

How Great Marketing Can Help You Overcome "The Great Resignation"

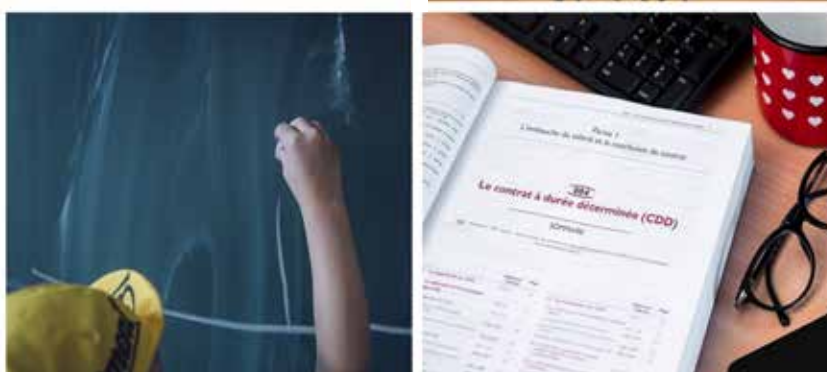
2 Firms Offering Tons Of Value Navigating Covid-19

Owners Only Retreat? Why?

Build A Better Team ... With Temp And Contract Placements!

The State of Online Recruiting 2021: Top 5 Survey Findings

Check out our New Website!



Contents



- 5 Attending Conferences This Fall? Get the Most Bang for Your Buck
- 8 The Future American Workplace: Changes and Challenges
- 10 How Great Marketing Can Help Overcome "The Great Resignation"
- 13 2 Firms Offering Tons Of Value Navigating Covid-19
- 16 Build A Better Team ... With Temp And Contract Placements!
- 18 It's NOT Time to Make the Donuts?
- 20 Overcoming our Biggest Challenges to be More Productive
- 23 Owners Only Retreat? Why?
- 24 Listening to the job seeker is the key to winning back the workforce
- 26 The State of Online Recruiting 2021: Top 5 Survey Findings



In Every Issue. . .



14 Coach Mike ~ Business Development

17 Owners Outlook ~ Stop Managing And Lead



21 Growing Companies ~ Using Your of Direct Hire Profits

25 Trends

27 News Releases



**NATIONAL COALITION OF
HEALTHCARE RECRUITERS**

OUR SERVICES ARE UNPARALLELED:

PASSIVE CANDIDATE PROGRAM • COALITION MEMBERS • MARKETING CO-OP PROGRAM
RESIDENCY/FELLOWSHIP DATABASE • CANDIDATE DATABASE

WWW.NCHCR.COM 304-699-5426

Letter From The Editor

Good things are happening this fall with face-to-face meetings! See your peers again after over a year hiatus. Should be fun and educational.

Learn from the best industry leaders and trainers to find out what solutions others have found to work in this new normal. Handle the questions candidates pose on working from home or going back to the office. Are clients willing to offer flexible office hours? Are they also willing to up the hourly wage to attract and keep contract workers showing up to work?

There are many new business models to follow so find out how they are providing solutions to the virtual meetings, on boarding and training new employees. What are the new hot niches? How can you find that qualified candidate in this candidate market?

There are lots of questions floating around. Find answers and solutions that other recruiters and staffing professionals are willing to share with their peers. We have some of those thought leaders offering advice in this issue covering many of these topics.

See a list of events happening this fall in this issue or at eminfo.com. Remember to take notes at conferences and implement one or two ideas that will recharge your team. Help your team finish 2021 strong. Only one full quarter remains when we end September! Make it a good one and a great year!

Happy Recruiting!

Pat Turner

DID YOU KNOW?

*During the conference, attend networking sessions and parties. These are great opportunities for you to connect with other staffing companies similar to yours and see what they are doing. It's also a chance for you to gain new ideas and see a fresh perspective on your business. pg 6

* A new study released by Leadership IQ, a leadership training and engagement employee engagement survey firm, has found that only a quarter of business leaders feel their workforce is thriving emotionally and mentally at the present time. Further examination of the report cited in a recent edition of Forbes, suggests that the layoffs, furloughs and dismissals caused by the pandemic have been stress and anxiety producing for both the unemployed victims and the workers fearful for their career status and security. pg 8

* More than in-person meet-and-greets and calling on your old network of industry professionals, a marketing plan specifically designed for staffing agencies is perhaps the most effective tool to nurture leads and to source and hire plentiful, exceptional talent. pg 11

* Not only can a staffing agency help with hiring, but they can also help you navigate Covid-19 employer requirements. Good staffing agencies keep up to date with all employer policies and mandates - federal and state. pg 14

*If you have people on your team who are reluctant or seem disengaged, be prepared with standby personnel who can step in. You cannot afford to risk your good relationship with your clients by a lackluster response to their labor needs. pg 16



Events & Trainings

NAPS Conference

Sept 26-28

Henderson, NV at Green Valley Ranch Resort Spa & Casino.

www.naps360.org

Owners Only Retreat

Oct 13 – 15

In person at the DoubleTree Sonoma in Rohnert Park, CA.

www.cspnet.org/events

Midwest Owners and Executives Retreat

Oct 14 – 15

Wingspread Conference Center- Racine, WI

<https://issaworks.wildapricot.org>



Have a Webinar or Virtual Training you'd like to promote?

Contact us Today: 314-560-2627 or Turner@eminfo.com

2021
CSP Owners Retreat!
October 13- 15th
Sonoma Wine Country!
Hilton Doubletree Inn
Refresh ~ Rejuvenate ~ Revitalize~ Renew

- Golf
- Wine Tasting Tour
- Poker Tournament
- Paint -n-Sip
- Two All -New Keynote Speakers!
- Focused Roundtables
- You Be The Judge



Attending Staffing Conferences This Fall? Get the Most Bang for Your Buck

By Jennifer Roeslmeier

It's that time of year again when companies are preparing to attend all of the major fall staffing conferences! With conferences taking place in a virtual environment last year, there is even more anticipation to finally be back to in-person events this year. Whether you are attending one of the national conferences or a local one, making the most out of the conference is important. You don't want to spend the time and money to attend a conference if you aren't receiving a lot back in return. So, how do you make the most out of your fall conferences? Below is a check list of ways you can prepare, things to do during it, and follow-up items after the show, to help you get the greatest return on your investment!

✓ **Research Presenters and Sessions Ahead of Time**

Before you arrive at the conference, check out the sessions ahead of time and select which ones you want to attend if multiple are taking place at the same time. You don't want to land up in a session that is irrelevant or not valuable to you after spending money to attend. Attend the sessions that you will get the most out of. *Check to see if there is a conference app to download as*

well. Conference apps will usually show the schedule, exhibitors, a map, etc. Sometimes there is even an option to network and connect with other attendees in the app itself!

✓ **Divide and Conquer**

If you plan to attend the conference with other co-worker's, plan to divide and conquer the schedule. You will get the most out of the conference if you split up and attend different sessions. You can then regroup after the session and once you arrive back at the office to educate one another on what was discussed.

✓ **Make Appointments Ahead of Time**

Conferences are a good time to connect with other staffing professionals you know in the industry. If there are a few contacts you want to connect with, reach out to them ahead of time and see if you can schedule time during a break or after the day's agenda to grab a drink or dinner. This will help you manage your schedule so you are making the most out of your time.



Additionally, if there are any exhibitors you wish to visit, try scheduling an appointment with them ahead of time as well. Conferences are a great time to talk to vendors in the industry. If you have an appointment ahead of time, they will be able to tailor your meeting to your company and better prepare to meet with you, then if you were to just stop by. Some vendors will even show you a demonstration at the conference if you wish to see a demo of their product. By the end of your meeting, you will hopefully have a good understanding if they are a company you want to look further into partnering with!

✓ **Disconnect from the Office**

As hard as it might be, try to disconnect from your email and phone during the sessions. You can take any needed time to respond back to emails and make calls during your breaks. If you are multitasking throughout the session, it will be hard to pay attention and retain the information being discussed. There is almost no point of even attending if the time isn't spent focused on the presentations.

To avoid distractions, simply turn your phone off or put it on silent. Also, remember to put your out of office on stating you will be unavailable. That way anyone trying to get in touch with you, will know you won't be able to respond immediately.

✓ **Take Notes**

It's easy to sit and listen in each session, but remember to also take notes. By the end of the next session, you won't remember what you learned in the last one. Take notes throughout so you remember key points that were made. If it helps, at the end of each session you can even jot down your top three takeaways.

As a food for thought, [statistics](#) show that taking notes by hand is more effective than taking notes through a computer or tablet. You are able to retain the information better and remember it. This might be something worth considering! It will also help you avoid being distracted from emails and messages coming in.

✓ **Connect with Speakers**

If there is a speaker that stands out or perhaps is someone that would be worth connecting with, introduce yourself after the session and get their business card. After the conference, you can then connect with them on LinkedIn and stay in communication. You may even consider sending a thank you email or note to them after the conference as an additional gesture. The speakers presenting are

industry experts and are good connections to stay in touch with. Down the line, you never know if you will need their advice or perhaps even have an occasion to partner together!

