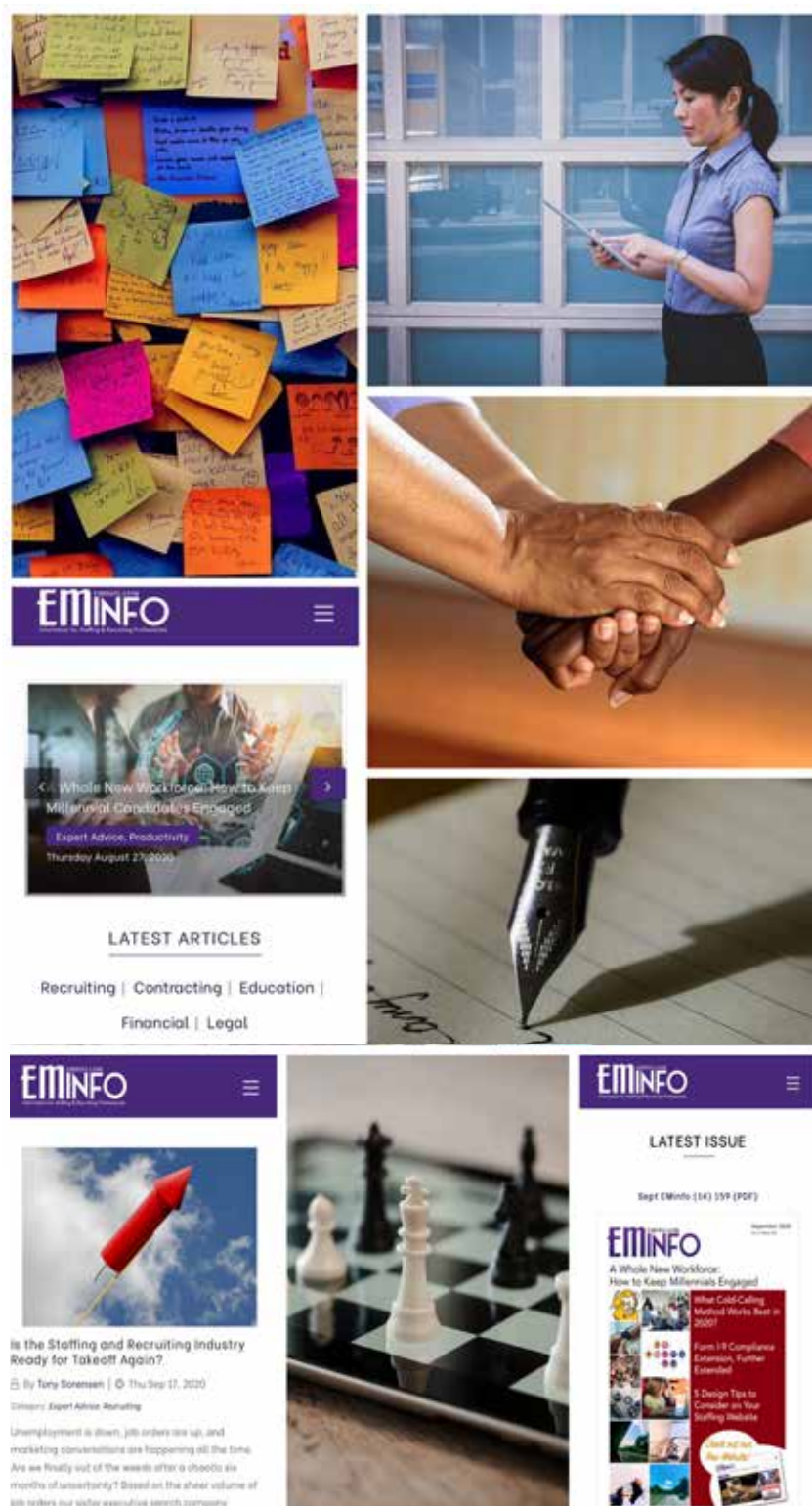


How Can You Use Customer Service to Fuel Your Firm's Recovery?



Tips for Making Your Virtual Job Fair A Success

Is the Staffing and Recruiting Industry Ready for Takeoff Again?

Make Your Relationships Count... With Temp & Contract Placements!

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Letter From The Editor

Recently, I enjoyed a conversation with a person that was in the know of what is happening with recruiters. He told me that when Covid19 first hit business dropped almost 90% immediately. Recruiters were being told that everything was on hold. Fast forward to the end of the 3rd quarter of the year 2020, he said that business had come back to almost 50%. While not ideal it's impressive given how fast some of these recruiters were able to get back to business. Those recruiters that put forth the effort by making calls are finding that their business is recovering.

Previously, we all felt uncertainty and some not very motivated. Moving forward was the only alternative and those that did are finding the benefits. Coaches and trainers know that you can't stop working out to stay fit. Likewise, recruiters and staffing professionals have found new ways to communicate and also new opportunities that have come out of this adversity. Creative minds find new solutions.

We are excited to share our new website with all our EMinfo readers. We've been hard at work behind the scenes creating an easy to navigate website filled with articles and improved ability to share EM stories. Our new members only section has lots of great columns and all the archived issues of EMinfo. We hope you will subscribe to access this section as we enter the 4th quarter of 2020, adding new video, articles and columns to offer advice and innovation to your placement success.

Please visit our site and let us hear your thoughts.

Happy Recruiting...

Pat Turner

DID YOU KNOW?

* Job fairs don't have to be all serious, make it fun! Everyone feels a little bit "bluer" these days, not being able to do things we are used to doing. That is why it's important to embrace new ways of doing things and have fun with it. pg 7

* The U.S. Bureau of Labor Statistics reported that at the end of August, the unemployment rate fell to 8.40 percent! At first glance, this isn't a brag-worthy unemployment rate by any means but compared to the 14.70 percent it was at in April, this is worth celebrating. pg 8

* Exceptional customer service can help differentiate your company and provide sustainable competitive advantage. When clients give you great feedback, you can leverage that feedback in your marketing – and stand out from the crowd pg 12

* Your professional certifications are an indicator of your commitment to the industry. Review your certifications and then work to earn additional credentials. pg 13

* As a business owner or manager, you must become comfortable in holding your team accountable. It's your job and responsibility to protect your business. Most owners and managers were very understanding when the pandemic changed the world, but you can't lose your business and that's what could happen. pg 15

* We are in such a period right now with Covid, high unemployment, social and political unrest, etc. There are no simple answers that one can apply to any person or institution. As of now, consumer confidence and future expectations have fallen by 26% from pre Covid levels as of early Sep. 2020. pg 20



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8 Tips for Making Your Virtual Job Fair A Success

By Jennifer Roeslmeier

If the pandemic has taught us anything, it's the need to be creative and think outside of the box. Really this applies to everything we do now: From turning family gatherings to family zoom calls; attending in-person concerts to streaming concerts live; watching sports with fans to watching sports with digital fans; eating at packed restaurants to eating outside and socially distanced from others; and more. Everything that we were used to doing has been modified in some way. The same thing has applied to businesses. Traditional strategies that have worked in the past, have to be reinvented. Job fairs are a part of this mix.

Whether you are used to attending job fairs or holding your own, they now have to be **virtually reinvented**. So how can staffing companies transform the traditional job fair into a virtual one, but still get their bang for the buck? Here are 8 tips for making your virtual job fair a success.

1. Commit to It

Before you begin planning your virtual job fair, avoid the demeanor that it won't be as good as an in-person event. A virtual job fair can be just as effective (perhaps even better) as long as you have the right resources and are fully committed to it. Don't hold back on investing in resources just because it's a virtual event. Commit to getting the resources needed to make the event a success.

2. Find the Right Platform


In order to select the right platform, first decide on the goals and format of your job fair. Do you plan to keep it simple and hold one session at a time or do you plan to have breakout rooms? Do you want to use a standard webinar platform or do you want to use a platform that allows for networking, booth time, the ability to hold more than one session at a time, etc.? All of these factors will depend on the virtual platform used for your fair.

