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2020: 5 Takeaways

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# Letter From The Editor

Positives are all around.... You just have to notice them. Goal setting and new creative ideas have come out of 2020. Think where you've been and make sure you have a road map for where you are going. Don't let the negative news get to you. You are in charge of YOU!

We are so lucky and know we have accomplished a lot here at EMinfo. We recently launched a newly redesigned site that is easy to navigate. We hope you will visit often. Learning is key to success in our fast paced ever changing world and you can never read enough.

This past year, I've been lucky to teach many new people a practice of yoga. I'm learning more and more how important it is to just breathe and relax, to help find clarity and focus. My students have taught me so much. I'm blessed. I hope you can say honestly to yourself that you are talented and blessed each day.

Take care of yourself both physically and mentally and then you will be able to help others. Find what works for you. Move forward one step at a time. This will help you stay positive.

I know we don't need more people telling us what to do. So, look inside yourself. Note when we all get back to flying again the first thing the flight attendant tell us, "that in case of an emergency put the air mask on yourself before helping those around you." Need I say more.

Inside this issue and online, you will find a plethora of great ideas shared by thought leaders who want you to succeed. Take the time to read them. You may find an idea that is just what you need.

Enjoy and happy recruiting....

*Pat Turner*

## DID YOU KNOW?

\* Look for any "silver lining" that might be found in all of the coronavirus pandemic adjustments that have changed in the search and staffing world in 2020. pg 6

\* Another unique way to catch a candidate's attention is by including a BuzzFeed® Type quiz in your email, such as, "What Job Would Be a Good Fit for You in 2021?" They can answer a series of fun questions and then receive a summary of the kind of job they would be a good fit for in 2021 and a list of current jobs you have available that fit their result. Whether it is in a magazine or online, everyone enjoys taking these types of quizzes and it would be a fun way to engage the candidate with your company. pg 9

\* An opportunity for staffing industry firms to retool and determine how they can most successfully impact the 50 year low, labor force participation rate can be found here. pg 11

\* Adapting to developing new skills, learning new software or new system, getting a more in-demand skill certificate, learning a trade, going to graduate school, or finishing a college education will all be needed to transition into new, different careers and jobs. The new job market will, without a doubt, cause people to shift their priorities into becoming more marketable. pg 15

\* In the face of the Covid-19 pandemic, the trend towards working remotely continues, according to the *Pew Research Center*. Statistics for the respondents in the *Pew* study indicate that 20% worked from home before the pandemic outbreak, 71% are presently working from home, and 54% want to continue to work from home after the pandemic subsides. pg 16



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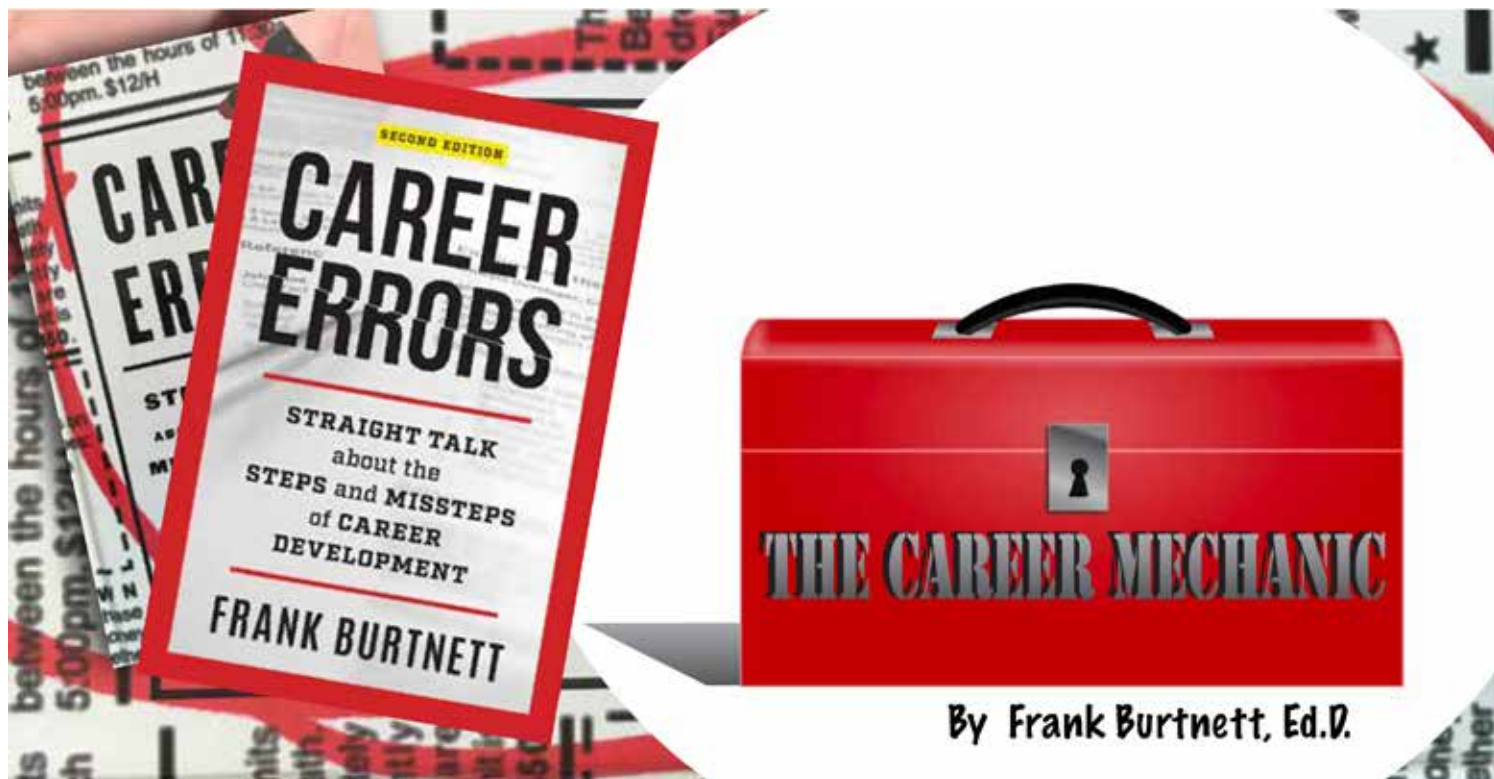
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## A Pandemic Driven New Year's Resolution for Search & Staffing Professionals

January is that time of the year when many create New Year's resolutions---those annual pledges to amend behavior (e.g., exercise more), correct faults (e.g., cease tobacco use) or address a personal need (e.g., lose a few pounds). Many use the advent of a new calendar year as the launch point for changes we would like to have happen.

Calendar year 2021 presents an interesting challenge for resolution makers. Any identification of new resolutions has had to take into account the coronavirus pandemic "new normal" that is underway in the American workplace that has and will continue to impact candidate and client relationships. The American workplace has undergone significant adjustments as a result of the coronavirus pandemic and how the search and staffing industry has responded remains a work in progress.

A New Year's resolution can range in substance from something as simple as getting to appointments on time to as large as taking the steps necessary to improve one's personal career growth, mobility and maintenance. More complex and requiring greater attention would be any resolution to expand or adjust the business plan of the search and staffing firm. Simply stated, the larger the change objective, the more challenging the implementation strategies.

For those long time Career Mechanic readers, the following is a take-off of a January column I wrote several years ago, one that I have revised to reflect the impact the coronavirus pandemic has had on the industry and the "new normal" that now exists in your daily functioning. It comes in the form of one RESOLUTION containing ten elements that may make any personal or organization resolution more achievable. The accompanying questions are designed to get the resolution maker to test the reality of her/ his resolution. Not an exhaustive list of questions by any means, they will certainly start the ball rolling.

### **R – Reflection**

Did you resolve last January to grow professionally and organizationally in 2020? Has the pandemic thrown a "monkey wrench" directly in the middle of those plans? What happened? How is 2021 going to be different?

### **E – Exploration**

Have you considered your options for career growth, mobility and maintenance? In what ways does 2021 offer options for business renaissance and redirection? Have all opportunities been considered and prioritized? Have change paths been considered and directional steps been created?

### **S – Selection**

Will you recognize the "right" direction to pursue as you seek to identify a Plan A for 2021? Do any of the other resolutions options have merit and need to be a part of Plan B? Have personal and team roles been defined and communicated to the change makers?

### **O – Objectives**

What are your immediate and long term career and business goals and objectives? Are they realistic and achievable? How will progress be measured? How has the coronavirus pandemic affected those ambitions? Are you satisfied with how you have met the myriad challenges thrown at you this past year?

### L – Limitations

Are there any boundaries or limits in opportunities you would consider and the choices you would make? Are you willing to step outside your comfort zone?

### U – Understanding

Have you taken the “pulse” of the new workplace and it’s opportunities for job seekers and changers across the world of work and within your industry niche. Are you current in your understanding of the way work is performed and the characteristics and experiences that employers are seeking in the workforce of today and tomorrow? Are you current on the laws that govern the employment transitions of people? Are you skilled at the contemporary (new and different) ways candidates identify opportunities and transition through the hiring process?