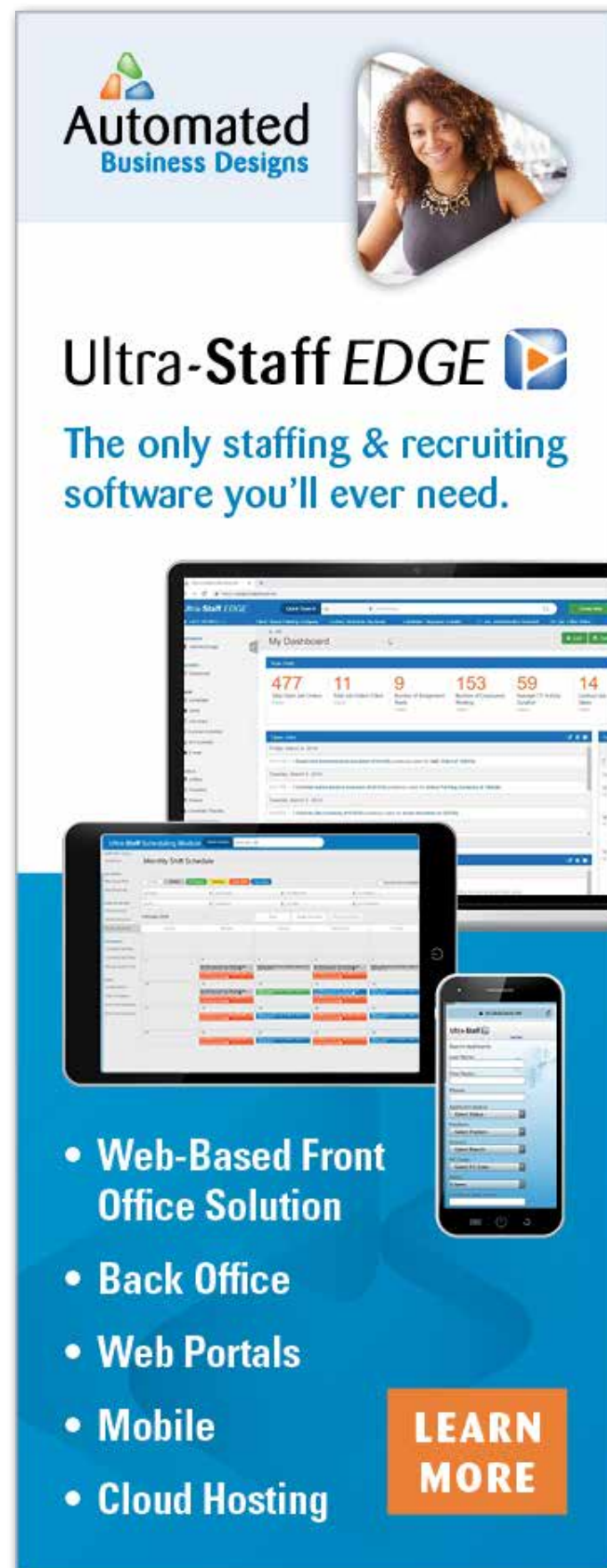
✓ **Network**

During the conference, attend networking sessions and parties. These are great opportunities for you to connect with other staffing companies similar to yours and see what they are doing. It's also a chance for you to gain new ideas and see a fresh perspective on your business.

Be sure to pack those business cards too! As you are connecting with speakers and other attendees, the best way to stay in contact is by passing out your card.

✓ **Visit Exhibitors**

We discussed making appointments with exhibitors a little bit earlier. Of course, an appointment isn't necessary to visit an exhibitor, unless there is one you know you want to see then it might be beneficial to contact them ahead of time. Regardless if there is a specific exhibitor you want to see, take some time to visit the exhibit hall. Exhibitors take the time to be at the conference as a resource to you. You may find some vendors you didn't know existed or come across a product or service that will be beneficial for your company. Exhibitors help you learn about the resources and technology available to you to help your business grow. If anything, you can take home some cool swag!



Automated Business Designs

Ultra-Staff EDGE

The only staffing & recruiting software you'll ever need.

- Web-Based Front Office Solution
- Back Office
- Web Portals
- Mobile
- Cloud Hosting

LEARN MORE



Editor's Note: Jennifer Roeslmeier - Senior Digital Marketing and Brands Manager at Automated Business Designs. Automated Business Designs develops the enterprise class staffing and recruiting software solution, Ultra-Staff EDGE. Designed for temporary, direct hire, and medical staffing, Ultra-Staff EDGE offers a full-featured business solution that includes front and back office, onboarding, web portals, mobile, data analytics, and scheduling. For more information on Ultra-Staff EDGE, visit www.abd.net or schedule a demo to see the difference an all-in-one staffing software solution could make for your business.

✓ **Make a Trip of It**

For the past year and a half, we have been stuck in the life of COVID. You may not have been able to take a lot of trips or have a getaway. A conference is the perfect opportunity to turn it into a longer trip! Either before or after the conference, stay a few extra days in the area. You can even invite the whole family to come out and join you for a mini family vacation!

✓ **Hold a Lunch and Learn When You are Back**

Once you return to the office hold a lunch and learn session with your team. This is a chance for the whole team to also learn from the tips and ideas you brought home from the conference. You and other attendees can put together your notes and present key takeaways. Bringing back all of the knowledge with you and sharing it with your team, is one of the best ways to get the most bang for your buck!

✓ **Set Action Plan and Next Steps**

After your lunch and learn session, hold a follow-up meeting to discuss any ideas that stood out to you that you would want to try implementing at your staffing company. This meeting can be used for discussion and even as a brainstorming session to see how you can put these ideas into action, specifically at your company. At the end of the meeting, be sure to have an action plan and delegate tasks so the ideas, don't just remain ideas. This last step can be one of the most important steps, where your learnings become part of your company strategy. Soon after you may even begin to see a tangible return on your investment!

See you there!

I hope you found this check list helpful as you prepare to attend staffing conferences this fall! Conferences present a rare opportunity for staffing companies to take a step back and really dive into the state of the industry to learn about where the industry is heading and current trends. Sometimes it's hard to step back and see your business from a fresh pair of eyes, as you are busy going about day-to-day activities. Conferences though help you begin to think outside of the box and help you come up with new initiatives to take back with you. And let's not forget about the exhibitors available to show you technology and services available to help your business thrive!

Stop by the Automated Business Designs Booth (Ultra-Staff *EDGE* Staffing Software)

[Automated Business Designs](#) will be at several upcoming conferences to share with you our all-in-one staffing software solution, [Ultra-Staff *EDGE*](#). We will even be available for a live demo so you can see it in action! Come stop by our booth at the following conferences and pick-up a ring-light for your computer so you can always have the perfect light on your Zoom® calls!

[Staffing World 2021](#) Visit Booth 508 | Sept 28th-30th
[NAPS 2021 Annual Conference](#) Visit Booth 13 | Sept 26th-28th Register with our promo code **2021 DISC** & receive \$100 Off
[2021 SIA Healthcare Staffing Summit](#) | Nov 3rd-5th
[2021 Midwest Owners & Executives Retreat](#) | Oct 14th & 15th
[2021 WASS Legislative Conference](#) | Nov 11th

 Members Login

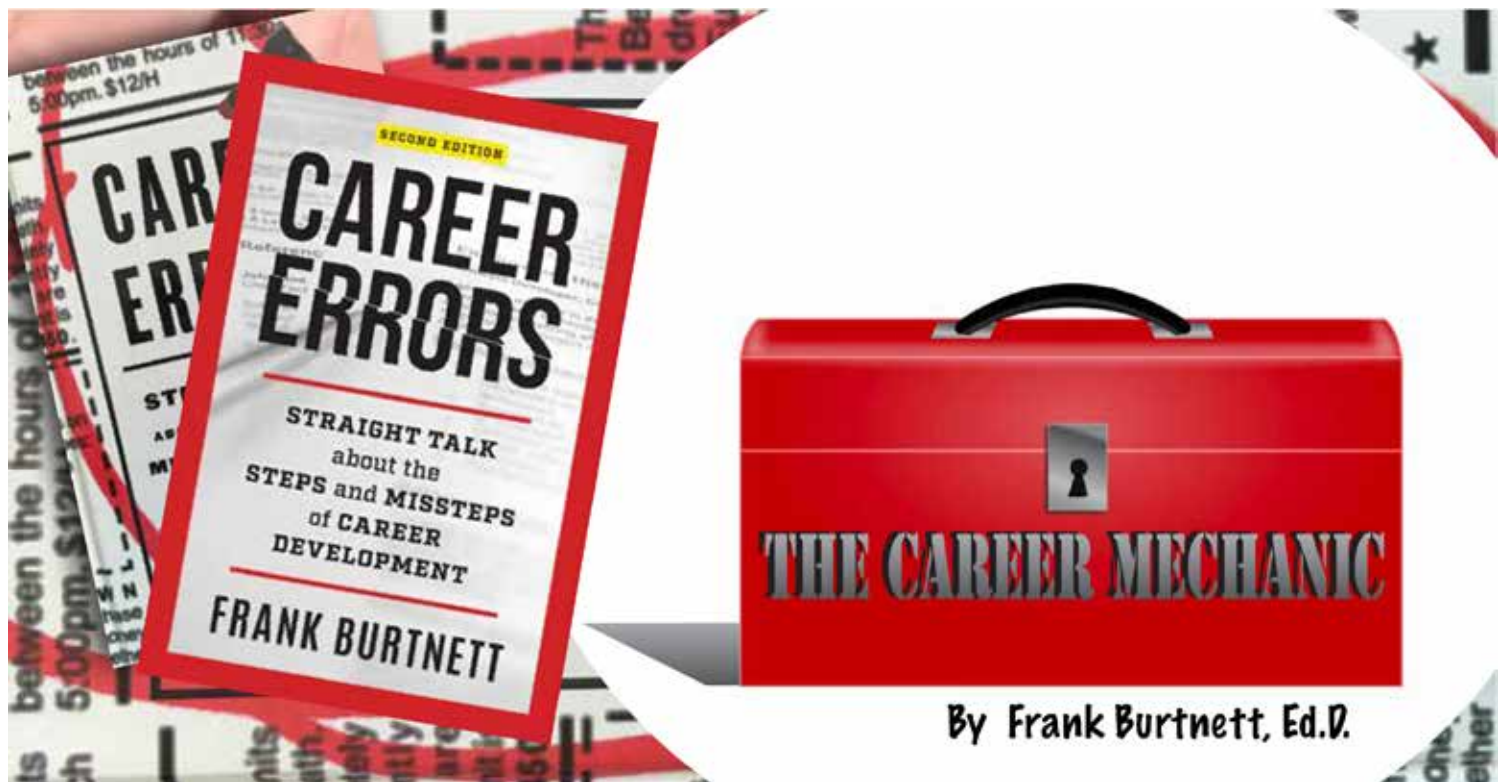
MEMBER LOGIN

Become a member Today

NEW trainings & webinars!