If a webinar platform is used, such as GoToWebinar®, you can hold one session at a time and allow candidates to hop on for the sessions they are interested in attending. Each of the clients participating in the job fair can hold a session and talk about their company, positions they are looking to fill, and ideal candidates for these positions. At the end of each session, time can then be allocated for candidates to ask questions. This format is less intimate, but it allows clients to promote their company to candidates and allows candidates to learn about your clients. If the goal of the job fair is to be informative, then this format could work well.

If you are looking to hold a job fair that is more interactive and allows candidates to talk with clients, then you might want to look at doing a different format. Some webinar platforms, such as Zoom®, allow for breakout sessions. You could still have sessions with all attendees, but also incorporate breakout rooms. Each of your clients participating can have their own breakout room that allows for candidates to hop into the rooms they are interested in. This gives candidates the opportunity to ask questions and talk one on one with an employer. Depending on how many candidates choose a given breakout room, it may not be one on one conversations, but it would still allow for a more intimate conversation versus holding one large session for everyone.


If you want to go above and beyond, there are even fancier platforms that allow for the above and more! Recently, I used a platform that had virtual booths, one on one networking time, and sessions for all attendees. If you're looking to invest a little more in your virtual fair, then this is a great option. Each client can have their own virtual booth, designed with their company's branding. Candidates can then enter their booth and have one on one video conversations with clients. The platform I used even had a "register interest" button in each booth. So, if a candidate was interested in a job opportunity with the client, they can select a button and say they are interested in learning more. Clients can still give a presentation during a session time, but will have the bonus of also having a virtual booth for candidates to visit. There are several platforms that offer amenities similar to these if this is something you would be interested in doing.

Overall, there is no universal right or wrong platform to use for a job fair, but finding the right platform that will meet your goals is the most important.




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3. Organize A Strong Program

Once the format is finalized, the program and agenda should be put together. What clients will you invite to participate? Will each client have the opportunity to give a presentation? Will there be a keynote presentation? Will there be workshop sessions for candidates throughout the event? Will there be a happy hour/networking session at the end? Organizing a strong and attractive program is essential. After all, you are trying to make it an event that people will want to attend! So how do you do that?

One factor to consider is if you are going to hold one job fair for all of the industries you staff in or if you will have a separate job fair for each industry. If your staffing firm works with different industries, it might make the most sense to hold separate job fairs for each industry. The more niche and specific the job fair is, the more enticing it will be for candidates and clients in that industry to attend.

Next, it's time to decide what clients will be invited to participate. Unless you are a small staffing firm, chances are you won't be able to invite all clients to participate. See which clients have a lot of job orders to fill, invite your key clients, invite clients you know will want to participate, and invite clients that candidates would be interested in talking to. You can also consider asking prospective clients to participate. If you have a couple of "hot" prospects you are looking to do business with, invite them to participate in the job fair! Maybe they will land up meeting a candidate they like and will want to do business together.

Besides lining up the right set of clients to participate, the agenda is also important. Will it mainly be client/candidate interactions or will other programs be incorporated throughout the fair? Starting the job fair with a motivational key note speaker and/or holding workshop sessions during the course of the event, could be ways to further entice candidates. The greater value provided to candidates, the more likelihood they will attend. Clients can even sponsor some of these additional sessions. It will give them extra exposure and they will appreciate the offer to sponsor it. It's a win, win!

4. Promote and Market the Event for Success

Once the clients are lined up and the agenda is put together, marketing the event to candidates is the next important step. Not only do you want to have a lot of candidates in attendance, but you want to have qualified ones that clients would be interested in hiring.

Before you begin marketing, think about the graphics that will be used to promote the event across your marketing channels. If your staffing firm does not have an in-house designer, consider outsourcing these graphics to a professional graphic designer. The right marketing graphics, can go a long way. If the graphics look boring or amateurish, it won't attract the right audience, or perhaps not even attract anyone! If your marketing graphics look professional though and portray the message that it is a "must attend" job fair, you will be able to attract more candidates to your event.

After the graphics are designed, the marketing can begin! Use your ATS to build a list of candidates to invite and create an email campaign. Send a few emails to this distribution list leading up to the event. The more promotion they see for it, the greater chance they will sign up. Texting is also a great way to follow up with candidates after the initial email. It adds a personal touch that candidates wouldn't receive in a regular marketing email. If your ATS has a texting integration, you can easily send mass text messages to your candidates and personalize the first name. You can also follow up with a plain text email. Plain text emails look like they came from someone versus a regular marketing email. Plain text emails are another good way to follow-up and send personalized messages in bulk.

Mix in social marketing with your email and text messaging promotion

as well. To ensure followers see your organic posts, try boosting them. According to a [Hootsuite](#) study, only about 5.5% of Facebook® page posts are seen by their page followers. If you pay to boost your organic posts, you will be able to reach a much greater audience.

Also consider running ads on Facebook, LinkedIn, and job boards to reach new candidates you aren't already working with. It would cost a little more to run paid ads, however, it's a good option if you want to expand your audience to reach new candidates.

5. Collect Resumes Beforehand

Leading up to the event, gather the candidates resumes that will be in attendance and send it to the clients that are participating. This is a good way for clients to get to know the candidates that will be attending. They can also make note if there are any specific candidates, they are interested in speaking with.

6. Make It Fun

Job fairs don't have to be all serious, make it fun! Everyone feels a little bit "bluer" these days, not being able to do things we are used to doing. That is why it's important to embrace new ways of doing things and have fun with it. What if you had a raffle? All candidates that register and attend the event, are automatically entered into a raffle drawing to win a prize. Maybe clients also want to give away a raffle prize to candidates that visit their booth. Or what about a social media contest? If they post to social media and use the job fair hashtags, they will be entered into a raffle drawing to win a prize! A social media contest, helps your staffing firm receive extra exposure from your candidates. Everyone likes prizes. This could be a simple and easy way to get candidates to attend and have fun while doing it.

At the end of the job fair, if you really want to go out with a bang, end with something fun! I've seen virtual concerts, magic shows, trivia, family feud, and more. These are all fun ways to end the day on a high note.

7. Make It Free

Unless it's impossible to financially make the job fair free, make it free for clients and candidates to attend. A price for attending a job fair will automatically turn people away. A free event though, won't cause any harm in attending and will attract more clients and candidates to participate in it.

8. Follow-Up After the Event

Everyone will be excited after the event; however, success doesn't end there! Connecting candidates and clients after the event for interviews is ultimately the next goal after the job fair.

Personally, follow up with clients afterwards. Ask them how it went. Ask them if they spoke with any candidates, they are interested in. Also, follow up with candidates. Send a survey and ask them to select the positions/company's they are interested in learning more about. This information can then be relayed back to the client. It's possible some candidates won't get a chance to talk to clients one on one, but are interested in a position they have open. If breakout sessions aren't planned during the job fair, sending a follow-up survey to candidates will be even more important, since clients won't have that one on one interaction time.

Follow-ups after the event are essential in order to get the most out of the job fair. The job fair is meant to connect clients and candidates. The next step is taking those relationships that were formed during the event and turning them into job offers.

A New Wave of Staffing

Planning a virtual job fair is certainly different than an in-person one. There are many factors to think about and consider, however, virtual fairs can be just as effective as in-person ones, as long as you are fully committed and invested in it. The most important part is knowing what you want to get out of the virtual fair and formatting it to accommodate your goals. Virtual job fairs are a "new wave" of staffing and are here to stay. So, how will you reinvent the job fair?



Editor's Note: Jennifer Roeslmeier - Senior Digital Marketing and Brands Manager at Automated Business Designs. Ultra-Staff is a full-featured business solution with components for front office, back office, mobile and web suite. For more information on Ultra-Staff go to www.abd.net. Schedule an Ultra-Staff [staffing software demo](#) today and see the difference that the best back office features in the industry make.

