Rainmakers like this?

OR

How does Tuesday at 3:30pm look on your Calendar?

OR

How is my timing?

OR

Can you guys handle another 40 Million in Revenue?
This above script has all the mechanics of what we are looking for. It will work. There is one additional rule that helps the effectiveness of Recruiting Direct Response Marketing – and that is the **Unique Selling Proposition must be articulated in the first 10 – 15 Seconds.** The attention span of our listeners is not getting longer. So, by getting your main USP out sooner – your position Direct Response rate dramatically increases. So how can we improve on that to ensure the USP or Extreme Value happens sooner? There are two options.

- Shorten your Credibility Statement
- Lead with your Unique Selling Proposition

**Presentation 2**

Hi Fred,

This is Jon Bartos with GPS. The reason I reached out today, I was just approached by the top SAP Managed Services Sales Professional in the industry - a 40-million-dollar producer of SAP Implementation Services Sales working for one of your top competitors – looking to confidentially make a change. Fred – I immediately thought of you.

We have about two days before this individual will be off the market and they suggested potentially chatting with you and your team.

As you probably already know GPS – is the leading provider of talent to the SAP ecosystem putting on board over 1000 professionals with Workday Implementation Partners like IBM, Accenture and KPMG just to name a few.

Fred, my question for you is How is your appetite for bringing on board a SAP Rainmaker like this?

Experiment with your presentation to get the key Unique Selling Proposition – the no brainer reason why they need to chat with you and your candidate sooner in the presentation. If you can get it in the first 10-15 seconds – watch out - miracles will happen. Pay attention to your metrics on the RPM Dashboard and get the coaching you need if you need individual help to get to the next level. Success is at your door step! Good luck and good Recruiting!

**OFFER:** Through June 30th, Jon is offering his RPM Mobile Dashboard and Group Coaching at The Red Gate Farm and Vineyard at 50% off. Over the last 24 months – he has helped over 300 recruiting firms go from Contingent to Retained. Available only as time slots last.

Editor's Note:

Jon is the premier thought leader, trainer, speaker and consultant on all aspects of Human Capital, Talent Management and Performance Management.

As president and CEO of Jonathan Scott International in Ohio, Jon achieved industry-leading success as one of an elite group of executive recruiters who billed over $1 million annually. In a 10 year period (1999–2009), he cashed in over $10 million in personal production and established JSI as a top 10% executive search and staffing firm winning 17 international awards in the MRINetwork. Today he has billed over 15 million in personal production and still runs a desk today.

In 2015 – the name changed to Global Performance Search and today has offices in Toronto, Ohio, Colorado, Missouri, Oklahoma, Medellin Columbia, India and the Philippines. GPS is the leader in talent solutions for Workday, Cybersecurity, Supply Chain Technology and SAP.

In 2008 Jon founded Revenue Performance Management, LLC. The RPM Dashboard System is a business intelligence tool for metrics management and performance improvement used by over 400 companies worldwide. RPM Mobile was introduced in 2017. www.rpm-usa.com.

Jon has been rated as the top speaker at most industry events and has had an opportunity to speak with audiences all over the world including South Africa, Canada, New Zealand, Ireland, Scotland, Bulgaria, Australia, Greece, France, UK and North America.

His two block buster seminars "Contingent to Mutually Committed" to the Executive Search Industry and "Hiring High Performing Teams" to the Human Resource Management industry are both being offered at various locations world wide.
During the past couple of years, the Stock Market has experienced dramatic ups and downs, often yo-yoing from one extreme to the other.

That might be an appropriate way to describe the typical recruiting desk. You just don’t know what’s going to happen next. There will ups and downs for sure, but what should you do when there’s more downs than ups?

In the financial world, experts recommend that those investing in the Stock Market have a balanced portfolio of both stocks and bonds. With such an approach, investors don’t have “all their eggs in the same basket,” so to speak, and they minimize their risk. What risk would that be? The risk that the Stock Market will eventually go down and usher in a new recession.