Subscribe





The Future American Workplace: Changes and Challenges

As the nation moves toward the final quarter of 2021, the effects of the coronavirus pandemic on the future American workplace remain in a state of experimentation and testing. Steps taken during 2020 and earlier this year to identify operational mechanisms that would sustain the employer's business model are now under scrutiny by employers to determine which are worthy of becoming a part of the "new normal." The employer's goal is to restore or exceed performance and production levels that were disturbed by the coronavirus pandemic and then further interrupted by the delta variant once adjustments were created and put into action. Most notable among these was the explosive expansion of remote work that was forced to occur to keep operations flowing during these catastrophic times.

When the pandemic slows and eventually ends, businesses, firms, organizations, institutions and other employers are going to have to determine what lessons were learned during 2020 and 2021 and which of those work protocols and practices are valuable enough to be made permanent. Employees will then be required to make any adjustments required by these modifications in order to have normalcy once again.

Impact Assessment is the First Step

A new study released by Leadership IQ, a leadership training and engagement employee engagement survey firm, has found that only a quarter of business leaders feel their workforce is thriving emotionally and mentally at the present time. Further examination of the report cited in a recent edition of *Forbes*, suggests that the layoffs, furloughs and dismissals caused by the pandemic have been stress and anxiety producing for both the unemployed victims and the workers fearful for their career status and security.

Working from home or any other remote location, wearing masks and practicing social distancing, isolation from managers, supervisors and colleagues and adjusting to an entirely new set of reporting and communications exchanges (i.e. zoom meetings, etc.) are just a handful of the circumstances that have heightened "burnout" among the total workforce, but most notably among high performers. Emotional and mental challenges of this nature and magnitude demand continued employee assessment and engagement studies as the pandemic subsides and any changes become permanent.

Since the delta variant has interrupted plan to the return of employees, the additional time is going to extend all opportunities for employers to engage in pulse taking and employees to assess where they are in respect to their individual career plan. The Washington Post recently reported that Apple has delayed a planned return of its employees until January of next year. This action follows postponed openings set for September and later in the fall. Other employing giants are facing adjustments in their return-to-work plans now have an extended opportunity to engage the workforce and allow them to help shape how their workplace is going to look. Before leaving the impact of the coronavirus on the future, it is worth noting that employers and human resource professionals are placing a new premium on the impressions, attitudes and feelings of their workers by asking them the 4Ws --- what is working, what is not, what can be fixed and what should be made permanent in the post COVID workplace. Such engagement is recognized as a key contributor to employee retention.

Questions Requiring Answers

As the American workplace heads late into a second year of COVID19 challenges, employer and employees are

asking many questions and seeking to determine how their answers will change the way work is conducted in the future. The following five groupings, not exhaustive in any fashion, are representative of those requiring answers:

1. Is the pre pandemic work model salvageable as it is or with modification? If yes, those adjustments should be considered, finalized and up and running when the doors swing open again. What factors must be present to return to full on-site work (or some variation) again. What factors must be present for a full return to occur?
2. Should a full return occur what protocols and practices were used over the pandemic that resulted in positive outcomes worthy of permanent adoption? Remote work, whether full or of a hybrid (partially in and partially remote) or in some other form is here to stay and both employees and employers must recognize, prepare for and accept it. Most affected, and likely the most resistant to change, will be experienced and senior workers who see little reward for the adjustments they will need to make this late in their career.
3. If a mix of remote and hybrid work, flexible scheduling and other practices are determined to be the best course of action, what in-service training and staff development experiences will be required to bring the entire workforce up to a level of competence needed to meet this challenge? Any "best practices" that have sustained or improved performance and production should be incorporated in any training, mentoring or team development activities in order for them to be comprehended and treated as the "new normal."
4. Have the coronavirus pandemic and the innovations that had to be inserted in the remote work model altered the manner in which employees view their specific employment and personal career development?

Correspondingly, are employers more open to innovation and change resulting in a different workplace culture and environment?

5. When the COVID19 threat is in the rear view mirror, will high performers be satisfied to simply return to a "business as usual" or any of the new models being offered by their current employer? Or will they have monitored their career sector changes to a point that they recognize that the "grass is greener" elsewhere and wish to relocate for career growth opportunities found elsewhere? Will they be active or passive candidates for such a move?

Closing

If there is a "silver lining" to be found anywhere in the workplace disruption that has occurred, it would be that increasing numbers of people are using the pandemic as an incentive for career examination and reflection. Some human resources observers have even suggested that the pandemic period has caused some to work harder, take the security of their careers more seriously and use what has been an emotional and traumatic period as a catalyst for improving both their competencies and their work ethic.

In the next Career Mechanic, (EMinfo November 2021) I will delve deeper into the changes and challenges the coronavirus pandemic has required for individual career survival, with emphasis on how any or all of these factors are going to affect occupational knowledge and skillset acquisition and require future workers to possess different traits and characteristics. These adjustments will have a profound effect on how schools, colleges and other training providers, as well as on the search and staffing professionals wishing to guide then toward their "right fit" employment.



© Education Now, 2021

The Career Mechanic is a treatment of a career development issue or problem by Frank Burtnekt, Ed.D., an educator, counselor, author, and consultant. Dr. Burtnekt 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 (2019). Publisher: Rowman & Littlefield and other writings.

To learn more about *Career Errors* visit: <https://rowman.com/ISBN/9781475848410>. EMinfo readers can receive a 20% discount by inserting RLEGEN2020 when prompted for a discount code. Direct future topics suggestions for The Career Mechanic and other inquiries to Dr. Burtnekt at ednow@aol.com

EMinfo readers can receive 20% off discount by inserting RLEGEN2020

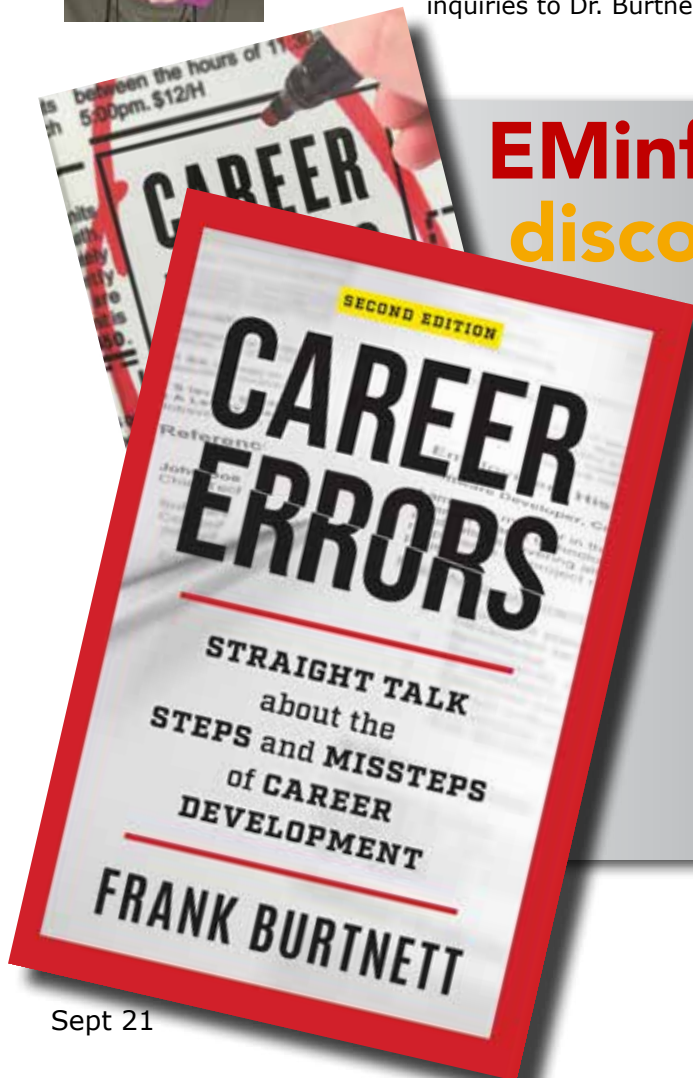
Topics are drawn from Dr. Burtnekt's book, ***Career Errors: Straight Talk about the Steps and Missteps of the Career Development Process***

(Rowman & Littlefield Publishing Group)

& represent those witnessed regularly by search & staffing professionals.

Purchase his book online

Click Here to Order



How Great Marketing Can Help You Overcome “The Great Resignation”

The job market in 2021 is shaping up to be known as “[The Great Resignation](#).” Almost every company in every industry under the sun is feeling the pain of not being able to find and hire quality talent fast enough.

Conventional strategies of finding job seekers are not working. The old messaging is no longer creating leads.

That’s where staffing and recruiting agencies come in. More specifically, *marketing* for staffers and recruiters.