Is the Staffing and Recruiting Industry Ready for Takeoff Again?

By Tony Sorensen

Unemployment is down, job orders are up, and marketing conversations are happening all the time.

Are we finally out of the weeds after a chaotic six months of uncertainty?

Based on the sheer volume of job orders our sister executive search company Versique has had in the month of September, and the nonstop inquiries for marketing help, **we are cautiously optimistic.**

With kids going back to school and rumors of a vaccine around the corner, what can staffing and recruiting firms expect over the next few months? This blog will dive into several promising indicators of growth.

Unemployment Rate Dropping

The U.S. Bureau of Labor Statistics reported that at the end of August, the unemployment rate fell to 8.40 percent! At first glance, this isn't a brag-worthy unemployment rate by any means but compared to the 14.70 percent it was at in April, this is worth celebrating. The biggest question now is whether that number will continue to decrease to the record lows we experienced before COVID. While impossible to accurately predict, (knocks on woods), the unemployment rate is on track to continue dropping.

Marketing Investments

Are you wondering, "why would investing in marketing be a leading indicator of economic growth in the staffing industry?" Well, as a staffing marketing agency that lost a decent chunk of business during the economic downturn, we experienced firsthand that marketing and sales teams are typically the first divisions to be cut in most recruiting agencies. Once these departments are revived or resumed, it's generally a good sign of recovery.

The good news is that we're seeing a massive influx of interest in firms willing to invest in marketing initiatives again. Whether that's hiring staff back or outsourcing marketing to an agency, this is a fantastic growth indicator.

At Parqa alone, we've partnered with more clients than we ever did pre-pandemic — which has been amazing to have so many meaningful marketing growth conversations again. Over and over, we're seeing that many staffing and recruiting agencies are using this time to invest in their brands, redesign their websites, and unleash digital marketing campaigns.

Payroll On The Rise

Another key indicator of national growth is the payroll rate. In August, the total payroll employment rose by 1.4 million, which follows a pattern of large increases over the last three months. A few of the notable job gains include retail trade, professional & business services, leisure & hospitality, and education & health services.

In addition, our sister search company Versique is also experiencing a record month in terms of closing new clients and undertaking new projects. In fact, Versique is even ahead of where they were last year at this time.

In closing,

The pandemic is still out there and anything can happen. Despite that, we are indeed seeing some sturdy signs of growth, especially in the staffing and recruiting industry that has me cautiously optimistic for the remainder of the year.

My sincere hope is that this blog took a little of the "panic" out of pandemic and that your firm is on track to come out ahead. Are you ready for this next phase of growth?



Editor's Note: Tony Sorensen is the CEO of Parqa Digital Marketing Agency and sister-company, Versique Executive Search & Consulting. With a career spanning 20 years in the recruiting industry, Tony founded Parqa with a passion to help staffing firms nationwide take their online presence to the next level. By investing in digital marketing efforts for his own recruiting company, Versique grew from \$0 - \$10M in just four years and now receives over 50% of revenue from marketing sources including SEO, pay-per-click, email marketing, and content marketing. Tony is one of the country's leading thought leaders on digital marketing for the recruiting industry and has contributed to organizations including NAPS, ERE, The Fordyce Letter, EMinfo, Star Tribune, & Monster.com.



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Specific and in real time to the Staffing & Recruiting industry



If you manage a staffing company, you know that no two clients are the same. Some customers want to be heavily involved in the time tracking process, monitoring every punch in and punch out. But other clients may only be interested in approving your employees' final time sheets. Having a cloud based time and attendance system with flexible configurations can help you serve all types of clients-because one size doesn't fit all.

The staffing industry (with an hourly workforce) has been forced to adapt to unprecedented challenges. With home office Recruiters, tele-interviews, and limited in-person client meetings, remote hiring tools are essential. Regardless of your industry – everyone is facing ongoing challenges. Luckily, workforce management obstacles have much simpler solutions. [Real time alerts and scheduling](#)

By Lynn Connor

[technology help solve problems proactively to control labor costs on a regular, consistent basis.](#)

Real Time Alerts

Think of [real time alerts as your instantaneous defense mechanism](#) against the labor issues regularly hurting your operation. There are many [email](#) or [text](#) alerts to choose from, which can be set up from within your workforce management system. These are very applicable and useful to the staffing industry. You can choose to be notified when:

- An employee is about to reach overtime
- A worker has failed to clock in as scheduled
- There aren't enough workers at a worksite or operational line
- A job site is about to go over budget
- A worker reports an accident during their clock-out ([check out safe workday attestation questions!](#))
- An employee misses a [meal break](#)

With real time alerts, your team can focus on your day-to-day client and employee needs, which all impact your bottom line. Your business will be safe from unnecessary setbacks because you'll be aware of potential issues long before they happen, making you a valuable HR partner to each of your clients.

Real Time Scheduling

[Scheduling](#) is critical in the staffing industry - for your employees, clients and the resulting success of your operation. The last thing anyone needs is last-minute scheduling mishaps. To maintain full worksite activity, advanced scheduling capabilities keep understaffed lines flowing with the proper number of available workers. With the variety of clients you serve and their differing hiring requirements, there's a need to be able to schedule by [qualification](#) and [proximity](#). Match employee qualifications and job requirements to ensure properly qualified people are always where they're needed.

Additionally, your workforce management software also manages these scheduling needs:

- Open shift bidding - Allowing managers to post open shifts (either via an online portal or on the time clocks themselves), so eligible workers can volunteer to fill them.
- Scheduling automated meal breaks - Meal breaks are notoriously difficult to comply with – this simplifies things for you and your employees.
- The ability to automatically split schedules for employees who work multiple tasks or shifts.
- Warnings for when a proposed schedule will result in overtime so you can revise schedules that limit overtime costs.

EPAY Helps You Manage with Certainty

At EPAY, we've made the staffing industry's hourly workforce management challenges our software's primary target. That includes complex scheduling challenges and maintaining labor costs. Build out schedules, copy and extend various assignments... and make all the changes you need as they arise. [Get a demo of our scheduling and alerts today!](#)

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Your customers want a staffing company that doesn't promise great results, but one that has smart controls in place to ensure it delivers. One of the best, overlooked and yet critical control is a time and attendance system that works the way your staffing company's associates do. More traditional systems don't. EPAY Systems is integrated with COATS because it was specifically designed for your industry, staffing. Contact [COATS Staffing Software](#) today for quick, simple details or a [demo](#) of our EPAY integration, today.



Lynn Connor currently co-owns COATS Office Automation and was a partner in Reliance Staffing & Recruiting for over 30 years.

COATS provides fully integrated software to the staffing industry and works seamlessly with your staff to ensure software efficiency. Microsoft linking, Crystal Reports, a fully integrated CRM, payroll and complete accounting, online applicant entry, online job posting, and multi-state, multi-branch, multi-locality capabilities are available throughout the entire system.

Reliance, a PeopleShare company, has over 20 offices blanketing the east coast with thousands of employees working daily. A multi-year winner of Best of Staffing Diamond status for both clients and talent, Reliance has proven to be an industry leader in service quality.

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How Can You Use Customer Service to Fuel Your Staffing Firm's Recovery?

By Victoria Kenward

Making more sales calls. Expanding service offerings. Exploring new niches. Lowering overhead.

When you think of all the things your staffing firm can and should be doing to make it through this downturn, does "improving customer service" even break the top 10?

It should!

Here are 3 ways Shareworthy Service can make a big difference to your bottom line in this economy:

Deliver a WOW.