Let’s face it: recessions happen from time to time. Anybody who’s been in the recruiting profession for any length of time has endured at least one recession, and battle-tested veterans of the industry have persevered through many more than that.

In the same fashion that a balanced investment portfolio of both stocks and bonds can minimize risk, running a balanced recruiting desk with both direct-hire and contract staffing services can also minimize risk. Why is that?

Because during recessionary times, companies are less likely to hire employees on a direct hire basis. Instead, they choose to utilize contractors to help complete projects and meet deadlines. As a result, a recruiting firm that offers just direct hire services will suffer much more than a firm that offers both direct hire and contract staffing.

Just like people who only invest in stocks suffer much more when the Stock Market drops than those who have a more balanced portfolio.

Is there a recession on the way? While it’s almost impossible to predict when a recession will strike, history suggests that one is inevitable. In fact, recent market cycles suggest that a recession hits roughly every seven to eight years. (Which means . . . maybe we’re overdue?)

The most recent recession—dubbed “The Great Recession” due to its severity—began in 2008, nine years ago. Based on this fact alone, it could easily be argued that another recession could begin as early as this year or next year. How prepared are YOU for a recession? How prepared are you for a recession at least as severe as the most recent one?

These aren’t pleasant questions to consider, but they’re necessary questions for any business owner and any recruiting firm owner to consider. Those firm owners who are proactive about preparing for an economic slowdown will be in a much better position to deal with such a situation, and contract staffing can play a pivotal role.

In fact, there are five main ways that contract staffing helps balance your recruiting desk during a recession:

#1—***Off-set the loss of direct hire business.***

As mentioned above, direct hire placements typically take a dive during a recession. However, contract assignments often increase due to the fact that companies still need to get work done. If you offer contract staffing, your contract income gives you enough to at least cover your overhead. You can even make up lost direct hire placement income by taking on more contract placements. Over the years, countless recruiters have told us that contract staffing kept them in business during recessionary times.

#2—***Make placements even with a hiring freeze.***

Just because a client has instituted a hiring freeze, that doesn’t mean you can’t still make placements with
that client. Once again, as mentioned above, companies still have deadlines to meet and projects to complete. If there’s a hiring freeze, how are they going to do that? They’ll do that by hiring contractors for a specified amount of time because traditional contractors come out of a different budget that direct hire employees.

#3—Close more deals by offering contract-to-direct candidates.

In some instances, a company might be hesitant about bringing a candidate on board on a full-time basis. Perhaps they’re not 100% sold on the candidate. Maybe due to budgetary constraints, they absolutely want to make sure that this candidate is the one they want. Whatever the case, offering to place candidates on a contract-to-direct basis could be the answer your clients are seeking.

This will give the client the opportunity to “try before they buy.” In this type of deal, you’ll earn hourly income during the contract period. Then, if the client decides to hire the contractor on a full-time basis, you can also earn a conversion fee. More companies are choosing this option because if the contractor isn’t a fit, they can simply end the assignment.

#4—Make contract placements with the same client base.

The good news is that you do NOT have to market your contract staffing services to an entirely new client base. That’s because you can just use your existing client base (even if they’ve instituted a hiring freeze)! The only thing you really have to do is let your clients know that you can place contractors. Since you already have a relationship with them, it will increase the chances that they’ll also turn to you for their contract staffing needs.

#5—Build more cash flow consistency and flexibility into your desk.

Have you considered the advantages of more cash flow consistency and flexibility on your desk right now? How much more could you use them during a recession? Not only can you make a substantial amount of money by adding contracting to your business model, but you can also earn it in a steady fashion. You continue to earn money each hour that your contractors are working, and since most clients pay invoices on a weekly basis, you’ll be able to enjoy weekly cash flow.

Believe it or not, we’re nearly halfway through 2017. Have you been proactive about preparing for whatever uncertainty might lie ahead? What would you do if direct hire job orders started to dry up? Are you in a position to offer contract staffing to your base of clients? If not, what steps do you need to take?