That is why many staffing and recruiting companies are turning to [marketing agencies](#) with niche expertise in their industry. They’re looking for [content marketing](#) and digital marketing campaigns that can help them navigate this incredibly difficult time.

Read on to learn how marketing for staffing agencies can make the difference in solving for a [historically high shortage of workers](#).

Why Conventional Staffing/Recruiting Strategies Aren’t Working After the Covid Shutdown

The job market in 2021 is shaping up to be known as “[The Great Resignation](#).” Almost every company in every industry under the sun is feeling the pain of not being able to find and hire quality talent fast enough.

Conventional strategies of finding job seekers are not working. The old messaging is no longer creating leads.

That’s where staffing and recruiting agencies come in. More specifically, *marketing* for staffers and recruiters.

That is why many staffing and recruiting companies are turning to [marketing agencies](#) with niche expertise in their industry. They’re looking for [content marketing](#) and digital marketing campaigns that can help them navigate this incredibly difficult time.

Read on to learn how marketing for staffing agencies can make the difference in solving for a [historically high shortage of workers](#).

A Digital Marketing Strategy Can Beat the Odds

Currently, employers and job seekers seem locked in a stalemate.

Many workers are simply unable to return to the workforce. For many working parents, childcare is still prohibitive or simply unavailable. And the Delta Variant is further complicating a robust return to work for those with preexisting conditions, and even for those who’ve [received the COVID-19 vaccination](#).

But for those job seekers who are actively looking for work, they are returning to the labor market with a newfound perspective and bargaining power. They know they are a limited and highly sought-after commodity – the definition of a [candidate-driven market](#).

It is not a coincidence that the employers who fail to recognize this shift and assume workers are eager to [return to an unchanged labor market](#) are experiencing a labor shortage.

On the other hand, it would seem equally unlikely that employers would be able to simply raise wages and offer generous benefits while remaining solvent, let alone profitable.

So where do we go from here?

The way around the stalemate is through marketing. And again, specifically marketing for staffing and recruiting agencies.

Why Content Marketing for Staffing and Recruiting Agencies is the Solution to the Worker Shortage

The power of attracting candidates with a [marketing strategy uniquely crafted for staffing and recruiting agencies](#) is undeniable.

More than in-person meet-and-greets and calling on your old network of industry professionals, a marketing plan specifically designed for staffing agencies is perhaps the most effective tool to nurture leads and to source and hire plentiful, exceptional talent.

During any other time, in a regular labor market, these [crucial digital marketing tactics](#) would include (but are not limited to) things like:

- Ensuring your firm has a robust [marketing automation strategy](#) to remain top of mind without wasting time and money on repetitive tasks.
- [Optimize your recruiting strategy](#) so that when you find you can beat the competition and provide quality talent at a moment's notice.
- Building your [brand credibility](#) to promote your agency as the premier solution to employer's hiring challenges and job seekers' search for employment.

But in this market, it takes more than just [showing up](#) for your clients and potential job-seekers.

Now, more than ever, the strategy to attract talent is in *changing the narrative* with [your marketing content](#).

PARQA

Grow Your
STAFFING FIRM
Through Digital Marketing

Our "new normal" requires a new, digital approach to business. Discover how you can grow your staffing firm's ROI through digital marketing.

GET A FREE MARKETING CONSULTATION

The advertisement features a man and a woman in business attire looking at a tablet together. The background is dark with a city skyline visible.

Job Seekers and Employers Want Good News

This is a difficult time for everyone. People are looking for good news. Where there is a lack of jobs, workers are looking for better opportunities. Where there is seemingly no good talent to be found, your content can describe the unique steps you're taking to nurture plentiful, highly qualified talent.

It would be highly advantageous if your agency creates a positive spin on the current market. You could do this in a variety of ways:

- Highlighting your industry partners who are adapting to the new normal, and raising wages, benefits or making strides to create a better work culture.
- Doing a series on specific job openings. Get in the weeds and describe how [one specific job for which you're recruiting](#) is solving a previously unsolvable problem and creating avenues to success and new opportunities.
- Showcase industry success stories on how high-performing employees are being recognized and rewarded for a job well done. Do any of your clients have a rewards program? How is your marketing strategy communicating that to job seekers?
- Do any of your clients have an employee development program? If so, that content would be highly beneficial for leads who are looking to advance their career.
- Workers are looking for better working conditions. Develop content around [company culture](#) and find creative ways to deliver that content in a way that resonates with the current needs of today's workers.

To put it simply, your clients and candidates need reassurance that everything is going to be okay and you're the one, in spite of the odds, who can help to get them to a better place.

The key to creating content with the best messaging is to partner with [a marketing agency](#) that specializes in your industry. Your marketing partners will help you highlight the many positive elements of our current labor market, and to create the positive narrative job seekers are looking for.

Partner With Parqa to Create Game-Changing Marketing Content

With Parqa, your marketing content will empower your staffing and recruiting firm to overcome what seems to many an impossible labor market.

With the correct messaging, your clients will be able to withstand "The Great Resignation" and come out of this turbulent time as leaders in their industry.

[Contact Parqa today](#) and get started on a unique content strategy that can turn the narrative on its head and create the excitement job seekers and employers are looking for!



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 Forgyce Letter, EMinfo, Star Tribune, & Monster.com.

2 Firms Offering Tons Of Value Navigating Covid-19

By Lynn Connors

Nobody wants to hear about Covid-19 anymore, it's like a sequel to a movie no one wants to see. But, unfortunately, the Delta variant has emerged and recently Lambda, the latest variant, was designated a variant of concern in June. As additional variants emerge, everyone needs to decide how we are going to live with and through Covid.

Staffing agencies and travel advisors impact on their clients

I had this thought of the similarities between a staffing agency and a travel advisor. Both are indisputably beneficial to use, but even more so right now. Why? Because both can help you navigate all the aspects of hiring and traveling through a pandemic. Good agencies and advisors are experts in all aspects of employment and travel, and are undoubtedly needed now more than ever.



The labor laws and practices to be aware of and educated on while hiring that surround Covid can feel insurmountable. Similarly, policies regarding vaccination and testing change daily and in each location for those who want to travel.

Staffing agencies and travel advisors absolutely have to "be in the know" regarding Covid, each and every day for their clients.

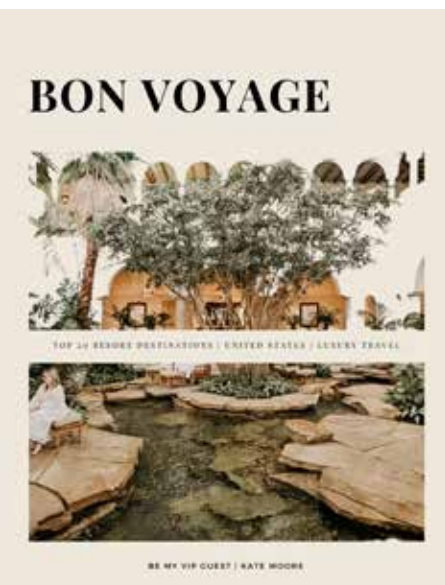
Kate Moore with [Melted & Moved Travel Design](#), shared about her most recent experience as a travel advisor over the past year "we live in a world that focuses on technology and while we certainly take advantage of the tools at our disposal, the collective knowledge we achieve through relationships is what makes us an invaluable asset.

Our clients give us control of protecting not only their financial resources but their time, the most important commodity. We do not have a magic wand to predict the future but we have the experience, resources, and personal desire to advocate for you. This is something the internet can never replace."

Travel advisors are quite similar to staffing firms in this manner. The relationship staffing firms have with their clients and their employees make them an invaluable asset. After working in a staffing firm for years, we knew our clients inside and out. We understood what made a perfect candidate for them, we knew their company culture and work environment and therefore which of our employees would like the role at each firm and would be the best fit. This type of understanding doesn't happen overnight and its value is completely understated. It's critical to both the client and employee.

Travel advisors are meticulous in ensuring your time and money is scrupulously invested

Isn't planning a vacation similar? It is such a large investment of your time and money. Vacations don't come with do-overs. Travel advisors travel the world and if they have not personally vetted where they are sending you, their partner agency has. They also have access to innovative vacation packages and exclusive events that only they are privy to through their travel consortia members. Tours, excursions and dining can all make or break your trip and would require so much more research on your part, without a travel advisor, who already knows the best operators and restaurants to recommend.



Additionally and paramount right now, constant vigilance is needed in our ever-changing world. Even outside of Covid there are natural disasters, political upheaval, airline industry modifications and more to consider with each destination you wish to visit.

While searching for a job or hiring an employee, or booking your own travel can both be navigated on your own, these are really



big decisions with many moving parts. And they are decisions you make occasionally, maybe once or twice a year. Wouldn't you rather rely on a firm who makes these decisions literally every hour of each day?

Staffing agency resources for Covid

The experience, resources and information at a staffing firm's finger tips are invaluable if you are seeking a new role or new employee.