Delivering a WOW is all about providing little unexpected extras for clients to surprise, delight and amaze them. Here are a few ways to deliver service WOWs:

- When answering a question, try to anticipate what else a client might need - and provide that, too.
- Step into your customers' shoes and serve them with empathy.
- Work to quickly identify the root cause of issues (so they don't crop up again).
- Always try to "do the right thing" (i.e., treat your customer the right way in each situation).
- Make every client interaction the best it can be.
- Provide smart advice, even if it doesn't directly pertain to using your services.

Customer service WOWs come from thinking, caring and doing. Train your entire team to look for opportunities to deliver a WOW in every service experience with your staffing firm.

Retain more customers during tough times.

Being dropped by a client hurts during the best of times. Right now, it can threaten the very survival of your staffing agency. Here are three ways to create deeper connections with your clients and improve customer retention:

- **Talk time.** Direct your sales team to get to know their contacts better as professionals and people. By shifting the focus from selling to understanding customers' pain points, your account managers will uncover business opportunities that elevate your staffing firm from "vendor" to "partner."
- **WOWism.** As described above, WOWing customers starts with building the systems to deliver consistently remarkable client experiences – and then empowering your team to deliver them.
- **Multi-touch.** Build client connections at multiple levels within your staffing or recruiting firm. This way, even if a key employee leaves you, you will have other contacts established who can maintain the relationship during the transition.

Use customer service as a source of competitive differentiation.

Exceptional customer service can help differentiate your company and provide sustainable competitive advantage. When clients give you great feedback, you can leverage that feedback in your marketing – and stand out from the crowd:

- Turn testimonials into branded graphics to share across your social platforms.
- Use positive feedback as the starting point for developing case studies that demonstrate the results your amazing service delivers.
- Add testimonials throughout your website.

Throughout the recovery, Shareworthy Service can help you stand out, strengthen relationships, increase customer retention and generate more business. If you need help implementing any of these ideas, [connect with one of our marketing educators](#).

Make Your Relationships Count...With Temp And Contract Placements!

By Judy Collins

Relationships are very important in the staffing industry. You can cement your relationship with your client by taking some simple actions. These actions include personalizing your relationship, improving your professional certifications, re-focusing your industry-specific education, and making your time really count.

Make your relationship personal by letting your clients know you are thinking of them and have their best interests at heart. Keep them apprised of events or developments you are aware of in the marketplace that can impact their business and offer them suggestions on how they may best respond. Stay informed about your client's labor needs and their specific problems. Be creative with guidance on how your client may continue or expand their operation utilizing alternative work arrangements. Many firms have encouraged (or required) their employees to work remotely. This trend may translate into a new paradigm where employees are reluctant to return to the old normal. You may be able to help your client by providing these workers on a contract basis to satisfy this need. Suggest this alternative to your client. Think of your relationship with your client as a partnership and you will earn their appreciation.

Your professional certifications are an indicator of your commitment to the industry. Review your certifications and then work to earn additional credentials. With the present limitations on travel and gatherings due to the COVID-19, take advantage of opportunities to study for and achieve additional credentials. Some certifications you can work on are:

- NAPS CPC (Certified Personnel Consultant) and CTS (Certified Temporary Staffing Specialist)
- ASA CSP (Certified Staffing Professional)
- PARWCC's CPCC (Certified Professional Career Coach) and CPRW (Certified Professional Resume Writer)
- SHRM CP (Certified Professional)

Other specific training opportunities include Barb Bruno's *Good As Gold Training* which introduces basic and higher-level candidate sourcing techniques, how to use big data, social media, and tools like *LinkedIn Recruiter*. Make your clients aware of your progress and demonstrate to them that you are improving your professional credentials in effort to do a better job for them.

Make your time count. Time taken to volunteer for philanthropic activities, self-guided study, and training classes is time well spent. As you decide how to focus your training, be thinking about your client and how your training, education, and certifications can improve their economic health. Their economic well-being is your economic well-being. Cement your relationship with your client by being a better partner!

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Mike, I was taught 20 years ago to plan in the afternoon and set myself up for a strong day and strong week, and I just find myself too distracted and tired out at the end of the day. Any planning tips you can give me that can help me through this? - Alex, Dallas, TX

ANSWER: Full confession - I was an excellent list maker, but horrible at planning at 4:30 in the afternoon. For that reason, for years, I did not plan. Since that is your challenge, Alex, which was very similar to mine, the easiest solution is to come in half an hour early. Even if you cannot come in a half-hour early, you are better off starting the day investing a half an hour to get it set up the right way.

I like to use Stephen Covey's method of planning by starting with the big rocks. Every week in the recruiting business on a recruiting desk, the big rocks are: Where are my interviews coming from? Everything else in your business revolves around those big rocks.

Having audited many time studies from clients, in the absence of a plan, you are operating under someone else's plan. The easiest way to give you an outline, we teach this in-depth and provide templates in our programs, here would be: When you look at your week, what are your objectives for the week?

When it comes down to the week, do you know your billing goal, and do you know what it takes activity-wise to get there? You need to answer that is the question first. For example, \$300,000 in billings equates 2 to 2½ interviews a week, depending on your average fee. That is four interviews every two weeks, two interviews a week. The week's primary question then becomes: What has to be true for me to arrange two interviews this week?

When you look at your plan, you might realize that you do not have anything good to work on. If that is the case, to get two interviews, means your planning has to be geared more around marketing, especially in the early part of the week.

If you have active job orders that you are working on, look at where you are most likely to get two interviews from this week. That way, you can prioritize those positions first. If you know your metrics, you will learn how many people you need to talk to to get those two interviews. If you do not track your numbers, 15 submissions on a job order are about right. That means you need 30 candidate conversations or six per day.

All the other stuff in your business, such as revising your website, creating automated systems for follow up, finding support people to outsource research or admin, become a subpart of the plan after identifying the critical goal. First, you focus on the need to talk to 6 people a week, but over the next month, I do not want to be doing my own research, so part of my plan is to block off 8:30 to 9:00 to look at Upwork as an outsource option. Use that block of time to create a posting and evaluate the people that send in proposals. This project gets integrated into the daily planning. It gets completed over time to concentrate on the main objective of getting two interviews per week while making incremental progress on other goals that will support your main objective.



Bonus: Do you want more of these questions? Visit www.TheRecruiterU.com and enroll in my free video series The 6 Assumptions Recruiters Make that Crush Their Billings & Motivation & How to Fix Them Forever!"

Also, if you would like help installing these philosophies into your business with one of our programs please drop us a note at info@TheRecruiterU.com and we can see if or how we can help!

Owner's Outlook



Barb is recognized internationally as one of the top experts in the Staffing and Recruiting Profession.

She has addressed audiences in North America, Asia, Africa and Europe. Barb has developed web based training programs that are distributed in several countries, she writes for numerous publications & authors one of the most widely read online publications, The No BS Newsletter. She has authored several books, created mobile apps & is often quoted as an industry expert.

Barb became a trainer to promote responsible recruiting & to allow owners, managers & recruiters to make more money. 100% of Barb's Top Producer Tutor clients have increased their sales & profits.

Barb also developed Happy Candidates to allow Staffing & Recruiting Firms to focus on the 5% of candidate flow they place, but also provide an amazing resource for the other 95%. The resource has provided many benefits for owners which include: increased referrals, elimination of the greatest time waster (time spent on candidates you won't place) increased sales and dramatically improved word-of-mouth advertising. Barb has been, is & always will be defined by making a difference in the lives of others including the candidates we can't place on an assignment, contract or job.

Most recently Barb created & launched an easy to use Metric Tool called The Sales Performance Indicator which includes the proven 140 point system. This tool alleviates inconsistent production, helps prioritize activities & predicts trends.

Barb speaks at conferences, conducts webinars & provides in-house training & offers consulting. Her ideas are easy to implement and participants realize a strong return on their investment of time & money.

Bottom Line: Her enthusiasm and passion for this Profession are contagious!