One day in the near future, a recession will be here. It’s an economic and historical certainty. Don’t get caught flat-footed. Reduce risk and vulnerability by building a fully balanced recruiting desk with both direct hire and contract staffing.

Contract staffing helps recruiters balance their desks... and it could help YOU, too.

And Top Echelon Contracting just recently rolled out a new back office service called TEC Express. This new Express model is designed for contractors who are “office professionals” and would qualify for the Workers Compensation Code 8810 (or equivalent).

The good news is that since the Express model is targeting only office professionals, Top Echelon Contracting can pass more profit along to the recruiter!

To find out more about how TEC Express can help you, call (330) 454-3508 and press “1” to speak with a contracting specialist.

Editor’s Note: Founded in 1988 in Canton, Ohio, Top Echelon’s mission statement is to “help recruiters make more placements by continuously exceeding expectations.” Top Echelon started solely as a split placement network, but it has expanded over the years, growing with its customers and creating new products and services to meet the needs of those customers. Top Echelon helps recruiters make more placements through its three main products and services: Top Echelon Network, the leading split network of recruiters; Big Biller recruitment software for applicant tracking; and Top Echelon Contracting, the recruiter’s back-office solution. Visit www.topechelon.com to get started today!
Workers’ Compensation is defined (per Wikipedia) as: A form of insurance providing wage replacement and medical benefits to employees injured while on assignment. Workers’ Comp is “no-fault”, i.e., the injured employee is covered under Workers’ Comp regardless of who was at fault in an accident. Workers’ Compensation is federally mandated for all employers to cover the employees while on assignment.

You must know the Workers’ Comp Class Code before you quote a price. The Workers’ Comp Class Code will determine your markup. Ask the client company what Workers’ Comp Class Code the employee will be working under. The Workers’ Comp Class Code will be determined by the job title and industry in which the employee will be working. Each job has a four-digit number (The Workers’ Comp Class Code) which is used to determine the premium required for coverage.

The code for an employee working in a warehouse, for example, would carry a much higher rate than an employee working in an office setting. This demonstrates the importance of accurately classifying an employee before a bill-rate is determined. Your insurance broker can help you determine an accurate rate appropriate for the job title. The rate is typically a percentage of the employee’s pay-rate. Miss-classification of an employee could lead to additional charges or being dropped by your insurance carrier.

Workers’ Comp differs from state-to-state. The employee is covered under Workers’ Comp in the state in which they are working. You need to be set up for Workers’ Comp in the state in which the employee is working before the assignment begins. If you use a back-office provider that becomes the employer of record they will be responsible for the Workers’ Comp coverage.

Many client companies require a Certificate of Insurance providing proof of coverage before an employee can start the assignment. If you have a signed agreement with your client company make sure that the limits of coverage meet the requirements of the contract. Note any additional endorsements that may be required by contract that you must comply with. Examples are: being named as the Certificate holder, additional insured, and waiver of subrogation, to name a few.

Workers’ Compensation is an important aspect of Temp & Contract placement. You can rest assured that both you and the employee are protected in case of an injury by providing the appropriate coverage. This INTRODUCTION TO WORKERS’ COMPENSATION... FOR TEMP AND CONTRACT PLACEMENTS hopefully will help guide you in the process of properly insuring your Temp & Contract employees while on assignment!
Recruitment Website Organic SEO

By Steve Gipson

As search engines become more advanced, the old tricks of search engine optimization can’t keep a site on the coveted first page. For as long as SEO has been a concept, promises of being the “top” result have inspired people to pay hundreds and thousands of dollars. Apparently so many people were so driven to rank higher, they never stopped to consider how it could be possible if a hundred of their competitors were tapping the same resources to rank for the same things. Nevertheless, the quest for top ranking is as heated as ever. But in the end, there are only a few ways to make it happen. If you are interested in maintaining your search ranking or finally reaching the front page, you should consider following some simple tenets associated with recruitment website organic SEO.