### T – Time

Have you mastered the time management strategies that are required in an industry that changed over the past twelve months and arrested the “time bandits” that siphon away and consume your valuable service delivery time? Have you created a personal or business environment that is time efficient and where “desk stress” is absent or limited?

### I – Instruments

How competent are you at using the current technological and communications instruments and tools (i.e., social media, electronic interviewing, etc.) that have been expanded to deal with the “social distancing” requirement that is current reality in the job search and application world? Have you accepted these tools and instruments as having a place in the “new normal” and not a fad that will disappear when the coronavirus pandemic has come to an end?

### O – Organization

Will your existing organization and/or personal style allow you to implement any resolutions or changes that you would like to make in 2021? Is your personal career development plan compatible with the business plan where you are currently functioning? Is personal change required? Are you will to make that change?

### N- Networking

Are you personally positioned in the networks that will help you strengthen your knowledge of the pandemic driven workplace and the skillset you need to help clients and candidates maximize and navigate their options? Are you willing to grow these networks?

The above RESOLUTION, peppered with dozens of questions to direct its full implementation will require a form of new and expanded pulse-taking---yours, the workplace, your clients and candidates, your practices and protocols and the overall mission of your search and staffing firm and the industry itself. Know where you are before you start any path of change and improvement.

Look for any “silver lining” that might be found in all of the coronavirus pandemic adjustments that have changed in the search and staffing world in 2020. To borrow a phrase from the old television program, Mission Impossible: Your 2021 mission. Should you decide to accept it? Master the “new normal.”

Happy New Year!

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The Career Mechanic is a bimonthly treatment of a career development issue or problem by Frank Burtnett, Ed.D, an educator, counselor, author, and consultant. Dr. Burtnett has served as the Certification and Education Consultant to the National Association of Personnel Services (NAPS) since 1995. Topics are drawn from his popular book, *Career Errors: Straight Talk About the Steps and Missteps of Career Development*, Second Edition (published by Rowman & Littlefield). To learn more about Career Errors visit: <https://rowman.com/ISBN/9781475848410>. Direct future topics suggestions for The Career Mechanic and other inquiries to Dr. Burtnett at [ednow@aol.com](mailto:ednow@aol.com).



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& represent those witnessed regularly by search & staffing professionals.

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# 4 Recruiter Marketing Campaigns to Hit the Ground Running in 2021

By Jennifer Roeslmeier

We made it! The much-anticipated new year is finally here. It's time to leave the weight of 2020 behind us and start fresh with new ideas, new initiatives, and new strategies to hit the ground running in 2021. This year more than ever people are anxious to start on a clean sheet of paper. While there may still be challenges in 2021, the best way to set yourself up for the new year is to start with a bang.

So, how can you hit the ground running in 2021? One way is by putting together effective new year marketing campaigns. The more tailored the campaigns are for your audience, the more successful they will be. In this article, we will take a look at effective client and candidate campaigns you can run to start off the year strong and lay a solid foundation for the remainder of the year.

## Client Campaigns

There are two types of client campaigns we will take a look at. The first campaign will be directed towards your highest performing clients in 2020 and the second campaign will target prospective clients in high-performing industries.

### Campaign 1: Target High-Performing Clients in 2020

If you missed our article last month, [Naughty or Nice? Staffing Reports That Should Be on Your Nice List in 2021](#), I invite you to check it out as the article discusses key reports you should reference to determine your highest performing clients in 2020. These are clients you want to stay close to in the new year as they are bringing in the most revenue and job orders.

Once you have the list of your highest performing clients, you can then build a client contact pipeline in your CRM and put together an email template. Since these are contacts you have closely been in touch with, send a plain text email from the recruiter or the contact at your staffing company that has been in the most contact with them. A plain text email will feel more personable than a standard marketing email.

In the email you can simply wish them a happy new year and let them know you are ready to help fill job orders if they have any current needs or see any needs in the near future. The email message doesn't have to be long, but something short that includes a new year greeting and shows you are ready and eager to help fill job orders in 2021. If you don't hear back in a few days, you can follow-up with a phone call to check in. A simple client campaign like this, will help keep you at the top of mind of your highest performing clients and hopefully even bring in a few new job orders to start the year!

### Campaign 2: Target High-Performing Industries

The next type of campaign you can run is a campaign targeting prospective clients in industries doing well. This is where you can use the search capabilities in your CRM to search for clients you aren't already doing business with in high-performing industries, such food/alcohol/grocery, medical staff/device, pharmaceutical, manufacturing, delivery services, trucking/railroad, etc. Based on the industries you are looking to target; you can then build a contact pipeline by industry and create your campaigns. Each campaign should be tailored towards the industry for it to be most effective.

You will want to think of a catchy subject line that will draw the recipient into your email. The more tailored it is to the industry, the more likely they will open it if they feel it's relevant to them. Some examples include, "How Can We Help Staff Your Nurses in 2021?" or "Find Drivers Quicker in 2021 with YOUR COMPANY NAME."



In the body of the email, include selling points to work with your company. This can be done through testimonials, a case study with a client, through an infographic that includes stats promoting why they should partner with you, etc. You can also create a downloadable whitepaper of why they should partner with you for their staffing needs versus another staffing company. The more tailored this content is by industry, the better. If you don't have the means to customize everything by industry, customize it as much as you can so the recipient could still relate to it. Additionally, if there are common pain points you often hear about staffing in the industry, try to address them in the content you are providing and how working with your staffing company will resolve those pain points.

Both of these client campaigns target companies that are doing well. By starting the year off working closely with your current high performing clients and targeting prospective clients in high performing industries, you can help set yourself up for a successful 2021.

## **Candidate Campaigns**

We will next take a look at two campaigns you can run targeting candidates. The first campaign will target candidates you've been in touch with in the last 6 months and the second campaign will target candidates you haven't been in touch with for a while.

### **Campaign 3: Target Candidates You Were Recently in Touch With**

The first candidate campaign is a "touch base" campaign targeting candidates you were in touch with in the last 6 months, but were never placed for one reason or another. You can use your ATS to search for these candidates and add them to a candidate pipeline. A relevant subject line could be something like, "How Is Your Job Search Going?"

Since you were recently in touch with these candidates you can put together a plain text email from the recruiter. A plain text email will once again make it more personable for the candidate. The body of the

email can be a simple touch base to see how they are doing with their job search and if you can still help them find their next job.

Adding personalized videos to emails are becoming more and more popular as well. If you want to take the email to the next level, you can create a quick 30-60 second video per candidate. The video should be casual letting them know you are here to help them find their next job. Include their name in the video and also the industry or position they are looking to work in. Again, the more personalized the video is, the more likely you will hear a response back from the candidate. While creating a custom video per candidate can be time consuming, you can create a script that you can use for each video. You can also select top candidates you would like to create a video for. For the candidates you don't create a custom video for, you can create separate videos by industry or field. That way the video won't include their name, but there is still some personalization.

Another creative way to interact with these candidates is by including a prompt at the end of your email that asks, "Are You Still Looking for a Job?" You can then include a "Yes" button and a "No" button. Both can lead to different landing pages. The "No" button can lead to a page that says something along the lines of, "Thanks for letting us know! If we can help you find your dream job in the future, please don't hesitate to reach out to us. In the meantime, follow us on social media!" Even if they are no longer looking for a job, this helps determine that so you don't spend time reaching out to them. Providing a plug to follow your company on social media is also good to help them stay engaged with your company. For those candidates that click "Yes", you can lead them to a different landing page that shows them a list of jobs they would be a good fit for. You can also include a note, "Not interested in these positions? Reach out to us and we will help you find your dream job."

Contacting candidates, you have been in touch with in the last 6 months is a good way to help reengage candidates and see where they are at in their job search. This will also help you decide if these are candidates you should continue to communicate with or focus on other candidates for the time being.

### **Campaign 4: Target Candidates You Weren't Recently in Touch With**

Another type of candidate campaign you can run is a campaign targeting candidates you haven't been in touch with in a while. You can use your ATS to search for candidates you haven't been in touch with as far back as you want to go and build a candidate pipeline off of this search. A catchy subject line for these candidates could be something like, "Ready for a New Job in 2021?"



To open the email, you will probably need to include a re-introduction of who you are and how you can help them find their next dream job. Additionally, you can include candidate testimonials and a list of jobs that are currently available they could be a good fit for. Again, you will want to target this email by industry if possible and include appropriate candidate testimonials and job listings. At the end of the email, you can even include a call-to-action button to submit their latest resume to you. That way they can either apply to a job from your email or if they aren't interested in a job listed, you know they are still interested in a new job by submitting their resume.

Another unique way to catch a candidate's attention is by including a BuzzFeed® Type quiz in your email, such as, "What Job Would Be a Good Fit for You in 2021?" They can answer a series of fun questions and then receive a summary of the kind of job they would be a good fit for in 2021 and a list of current jobs you have available that fit their result. Whether it is in a magazine or online, everyone enjoys taking these types of quizzes and it would be a fun way to engage the candidate with your company.