ACCOUNTABILITY IS THE KEY IN OUR NEW

One of the most common complaints I hear from owners is that it is impossible to hold people accountable. The challenge of accountability has increased because many employees continue to work remotely, for the first time in their career.

HOW ACCOUNTABILITY AFFECTS YOUR COMPANY GROWTH

You are in business to make a profit. To hit your budget and achieve sales and profit goals, the individuals who work for you must consistently attain production goals. As a business owner or manager, you must become comfortable in holding your team accountable. It's your job and responsibility to protect your business. Most owners and managers were very understanding when the pandemic changed the world, but you can't lose your business and that's what could happen

STRATEGIES TO EFFECTIVELY HOLD YOUR TEAM ACCOUNTABLE

Strategy #1 - Three New Non-Negotiable Goals and Dated Action items

They will only attain a higher level of success for their own reasons – not yours. Your employees have also reevaluated their priorities which is why they must rewrite their goals for the last quarter of 2020.

Strategy #2 - Determine Small Rewards and Consequences

Reward and celebrate whenever possible, but there must be consequences for non-performance.

Strategy #3 - Track Stats and Ratios – It's the Only Way to Effectively Manage

Everyone should focus on daily results they need to consistently hit or surpass goals. Daily results not attained should be added to the next day.

Strategy #4 - Focus on Increased Number of Send-Outs

Focus on increasing the number of send-outs and send-outs arranged every month.

Strategy #5 - Conduct a Weekly Review

- What did they do right?
 - o Do more of those activities
- What wasted their time
 - o Stop doing those things immediately
- What new idea to implement next week?

Why should you hold people accountable? It's the right thing to do for them, for yourself, for their co-workers, and your business.



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Lessons from my Summer Garden



By Patricia Conlin

During this time of great upheavals, there are many lessons to learn that impact our future ability to adapt and thrive in our work as recruiters. It is easy to despair when our ability to live freely and fully and interact with each other outside our core “bubbles” is affected. Businesses have experienced a sudden loss of income and job creation has stagnated. A sneeze can provoke a glare or hostile stare and people are either afraid of each other or being reckless about socialization instead of practicing caution.

What are we to do to move forward? How can we begin to see better days ahead you might ask?

For some of us, there is a frantic effort to keep going and maintain the status quo. Some of us work more and more hours to maintain a decent number of job orders. For others, a sense of helplessness has overtaken us so we are slowly sinking into a state of anxiety and despair, making only a marginal effort at work. But there is another approach, a middle path so to speak. I relearned some valuable lessons during this pandemic from having a summer garden that have helped me enormously. I’d like to share some of the key lessons that have helped me keep my momentum going and thrive during a difficult time and I hope the wisdom might help you as well.

A garden starts with a plan. This year because of all the uncertainty, my partner and I decided to plant a very large garden, which was an enormous undertaking. We spent time searching on U-Tube to learn more about how to can, pickle and freeze our food and to collect and store seeds for next year. During all the months of planting, weeding, harvesting and processing our food, I kept thinking about the problems created by the pandemic and how to solve them. Many of them will not be fixed overnight, but with constant and correct efforts, we can definitely grow new outcomes as recruiters.

Here are some of the garden lessons that I would like to share with you:

- 1 Planning:** A garden project, like a recruitment plan, needs to be detailed. We learned from last year that certain plants need more sun, more topsoil or to be separated from other plants. We decided to plant over 100 different crops for diversity and learning. Monocropping is only economically beneficial for only very few areas and comes at a high cost for the environment. Are we planting monocrops as recruiters by being so incredibly niche in our focus? Is it time to expand and diversify, especially if your current “crops” aka industries are not yielding due to economic turmoil? If you want to maintain or even grow your business, how will you do it in one industry? This is an important question to ask as you prepare your plan. Will you have new “crops” to yield other revenue streams or stay with the same crops as last year but work to increase their yield?
- 2 Sowing:** It is always incredible to witness tiny seed growing into large fruit bearing plants. When I started gardening I would either plant the seeds too close together or too many at once in a hole. When I saw 2 plants growing I would always chastise myself until I finally learning to have faith in the process. Now, I plant with the expectation that the seeds will grow if planted and tended well. Be careful which seeds you sow to rebuild your recruitment firm and how often you tend to them. Are you calling your client too often or not enough; or not offering a compelling value proposition (seed) for them to consider if they need your service? Are you sowing only one kind of seed in difficult soil that may not grow? Are you providing the things it needs to grow well like sun and water... or for recruitment - a strong relationship built on trust and a mutual respect with regular value added contact? Be careful about sowing your seeds to companies that have no interest in what you are offering (poor soil) or no fruit will grow. Sow seeds with companies who value professional services and will offer you exclusivity and an engaged search if possible.
- 3 Weeding:** During the summer the weeds became terrible. In fact, one day I told my partner that I needed to take a break from the garden as it was getting to be too much work. But the weeds were choking out our plants and if we didn’t take time to pull them out, our harvest would suffer or even be killed. Luckily, I have a supportive partner who understood my negative emotions and gave me love and support while he carried on pulling weeds. I was feeling overwhelmed- an RFP we bid on that didn’t come through, less contact with friends, no gym or swimming pool to destress and the

worries about my family and business. It wasn't until I realized that these negative feelings were my "weeds". I needed to challenge my emotions and reminded myself to be grateful and keep going. As I plucked out my own weeds, I felt my energy and fighting spirit returning. I returned to the garden and saw the irony of how pulling weeds allowed our plants to thrive. We need to all get rid of your own weeds so our recruitment firm or desk can thrive again. Let's stop feeling sorry for ourselves and focus on rebuilding momentum towards our goals. Your weeds could be self-limiting beliefs, a difficult client, unsupportive work environment, home environment or bad habits like eating too much junk food or not exercising. It could be a cumbersome ATS with too many "dead" records. Whatever your weeds are right now, identify them and rip them out of your life!

- 4 **Learning new Techniques in the garden:** This year I learned how to pickle, ferment and properly store vegetables and how to make delicious sauce from our incredible tomato crop. Our many new crops, like chickpeas, required new techniques to be learned and we have started saving the seeds for next year. I learned that onions are biannuals so by leaving some of our last year onions in the ground, we witnessed beautiful mid-summer flowers which yielded hundreds of perfect black seeds. All these new techniques boosted my confidence as a gardener and increased my enjoyment of our garden. I applied the lesson of learning new techniques to my recruitment business and have spent the summer learning how to manage more elements of my business myself. I updated my client records, improved my understanding of Mailchimp, Squarespace and Zoom. I learned how to write and design our company newsletter and to organize and post on my blog. As a non-techie person, that was a ton of learning for me and it felt great! I encourage you to focus on learning in order to help you build a successful future. What areas of your business can you improve through training? This goes for hard and soft skills. Do you need to learn how to communicate more effectively? Be a better leader? Do something tactical? As my training division grows for my company, the list of topics I present grows too. I have recently trained teams on the topics of Powerful Presentations and Creating Effective Teams which are

as important as using Mailchimp or sending out mass email campaigns. What are you interested in learning? Write down micro goals to get yourself going and start with a list of 5 every day. They can be incredibly small but meaningful to you, like learning a new recipe or taking a golf lesson.