What is organic?

In reference to SEO, the term organic implies that the rankings are a result of natural content that is targeted toward an actual audience rather than a mysterious algorithm. Recruitment website organic SEO is important as there is very little that can be done outside of honest efforts to reach a specific audience to compete with larger and more established agencies. Despite what some marketing firms may imply, there are no shortcuts to beat the system. For the major search engines, the algorithms in play are unknown to the public, and by the time you solved it, it would have most likely already changed. What is known is that these search engines are more often focused on ranking sites that seem credible and natural.

What makes a site credible?

Credibility is easy to define but difficult to maintain. Many businesses claim they don’t have the time to manage a website. They want something constructed with a set-it-and-forget-it mentality. Unfortunately, credibility coincides with relevancy, and keeping a site relevant requires some level of constant attention. A blog that regularly adds fresh and original content is a great way to send the message of recruitment website organic SEO. Ensuring that your website’s design is responsive is another element required for credibility.

Are there any shortcuts?

You may have heard terms like “keyword stuffing” or something to that effect. This implies that a page is loaded with key terminology for which it wishes to rank, but these words are thrown on the page with no sense of coherency. Major search engine companies are working diligently to detect sites that utilize this method and summarily cut them off, in terms of ranking. One valid shortcut is to pay for ad space. This allows your site to land ahead of organic results, but not without a cost (both literally and figuratively). Aside from the actual money spent, the label of “Ad” next to your result sends the message to many users that your site is not as legitimate as the results below, which have come more organically. Recruitment website organic SEO thrives on credibility, and paying to get ahead can actually put you further behind.

If you are looking for recruitment website organic SEO, look at your market and consider how you might reach them. The use of long-tail keywords can put you in a position to rank higher for unique phrases that are specific to your industry. An additional benefit to recruitment website organic SEO is that it will most likely improve the quality of your site’s content. In the end what matters is creating a great customer experience, and the more you properly focus your website to your audience, the more you will reap the SEO rewards.

Contact Steve Gipson at Recruiters Websites to find out how they can help your firm’s website from falling behind.

Recruiters Websites
573-837-1315 ext. 2
steve@recruiterswebsites.com
Do you plan your actions and track your performance to see how well you are doing and do you provide feedback to those who are responsible for generating your results?

In order to get to where you want to be it is a good idea to have specific objectives in mind and chart a path to reach them. For example, if you want to grow it is advisable to determine how you expect that to happen. How will you for example secure your existing client so that your competition will not take them away? If you plan to penetrate new accounts have you identified them and determined their requirements so that you can better meet them then the vendors serving them now? Will you evaluate your staff to see if they are up to the job? Will you need to hire new people to make this happen or is your existing staff capable of doing the job? Either way will you share your objectives with them and plan a course of action to make your plans a reality? Have you determined if you have the financial and technical resources to achieve your goals and if not how will you deal with this?

Once you have accomplished the above, you will need to identify a series of items so you know if you are on track to make your goals. For winning over new prospects this would include things like: identifying which prospects you are targeting, what is their volume in your line of business, how much of that volume will you need to capture, what incentive will you provide to your staff to motivate them, what inducements will you need to offer to capture those prospect, how long do you expect this process to happen, do you have the financial and other resources to do this, etc. It is surprising how any companies do not go through these types of details so that they can identify their objects and track their performance on a routine basis to know if they are course to achieve them or they need to change tactics.

Once the above has been accomplished then next task is to provide this information to those with the responsibility to make things happen, this is feedback. For example, your sales reps need to know how they are to bring a new targeted prospect on board such as being given pricing authority. The feedback will be if they offer the prices that they think are needed, is this working as intended? If pricing is not the answer what other options do they have, such as providing a high level of quality and service. When they provide those things are they having the desired affect? If these tactics are put into affect are they achieving the results intended and the increase in sales? If they are great; if not how will things be fine tuned or changed? Without good feedback one may be doing the same thing for a protracted period of time when they should be changing course instead of wasting both time and money on things that are not working.
Admit Your Mistakes

Often, we are tested. Frequently, we experience unwelcome situations that we ourselves have created, like the mess I got myself into with Lisa Gray.