Both of these candidate campaigns help reengage candidates you were recently in contact with and also helps you reach a new candidate base that you haven't been in recent contact with. Coming out from both of these campaigns, you will hopefully be able to determine which candidates you should stay in close contact with to start 2021 and which ones you shouldn't spend time contacting.

## Ready, Set, Launch!

Personalized marketing campaigns are going to be important in 2021. Using this approach to run client and candidate campaigns will help your campaigns be more effective. We just reviewed 4 campaign ideas to help you hit the ground running in 2021, but the possibilities are endless! Take your creative idea, tailor it to your audience, and launch 2021!




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](http://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.

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# Going All-In In 2021

By Tony Sorensen

For most of 2020, I really felt like I was in a game of high stakes poker....and now, I'm all in on 2021.

It seems like two or three years since I wrote my blog talking about "Why President's Club Still Matters," before we went to Puerto Vallarta to celebrate in March of 2020. But before I could even unpack my suitcase when I returned home, everything had changed. More than eight months later, most of us would never have expected that we would still be dealing with the pandemic and all the fallout that accompanies it.

In business, it feels like I have been stuck in a never-ending game of high stakes Texas Hold'em ever since the pandemic started.

Let me start by coming clean and saying that I am a horrible poker player, mainly because I have no patience and I think I can count cards but, in reality, I can't. In fact, I am such a notoriously bad player that, every year for the past 16 years, there has been side bets on whether or not I will go out first in our neighborhood tournament.

As this year began to wind down and I spent time reflecting on 2020, I started to see why it reminded me so strongly of a game of poker.

You see, the really good players wait it out. They might play 1-2 hands an hour. They are protective of their chips, but, when the timing is right and they get their pocket aces, they push their chips in front of them, look at the other players and say, "I am all in." This is when the other players look at each other and know this player is serious and must have a hand; they're in it to win it!

For the most part, this is how I have felt this year in business. When the pandemic hit, we were hit with a decade's worth of uncertainty, and there were few places to turn to for advice—no one had ever experienced anything quite like this before.

I have always been an owner that was all about investing dollars on growth and pushing profits/chips and going all in on the future. This was different. I had to learn patience (this is very hard for me, you can ask my wife!). I had to wait, I had to protect our company, my future.

I couldn't be reckless and go all in with all of the uncertainty surrounding us. We had to wait and wait and wait to make sure we would survive but, more importantly, we had to make sure we were set to THRIVE coming out of this in 2021.

We just had an all company Versique/Parqa meeting earlier this week. Just like in poker, we were patient. We learned from other recessions, we waited for that right time and then, when the time was right, we said to our team, "It's time to have some fun."

During these meetings over the past several months, I've shared with them and tried to communicate clearly how we have been doing every month.

This month was different—we finally got our pocket aces.

I ended the meeting telling the team my patience has run out. We are all in for 2021!

Wishing everyone an awesome 2021!

And thank you Versique/Parqa team for being patient with us. Let's have some fun in 2021.

Who's in?



**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](https://www.monster.com).

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By Lynn Connor

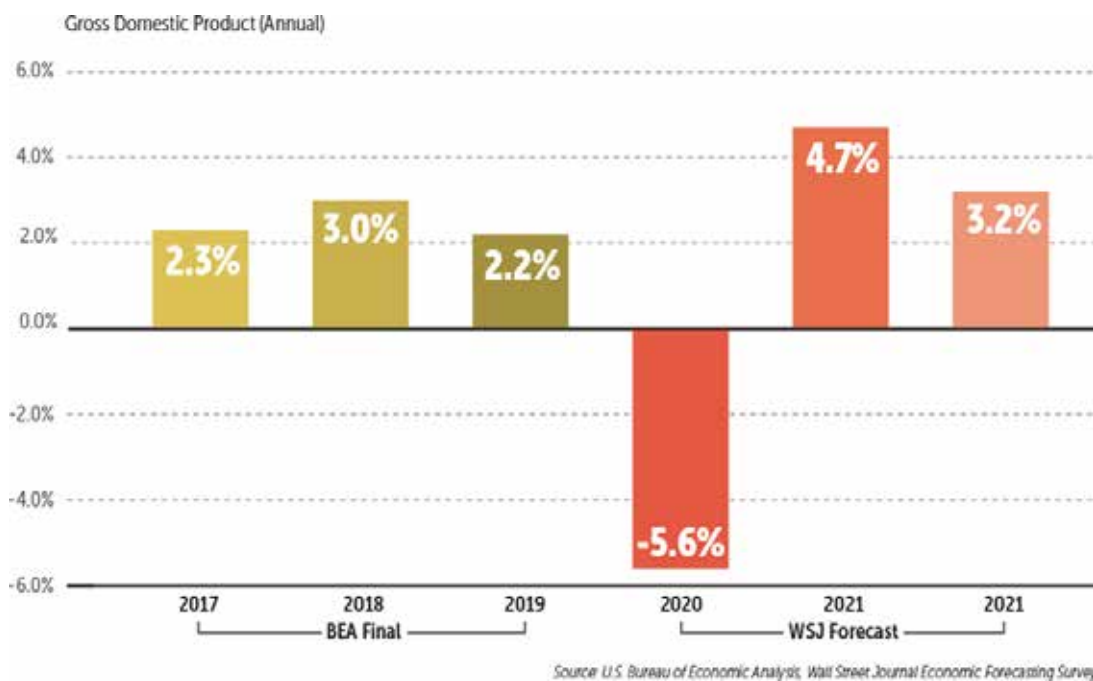
The American Staffing Associations annual economic analysis or “playbook” of 2020 is very well done, complete with charts and graphs, figures and key takeaways. I found the new hires and job openings graph, the labor participation rate, the GDP, Staffing Index and employee turnover chart most interesting and provided key takeaways to share.

The economy and employment trends have been altered in many different ways this year. New hires (shown in orange) have always indicated how the economy and workforce is fairing, while job openings (shown in gold) have been a “lagging indicator” of the economy. Three recessions are depicted in green beginning in 2001, 2008 and 2020. In 2014 job openings exceeded new hires. In late 2018, there were 7.5 million job openings and 5.8 million hires. In May of this year the trend reverted to a history breaking 6.5 million hires with 5.4 million job openings, due to Covid-19. **Our new workforce will need more training and reskilling as hires again exceed job openings.**

An opportunity for staffing industry firms to retool and determine how they can most successfully impact the 50 year low, labor force participation rate can be found here.

“With the abrupt halt to economic expansion and employment growth caused by the Great Shutdown, economists posit that it will be years before the labor market and participation rate recover to even the moderate levels seen over the past five years. **Employers, including staffing companies, will need to be open to new possibilities and get creative in how they source and place qualified talent.**” From its peak at 67% in April 2000, the labor force participation rate has been gradually declining over the last two decades, per the U.S. Bureau of Labor Statistics. With 60.2% this year, it’s almost at a 50-year low as a result of the pandemic and is where the employment crisis began.

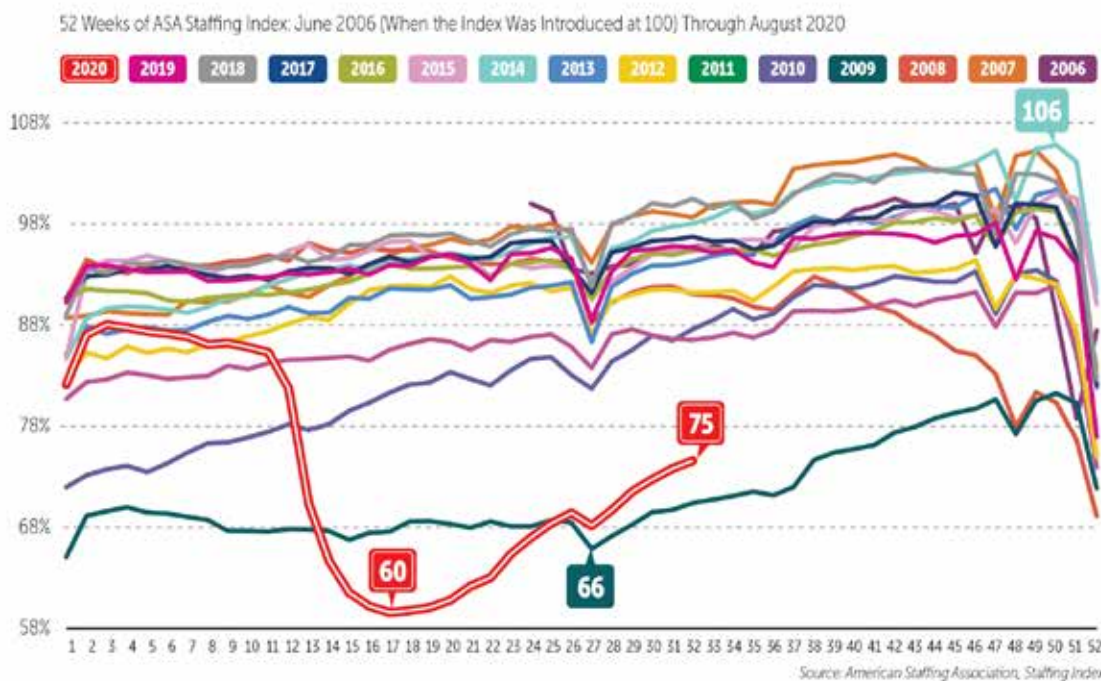




GDP is another economic measure many rely on, however, these forecasts and government estimates are often delayed and revised. The Wall Street Journal surveyed economists who are not optimistic about the end of 2020 with the pandemic crisis in play and report an almost 6% negative growth rate. They forecast a rally next year in 2021. And, although lower than 2021, growth is estimated to be higher in 2022 than that of the prior 3 years between 2017 and 2019.