Employer Role: Covid-19

And, directly from the [United States Department of Labor/OSHA](#), here are just some of the roles required of employers regarding Covid-19:



In light of evidence related to the Delta variant, the CDC updated its guidance to recommend that even fully vaccinated people wear a mask in public indoor settings with a substantial transmission, or if they had exposure to someone with Covid without a

negative test

Facilitate employees get vaccinated by granting time off to do so or recover from side effects

Businesses with 500 or less employees may qualify for tax credits through the American Rescue Plan with paid time off through 9/30/21



Employers should consider working with local public health authorities to provide vaccinations in the workplace

OSHA suggests employers adopt policies that require vaccines or undergo regular Covid-19 testing, in addition to wearing masks and physical distancing if unvaccinated

Instruct infected, unvaccinated employees who have had close contact with positive Covid person, and all workers with symptoms, to stay home from work

Fully vaccinated and exposed to suspected or confirmed Covid cases should get tested 3-5 days after exposure, wear a mask indoors for 14 days or until they receive a

negative result

Not vaccinated should be tested immediately and if negative test again in 5-7 days after last exposure or immediately if symptom develop

Ensure absence policies are non-punitive, eliminate/revise policies that encourage workers to come to work sick

Implement physical distancing in all communal work areas for unvaccinated and at-risk

Provide face coverings or surgical masks as appropriate

Educate/train workers on Covid -19 policies and procedures with format and language they understand

Suggest/require unvaccinated customers, visitors, guests wear face coverings in public-facing workplaces

Maintain ventilation systems

Routine cleaning and disinfections and 24 hours required after confirmed exposure

Record/report Covid-19 infections and deaths on OSHA's Form 300 log

This is a huge list to keep up with as an employer, is it not? How do you have time to run your business and perform all the hiring steps needed to advertise, recruit, interview, screen and onboard a new employee at the same time?

Not only can a staffing agency help with hiring, but they can also help you navigate Covid-19 employer requirements. Good staffing agencies keep up to date with all employer policies and mandates - federal and state. This is how a staffing agency can truly serve as your HR department, or an extension of your current one.

Key benefits of working with a staffing agency

Malone Staffing shares [three key benefits](#) of working with a staffing firm during Covid are flexibility, lower costs and hiring qualified employees. "Not only does your organization need flexibility in this time of economic

ONE, AND DONE

COATS
Staffing Software

” THANK GOODNESS WITH COATS I CAN DO IT ALL. YOU GUYS ARE THE ABSOLUTE BEST IN THE INDUSTRY. **”**

Theresa Monroa,
Glendora Employment Agency

1 - 800 - 888 - 5894

SELL, ADVERTISE, RECRUIT, ONBOARD, VET, PLACE, PAY & INVOICE, AP & GL

insecurity but also when managing unexpected or temporary demands. A staffing partner can provide your organization with candidates for COVID-19 related projects, seasonal or peak workflow, or when you have vacancies and absences, such as vacations, disability leaves, or sudden departures.”

Your firm is able to be more flexible with current employees if you have enough staff members to get required work done. Temporary employees can help fill gaps if some permanent members are out sick, need time off, are working remotely, if your firm is in its busy season or if business has really picked up due to Covid-19.

Costs can be reduced in using a staffing agency in many ways. One would be to add temporary staff to reduce overtime. Another would be to use a staffing firm’s temp to hire option as a way to screen candidates to ensure they are qualified by working on the job in your environment and company culture. Your temporary employee will be screening your firm, the role and co-workers at the same time saving you both a tremendous amount of time, effort and money.

Staffing Agencies and Travel Advisors provide tons of value, surround yourself with experts who know you

Again, it seems obvious to rely on resources that are heavily educated and researched, rather than on your own understanding. And, staffing firms and [travel advisors](#) are two great examples of firms providing a tremendous amount of value if you are looking to work, find employees or to travel right now. Once these services are utilized, these firms establish lifelong clients and referrals are their number one future customer source.

It’s critical to surround yourself with experts who know you, and your needs. These long term relationships are designed to improve over time as we collaborate initially and gain your trust to offer valuable insights and suggestions for years to come. Protect your time, focus on your area of expertise and outsource the rest. From vacations to new employees, it’s all in the details and process to achieve an incredible end result.

Managing staffing agency data

Covid-19 adds another layer to the significant amount of details and information a staffing agency already needs to record, search and store.



[COATS Staffing Software](#) can manage all of this data in one system. Front and back office operating software combined into one system. From employees and client data through payroll, invoicing and accounting, tracking and scheduling, COATS can help you organize and simplify. [Schedule your demo](#) today.

Customized staffing software is available through [COATS](#) that offers the flexibility to use programs and access data that fits seamlessly into your workflow and evolves as your business does. Leasing or purchasing options are available, installed or online. Contact Karen Connor at 1-800-888-5894 for further details.

Reach
Thousands
Daily, Reach
Tens Of
Thousands
Monthly

Call
Email

Advertise Today!

314-560-2627
info@eminfo.com

Build A Better Team ... With Temp And Contract Placements!

By Judy Collins

There is very likely to be a wave of employees changing jobs over the next twelve months. This "Turnover Tsunami" as characterized by SHRM's Roy Maurer cites more than 50% of survey respondents planning to look for a new job in 2021, with a quarter of workers planning to leave their jobs when the disruptive effects of the pandemic subside. Similar trends are noted in an ASA study which cites that 80% of job candidates, both active and passive seekers, expect to be working for a new company within the next 12 months. When this wave breaks, the labor marketplace will likely exhibit severe supply disruptions as employers struggle to keep their businesses operating efficiently. Recruiters must be aware of these factors and position themselves to be ready to respond.

There are several steps you can take to prepare for this wave. Most importantly, make sure you have a solid recruiting team in place. Have back-up personnel available who can help handle an increase in workload and prevent delays in servicing the needs of your clients. Having one of your staff call in sick at an inopportune moment can cause you significant grief and loss of credibility. Consider retaining in-house recruiters on contract to service this wave. They can work in your office, or remotely at minimum risk. Try them out. If they work well with your present staff, great! If not, change them out.

If you have people on your team who are reluctant or seem disengaged, be prepared with standby personnel who can step in. You cannot afford to risk your good relationship with your clients by a lackluster response to their labor needs. Similarly, your client may need assistance with their administrative staff. Let your clients know that you are prepared help them with back up for their staff as well. You can offer to help your clients streamline their interviewing process so that a good candidate is not lost when they get frustrated with a sluggish hiring process. Be aware of the supply and demand aspects of the marketplace. There will be fewer qualified workers available, and most of those will already be working and not actively seeking new employment. These "passive" job seekers will be interested in hearing about new job opportunities and could easily opt to make a change.

In a previous article, we cited "recruiter burnout" as an issue of concern. This problem may be made worse by the expected increase in workload from the coming Turnover Tsunami. Consider building an inventory of candidates who can be called on if needed. You might consider bringing on a temp in-house to cover your staff when they are out on a much-needed vacation. If you plan for when someone is out of the office, everyone, your internal and external clients, will be assured that business is being taken care of.

Stay engaged with your applicants and be there for them as opportunities arise. Understand what is driving their willingness to change jobs. SHRM's Roy Maurer cites the two main reasons as being better compensation and benefits (35%) and better work/life balance (25%). Other traditional reasons include desire for a promotion, development, and major career redirection.

If you keep your organization healthy, you are better placed to help your clients. Pay close attention to the composition of your team and act to ensure you won't be swimming against the tide of the expected tsunami. You can partner with a back-office provider such as Evergreen Contract Resources to enable you to strengthen your team with contract assistance as well as respond quickly to your client's needs. Evergreen will keep up with the requirements of the regulatory jurisdictions, so you do not have to. If you are set up in advance, you can provide services immediately. Call Evergreen today, and we will set you up. There is no cost or obligation. Use us when you need us. You can keep your business healthy and keep your clients happy if you **BUILD A BETTER TEAM ... WITH TEMP AND CONTRACT PLACEMENTS!**



Judy Collins

Evergreen Contract Resources

713-297-5808 – Office

713-858-2677 – Cell

100 Waugh Dr. #300

Houston, Texas 77007

judy@evgcr.com

*NAPS Harold B. Nelson Lifetime Achievement
Award Winner*

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 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 and we can have a quick chat to see if or how we can help.

QUESTION: I am an experienced corporate recruiter, and I am making the jump and starting my own recruiting firm which will be a sole proprietorship. I would love to know what you would consider the most critical things to focus on with the launch of my new business and what some of the common mistakes are to avoid. My biggest challenge as I have made this leap has been that I have never been on the agency side, so I am new to business development. I would love to hear the advice you have to offer. - Chelsea

ANSWER: As soon as I started reading this question, Chelsea, I said to myself, "Her biggest challenge is going to be business development" because you are trained to be a really good recruiter. It does not mean you will not be a really good business developer. It means - and I do not know you, so this is no judgment whatsoever - you might think that the business is going to come to you. If you put up a website and do all the right things and provide really good service, clients will come to you. Not when you are new. Nobody knows who you are.

You might be able to leverage some of the companies you have been a contract recruiter for or an internal recruiter for, and I have known people that have done that in a really good way to get their companies up and running. I would be targeting probably a minimum of 20 conversations per week, 4 per day, minimum. Actually when I was doing new business development I would shoot for 30 to 35 conversations with hiring managers, not Human Resources. Human Resources is where recruiters go to die.

Chelsea, you might want to come to one of our intensives because we will give you a ton of stuff, especially on the business development side to get you going, where I can go into these details in a bunch of different directions. But you want to expose yourself to 20 to 30 companies a week. The great news is the economy is wonderful right now. There are a bunch of people hiring. Then you are really going to hone your skills.

I would also start tracking metrics the right way. I would do things in blocks of time, meaning do not show up to your desk, return emails, check the sale at Macy's, wait for Amazon Prime Day so you can save money. Your orientation as a recruiter, and I do not know what your accountability structure was, you might want to spend all day looking at LinkedIn profiles.

Maybe not initially, but I would be wanting to outsource research relatively quickly so that you are in a mode where you are contacting candidates because for you to be successful, around about, let me just say \$200,000 to 250,000 in your first year - I do not know what your target is - is probably about 2 first time interviews per week, meaning you are setting up meetings that actually take place and that is 2 of them per week. That has got to be your focal point.