After we initiated the “Find the Like in Lisa” campaign, I invited Dad to lunch to tell him the story of how I handled my problem with her. Frankly, I was pretty proud of myself and I wanted to brag a bit.

He listened and said, “I am proud of the way you raised your hand, put it down and got back to playing the game.”

“What do you mean by that?” I asked.

“When you acknowledged to your team that you were the one to blame for the problem with your client, you took the first step in moving forward by admitting your mistake and taking ownership,” he continued. “I call that raising your hand, putting it down and getting back to playing the game.”

“I still don’t get it, Dad,” I said. “Where did you come up with that phrase?”

“From basketball” he replied. “When I watched your brother Jerry play on the high school varsity basketball team,” he went on to explain, “if a player fouled another player, the referee would blow his whistle, call ‘Foul!’ and point to the player who committed the foul. The guilty player would raise his hand to acknowledge his error, put his hand back down, and get back into the game.”

“So, what did that accomplish?” I asked.

“It accomplished a number of things. It cleared the air in everyone’s mind, players and spectators.”

“How?”

“When the guilty player raised his hand, he acknowledged to everyone—to his teammates, the opposing team, and the audience—that he did it. He committed a foul. That player, then, could move on. He could get back into the game and play his best.”

“What has that got to do with us in the office? We are not playing basketball.”

“The same idea holds true everywhere. When you make a mistake in the office, you need to raise your hand and let everyone know it was you who made the mistake. You need to admit it. Then, everyone can move on and get back to doing their jobs. That is exactly what you did with your client situation and that is exactly what you have to remember to keep doing in order to set the right kind of example in your office.”

“That’s true, Dad, but people don’t like to admit to making a mistake; I for one don’t like to admit making a mistake.”

“That’s right,” he said, “and that is part of the beauty of forcing yourself to admit mistakes when you make them. It also forces you to think about what you need to do in order NOT to make that same mistake again, because down deep you don’t like raising your hand. Nobody does.”

That’s my dad. The smartest man I ever knew.

LiveLink: https://www.youtube.com/watch?v=U9CX_4RcZ5o&list=PLKeIpqjPDwLShhu0TMs bzWO_5xjHjOqQ1
The death of the email or THE EVOLUTION OF TECHNOLOGY  

By Tiffany Turner

The death of email has been predicted for the last 10 years and yet it’s still the most used form of communication in the business world, often times more than phone conversations in some industries. But how it’s being used is continuously changing. The inter-office updates and everyday communication rarely occurs through email. Now live chat tools and instant messaging are far more common. Younger workers prefer the instant connection that is provided by such tools. No more waiting around for a reply, in many cases you can see when a person is typing and know that a response should be coming soon.

Savvy Businesses are seizing this trend and creating or seeking out technology that will allow instant response and ongoing dialog in real time. These kinds of tools reduce response time and help create a more efficient way of communicating. Platforms such as Slack, HipChat and Hall allow teams to communicate about different project, share files and can be connected with apps such as twitter to help with announcements or advertising.

Benefits of this kind of technology:

Losing emails in the junk folder or just missing it in the millions of emails that one receives daily. When using an instant messaging platform there is less risk of missing something important as it will all stay within the thread of conversation pertaining to the project going on.

**Quicker then email.** It says it in the name; INSTANT, this form of communication is quicker and usually in real time whereas email can take longer to get through. This is especially beneficial if you’re trying to talk to someone out of office, city, state or even country. Like a phone call the conversation is in real time, but with this the people communicating can be multi-tasking and can send files as the request is made.