To update the Staffing Index chart below as of the writing of this article, the Staffing Index was 88 on week 47 (11/22/20). A fairly decent and continued upward trend. The record low of the Staffing Index of 60 occurred earlier this year as a result of Covid-19.

The Great Recession of 2009 resulted in the index number of 66. The American Staffing Association started providing the Staffing Index in June of 2006, introduced at 100.



"Historically, staffing employment has served as a coincident economic indicator. Because the ASA Staffing Index measures weekly changes in staffing employment, it bears watching as a near real-time indicator of current economic conditions, especially during volatile times for the labor market and economy." ASA offers the ability to follow these trends on a weekly basis at [americanstaffing.net/index](http://americanstaffing.net/index).

The Staffing Index and its ability to potentially predict the economy has been analyzed over the years, in detail. The conclusion of extensively reviewing this index notes that a continued growth in temporary staffing signals the end of a recession and that employment would grow about 3 months later.

# ONE, AND DONE



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The employee turnover chart gave me some solace. In 2020, it seems the world has been in utter chaos of the likes we haven't experienced before. Yet, I realized that prior years have had their own share of turmoil and misunderstanding. I noticed employee turnover and actually many of these statistics being shared, are neither continually up or down. I wouldn't have guessed that employee turnover was worse in 2000 than it was in both 2018 and 2019. I think it's important to realize that the economy, the workforce, job openings, and new hires are all cyclical. Actually, it isn't continuing to get worse year over year. Ten to 11 weeks of tenure has been the average in years 2001-2006, 2011, and 2014-2019.

For staffing firms, turnover is key to your success and net profit. Human Resource departments typically measure employee turnover on a weekly or monthly basis and a low turnover rate is highly desired by both clients and the staffing firms servicing them. Costs are reduced in advertising, recruiting, testing, onboarding and training. [Front and back office staffing software](#) covers all of these areas and ensures efforts are not duplicated. This saves the staffing agency and client a considerable amount of money, time and energy.



2020 has been a difficult year, to put it mildly. Many industry experts have reservations to try and even guess at when, or if, the workforce will return to what it has been in prior years. Others say that it won't ever be the same. A considerable amount of people now work remotely and this year has required employers to give their employees the ability to work from home, even if they were not keen on the idea. Some employees and firms love remote work and its results, while others do not.

Regardless, the staffing industry is resilient. It adapts and creates new opportunities and markets that were not there before. The staffing industry continues to not only be a valued source of temporary, temp to hire and direct hire staff for many firms, but is increasingly relied upon and seen as an HR partner. Staffing companies should look to this year as a unique opportunity to partner with current customers and seek new clients to work with in a strategic manner.

Additionally, there are countless opportunities to educate and connect with so many individuals who do not understand the role of a staffing company; how it can positively affect and assist in finding a role they will love. Start with this perfectly created value proposition by ASA as to what the staffing industry does for job candidates: "Job placement agencies help job seekers get noticed and land positions that match their qualifications at companies that are hiring." Moreover, benefits of working with your staffing firm should be touted, potential job candidates should be engaged and new hires should be celebrated.

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# Employment Trends We Should Expect To See in 2021

*By Anthony Ysasaga*



We are all looking forward to closing out 2020. It has been a very challenging year for us all.

I have been thinking about the changes to our employment landscape and industry trends and how COVID has impacted our day to day business, including our personal lives. What has changed, and what changes are coming as remote or virtual work becomes the new normal.

I am amazed at the challenges brought before us and how professionally we have adjusted our sails to navigate the rough waters of 2020. I am also curious about what permanent changes we will implement in 2021.

These changes brought about a change in leadership regarding remote and virtual work. I believe that this change is here to stay. About ten years ago, I worked virtually for one of the largest consulting groups in North America, and most consultants were remote. The tools made available to the team included productivity tracking, productivity metrics, web-based video conferencing, and virtual classrooms for learning and certification. 90% of consultants worked remotely with great success. My point is that it worked wonderfully then and with the technology and cloud-based systems we have now, those systems should operate even more efficiently to manage productivity today and, in 2021.

More importantly, as more employees continue to work remotely, companies need to understand and evolve to create an organizational structure centered around remote employee management. Adept leaders must find ways to connect and engage with their workforce regularly, using technology to its fullest potential.

That said, here are what I believe to be the top three trends that gain visibility and momentum in our industry. These bullet points, I believe, will be the way our country and the international business communities execute business operations in 2021 and beyond:

## **Candidate Windfall**

Due to the increase in permanent remote roles, geographic barriers no longer exist for top talent. This new way of doing business opens up the landscape for out-of-reach talent. Remote work will open doors across the country as well as internationally. This will also allow a larger and more competitive talent pool. Remote employees have more flexibility as the concern over their location or commuting distance is truly eliminated.

We are looking at top talent that can and will work for your organization, no matter where they live.

## **An Uptick in Contract Workers and Temp Workers**

As we have seen recently with millennials, more and more individuals are looking to work on their own terms, and I truly expect to see an increase in contract workers, 1099's, temporary workers as well as on-call workers. Evidence of this is already evident in the passage of California's Prop 22, which classifies drivers for app-based transportation and delivery companies as "independent contractors" rather than employees – a type of model that is anticipated to go nationwide.



After reviewing a number of periodicals and reference data, it is predicted that in 2021 contract and temp worker jobs will outnumber traditional office-based, nine-to-five jobs in the new year. As flexibility becomes a priority for many formerly full-time, office-bound employees, companies will see the fastest way to reach their desired results is by using a mix of "gig employees."

### **Career Adaptation**

The job losses associated with COVID layoffs will force many unemployed workers to change careers as their industry remains troubled. Most traditional workers cannot find any work in their old field. Adapting to developing new skills, learning new software or new system, getting a more in-demand skill certificate, learning a trade, going to graduate school, or finishing a college education will all be needed to transition into new, different careers and jobs. The new job market will, without a doubt, cause people to shift their priorities into becoming more marketable.

The events of 2020 have affected our lives, business, economy, and the world. But we, as human beings, are adept and learning how to navigate new environments and challenges. A thousand years ago, we were living in areas that most consider uninhabitable. Change and adaptation are in our DNA. The only difference is that we now have access to more tools, greater flexibility in our day-to-day operations, and a strong focus on using technology to adapt to change. If we can embrace these attributes starting today, they will make our businesses stronger and more successful than ever.

Editor's Note: Anthony Ysasaga is a Talent Acquisition Professional. He has extensive recruiting experience in multiple fields and specialize in developing highly qualified candidates while working through workplace inefficiencies and obstacles. He created MadSourcer.com for recruiters to find tools they need to be successful.



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# Get Back To Work In 2021...With Temp And Contract Placements!

By Judy Collins

Change is a constant we can always be sure of. The jobs marketplace is no different, but the turmoil and uncertainty in the air right now can be an opportunity for recruiters. Be alert to what is going on and position yourself to make these changes work for you. According to a recent study by the *American Staffing Association*, 80% of job candidates expect to be working for a new company in the next 12 months. This level of optimism in the employee candidate pool bodes well for staffing firms.

With an increasing tendency for clients to interview candidates remotely, the likelihood of mismatches between the candidate and the job increases. You can help your client minimize the risk of costly false starts by proposing temp and contract placements. Temp and contract placements can enable your clients to begin execution of their projects in a timely manner and can provide clients potential direct hires on a "trial" basis, thus reducing their staffing risk. After the employee is proven to be a good match, a conversion to direct hire can be done and a conversion fee earned by the recruiter. Your reputation is enhanced if you provide the right person for the Team.

In the face of the Covid-19 pandemic, the trend towards working remotely continues, according to the *Pew Research Center*. Statistics for the respondents in the *Pew* study indicate that 20% worked from home before the pandemic outbreak, 71% are presently working from home, and 54% want to continue to work from home after the pandemic subsides. Most prominent in the remote work group are majorities of the highly educated, highly paid employees in the following sectors: information technology (84%); banking, finance, accounting, real estate, or insurance (84%); education (59%); and professional, scientific, or technical (59%). This level of enthusiasm for remote work may enhance the demand for the increased flexibility offered by contract work assignments.