So then your question is - What do I need to do every week, every week, to arrange 2 interviews? Because if you arrange 2 interviews it is probably about, in this economy, \$250,000 in revenue. One interview might be \$100,000 or \$125,000 in revenue. Very surface level, I do not know what your numbers are or what they will be, but giving you a nice ballpark, that is what it would look like.

That is where I see the biggest mistakes is that people focus on placements, and they do not focus on activity. You might take a great search today, in the end of August, probably not have money in the bank until November, right, between the interview process, the closing process, the notice period, 30 days for the check, November or December. So how do you know you are doing the right thing? You are going to get paid in November or December. How do you know you are doing the right thing now? It is - Am I arranging 2 interviews every week?

Those are some of the initial tips I would give you. To summarize it, minimum 20 to 30 contacts per week, plus 2 interviews per week. If you do that, you will be off to a great start, and then refine your technique. You should definitely go to the 2-Day Intensive. You asked a great question.

Coach Mike

It's NOT Time to Make the Donuts?

By Chris Heinz

Do you remember the famous Dunkin Donuts commercial with the guy who wakes up every morning at 3 am, opens the store, and monotonously proclaims that "it's time to make the donuts"?

That's called being in a rut!

If you've recruited for any period of time, there's a good chance that you've gotten yourself into a rut at some point.

What's a rut? It means you just go through the motions - doing the same thing you've always done. Each and every day, you 'go and make the donuts.'

You make the calls...
You send the emails...
You prep...You debrief...You close...
You go home...
Repeat...

There is something to be said for consistency. Don't get me wrong, as consistency is a key component to long-term success. But, consistency and a rut are two very different things. Consistencies are the patterns and traits of success. A rut is a habit or pattern of behavior that has become dull and unproductive but is hard to change. A rut also lacks energy.

Energy is a key element of recruiting. Without it, your tone and excitement just aren't there. Without that tone and excitement, you come across poorly in your presentations, questioning, and closing. Without that energy, you are in a rut.

How do you get out of a rut? Funny you should ask...

Change it Up

I'm not suggesting you start using a British accent (unless you already have one). Change up your routine. If you always market first thing in the morning, start out with some recruiting calls. If you always ask the same question the same way every time, find a different way of asking it. Small changes in your activities can reap big benefits because it will feel fresher.

Upgrade your Skills

One of the quickest ways to get out of a rut is to learn new skills. I don't care how long you've been in this business, if you are truly open-minded, you can always learn new ways to do the elements of this job that you've always done. Whether it be new verbiage or a newer process, adding a new element can make it exciting again. By adding these new skills, you run the risk of failure. And that's GREAT! That fear of failure will keep you on your toes and focused. If that doesn't get you out of a rut, I don't know what will.

Take a Break

No one can go at a sprint speed every day, nor should you need to. It is also important to 'recharge the batteries with a break. These breaks can be during the course of the day or days/weeks at a time. Studies have shown that taking a break every 45-48 minutes while working significantly improves your productivity.

To fully recharge, taking time off to enjoy with friends and family will give you fulfillment in life and give you reasons to make more placements to take more trips. Now, if you have kids, you'll need a vacation from the vacation :)

Get an Accountability Partner

A great tactic to get out of a rut is to find an accountability partner. Challenge each other to do certain things each day and week. Then, as the name says - hold each other accountable! This will create a sense of need to complete the tasks and to complete them even better than before because you are being held to a standard.

Be Consistent

You are probably saying “hold on Chris, isn’t being consistent the pathway to being in a rut?” No, it isn’t. I love consistency. I’m a big believer in it. I love streaks! Just a little peek into myself of this matter:

- As of publication, I’ve exceeded 10,000 steps each day for more than 5 years
- As of publication, I’ve run every day for 515 straight days
- I’ve run at least a 5k race (5k to marathon) every month since I started running in 2012

I don’t believe any of these streaks would classify me being in a rut. I believe being consistent gives you the opportunity to strengthen your resolve. It gives you the opportunity to fine-tune elements of discipline.

Ideas of creating consistency in recruiting could be:

- Marketing every day no matter what
- Always make 2 additional calls after 4 pm
- Post content on LinkedIn every day
- Ask every person for at least one referral

These types of consistent traits can only add to your success.

Doing the same thing over and over without change, without accountability, without taking a break will lead to being in a rut. But, if you do some of the things suggested above, you can both get out of a rut and stay out of a rut.

Editor's note: Chris Heinz is a Managing Partner with Westport One. With more than 24 years in the recruiting industry, he has become a thought leader in both recruiting and the healthcare industry. He is an eternal optimist while still being grounded in reality. Chris is an avid endurance athlete running more than 200+ raises of all distances. He has turned that passion into good by raising thousands of dollars for several charities.



Reach your potential in six sessions...

Transformational Health and Success for Recruitment Professionals

*Thrive
with Tish*

Use EMINFO15OFF code
for EMinfo \$15 Discount

START NOW

EMINFO

Overcoming our Biggest Recruiting Challenges to be More Productive

By Anthony Ysasaga

A lot is expected of recruiters lately. We are NOT administrative assistants or schedulers; we are talent hunters. We are experts in talent sourcing, talent identification, human psychology, people management, compensation, immigration, data and metrics, job description creation, negotiations, stakeholder relationship management, in addition to being experts in our particular fields.

We are expected to manage all of this while remaining highly productive. Most recruiters don't have the success they should, and these are the reason why.

New research from data-company Intelligence Group and Werf shows that 36% of a recruiter's productive week is spent on managing administrative tasks, which comes to 14 hours a week. Imagine spending that extra time on candidate development!

Here are two BIG ways to increase productivity for your recruiting team.

- **Eliminating needless ATS administrative work**

One of the biggest time-consuming tasks is the small administrative tasks in your applicant tracking system and managing job files. The ATS administrator should manage small administrative tasks such as workplace types, project names, referral bonuses, or other items. Additional items that should be reassigned are job marketing, diversity ads, and refreshing job posts.

- **Scheduling**

Finding the right talent for your hiring manager is a huge task, and keeping track of who needs to be scheduled, who is scheduled, who accepts, as well as any outstanding scheduling requests is a full-time job! For smaller teams, tools like Calendly help manage recruiter scheduling effectively and efficiently. In a large team, it is highly recommended that a "recruiting assistant" be assigned to manage not only scheduling but also job file maintenance and candidate dispositions.

When we think about creating a lean recruitment process, we must look at how recruiters do their jobs and how the recruiting process has been equipped to provide value for both the organization, the candidate and the hiring manager. Choosing this approach will eliminate administrative waste and a time-consuming process for candidates and hiring managers. As someone who has implemented this system, I can tell you that the results are:

- A better quality of hire.
- Lower time-to-fill.
- Better candidate experience.
- Efficient fulfillment ratios.
- Lower costs.

Anthony, the founder of Madsourcer, is a tenacious and driven visionary. He has held leadership roles in the areas of Enterprise Accounting and Finance, Information Technology, and Operations. He has 19 years of experience in Executive Search, Managed Services, and Corporate Recruiting with Fortune 100 companies.

The best way to approach this lean methodology is to really list out the responsibilities of your recruiter's work week and work month. Really focus on each and every task and ask these very simple questions:

1. Is this a core recruiting task?
2. Does this task contribute to acquiring the right talent for your organization?
3. If you can't answer with a very loud and clear 'YES', then this means it's time to rethink your recruiter's workload.

These are a few of the suggestions I have for creating a more productive, efficient, and effective recruiting staff. My best advice is to keep your eyes open and don't just go through the motions every day. Think about a way to create value in your group, and don't be afraid to speak up about tired and ineffective processes.

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!

STOP MANAGING AND LEAD It's More Effective and Fun

People will follow a strong leader but often resent a strong manager. Let me share six strategies to help you develop strong leadership skills.

1. Reward and acknowledge efforts, attitude, and achievements.

Sales leadership is about being generous with your time, feedback, and rewards when leading your sales team.

When you consistently go out of your way to reward and acknowledge your team, they will reward you with more sales. If you are generous with your praise, support, and time, you will establish yourself as a natural leader.

*Salespeople have to work for a sales manager
but they want to work for a sales leader.*

2. Don't necessarily practice the golden rule.

We all know the Golden Rule, "Treat others as you would like to be treated." Effective leaders break this rule and don't assume everyone is just like them. They discover how each individual salesperson wants to be trained, coached, and rewarded and individualize their approach and reward for each member of their sales team.

3. Know when to celebrate and when to coach.

When in doubt, celebrate. Celebrate every success, no matter how small. If you mix celebrating with coaching, it often comes across like a lack of appreciation. Set up opportunities to celebrate with your sales team, even if it's a small celebration. It's these small gestures of respect and celebration that build loyalty.

4. Provide written expectations and minimum standards.

The most successful sales teams are the ones who are involved in setting goals and have committed to attain those goals for their own reasons. Provide each member of your sales team with written expectations and minimum standards that will ensure they attain the goals you have mutually set.

Provide metrics that focus on results and the specific activities that produce results. Do not overwhelm your sales team with excessive reporting and detail. Strong sales leaders focus on the metrics that matter the most to your business model.

5. Develop the natural talents and abilities of your sales team.

Your big billers understand they have a marketable talent and will resign if not treated well. Our profession is filled with ducks, so when you find an

eagle be their greatest champion in helping them attain their personal and professional goals.

Traditional sales management techniques using intimidation, threats, or control which leads to low morale and high turnover. True sales leadership is a partnership between the sales team and the sales leader.

Together identify problems in your sales process and seek solutions:

- Be a strong advocate for the growth and development of your team.
- Devote a team for training, coaching, and developing talents.
- Engage your team in decisions – they have answers.