**Easier to look back on past conversations.** The thread of the conversation is all in one place and easily able to be scrolled through. This can alleviate time spent searching for past emails to double check anything said in the past. This also is better than verbal communication alone in the fact that it is all recorded. There’s no question on whether or not an issue was addressed.

**It can be used for group communication.** This is especially useful when having to interact with those out of the office or if your company has various locations. It can replace meetings when time is short. This can also benefit brainstorming sessions as it is basically a group forum in which those involved can bounce ideas off one another and then revisit and seek out the information discussed through scrolling back through the threads. Platforms like Slack allow for file sharing and can be linked to different apps to allow for easier spread of information. For example, say you are planning a big launch of a new aspect of your business. There are files for the presentation, tweets that need to be posted and everyone working on the project needs to know when and where to show up for the launch. All this can be done within this one program and everyone is all on the same page. There are also options to have private side conversations for aspects that the whole group doesn’t need to know.

**It promotes employee engagement with each other.** This kind of communication allows for a more friendly and open conversation, which can help with those who are less adept with face to face communication. It keeps the lines of communication open and promotes constant updates so that everyone knows what’s happening.

Companies that do staffing and split placement may benefit from this aspect since the communication is in real time and can allow for workers to share information faster. Everyone knows time is money so utilizing technology that can cut down response time will improve productivity!

While the email is not dead and probably won’t be replaced with instant messaging software and platforms it can be enhanced by them. Phone calls, emails and sometimes even personal letters can get the conversation going and then instant messenger can keep it going, and most likely keep it going longer and more productively!
Leadership Tips for Recruitment Success

Health2Success Recruiter Tips
by Patricia Conlin

They say that Sailors only learn how to sail in choppy waters. Eagles fly best in storms. Kites fly highest against the strong winds.

When times are tough and you start to doubt yourself or your ability to achieve, you often start to question your teams as well. Making good choices when things are not clear or times are tough can be difficult and stressful. But good leaders, need to be strong enough create a powerful vision for their teams and adjust sails quickly when necessary to make it through stormy waters until the sun comes out again.

Having experienced the ups and downs of owning a Recruitment firm for over 20 years, I can honestly say that the lesson is always to keep “sailing” and maintain the consistent effort with small adjustments to your sails (i.e. your approach, target clients, team etc.)

Below are some tips to be a great leader:

1. Be Honest

Your team can tell if you’re hiding something. It makes them uncertain or suspicious, both of which you don’t want. Lay out expectations for your team. Keep individuals up to date on their status as it relates to the group. All this forces you to have and share your vision. Be as transparent as you can with all of your team members. The more they know, the more you all are part of the same dream and vision and you’ll all work harder to get where you need to go as a team. If you’re keeping information from your team members, they’ll lose trust and start to feel like they’re not contributing to the bigger picture. That’s when they look elsewhere.

2. Show Empathy

You can’t just be sympathetic and try to be liked every time someone comes to you with a problem or concern. But you need to be able to understand the problems, as well as that person’s point of view and listen to them without judgement so they can trust you. And if you’re able to see things from their point of view and truly be empathetic, you’ll be able to frame your response in a way that will prove you’ve heard them, and also answer their specific concerns. They might not always be happy, but it will lead to more acceptance if you have to tell them something they’re not eager to hear like the need to let a staff member go or terminate a client relationship. Get out and talk with staff and clients; ask about their families, interests and communities and be open about your life too. When they know you really care about them, they will care more about you too, and this will bridge the divide and help eliminate the “us” and “them” mentality in all areas.

3. Learn how to lead the younger generation

Good leaders know how to seek advice. Like parenting, no one who raises a child for the first time understands the job perfectly. You have to keep learning and growing. Leaders of younger generations are from the most social generation in history and can be challenging to manage and lead. They are in constant contact with peers and family through social media sites. But they are also highly isolated because so much of their relational contact is through technology. This has led to poor people skills, low emotional intelligence, and the inability to handle interpersonal challenges and negative feedback. Leaders should work to build relationships one-on-one with Millennials. A helpful way to do so: Encourage them to join industry or peer communities to take advantage of meeting and networking in person. Not only will this help their professional development but also help them learn to communicate in-person and build confidence with fellow recruiters. Millennials also want a more balanced approach to working and offering work flexibility will be a huge draw for them.
4. Face each challenge

Be willing to look at your current challenges and situation no matter how uncomfortable. That includes truths about yourself, your services and your staff. If your services is not good and your people aren’t performing, pretending that things are good won’t help you improve. So face the truth, make changes where necessary and keep going.