While many people prefer working directly for a firm or working as an independent contractor, the *ASA* study notes that 32% of people looking for jobs are open to the idea of working as a contractor through a staffing agency. Drawing on this pool of candidates can enable the recruiter to better serve the client companies and can provide an income stream during the assignment, and even a conversion fee if the employee goes direct.

Assist your clients by offering them the broadest spectrum of candidate choices: direct hire, temp-to-hire, or contract. Partner with a back-office provider such as Evergreen Contract Resources to relieve you of the headaches of handling temp and contract placements. Back-office providers typically keep up with the ever-changing rules and regulations issued by the federal, state, and local jurisdictions. These services can be provided immediately if you are set up in advance. Call Evergreen today and we will set you up. There is no cost. No obligation. Use us when you need us. **GET BACK TO WORK IN 2021...WITH TEMP AND CONTRACT PLACEMENTS!**



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## ASK COACH

# Mike

Michael Gionta



Will your existing organization and/or personal style allow you to implement any resolutions or changes that you would like to make in 2021?

Mike Gionta & his company, The RecruiterU are sought out by solo recruiters and recruiting firm owners who want more revenues, better clients, great recruiters, etc. The RecruiterU has custom programs for any type of owner who has the strong desire to build their business, but simply lacks the best strategies to get them there.

Visit [TheRecruiterU.com](http://TheRecruiterU.com) for our FREE video series, "How to Double Your Placements in 121 Days or Less".

Looking for help engineering your one to three year vision? Email me at [mikeg@therecruiteru.com](mailto:mikeg@therecruiteru.com) and we can have a quick chat to see if or how we can help.

# If Your Goal Setting Exercises Have Failed, You at Some Level Before... Get Bolder & Step Up to a LONG Term Vision!

When I begin coaching a new recruiting firm owner client, whether a solo operator or someone scaling their business with multiple recruiters, the most overlooked step in building their business is the first step of creating a VIVID vision for it. What, in your "mind's eye", does the business look like "done"?

You might be a bit beat up by COVID. The great news, it is ENDING shortly!!! Our clients have had great 4th quarters in 2020. Executives have clarity for the first time in 10 months to build and plan their businesses. Forecasters say anyone who wants a vaccine should have access by end of the second quarter. Based on this they can plan with far more certainty. This is a GOOD thing!!

This means YOU have visibility to build your recruiting business too!

This then is the perfect time of year to ask you this question: Do you have a vision where you are taking your firm and your life over the next few years? OR are you like many recruiters out there and picked up the phone after coming back from the New Year and "got back to it", doing what you have done because that is the way you have always done it?

In business building (and getting clients) it seems to be that most recruiting firm owners just hope for the best, HOPE for a better year.

They simply keep doing what they have been doing and don't have a strategy for creating the practice they'd be truly and deeply happy with. This is a huge mistake.

I used to write down my goals each year, but it never really worked for me. I just didn't feel really excited about my new goals. They didn't seem to propel me in motion and so I kind of viewed them as being useless. I never really looked at them, probably because they seemed like "shoulds" rather than "really-meaningful-wants."

Then I came across the concept of creating 3-year visions instead of just a list of goals for the upcoming year. This visioning wasn't just about business goals, but also family, financial, spiritual, and relationship goals. It became a "holistic" way of looking at what you wanted in your life. All the pieces looked like they would work together, but only because you were compelled to make it all work together, which was the first time I'd done that in such depth.

The coolest thing about visioning 3 years out came to me after I started doing this regularly. I noticed that ONE-year goals were never too much of a stretch. They seemed like timid goals, goals that didn't really get me excited. But having to create a vision of what 3 years down the line would look like allowed me to REALLY think BIG.

Inhibitions dropped. My creative side started going and I really took time to see, "Hey, what WOULD I want my life to look like in 3 years, if I could have time to create it?"

The 3-year vision was a way for me to create something to strive for that REALLY spoke to me. Something that made my heart beat a little faster after I read it, excited to get going, and just a little bit scared of the thought of me reaching it. Now THAT would propel me into motion the way a yearly list of goals wouldn't be able to do. The beauty of this is that every business decision you make, you can hold back up to your vision. Is the decision in alignment with that vision?

So, each year, around this time, I create a 3-year vision of what I want my business to look like. I write it in the present tense, as if it were 3 years later. For example, this past year I wrote mine during the past holiday break, as if it was year-end 2023 and I talked in depth about all the things that had happened since the start of 2021. All the things I had accomplished in my business, with my finances, my investments, my family, and myself over the "last 3 years," which obviously hadn't actually happened yet.

This is such a cool exercise and it really gets the blood flowing when you read it back to yourself, now and over the year. You see, I've figured out that it's not just about goals. Yes, goals are important, but the way I look at it, it's about focusing on what you REALLY want for your life, not the "shoulds." It's also about putting into effect the Law of Attraction in a big way. When you know what you want for your life, when you can imagine it with passion and feel what it feels like to have it, it's almost guaranteed to come to you.

Now, it's YOUR turn. Sometime this week, create a 3-year vision dated December 31, 2023. Your 3-year vision must be one that will literally PULL you into your future, will scare you just a little bit, and make your heart beat a little faster than normal whenever you read this.

Make your 3-year vision extremely specific, realistic, and a big STRETCH (that's what's going to move you forward quicker than you would if you didn't have it). If you are right brained, use bullet points for categories such as business, finances, personal, family, spiritual, fun, health, etc. If you are left-brained, then write freely, and remember to keep it all grounded in the specific, with lots of MEASURABLES and TANGIBLES thrown in there so you can keep track of your progress over the next 3 years (that's what I do).

Be sure to write in the present tense as if it were 3 years from now... If it doesn't scare you just a little bit or get your mind racing, then it's probably not enough of a stretch.

I love this quote and it is perfectly appropriate here:

"Drive thy business or it will drive thee." ~Benjamin Franklin

By the way, I just looked back to last year's 3-year vision and I was SHOCKED to see how many of the goals in my 3-year vision I had already achieved in just a little over a year. This stuff really works!!

# 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!

## Eliminate Slumps In 2021

The most important assistance you can provide to your team are tracking their numbers, stats, and individual ratios. Recruiting is a sales profession and sales is a numbers game. Once the members of your sales team know their individual numbers, they will know exactly what **results** they need each day to consistently achieve or surpass their goals.

Most recruiters, especially contingency direct recruiters, feel each month is pretty much a roll of the dice as far as what they are going to produce or earn. Once they know the results they need, they can and will predict and achieve their income goals.

It's important to note that I'm **not** saying they must achieve a certain number of calls every day. Granted, if they are not making calls, they cannot succeed. It is more important to focus on minimum daily result standards vs. number of calls.

If you have a team member who is not producing their daily results, the worst thing you can do is tell them to make more calls. Have them role play their presentations so you can make small adjustments that can improve their results.

### WHAT IF YOU HAVE A PAST TOP PRODUCER CURRENTLY IN A SLUMP?

The only way to eliminate slumps is to commit to minimum daily results. Often slumps follow great months. During a great month focus is placed on prepping, debriefing, and closing resulting in recruiting and marketing presentations not being completed.

I'd also like to address the issue of individuals who quit and stay. They can lower the morale of your entire team. You need to make your decisions as an owner or manager on what they are producing for you now. You are in business to make profits, not provide jobs for your employees. A slump can indicate a loss of passion for our profession. Our career is challenging, and it takes a great deal of focus to succeed. There are times when you need to upgrade your sales team.

If you have someone currently in a slump, put them on probation, but provide them with a Plan of Action. You then manage their results daily and provide tips on how they can improve. Role playing to determine weaknesses is very effective. When your employee understands you are committed to their success one of two things happens. The most positive results are the person appreciates your help and concern, implements your ideas, improves their stats and ratios, and turns things around. On the other hand, you may want this person to succeed more than they want to succeed, and as a result your employee may resign when held accountable, or you may have to let them go.

Keep in mind, if you have team members who are not performing, and you do nothing about it – the employees who are producing are wondering why you are not addressing this issue. The lack of action can have a negative impact on the culture of your business and demotivate your top performers. You owe it to your current employees, your business, and yourself to address slumps and to take action to eliminate them in the future.

If you are not sure what KPI's to set or other owner issues, Barb does offer Executive Consulting for Entrepreneurs. For more information contact Jodi Svetich at [jsvetich@goodasgoldtraining.com](mailto:jsvetich@goodasgoldtraining.com)





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# 2020 Tax Form Updates You Should Know About

As an end-to-end software solution for staffing and recruiting firms, Avionté aims to be a resource for your needs from front- to back-office processes. As year end reporting season approaches, here are some 2020 tax form updates to two major forms of which firms across the US and Canada should be aware.

## 1095-C Updates for Employers providing ICHRAs

In 2020, employers had a new option for providing health care to their employees: Individual Coverage Health Reimbursement Arrangements (ICHRAs). If you provided an ICHRA to employees, take note of these new instructions for the 1095-C.