- 5 **Enjoying the Bounty:** Sometimes in gardening, like in life, we get into work, work, work mode and forget to celebrate each day. When you bite into a fresh cucumber or savour a fresh bean, pea or tomato, you realize that it is worth all the effort. For my Partner and I, we enjoy our bounty by trying out new recipes each week with our veggies like deep fried eggplant, homemade caesar salad with our romaine lettuce, delicious spicy pasta with our tomatoes, peppers and garlic and many yummy potato and squash dishes. As I pack my kids lunches, I put in the carrots picked from the garden the day before and felt a surge of joy. When it comes to our recruitment businesses and work, we need enjoy our bounty as well. Like celebrating a placement with a lunch, booking a short getaway after a dedicated bus dev push, genuinely admiring work we have done on our website or newsletter or when we have helped a co-worker, family member or friend. Each week, we need to find something to call our bounty and celebrate it sincerely. It might be spending time with family or a nice hike. If revenue is down, it may not be a big cheque this week, but perhaps you helped someone who was struggling and that is a real accomplishment too. Set aside a day to celebrate your efforts by celebrating in a meaningful way.
- 6 **Storing Food from the garden:** For our garden, we are building a cold-cellar and learning how to store food like squash and potatoes over the winter. We are all used to having grocery stores to provide a large and diverse supply of food and we have refrigerators and freezers to store it. But learning to store up during tough times is still a good lesson. When my father was young, his family was very poor as he grew up during World War 2. His family had a large vegetable garden and a cold cellar in the basement. If they didn't learn how to properly store food in the winter, they wouldn't have enough to eat. I remember him telling me how he learned to store potatoes in sand and how one year

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Patricia (Tish) Conlin is a Talent Solutions firm owner, Speaker and Coach, with over twenty years as President of Global Consulting Group Inc. She is a Certified Emotional Intelligence Trainer, Registered Holistic Nutritionist, Black Belt Martial Artist and author of [ABCs of Food: Boost Your Energy, Confidence, and Success with the Power of Nutrition](#). She is currently working on her second book and on-line course about leadership and resilience.

Visit TishConlin.com to energize your performance and life with our on-line training programs and courses.

he allowed the potatoes to touch each other causing rot. This meant his family didn't have enough potatoes for the winter and he never forgot the lesson. Now, it is a time to store up and save for better days ahead. Let's face the truth. Things are very tough for many people including recruiters. In tough times, how can we save and store up? We can reduce our overheads and expenses and learn to do things ourselves instead of outsourcing. We can avoid overspending. We can downsize our firms if necessary and focus on minimizing losses. We can reduce office space and travel expenses. What areas of your business and home life can you take care of by storing up this Fall?

7 Saving and using your own seeds: The miracle of gardening is the same as the miracle of life. Despite our moods, our doubts, the weather set-backs and predators of all kinds, there is always an incredible bounty if you put in the work. What I learned from my experience as a gardener is that the seeds we have with us already are the best ones to plant for a new season ahead. This year for the first time, we used seeds that we saved ourselves last Fall. They didn't come from a store or a package, they came from our own plants. Those seeds produced the freshest and tastiest fruit! Like my garden, my recruitment firm has had set-backs, challenges and difficulties of all kinds. After 25 years, I have gone through several down-turns, recessions and now a pandemic and I can honestly say that there will be a better tomorrow. I believe that using our own seeds applies to our recruitment efforts as well. What "seeds" or talents do you possess that you can use to build success for next season? Think of what you are naturally good at, what you are passionate about, what interests you have. Then blend those "seeds" with your recruitment efforts. How can you grow the members of your own team to maximize their success. Plant your own seeds regularly and make sure to follow up with nurturing care. My firm has grown in unexpected and exciting ways because I used my own "seeds" instead of doing what everyone else is doing.

Having a summer garden has been enormously rewarding. Even though the work is significant, the joy is great as well. The garden taught me many lessons but first and foremost it taught me about the balance of all season. As recruiters, we need to find the balance between the push to succeed and the joy of the journey, so that we can maintain momentum and plant the seeds of a great future recruitment season.

"Plant dreams, pull weeds, and grow the bounty of a happy life" Tish Conlin

Happy Fall everyone and may your bounty always be plentiful.

"Nature does not hurry, yet everything is accomplished" Lao Tzu
 "To plant a garden is to believe in tomorrow" Audrey Hepburn

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Inflection Points

We all tend to think in a linear fashion, its human nature. That if things have been moving along at a fairly regularly clip they should continue on that trajectory in the future, all other things being equal. If your earnings or cost have been trending at some given rate for the past several years, most people would assume that they will continue at a similar pace in the near future, unless you have a good reason to expect something different to happen. This might include opening a new office, entering a new line of business, an increase in payroll tax rates, changes in staff, signing a new lease, etc. With these items factored in, one could do a reasonable projection.

Then there are dislocations to normal expectations, if radical enough they are known as an inflection points that can change everything almost overnight as they are unanticipated. This can caused a severe disruptions or upheaval in business and personal lives to whatever was considered normal. The cause of this can be due to a change in government policies and institutions, terrorism, a cyberwar, civil unrest, climate change, mass migration, an unexpected death of a key person, etc. Remember the banking crisis as we had a decade ago, the high tech Y2K/dot com bust two decades ago, or the S&L crisis three decades ago. And there are natural disaster like hurricanes, floods huge forest fires, famine or pandemics.

With uncertainty one cannot properly plan for the future, be it next week or years out. We are in such as period right now with Covid, high unemployment, social and political unrest, etc. There are no simple answers that one can apply to any person or institution. As of now, consumer confidence and future expectations have fallen by 26% from pre Covid levels as of early Sep. 2020. So, what works the best in situations like these? The fact is that there are no simple one size fits all answers or prescription. And the rate of change and risk as only increased in recent years. The closest thing to advise is as follows:

1. Do not make any hasty decisions, unless you or others are in immediate danger
2. Try to get a bearing of the inflection points that are most likely to affects you, your business
3. Only listen to trusted sources, not to those with a personal, political or some other bias
4. Although one can't be clairvoyant, one can become perceptive, being well connected, looking for early warning signs and be ready to take action using everything from crowd-sourcing and unusual activity or news stories, to stock selloff/buys from insiders, early and odd news reports from far off places like another Whuhan, the BLS, scientific journal's etc.
5. Have a sufficient supply of liquid assets at your disposal. Consider selling off some assets for cash
6. Having said that inflection points are very difficult to anticipate, nevertheless develop whatever contingency plans you can within reason using previous events as examples of what was done
7. Have enough cash for an emergency on hand, develop an escape plan if necessary, store key supplies for a long stay, have cellphones with extra batteries, a meeting point for your team and family
8. As fast as inflection point can begin, it can open up new opportunities at the same time. Such as the Covid market sell off, would up tripling Amazon's price and doubled Dells Computer stock
9. Make short term plans rather than committing to long term investment in this new normal economy
10. Missing out on a good but speculative venture, is better than gambling on your company's viability



Mike Neidle is President of Optimal Management Inc. started in 1994 see (www.optimal-mgt.com, LinkedIn Michael Neidle or call 650-655-2190, mentoring staffing owners and managers to maximize sales, profits and company value. He was Senior, Executive VP for 2 national staffing firms; CEO, CFO, Director of Planning/M&A and Marketing Director from start-ups to Fortune 500 Corporations. He has an MBA and an engineering undergraduate.

GLIMMERS OF HOPE AND OPPORTUNITY



ASA STAFFING INDEX
REBOUNDED SLIGHTLY
between 5/3 and 5/10:

.5% ↑
to 60.09

HEALTHCARE STAFFING
SKILL SEGMENTS
PROJECTED TO GROW
REVENUE in 2020:

Travel nurse 5%
4% Per diem nurse
Locum tenens 5%

STAFFING
GROWTH

also predicted
for sectors
essential
workers in:

MANUFACTURING



TRUCKING



CYBERSECURITY



ECOMMERCE



SOURCES:

<https://www.bls.gov/news.release/empsit.nr0.htm>

https://www2.staffingindustry.com/site_member/Research/Research-Reports/Americas/US-Staffing-Industry-Forecast-April-2020-Update

<https://americanstaffing.net/staffing-research-data/asa-data-dashboard/asa-staffing-index/#tab:52-week-chart>

<https://www.usatoday.com/story/money/2020/03/13/coronavirus-report-finds-these-jobs-surging-because-pandemic/5040425002/>

<https://www.cbsnews.com/news/contact-tracing-jobs-covid/>

goodbye
basic.