6. Remember your responsibility to your team and company comes first

It is important to think of leadership as a responsibility as much as an opportunity. Good leaders understand that they are responsible for everyone that they are leading, and consider that responsibility as the main concern of their position. Don’t make your leadership about being in charge, being right, getting promoted, or looking the best. Make leadership about the cause of the organization, serving the legitimate needs of those you’re leading, and not taking yourself so seriously or needing to be right or be praised for each decision. If you can do that, you will have people lining up to work for and with you.

7. Surround yourself with people who are smarter than you

Leaders find success when they create teams composed of people who are experts in their areas, and many times, smarter than the leader who’s hiring them. Great leaders give them room to grow and innovate. These are the leaders who people want to work for. Unlike the micromanager leader whose insecurity leads them to create teams that include people ‘just like them.’ These teams may make the leader feel comfortable, versus challenged for the purposes of creating the best work.”

8. Keep Learning

When we have a growth mind-set and are always looking to improve, we naturally learn, collaborate, and innovate. When leaders aren’t interested in learning and growing, they tend to judge, blame and even shame without realizing it. This creates conflict, frustration, narrows perspectives and opportunities, and prohibits collaboration and ultimately success and joy in our work.

Patricia Conlin is a successful recruitment firm owner, Speaker, and Coach. A passion for health and leadership development led her into international public speaking and coaching. Conlin is a Certified EI Trainer, Registered Holistic Nutritionist and Black Belt Martial Artist. She is the author of ABC’s of Food: Boost Your Energy, Confidence, and Success with the Power of Nutrition. Visit Conlin’s website, ABC’s Health 2 Success to check out her amazing on-line course or group coaching programs for Recruiters.
AtWork Group President Jason Leverant to Speak at local ASA Staffing Symposium

National staffing franchisor’s president and COO to lead a panel discussion at ASA Tennessee Staffing Symposium in Nashville June 8

Jason Leverant, president and COO of AtWork Group, a leading national multi-specialty staffing franchisor, will speak at the American Staffing Association (ASA) Tennessee Staffing Symposium at the Goodwill Center in Nashville on June 8.

Leverant will lead an interactive panel discussion about technology and its impact on the staffing industry, one of the most pressing issues in the staffing industry today. The discussion among industry experts will focus on how new technologies are changing how employers are engaging workers, and will discuss ideas on how to adopt new technology systems in your business, how to improve the ones you have, and knowing what to expect in the future.

“Being able to adapt to the growing use of technology as a means to engage employees is the key to the future of the staffing industry and employment in general,” Leverant said. “Online and app-driven platforms continue to impact traditional service-orientated staffing agencies, causing many to lose market share and opportunities to grow. Embracing technological advances that are prevalent in the industry is vital for business survival. This panel discussion will be a valuable opportunity for staffing professionals to get insights from industry thought leaders and participate in the discussion about technology.”

This one-day industry event is specifically designed for staffing professionals doing business in the Tennessee region. National and local industry leaders will convene for strategic discussions about the staffing industry. The program will focus on critical legal and legislative updates, emerging technologies, and new talent trends that are shaping the staffing industry. For more information about the ASA Tennessee Staffing Symposium, visit https://americanstaffing.net/asa-councils/asa-tennessee-staffing-symposium/

For more information about AtWork Group, visit http://www.atworkfranchise.com/ or call 972-460-9295.