## 2020 Instructions for Form 1095-C

Under the ACA, large employers are required to offer ACA-compliant coverage to their full-time employees or pay an employer shared responsibility payment penalty to the IRS. This requirement is commonly known as the employer mandate. Large employers are those with an average of at least 50 full-time employees (including full-time equivalent employees) in the prior calendar year. The employer's health coverage is ACA-compliant if it meets minimum essential coverage, minimum value and affordability requirements.

The federal agencies have determined that ICHRAs meet the minimum essential coverage requirement and will meet the minimum value requirement if the ICHRA is affordable. In general, affordability is based on (1) an employee's compensation, (2) the amount the employer contributes to the ICHRA, and (3) the premium for the lowest-cost silver health plan available to the employee on the Exchange taking into account the employee's age and location (residence or primary worksite). The federal government has developed a tool employers can use to determine the lowest-cost silver plans in states using the federal Exchange. Consequently, a large employer may be able to meet the employer mandate by offering its employees an ICHRA rather than a traditional group health insurance plan.

## Tax Form Updates for Employers providing ICHRAs

**Age:** If the employee was offered an individual coverage HRA, enter the employee's age on January 1, 2020. Note that for non-calendar year plans or for employees who become eligible during the plan year, this age may not be the Applicable age used to determine Employee Required Contribution.

**Line 14:** Codes 1L through 1S are available to indicate the affordability of ICHRAs offered by employers. They should be used under the following circumstances:

**1L:** If an ICHRA is offered to employees only and affordability is determined by a ZIP Code, which identifies an employee's primary residence

**1M:** If an ICHRA is offered to employees and dependent(s) (not spouse) and affordability is determined by a ZIP Code, which identifies an employee's primary residence

**1N:** If an ICHRA is offered to employees, spouses, and dependent(s) and affordability is determined by a ZIP Code, which identifies an employee's primary residence

**1O:** If an ICHRA is offered to employees and affordability safe harbor is determined by the ZIP Code of the employment site

**1P:** If an ICHRA is offered to employees and dependent(s) (not spouse) and affordability safe harbor is determined by the ZIP Code of the employment site

**1Q:** If an ICHRA is offered to employees, spouses, and dependent(s) (not spouse) and affordability safe harbor is determined by the ZIP Code of the employment site

1R: If an ICHRA is not affordable and is offered to employees; employees and spouses or dependent(s), or employees, spouses, and dependents

1S: If an ICHRA was offered to a worker who isn't a full-time employee

Line 17: If the ALE Member used code 1L, 1M, 1N, 1O, 1P, or 1Q because it offered the employee an individual coverage HRA, enter the appropriate ZIP code used for identifying the lowest cost silver plan used to calculate the Employee Required Contribution in line 15. This will be the ZIP code of the employee's residence (code 1L, 1M, or 1N) or the ZIP code of the employee's primary site of employment if the ALE Member uses the work location safe harbor (code 1O, 1P, or 1Q)

#### T4 CEWS Data Requirement Updates for All Canadian Employers

For the 2020 tax year, the Canada Revenue Agency (CRA) will be introducing additional reporting for the T4 slip, Statement of Remuneration Paid. Additional reporting requirements will apply to all employers, and will help the CRA validate payments under the Canada Emergency Wage Subsidy (CEWS), the Canada Emergency Response Benefit (CERB), and the Canada Emergency Student Benefit (CESB).

#### How to report employment income during COVID-19 pay periods

For the tax year 2020, in addition to reporting employment income in Box 14 or Code 71, you will use new "other information" codes when reporting employment income and retroactive payments in the following periods:

Code 57: Employment income – March 15 to May 9

Code 58: Employment income – May 10 to July 4

Code 59: Employment income – July 5 to August 29

Code 60: Employment income – August 30 to September 26

Eligibility criteria for the CERB, CEWS, and CESB is based on employment income for a defined period. The new requirement means employers should report income and any retroactive payments made during these periods.

#### COVID-19 & Year-End Resources

Refer to the Avionté Knowledge Base for our library of resources of updated information regarding COVID-19 & Year-End reporting. Also, each Monday the Compliance – Tip of the Week is sent to clients whom have signed up for the newsletter. Sign-up here for weekly Compliance updates – Tip of the Week Newsletter

For more information, and before acting on any information contained within this article, Avionté recommends consulting with your legal counsel. This information should not be construed as, and does not constitute, legal advice.

<https://www.avionte.com>



# Steve's First Interview Story

I've enjoyed an association with First Interview for over 25 years; first as an agency Sales Manager/VP of Sales with Cory Associates and then starting Paragon Resources, LLC as a solo recruiter in 2005. As solo recruiters, we have feelings that toggle between empowerment and solitude, so having peers that are going through the same business and sometime personal situations can be a shared experience that is unique to our industry.

With that in mind, I have always embraced the First Interview meeting as an opportunity to do a few things: 1) Get together with old recruiter friends 2) Make new contacts and friends 3) Learn or refresh myself on industry news/tactics 4) Make money- by networking my best job orders and candidates, then listen to other recruiter's orders and candidate profiles 5) Visit a new town/city or revisit a favorite place to take a mental break.

The making money part almost always pays for the cost of going to a First Interview meeting. The cost of the trip is only a fraction of making a deal you wouldn't have had the opportunity to make happen; in the presence of your colleagues who all have openings and candidates. I have made deals (trading send outs) at previous meetings while working out, drinking my favorite libation, eating dessert and in the last big deal, approaching a fellow recruiter having breakfast.

I had a General Manager opening with a long time Industrial client, (though I am primarily a Healthcare Recruiter) and noticed Wayne Cozad and Heather Winters having breakfast at our hotel restaurant. I decided to greet them and then share this unique opening I had in the Industrial area. I knew they had a great database, and the industrial sector was an area of focus for Wayne and Heather. Fast forward, after great persistence by Heather, we made the deal, which turned out to be the largest split on the network for 2018- \$43,750. I'm just glad I interrupted Wayne and Heather's meal as they greeted me with the professionalism, curiosity and an effective effort to help me.

I have also found that almost everyone I have had the honor and pleasure to meet on this network are good, fun, smart and professional people. By going to the meeting, it reminds me of our shared professional experiences we have and an opportunity to make money while enjoying a good time with friends and colleagues in a new or familiar city. It's good for your head and bank account.

First Interview has been a great asset during Covid as they have been hosting Zoom meeting for each separate specialty area either weekly or biweekly. This has enabled all of us to stay connected and up to date on market conditions as well as share ideas in dealing with these unique times. During these session we always have a section that deals with "Hot Jobs that you need help with. I had 2 Jobs I needed help in finding candidates. Kevin Register based in Charlotte, NC emailed me after the Zoom meeting telling me he has a candidate in Kentucky for one of my jobs. I picked up the phone, we discussed the candidate. I sent out that one candidate and we made a split that never would have happened if not for the Zoom call.

In addition, First Interview has also hosted at no charge to the members a series of training session on how to deal with these unique times. These sessions were presented by several of the industries top trainers (Danny Cahill and Greg Dorsching). These are just several reasons being a member of First Interview has been a real asset to myself and my business.

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Founded in 1979 First Interview is the largest network of sales and marketing recruiters in the world. First Interview offers our members all the tools they need to work in the world of split placements. Being part of a network is one of the best decisions you can make to move your business forward. Building new relationships, developing new clients, filling more openings faster and a broader reach for candidates are just some of the things First Interview can help you achieve. All of this, while operating under a full set of Policy and Procedures that protect all members.

# MID SIZED RECRUITING Growing Companies STAFFING SMALL



## Rewarding Your Staff

By Michael Neidle

It was a very long year and it will take a long time until things return to normal. Vaccines will take the better part of this year to become widely available and used. Some think it will take two to three years for the economy to return to normal. So if you have been one of those companies that have gotten through the year in one piece, remained profitable and your staff have stayed loyal to you, it would be a good thing to recognize the stress everyone has gone thru both on the job revamping how they work and personally due to the series of lockdowns, and stress due to Covid.

Even if your sales and bottom line has been severely reduced, but you are still alive, recognition of the impact this year has had on you and your staff is in order, be this if you are a small company or a large one. Lots of companies had to furlough or terminate staff, so those still with you should be rewarded. Many companies, no matter their size had to shutter their doors in 2020.

What you might normally do like an office party or a company reward trip perk that is out of the question if you are acting responsibly. So what might you do instead? Here are some options you might consider.

1. Pay a larger bonus than normal, especially if you have gotten a windfall PPP forgiven loan, your stock has appreciated or consider using part of your line of credit for this purpose.
2. Find out if there are members of your team who have undergone some hardships this year, in their family or close friends and ask them how you can do your part in providing a helping hand.
3. Think of the charities that you want to make a cash gift to, or help out in some other way such as volunteering your peoples' time who want to help out and whatever service they might need.
4. Provide a credit bank for the things you could not do this past year to double up on your rewards and perks when the time is right.
5. Foster a thankful attitude, instead of what you missed out on or were disappointed. Many people have had to work from home and set up new routines to be productively engaged in this environment, balancing their family responsibilities and work.
6. Find a way for people together in this time of stress having unified goals.
7. Celebrate each other and look for common ground. Avoid politics and those things which can separate people into different camps.
8. While not curtailing your competitive spirit, find ways of doing this as a team not as an individual.
9. Think out of the box and solicit ideas from your staff as to what they would recommend after going through this past year.