6. Hold yourself and your team accountable.

Accountability is the ability to identify and prioritize actions to achieve goals set. Consistently review and measure your sales process. Engage your team members in setting up how to measure accountability. When you establish accountability, your team will establish and retain goals that are relevant, realistic, and attainable.

Agree with your sales team members on daily results needed to achieve their goals and make it your focus to make the agreed upon results happen. You are responsible to stay on target to hit production goals. Your team will attain agreed results for their own reasons – not your dreams or aspirations.



Mention, you were referred by EMinfo to receive a **Discount!**

Discount may not be used with the current client discount offer.

Call 219.663.9609 & ask for Jodi or email her at jsvetich@goodasgoldtraining.com. for additional information.

The advertisement for Avionté features a vibrant pink background on the left side. On this background, the Avionté logo (a stylized 'A' inside a circle) is positioned above the text 'AVIONTÉ' in white. Below this, the words 'TECHNOLOGY' and 'BUILT FOR PEOPLE' are written in large, bold, white capital letters. At the bottom of this pink section is a white rounded rectangle containing the text 'LEARN MORE' in blue. To the right of the pink section is a photograph of a middle-aged man with grey hair, wearing glasses and a grey suit jacket over a blue shirt. He is smiling broadly and has his hand raised to his forehead in a saluting or shielding gesture.

Owners Only Retreat? Why?

By Judy Lawton

Nobody on this planet loves to get away more than I do. Any excuse and any time is just about right for me. So, when California Staffing Professionals Association came along with the idea of an Owners Only Retreat (OOR), I think I may have wrestled myself to be the first one in line. 1999 was the year, so that makes twenty-two in a row for me. Next OOR up is being held in Sonoma Wine Country on October 13-15, 2021! It would be a perfect time for YOU to join us!

Some of the questions I had all of those years ago were:

***Would other owners accept me? Like Me?**

Not only did they accept me, they embraced me! And they will you, too.

***What sorts of things can we discuss?**

If you have a question, there will be someone there going through the same issues and someone else will have already solved it. Everybody talks to everybody else about all sorts of industry related, legislative, and personal lives changing issues. What is said and done at OOR, stays there. Count on that.

***What kinds of good information is shared?**

The subjects depend on what's going on to affect our industry. And in California, it's always something! Some years it's Workers Compensation, others it's threatening legislation, and always it's legal issues that affect every single business owner in this state. Timely speakers will be addressing all of these and more and of course the discussions amongst the attendees is very impactful.

***Will Industry Partners/Vendors be there and will I have a chance to speak with them if I want or need to?**

Absolutely our Industry Partners will be there, but it's not at all like conference where they're confined to a booth along the side of a special room. This scenario is much more intimate and informal. They'll have tables set up around us but will mix and mingle with us for all events, speakers and any break-out sessions. Some of them will even lead discussions and there's always the bar for after-hours where you can catch them for some personal time. They'll be shoulder to shoulder with us like the true friends they are.

***How much will it cost me?**

BRING CASH! We always have raffles that include cash, prizes, services, vendor extras, etc. And since I've been in charge of these raffles for many years now, I can promise you, it's all really good, quality stuff! All of the extra events like poker, wine tasting and any other side attractions are usually extra and added in after the price of OOR itself. You sign up for these side trips and events when you sign up for OOR. If you need to travel to the event, you'll have to pay for a flight or fuel for your vehicle and of course the cost of a room where the event is held. All reservations are up to you. It is worth it!



Judy Lawton
CSP State Board
Member
CSP San
Diego Chapter
President
Founder/CEO TLC
Staffing and The
Lawton Group

So, with all of this said, be sure to come prepared to meet a lot of welcoming Staffing and Recruiting Company Owners who share your joys, pain, heartaches, problems, issues, concerns, etc. We are a CLAN really because together we can move mountains and solve pretty much anything. Come and try us on for size!

HAVE A PRODUCT OR SERVICE TO PROMOTE?

CONTACT US TODAY 314-560-2627 OR
TURNER@EMINFO.COM

Listening to the job seeker is the key to winning back the workforce

by [Dylan Buckley](#)

The end of lockdown signals a new lease of life for the American economy. In July, headlines picked up on [spiralling inflation](#) as supply tried to adjust to new demands. After eighteen months of saving, consumers will be keen to spend in newly opened shops, creating overnight demand for a fleet of workers willing to pick up the baton.

At the end of May, the [Labour Department](#) listed 9.2million new job openings across the country. And yet, workers are slow to take up the opportunity. The most recent [figures](#) show unemployment [rose](#) by 850,000 in June, up to 5.9%. This is worlds away from where it sat 12 months prior, but the sense of jobseeker apathy is palpable.

Subsidising [wage cuts](#), more and more businesses are turning to perks to lure jobseekers into work. Signing bonuses and free gym membership are among the varied incentives employers are experimenting with.

But our research suggests this may not be hitting the mark. Fewer than 1% of our sample pegged gym membership as their favoured perk and only 2.2% raised their hand for a signing bonus.

Less surprisingly, on the back of a pandemic, 17.5% ask for health insurance as their top priority. Not far behind, dental insurance, a 401k and paid vacations top the list. Candidates may have saved their way through the pandemic, but stability is number one for those looking forward.

Employers will also wish to consider the differing needs of men and women. Women, it seems, tend to prioritise working from home and flexible working while men look for equal standing on parental leave policy. This rings true for current jobholders as well; a recent survey of American adults [found](#) 42% would consider finding a new job if not offered a fair package on 'WFH'.

In a nutshell, post-covid era job seekers are most attracted to jobs offering fundamental benefits, like healthcare. Even the differences between men and women is negligible compared to the importance of health and R&R.

This is big news for big business. Currently, Amazon is [offering](#) new hires a \$1,000 bonus for joining, with top-ups for those who can prove vaccination. The e-commerce hub is looking to hire 75,000 new staff in fulfilment and logistics as demand for its services rises. But after months of receiving stimulus packages, workers seem far more keen to get a paid vacation than a one-off cash injection.

The scope of these findings isn't just limited to Covid recovery plans. At the end of 2020, Amazon [pledged](#) \$3,000 signing bonuses to new hires and \$300 bonuses to full-time staff able to lend a hand over the holiday season. Even beyond this temporary market spike, employers would do well to ensure the perks they offer are aligned with the needs of their employees, as they ensure their services align with the needs of their customers.

These needs change. Only two weeks ago, franchisees of McDonalds [announced](#) they could offer emergency childcare to help entice staff back to work. But this historic roadblock for working parents has been somewhat offset in the last 18 months, with only 2.9% calling for such subsidies.

To attract quality, motivated staff, employers will need to turn their market research inwards, better understanding the [incentives driving the decision-making of would-be staff](#). Our research is telling of the psychology of candidates as they react to market and social changes. Businesses large and small alike must learn to read the changing climate of the job market if they are to succeed in winning over the workforce.

Editor's Note: Dylan Buckley is the co-founder of DirectlyApply, where he is responsible for designing and building all aspects of the job discovery platform.

Dylan's passion is for creating free, powerful tools. After 11 years working in software engineering, predominantly within the recruitment and consumer spaces, he had a vision for how technology could democratise job search and put power back into the hands of jobseekers. His ambition for DirectlyApply is to make it the world's largest job discovery platform, allowing any person to find the opportunities that match their interests and goals.

MID SIZED RECRUITING Growing Companies STAFFING SMALL

Using Your of Direct Hire Profits

By Michael Neidle



Direct Hire can be an important source of profit for a staffing company, this is particularly true in a recovering economy which has come out of a recession and can be unusually large particularly for a staffing company that traditionally generates most of its sales in temp. Overall DH is expected to be up 15% in 2021, and retained firms such as Heidrick & Struggles up 74% from the same period last year.

Relying on DH after a recovery in particular, may lead some companies to emphasize the DH portion of their business and even neglect their temp staffing, if only by putting too much of their resources into DH. Direct hire for temp staffing companies is the icing on the cake, like a rich topping one can get addicted to but not something that is sustainable and counted on every year. DH's volatility impacts regular profit growth which is critical. This can result in deferring investing in more temp staff and weaken the company's foundation relative to competition. The larger a company is, the more they can increase their profit as fixed costs are spread over a larger sales base. Another analogy is that DH is similar to killing an elephant, whereas temp is similar to harvesting ones crops. Killing an elephant provides lots of food for a while, but after everyone has feasted it may be quite a while until you find another such feast. Temp is similar to harvesting the crops you have planted which provides a reliable and regular source of food, even if you have to collect it a small bushel at a time. We have worked with clients who have moved swiftly into DH and redirected resources away from temp only to find when the DH tide subsides it has left them high and dry and they neglected their temp pipeline which then took quite a while to reestablish.

In addition people good in DH, develop special relationships with clients which can be lost if those people move on, which can be precipitated by an acquisition. This can be a problem in valuing companies when they try to sell their business and buyers recognize the risk they have when they are acquiring human assets which are friable and precarious.

So how should you use your profits generated from DH? One option is to use the profit generated to hire more temp sales reps and recruiters to finance the growth of that business. Another choice is to use that opportunity to move into a new staffing niche or new geographical market you were exploring but didn't have the capital to do. Then there is the choice to dilute the impact of DH by devoting more resources into temp business development, by penetrating new temp prospects and working to expand your footprint with your current clients. One can also use their new found DH profit to secure a larger line of credit to help finance your temp sales growth and pay down your debt and get your financial ratios in better shape for a higher LOC.

So this is the time to figure out your strategic plan and use your DH as a dividend to make it happen.