About AtWork Group
AtWork Group is an award-winning and nationally-known franchisor of staffing services including @WORK Personnel Services, @WORK Medical Services, @WORK HelpingHands Services, and @WORK Search Group under the umbrella of the AtWork Group. The foundation for AtWork began in the 1980s, and today, AtWork has grown to be cited as one of Staffing Industry Report’s top U.S. staffing firms. AtWork Group’s remarkable growth is fueled by the vision of founders John and Glenda Hall: think ahead, create opportunity, give exceptional support to franchise offices, and always look for the better way, every day. For more information, visit www.atwork.com or call 800-383-0904.

Automated Business Designs, Inc. (ABD), developer of Ultra-Staff staffing software, was named the winner of a Bronze Level Stevie® Award for Company of the Year in Computer Software during the 15th annual American Business Awards. The American Business Awards are the nation’s premier business awards program. All organizations operating in the U.S.A. are eligible to submit nominations – public and private, for-profit and non-profit, large and small. An award ceremony is scheduled for June 20, 2017 in New York, NY, and Amanda Wokurka, Marketing Coordinator, will be accepting the award on behalf of ABD.

The application for the Company of the Year category required extensive detailing of ABD’s chief achievements from the last calendar year. With a focus on Overall Innovation, highlighted accomplishments included integrations with Asurint® for background screening and a 2-way integration with IBM® Kenexa Prove It for candidate assessments. Other achievements include integrations for artificial intelligence, WOTC (Work Opportunity Tax Credit), and many enhancements to ABD’s flagship product, Ultra-Staff staffing software. Also within the last year, ABD held its semi-annual Client Meeting, and received recognition as an innovative, highly successful influence within the staffing and recruiting industry.

Terri Roeslmeier, CEO of Automated Business Designs, had this to say: "We are honored to be recognized by the American Business Awards for Company of the Year in Computer Software as a small business. We have an outstanding team at ABD that is not afraid to reach for the stars. As a result, we collaborate and achieve some of the most amazing innovations in software."

"Working at Automated Business Designs has been a blessing," said employee Amanda Wokurka. "I have learned so much about what good leadership and a strong company looks like, and I couldn’t be more thankful for the career opportunities I have gained since becoming a team member. This company is extremely deserving of the Company of the Year honor."

More than 3,600 nominations from organizations of all sizes and in virtually every industry were submitted this year for consideration in a wide range of categories, including Startup of the Year, Executive of the Year, Best New Product or Service of the Year, Marketing Campaign of the Year, Live Event of the Year, and App of the Year, among others. More than 190 professionals worldwide participated in the judging process to select this year’s Stevie Award winners.

"Each year the judges find the quality and variety of the nominations to be greater than the year before. The 2017 competition was intense and every organization that has won should be proud," said Michael Gallagher, president and founder of the Stevie® Awards.

Of the judges’ comments, many stood out:
"Amazing story of successful business innovation and leadership. Excellent work!"
"Practical problem solving and innovative solutions. Well done!"
"Amazing culture, company, and execution of business communication."

The Company of the Year award is the second company culture based award for Automated Business Designs in the last year. In May 2016 and 2017, Automated Business Designs was named one of Chicago’s Best and Brightest Companies to Work For®.

To learn more about Automated Business Designs and Ultra-Staff staffing software, visit http://www.abd.net. Details about The American Business Awards and the list of 2017 Stevie® winners are available at http://www.StevieAwards.com/ABA.

About Automated Business Designs
Automated Business Designs, Inc. has been in business for over 30 years, producing the staffing and recruiting software solution Ultra-Staff made specifically with staffing companies in mind. ABD offers a customizable staffing experience that benefits both clients and candidates through an integrated front office, back office, web suite, and mobile applications. With unique perspectives, in-depth staffing knowledge, active membership in the American Staffing Association (ASA), National Association of Personnel Services (NAPS), Minnesota Recruiting & Staffing Association (MNRSA) and board member status in the Illinois Search and Staffing Association (ISSA), ABD delivers hiring results from beginning to end.