Mike Neidle is President of Optimal Management Inc. started in 1994 see ([www.optimal-mgt.com](http://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.





*Thrive  
with Tish*

by Patricia Conlin

## Lessons We Learned In 2020

Ok, let's face it.... 2020 was a rough year for most recruiters. But what lessons did we learn during the year that might help us in 2021? Have we spent time to so called sharpen our collective saws so we can start fresh? How do you approach the important task of creating a funnel of potential business? Do you cold-call aggressively and hard sell your business and services? It's hard not to get frustrated after spending a day making endless calls without any results. Nobody wants to be on the receiving end of a cold call, but it's an inevitable part of sourcing new clients - or is it? Believe it or not, the cold-calling approach rarely works and is associated with much higher levels of stress and burn out. Instead, change your approach, and your mindset and learn how to implement a strategy that will bring prospects to you. Is this even possible? Tune in to learn how I have created success even in downturns with my prospecting techniques. I am going to teach you how to do in an upcoming webinar on how to implement a successful attraction marketing strategy.

First off all, what does attraction marketing mean and how can it help you become more successful as a recruiter? Well Attraction Marketing is the use of marketing techniques specifically designed to teach the customer what you are doing and how a service or product will benefit them well before they purchase it. Many of us still use the Predator-Prey approach to business development where we "hunt" down customers and corner them to ask them for a job order after we give a long winded sales pitch to them about the same bland details about our company. Most of the time, potential customers want to run away from this approach as quickly as possible. No one has the time or even the attention span to be bored by a detailed company history and when you ask for the Job Order, you will often be turned away. A better way to market is to educate your potential customer about the value of your service and quickly cover the key WIIFM part (WHAT'S IN IT FOR ME). That means focusing on your results, your testimonials of great service and your superior understanding of the potential client's unique market challenges. Instead of talking about yourself you need to focus on solving their staffing problem and the clear bottom line benefit of using your firm.

In this online training session, you'll discover how you can apply the attraction-marketing model to grow your business without feeling like you're always chasing prospects. You will participate in interactive exercises during this session and have an opportunity to win a free online designed course to boost performance and success for recruiters. Join this training session where we will cover:

- The standard predator model vs. attraction marketing – which approach should you take?
- Attraction marketing techniques that draw clients to you without constant cold-calling
- What kills deals and how to avoid it
- Techniques to boost confidence and motivate yourself and your team to take the right risks
- How to build loyal long-term clients with emotional intelligence tools and resolve conflicts successfully for more placements
- How to create a wealth mindset and vision that helps you brand yourself for success

The future of Partnerships is in COLLABORATION not COMPETITION. Find ways to Partner with other organizations to offer other value-added services and take time to create a WIN-WIN partnership with potential clients. Learn how I get paid even if the role is filled from a referral or another agency.

**Register now for this event:**  
**ATTRACTIONMARKETING**

[https://zoom.us/webinar/register/WN\\_ic7rh7GHTnuz\\_9OpJpf\\_Uw](https://zoom.us/webinar/register/WN_ic7rh7GHTnuz_9OpJpf_Uw)

Wishing everyone a happy and healthy 2021. Stay positive and build great client and candidate relationships.

Patricia (Tish) Conlin is a Talent Solutions firm owner, Speaker and Soft Skills Trainer, 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 offers comprehensive live and on-line training workshops on key leadership and success topics. Visit [TishConlin.com](http://TishConlin.com) to energize your performance and life with a large number of on-line training programs and courses.

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# Is Your Website Mobile-Friendly?

By Thomas J. Allen



Source: Pixabay ~ Photo By Geralt

In the past few years, Google has been pushing for websites to be mobile-friendly, even to the point of penalizing your website search results and listing rankings if your website does not meet their mobile-friendly requirements. Most of this demand was due to the massive increase of mobile phone searches, even surpassing desktop usage in recent years.

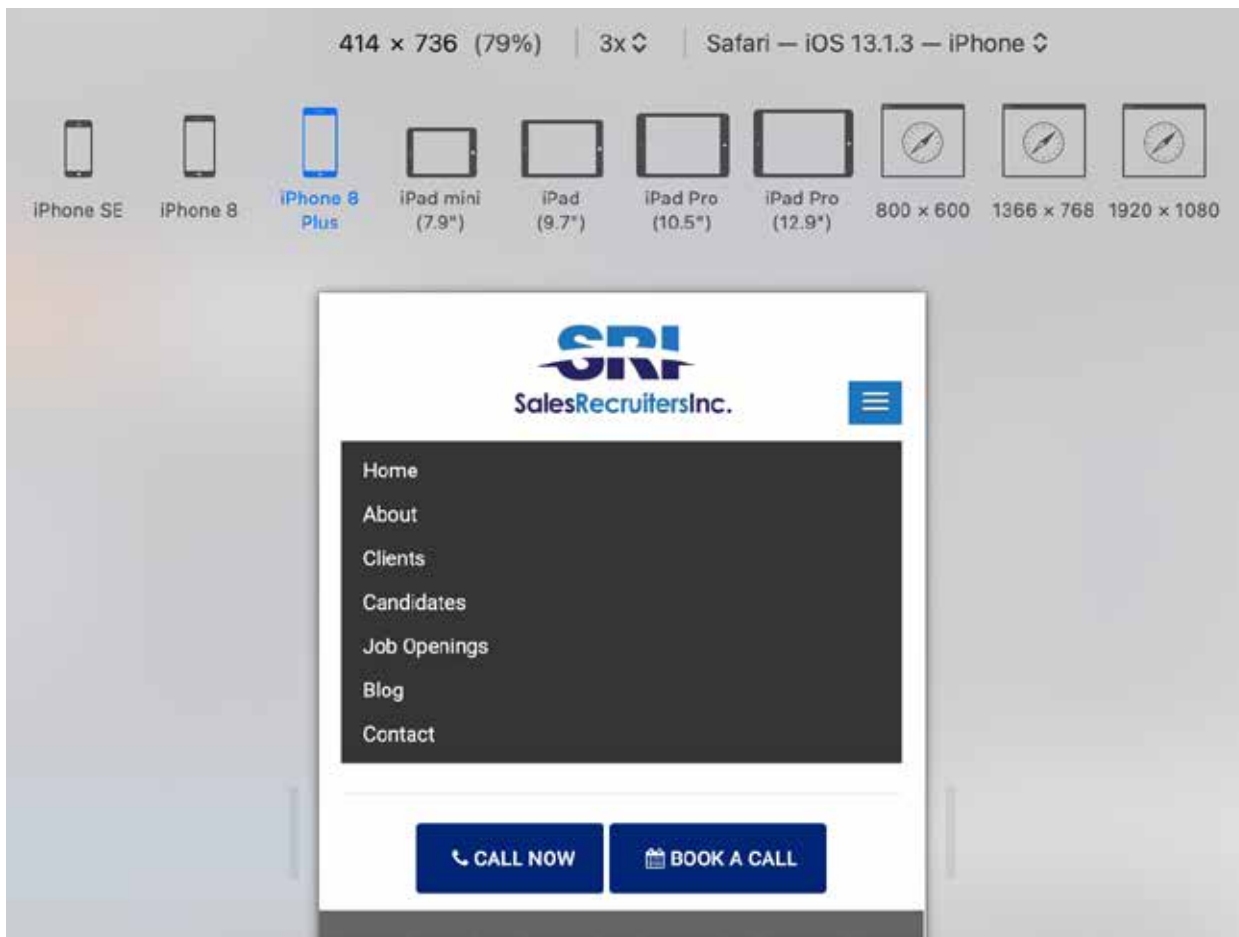
Google announced its “Mobile First Indexing” on April 21st, 2015, and would be set as a permanent default on all new website submissions starting on July 1, 2019. (Ref. <https://developers.google.com/search/mobile-sites/mobile-first-indexing>) This means that they started indexing all websites based on its mobile-friendly compatibility rather than the desktop version that they originally done in the past. This update came when mobile searches started becoming the majority and desktop searches were becoming the minority.

Moreover, according to Statista (Ref. <https://www.statista.com/statistics/277125/share-of-website-traffic-coming-from-mobile-devices/>) mobile devices (excluding tablets) generated 52.6 percent of global website traffic in the fourth quarter of 2019, consistently hovering around the 50 percent mark since the beginning of 2017. This meant website developers and companies would need to take time to ensure they are providing mobile users the best experience possible when visiting their websites.