Hello
BOLD.



Avionté RAW: Real Analytics Weekly – Week 36

By John Long and Natalie Flint

Avionte RAW

Week 36 was a moderate week for the staffing industry.

While the Assignments number below is up 2.7%, I believe the market is softening.

Specifically, key in on Hours coming in at -.4%. While that isn't a disaster for staffing recovery, it is the FIRST time we have posted a negative number in a full, non-holiday week since April. This is also on the heels of last week's .9% growth.

Another area to look at is the 4-week cumulative average for all major indices. Week 36 is at the lowest growth rate since the staffing recovery began – again, taking out holiday weeks.

I was encouraged to see User growth continue to increase. That brings our 4-week average to the highest level since June.

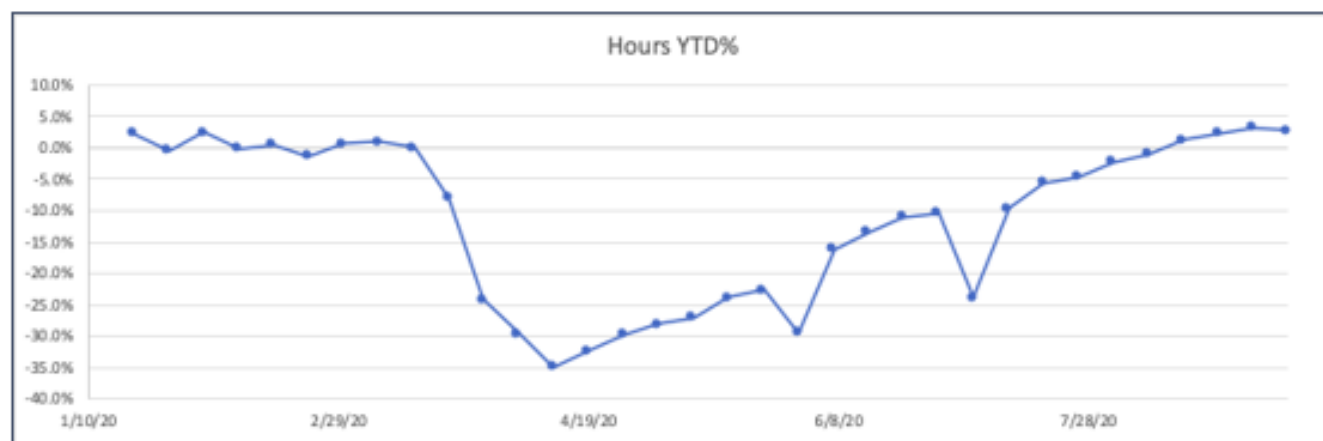
Here are the numbers:

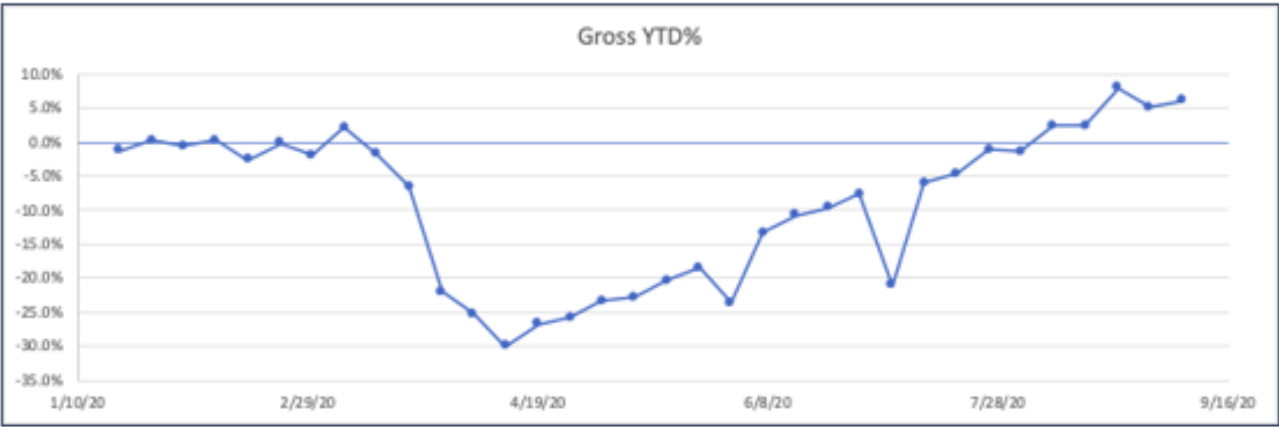
| Metric | WoW % | YTD% * | 4 Week % |
|-----------------|-------|--------|----------|
| Assignments | 2.7% | 1.3% | 5.2% |
| Hours | -0.4% | 2.8% | 3.9% |
| Gross Payroll** | 0.9% | 6.1% | 3.6% |
| Total Billing | -4.3% | 10.8% | 4.4% |
| Users | 0.9% | -11.3% | 3.3% |
| New Talent | -0.6% | -17.3% | 5.0% |

*YTD is measured from week 2, January 12th week ending.

Week 37 will be affected by Labor Day, so I'm eager to see what week 38 will bring us. My hope is that once school has started, we can start driving back toward economic growth.