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.

The State of Online Recruiting 2021



Top 5 Survey Findings

With ongoing unemployment, remote work, and uncertainty surrounding COVID-19, recruiters and job seekers continue to navigate an ever-evolving labor market. What challenges are both parties experiencing in their search for one another? Which digital tools and online resources are candidates and employers relying on to find jobs and connect with new hires, respectively? And, what trends are on the horizon for the recruitment space?

For answers to these questions and more, iHire conducted its third annual State of Online Recruiting survey, which generated responses from a total of 6,370 U.S. employers and job seekers across 57 industries. Survey results are found in the newly published [2021 State of Online Recruiting Report](#), but I've highlighted the top five findings for EMInfo's readers:

1. **77.0% of employers anticipate a talent shortage in the coming year.** Even with the 5.4% unemployment rate (meaning plenty of potential candidates), recruiters are bracing for scarce qualified applicants. In addition, 73.9% of employers surveyed cited "too few qualified candidates" among their most significant challenges when recruiting through a job board or online talent community.
2. **66.6% of employers increased their hiring volume within the past year.** Hiring is back in full swing – 86.2% of recruiters said they are currently hiring (as of June and July of 2021). For the most part, respondents seemed optimistic about "what's next" for recruiting, with just 18.3% expressing concern about economic uncertainty and 20.6% anticipating limited hiring budgets within the next 12 months.
3. **58.9% of recruiters have become more reliant on job boards.** Since June of 2020, companies have expanded their use of job boards and online talent communities. In addition, 73.0% said they do "most" or "all" of their recruiting through these platforms. On the flip side, 68.5% of candidates surveyed said they go to job boards *first* when they need to find work immediately (above social media, search engines, professional associations, and company websites, among others).
4. **48.8% of job seekers are frustrated by a lack of response from employers after applying.** "Ghosting" has long been a concern for *both* job seekers and employers, and survey results indicate that poor communication between the two sides of the recruiting equation continues. Likewise, 46.8% of employers said not hearing back from candidates after reaching out was a chief recruiting concern in 2021.
5. **25.5% of employers expect candidates to remain interested in remote work in the coming year.** This statistic may be skewed by the fact that respondents spanned industries, including those in which remote work is not a viable option (like construction, retail, and culinary). But at the same time, job seeker responses suggest no shortage of interest and opportunities: Just 16.5% are struggling to find remote work in their online job search, and only 19.2% foresee difficulty finding remote work in the upcoming year.

These are just a few of the intriguing data points detailed in iHire's 2021 State of Online Recruiting Report. Although it's impossible to know what the next few months will bring to the staffing realm, it looks as if finding qualified candidates will be the most single-most pressing recruitment challenge. For more advice on overcoming this challenge and additional survey insights, you can download the full report: <https://go.ihire.com/cbm0t>.

THE GLOBAL EDGE CONSULTANTS

STAFFING FIRM STATS

*All research and information taken from the American Staffing Association



During the course of a year, America's staffing companies hire nearly

16, 000 000

temporary and contract employees

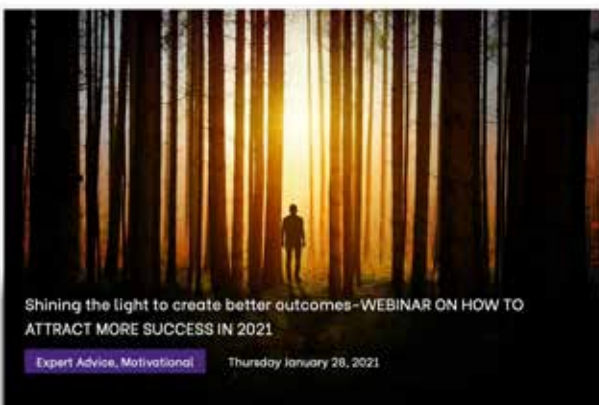
EMINFO

home articles issues directory events calendar

MOST RECENT

JITERS

SHINING THE LIGHT TO CREATE BETTER OUTCOMES



Shining the light to create better outcomes-WEBINAR ON HOW TO ATTRACT MORE SUCCESS IN 2021

Expert Advice, Motivational

Thursday January 28, 2021

READ MORE

@ WWW.EMINFO.COM!

Subscribe for only \$8 a month!

Inc. Magazine Recognizes Avionté as One of America's Fastest-Growing Companies for 10th Year Running

Inc. magazine named Avionté, an industry leader in enterprise staffing and recruiting software, to its annual Inc. 5000 list, which ranks the fastest-growing private companies in the country. Avionté is the only software provider to be named to the prestigious Inc. 5000 list for 10 consecutive years, a distinction achieved by fewer than 1% of all the companies tracked by Inc.

"Avionté's success has been propelled by the success of our clients who leverage Avionté enterprise software to operate and grow their businesses"

Tweet this

"Avionté's success has been propelled by the success of our clients who leverage Avionté enterprise software to operate and grow their businesses," said Avionté CEO Rishabh Mehrotra. "Our consistent results are a testament to our close partnership with clients and our shared commitment to the growth and innovation of America's staffing industry." Over the past decade, Avionté has created a strong reputation for dedication to service while building a loyal client following. Mehrotra credits Avionté's founders for fostering a responsive, customer-centric work culture. "While Avionté has continually adapted to meet new challenges over the past decade, our dynamic team of dedicated employees remains laser focused on helping our clients succeed."

Representing less than one-tenth of one percent of America's six million private businesses, the Inc. 5000 offers a unique look at the most successful companies within the U.S. economy's most dynamic segment—its independent small businesses. Intuit, Zappos, Under Armour, Microsoft, Patagonia, and many other well-known names gained their first national exposure as honorees on the Inc. 5000.

The 2021 Inc. 5000 were selected based on revenue generation percentages from 2018 to 2020. Avionté returned to the list this year, having achieved a compound growth rate of 44% over the three-year period. With a focus on partnering with growth-oriented staffing firms in the clerical, light industrial, IT, and professional segments, the company serves nearly 1,000 staffing and recruiting customers, and currently holds a 119% revenue retention rate into 2021.

Companies on the 2021 Inc. 5000 have been highly competitive within their respective markets, and this year's list proved especially resilient and flexible, given 2020's unprecedented challenges. Avionté was no exception. In 2020, the company hosted more than 1,300 staffing and recruiting professionals at a virtual client conference; introduced CHANGE, the first paycard designed exclusively for the staffing industry; announced integrations with industry leaders in mobile-first recruitment and candidate engagement; and welcomed new senior leadership to the organization.

Complete results, including company profiles and an interactive database that can be sorted by industry, region and other criteria, can be found at <https://www.inc.com/inc5000>.



About Avionté

Avionté is a leader in enterprise staffing and recruiting software solutions, offering innovative end-to-end technology solutions to nearly 1,000 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. With powerful ATS, billing, and payroll solutions, including the first paycard designed specifically for the staffing industry, Avionté provides the technology every staffing firm can use to scale and grow their business. Learn more at <https://www.avionte.com/>.

NPAworldwide Recruitment Network Expands Globally

Recruitment network NPAworldwide has expanded their presence in Australia, Canada, Hong Kong, and the USA with six new member firms. This expansion will allow members to grow revenue without increasing overhead as they work cooperatively to make placements for clients. With this announcement, there are now NPAworldwide members in 41 countries across six continents providing placement services.

- etonHR (etonhr.com.au), Sydney, New South Wales, Australia
- Direct-hire and contract human resources recruitment
- Sentio Recruit (www.sentiorecruit.com.au), Melbourne Victoria, Australia
- Specialists in recruiting doctors, allied health professionals, social workers and teachers in Australia and the UK
- Level Up Recruitment (leveluprecruitment.ca), Halifax, Nova Scotia, Canada
- Mid-senior level recruitment within: supply chain management, operations management, insurance (commercial and personal lines), information technology, human resources, sales & marketing, construction management & engineering, accounting & finance, administration
- Eban International Limited (www.eban.com), Hong Kong
- Specialist financial services executive search firm working across the world's capital markets, investment banking, asset management and fintech industries
- Bear Recruiting (bear-recruiting.com), Miami, Florida, USA
- Areas of focus include healthcare, information technology, finance, manufacturing/construction, and transportation & logistics
- Telecom Recruiting Specialist (telecomrs.com), Little Rock, Arkansas, USA
- Technology talent recruiting company serving the telecommunications, aerospace, RF/antenna, IT/data, and utility industries

"Congratulations to each of these recruitment firms," said Dave Nerz, president of NPAworldwide. "By joining our network, these 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."

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.



Don't miss out!

Editor: Pat Turner
Art Director: Tiffany Turner
Advertising: Rick Turner



Email: info@eminfo.com
Website: eminfo.com

Subscription U.S. rate
\$59/year
12 online EMinfo Issues



Subscriptions & Change of Address:
EMinfo/EMPLOYMENT
MARKETPLACE
PO BOX 307
Jonesburg, MO 63351

For Advertising Information:
Advertising Dept.
314-616-0438



All copyrights apply to all articles
in EMinfo. Copyright belongs to
EMPLOYMENT MARKETPLACE. For
permission to reprint any part of any
article please contact EM. We take no
responsibility for any advertisement seen
in EMinfo.

Like us on Facebook!

facebook

<https://www.facebook.com/EMinfo>

Dreaming of this view from your window?

kw PINEHURST
KELLERWILLIAMS REALTY

Now's the time to invest in
property in Pinehurst, NC.
It's the golfers paradise with
over 20 courses in the
surrounding area as well as
beautiful lakes and breweries!

Contact Tiffany Turner Real Estate Today!
tturner@kw.com • 314-805-0661