Lets face it! Google is all about search and data. Google has always aimed to increase the largest number of searches possible. So with the mobile increase and mobile searches on the rise, they were forced to adapt to the most popular means of search results. So, will a non-mobile-friendly website hurt my rankings and traffic? Well, since 2015, in what search engine optimizers have dubbed “**Mobilegeddon**” (Ref. <https://en.wikipedia.org/wiki/Mobilegeddon>), Google officially started rewarding the search rank of mobile-friendly sites while penalizing sites that were not mobile-friendly, by not showing their website links in mobile search results when the searches were done on mobile devices. A digital marketing company called **Blue Corona**, found that websites who did not update their websites to a mobile-friendly platform before the Google’s announcement date were hit with a hefty traffic reduction penalty. This penalty came due to Google dropping their listings and their SEO rankings, which resulted in fewer people seeing and clicking on their website links in search results. The same study found that a large percentage of websites on the first page of Google search results were optimized for mobile-friendly in 2015. The large percentage of those websites that were mobile-friendly conversion rate skyrocket after the upgrades. (Ref. <https://www.bluecorona.com/wp-content/uploads/2015/06/Blue-Corona-Case-Study-Why-Go-Mobile-Friendly.pdf>)

So the cost and benefit of mobile-friendly websites are apparent, and worth the investment to upgrade your websites to meet the new trend of mobility, but what does it really mean to be mobile-friendly? According to Google, it means that your website should not use website plugins not commonly found on mobile phones. For example Adobe Flash which is a discontinued multimedia software platform used for production of animations and required users to install the plugin for the flash file to be visible. Another requirement is the website must use plain text that can be read without having to zoom in like you would if for example your text and articles were in one giant image containing all your text. Also auto adjusting website designs is required so users don’t have to rotate their screen or zoom. The site should auto adjust to every screen size wither in portrait view or horizontal view. A alternative mobile-friendly menu that only appears on mobile as a a drop down or slide out so it is easy to navigate the website.





Google also provides a "Mobile Friendly Test" website to see if your website is mobile-friendly...

URL: <https://search.google.com/test/mobile-friendly>



Editor's Note:

### **Thomas J. Allen | Sr. Web Designer / CEO**

Thomas founded BrainScanMedia.com, Inc. in 2002 with the belief that proliferation of digital media would lead to increased demand for web software, tools and services to enable the easy creation and distribution of custom digital and physical media for corporate applications. Thomas has worn many hats to take the company from concept to reality, developing the technology platform, launching the website, building products and services.

Thomas has a rich background in technology and enterprise development, with prior experience of owning 2 other companies, CRK CyberWorld, LLC., and Mega Tech Software, Inc., prior to this Thomas has been a web solutions consultant for many companies such as PriceWaterhouseCoopers, NYU Online, Fleet Securities, Inc., BusinessWeek, MTV, MTVi Group, ViaCom, Nethod, Kraemer Design, MD Computing Magazine, Grey Direct, BSquared Communications, Barnes and Noble, Operation IT, IN D 500 Filmed Entertainment, and many more. Thomas holds a PC Specialist Degree from International Correspondence Schools, everything else was self-taught. BrainScanMedia.com, Inc. | A Web Solutions Company

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## AICPA and More Than 560 National and Local Business Organizations Urge Congress to Immediately Pass PPP Expense Forgiveness Legislation

The American Institute of CPAs (AICPA) and a coalition of more than 560 organizations representing millions of employers and American workers sent Congressional leaders a letter urging passage of legislation making it clear that expenses related to a forgiven Paycheck Protection Program (PPP) loan are tax deductible. The letter states that without legislation, there is "...the specter or a surprise tax increase of up to 37 percent on small businesses when they file their taxes for 2020."

"At the onset of the COVID-19 pandemic, Congress responded with speed, cooperation and an eye to preventing the worst potential economic outcomes. We ask that you bring that same spirit of urgency and cooperation during this 'lame duck' session to prevent an avoidable catastrophe for millions of small businesses that, without Congressional action, will face a surprising and, in many cases, insurmountable tax bill next year," says the letter.

While the Coronavirus Aid, Relief and Economic Security (CARES) Act was designed to provide relief to businesses by allowing the deductibility of expenses related to loan forgiveness, Notice 2020-32, issued by the Internal Revenue Service (IRS), directly contradicts this intent, instead transforming tax-free loan forgiveness into taxable income. AICPA has made repeated calls for Congress to fix this problem.

"Notice 2020-32 clearly circumvents the original intent of Congress with regard to the PPP program," said AICPA Vice President of Taxation, Edward Karl, CPA, CGMA. "The COVID-19 pandemic has had a severe economic impact on our country and now, more than ever, thousands of businesses need a little extra relief to help them survive. It's critical that Congress acts on this issue immediately and we strongly encourage them to do so."

Karl added, "We continue to hear from state CPA societies, our members and CPAs' clients that the PPP loan allowed them to pivot their business, stay open and keep employees hired during the pandemic. PPP loans have helped organizations manage issues such as supply chain interruptions, sick employees and customers' changing buying habits. To burden businesses with additional, potentially significant taxes at this time does not reflect Congressional intent."

A letter cosigned by State CPA Societies from all 50 states and four territories as well as the AICPA has also been sent to Congressional leadership urging immediate action on this issue.

### About the American Institute of CPAs

The American Institute of CPAs (AICPA) is the world's largest member association representing the CPA profession, with more than 431,000 members in the United States and worldwide, and a history of serving the public interest since 1887. AICPA members represent many areas of practice, including business and industry, public practice, government, education and consulting. The AICPA sets ethical standards for its members and U.S. auditing standards for private companies, nonprofit organizations, and federal, state and local governments. It develops and grades the Uniform CPA Examination, offers specialized credentials, builds the pipeline of future talent and drives professional competency development to advance the vitality, relevance and quality of the profession.

### BACKGROUND:

In August, 2020, the AICPA joined a group of more than 170 organizations in a letter to House Speaker Nancy Pelosi (D-CA) and Senate Majority Leader Mitch McConnell (R-KY) encouraging a technical correction to address the tax treatment of loan forgiveness under the Paycheck Protection Program (PPP).

In November, 2020, the AICPA called upon its members to ask Congress to pass bipartisan legislation S.3612 and H.R.6821 – the Small Business Expense Protection Acts of 2020, or H.R. 6754 – the Protecting the Paycheck Protection Program Act – that will ensure the receipt and forgiveness of PPP assistance does not result in an unexpected and burdensome tax cost.

## Recruitment Firms in Bulgaria, Denmark Join NPWorldwide

NPWorldwide membership expanded during November 2020 with the enrollment of ten new partners. The new member recruitment firms are as follows:

- Gradel Professional Search ([www.gradelprosearch.com](http://www.gradelprosearch.com)), Dallas, Texas, USA
- Management to executive-level roles in: software, aerospace and

defense, space, automotive, engineering, operations, manufacturing, supply chain, finance, and accounting

- Dahl & Kjærgaard ([www.dk-hr.dk](http://www.dk-hr.dk)), Copenhagen, Denmark
- Focusing on renewable energy
- Richard & Associates HR ([www.richardandassociateshr.com](http://www.richardandassociateshr.com)), Houston, Texas, USA
- Generalist recruitment firm with concentrations in audit, auditor, healthcare, nurses, engineers, CNC machinist, medical devices, supply chain, maintenance, refrigeration, medical
- Slade Group ([www.sladegroup.com](http://www.sladegroup.com)), Melbourne, Victoria, Australia
- Areas of specialisation: business support & shared services; consumer, retail & sport; digital, sales & marketing; education & government; financial services; infrastructure & engineering; and property & construction
- Asianet Consultants ([www.asianetconsultants.com](http://www.asianetconsultants.com)), Hong Kong
- Focus on the following markets: apparel & luxury; advanced technology; chemical, oil & gas; energy & environment; engineering & manufacturing; finance & human resources; IT & telecommunications; leadership & board services; logistics & transport; medical devices; pharmaceuticals & life sciences; universities & NGO; sales & marketing; retail & FMCG; supply chain; and talent mapping
- Emerge Partners ([www.emerge360.com](http://www.emerge360.com)), Rochester, New York, USA
- Executive and professional recruitment services for clients across multiple industries in the United States and around the world
- HR Consulting Partners ([hrbp.bg](http://hrbp.bg)), Sofia, Bulgaria
- Recruitment and employer branding, payroll and HR administration, organizational development, career coaching and outplacement
- THE resources HUB ([therh.com.au](http://therh.com.au)), Perth, Western Australia, Australia
- Careers, talent, recruitment, and managed business services company dedicated to industries including agricultural, civil, construction, defence, energy, engineering, government, marine, mining and oil and gas
- Sapient Search Group ([www.sapientsearchgroup.com](http://www.sapientsearchgroup.com)), New York, New York, USA
- Recruitment services for venture-funded startups across various tech verticals, placing executive, revenue-generating and technical positions
- Herrth International ([herrth.com](http://herrth.com)), Melbourne, Victoria, Australia
- Strategic focus on the construction, mining, infrastructure and consulting sectors

"Congratulations to each of our new member firms," said Dave Nerz, president of NPWorldwide. "By joining the network, these recruitment firms are invested as owners. Our continued membership growth allows independent recruitment firms to more effectively serve their clients and candidates by adding or increasing split placements."

NPWorldwide 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 NPWorldwide. NPWorldwide 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](http://www.npaworldwide.com) or [www.npaworldwideworks.com](http://www.npaworldwideworks.com).



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