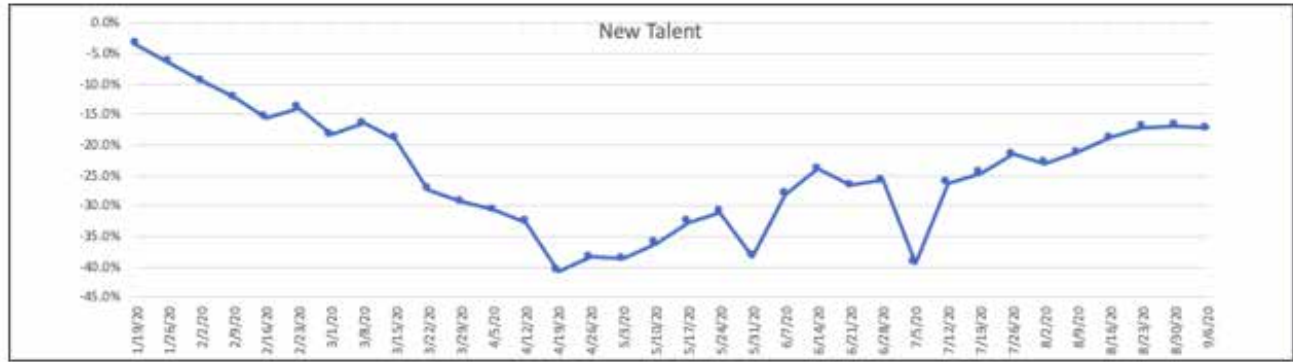
Staffing Data Results





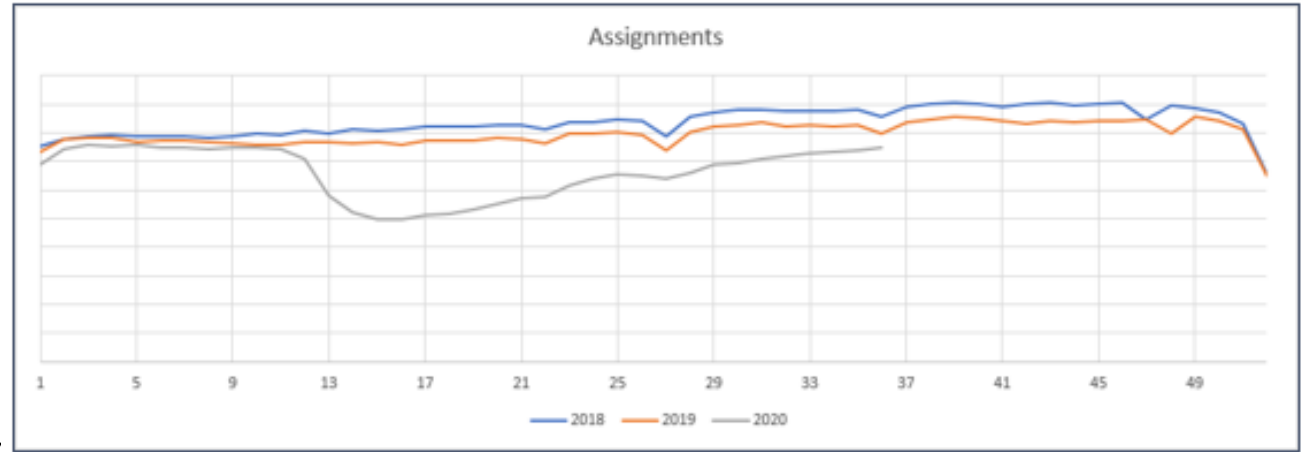
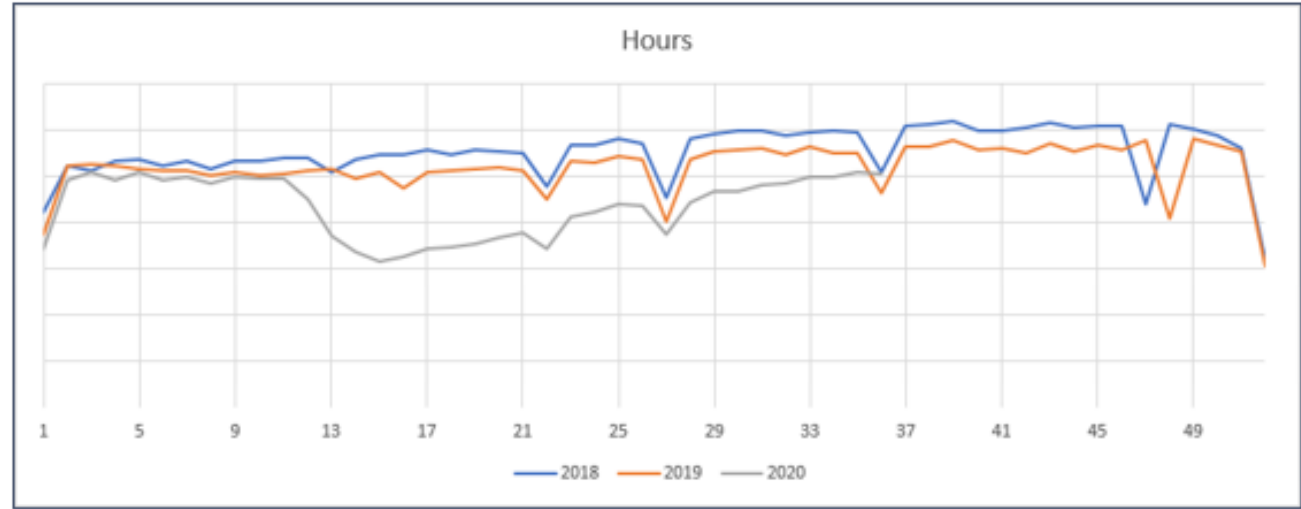
We've added New Talent to the mix.

New Talent is simply defined as new talent records entered that week. It's a good proxy for new individuals looking for work.



Year over Year comparison: 2018-2020 Staffing Hours and Assignments

Take a look at the 3-year Hours graph below. For the first time since COVID-19 hit – and arguably for the last 3 years – we have Hours greater than the previous year. If we can get one stat to continue to rise – this would be the one!



For those new to the Avionté RAW series, the numbers reflected are based on an aggregation of hosted Avionté data from hundreds of customers across the US and Canada.

Written by, John Long, Avionté, Founder & Co-Chairman, and Natalie Flint

About Avionté

Avionté is a leader in enterprise staffing and recruiting software solutions, offering innovative end-to-end staffing solutions to over 900 customers and 25,000 users throughout the U.S. and Canada. Avionté delivers a robust platform for clerical, light industrial, IT, and professional staffing firms to maximize profits and boost productivity.

Independent Recruitment Network Announces New Members

NPAworldwide, an independent recruitment network, is pleased to announce the following firms have been enrolled as member-owners in the past 60 days:

Perry Douglas Group (www.perrydouglas.com), Philadelphia, Pennsylvania, USA

Generalist recruitment firm working across the United States

Fintech Recruiters (fintechrecruiters.com), Toronto, Ontario, Canada

Global recruitment firm specializing in the financial technology (fintech) market

AI Knot (www.aiknot.com), Chicago, Illinois, USA

Comprehensive staffing solutions including general recruitment, IT recruitment, candidate contingency and executive search, contract staffing, manpower outsourcing

Arete Resources Group (www.areteresourcesgroup.com), Nashville, Tennessee, USA

Recruitment expertise in the areas of construction, engineering, technology, life sciences and medical device

The Vogel Group (www.thevogelgroup.ca), Edmonton, Alberta, Canada

Specialists in C-suite leadership recruitment CEO, CHRO, CFO, CIO, vice president (VP), dean, principal, executive director, registrar, board of directors, board member(s), academia, controller, manager, consultant, government relations, human resources, etc.

733 Recruiting (www.733recruiting.com), Little Rock, Arkansas, USA

Professional recruiting for the manufacturing niche

Fortune Careers (www.fortunecareers.com), Windsor, Ontario, Canada

Areas of focus include financial services, IT, banking, engineering, consulting, and healthcare

NVIN Consulting (www.nvin.consulting), Bangalore, India

Executive search firm specializing in the US healthcare and finance verticals

Headhunterz Resourcing, (www.hhunterz.com) Bristol, Gloucestershire, United Kingdom

Specialty is information technology, including roles such as software engineers, web developers (front end and full stack), project/program managers and BAs, infrastructure engineers, solution architects/technical architects, ERP/CRM, cybersecurity, and CTO/CIO/director-level appointments

Pinnacle Search International (www.pinnaclesearch.ca), Calgary, Alberta, Canada

Recruitment specialties include accounting/finance, executive management/consulting, human resources/recruitment/training, and sales/marketing/business development

Essential Personnel Recruiting, Indianapolis, Indiana, USA

Exclusive focus on engineers that work with machine parts and systems, including design engineers and applications engineers up to directors of engineering and VPs of engineering

JRA Consulting Services Inc (www.hrcontracting.com), Chicago, Illinois, USA

Areas of recruitment focus are scientific, engineering, and technology.

Martin Veasey Talent Solutions (www.martinveasey.com), Worcester, Worcestershire, United Kingdom

More than 25 years of recruitment experience focused on senior

executive appointments within supply chain, logistics, purchasing, engineering, sales and marketing, strategic planning, retail, FMCG, pharmaceutical/life sciences and manufacturing throughout the UK, Europe and internationally.

Double M Resources LLC (doublemresources.com), Madison, Wisconsin, USA

Executive search firm specializing in information technology and analytics

Talent Match Recruitment (www.talentmatch.com.au), Sydney, New South Wales, Australia

Generalist recruitment firm with experience in multiple roles and industries in Australia and South Africa

Persistent Recruiting Solutions (www.persistentrecruittingsolutions.com), Cincinnati, Ohio, USA

Primary focus is high-tech engineering

"Congratulations to each of our new member recruitment firms," said Dave Nerz, president of NPAworldwide. "By joining our global recruitment network, these firms are invested as owners. Membership in NPAworldwide allows independent recruitment firms to more effectively serve their clients and candidates by adding or increasing split placements."

NPAworldwide membership is offered on a selective basis to independently-owned recruitment firms who meet the network's enrollment criteria and have a strategic interest in making split placements.

About NPAworldwide. NPAworldwide is a global recruitment network facilitating placements between its members. The network has more than 550 member offices across 6 continents. For more information, please visit www.npaworldwide.com or www.npaworldwideworks.com or www.npaworldwideworks.com.

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