

## How AI Technology Can Revolutionize The Candidate Experience

How Do You Make a Grilled Cheese Sandwich?

How AI Technology Can Revolutionize The Candidate Experience

Interesting Places to Reach Candidates Using Pay-Per-Click

EMinfo Ask Industry Experts

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# DID YOU KNOW?

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- \* I'm sure you've heard it a thousand times, but I'll say it once again: your eating habits and your physical fitness are the keys to being healthy. There is a third element, though, that has come to the forefront in the past couple of years and that is your mental health. pg 13
- \* If you do hire an experienced recruiter or account executive, ask for a copy of their W-2 and realize they are probably restricted by a non-compete which their current employer will enforce. pg 16
- \* **Include more than just jobs.** A great career site is more than just a job board; it's a destination for job seekers at every stage of their journey (i.e., whether they're gainfully employed, exploring their options, or actively seeking a new job). pg 19
- \* 65% of a recruiter's time is spent sourcing candidates and scheduling calls. And they've seen a 30% increase in workload since 2020. pg 21
- \* Employees today often enjoy the luxury of a choice between working in the office and working remotely. pg 22



# Events & Trainings

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# How Do You Make a Grilled Cheese Sandwich?

*The answer could help you pick your ideal ATS & Back Office.* By Terri Roeslmeier

There is more than one way to make a grilled cheese sandwich. Some people use butter to coat the bread and others use mayonnaise. The cheese is obviously important and tastes vary between American, cheddar, brie, blue, or the vast array of other possible cheese options, including the multiple cheese option. To get fancy, you may put avocado, mushrooms, or some type of meat product on your grilled cheese sandwich. Then you have those who do not like grilled cheese sandwiches at all. What is best? The answer is simple. "Best" is what is best for you. **That being said, why is there so much confusion about which is the best ATS?**

Selecting a new applicant tracking solution and back office is not for the faint at heart. That is why many companies struggle along with the software they have, even though they feel like it is not serving their needs. Choosing software is scary. Everyone has heard of the conversion that was a total disaster, horrible service, software that simply does not work, and the famous, "I was oversold."

Why do people have so many issues? How come there are so many bad experiences? What is the best way to select software? How can one be sure that the demo matches the experience once the software is installed? What are the right questions? Should I hire someone to help? We can't make a mistake so how do we avoid a total disaster? These are all great questions and the answers are not as difficult as one might think. Bottomline, every ill choice actually comes down to a grilled cheese sandwich. Everyone does not need or want the same thing.

Think of every decision you have ever made that was a good one. Let's keep it to the major ones. Everyone has made a decision that had a good result. Likewise, we have all made decisions that took a turn for the worse. We won't count the bad ones that we had no control over. What do those good decisions have in common? They probably all had something to do with "like" and "need". So, how do you pick an ATS? Pick something that you like that will fulfill your needs. Very simple. So why do we make this process so difficult?

Keep in mind that there are many solid choices available. Every prominent software partner that supports the staffing industry offers a good choice. It's just that they all offer something different. That means that there is something out there for everyone. You just have to pick the one that is right for you. You can make a bad choice, but that does not mean that the software vendor partner is bad, it just was not the right solution for you. Someone likes them or they would not be in business.

**Top Level Executive buy-in and participation is essential.** One of the biggest mistakes a company can make is hiring a consultant or appointing a single individual in the company to take the lead on the software decision. This is not to say that you should not hire a consultant to help or appoint a key player in the company to help organize the search and document information. The problem in many situations is that the executives never get involved deeply in the search and put all responsibility for the decision on people that are not running the company. Leaders need to be just as entrenched in the search as the people they designate to manage the details. Executives should understand all alternatives and assess multiple vendors early in the process. The common excuse is that executives do not have time for this. The leaders of the company are the ones setting the high-level goals. *How is a company able to achieve goals if the leaders are not involved in the selection of the most important tool that will be provided to employees that need to meet those goals?*

**Understand that an ATS with a back office is a "Mission Critical Application".** We are not talking about expendable office supplies here. This is a tool that you will use to meet and manage your business. A mistake will be a very costly experience. If employees cannot carry out their day-to-day tasks without a ton of workarounds; if managers do not have access to reporting to help them manage their teams; and leaders do not have access to information for planning and forecasting, you are selling yourself short. It can be safe to say the true value of the company cannot be attained because you lack the necessary automation to complete the process.

**Make sure you need to make a change.** Share your challenges with your current software partner. It is very possible that an upgrade or even training can resolve your issues. Since new



software is a big move you want to make sure that you really have to make the move. Often the ability to resolve challenges with the current software is a misunderstanding or lack of training. New software may not resolve your issues if the issues are internal.

**This is a leadership decision.** Company leaders set the goals. Company leaders must make the software decision and understand what they are getting. The decision should be based upon corporate goals and company management tools that lend to the accomplishment of key target objectives. A software decision is not something that you want to involve the entire company in. Everyone does not have to see the demo and provide a yay or nay vote. There is much turnover in the industry and you want to avoid decisions from people that may not be around

to support it. The entire company gets involved in two key ways. First, get a pulse on the challenges of each department and document what the day-to-day bottlenecks are that you need to resolve. After selection, you should get the team excited about the new upcoming tools and make sure that everyone gets proper training so that they can use the software to eliminate bottlenecks. Software is a big investment in the company's future. It is not worth the move if you can't solve your business problems. Clearly define business problems and objectives upfront.

**Ask questions and prioritize needs.** Look at your organization and determine what your top 10 bottlenecks and issues are that automation may be able to solve. Next, narrow it down to the top 5. You can also put together a "nice to have" list. This will be your bonus list and it can be as long as you wish. Part of the problem is that companies list too many things as important. The result is that top priorities become part of the large assortment of options and amazingly, software gets chosen for the wrong reasons. As lower priority items push their way to the front of the line, critical items get crushed.

**Discovery before demo.** Generally, before a demo gets scheduled, you partake in a "Discovery Meeting" with the software partner so that you can review the particulars of what is important to you as a company. Be prepared to clearly identify your business problems and your budget. The demo can then be focused on "your needs" in order to make the best use of your time. During the discovery, it may also be determined that the software is not a good fit and you will not proceed with a demo.

**Don't hijack the demo.** There is a specific flow that the demo takes on and the person performing the demo generally knows the best way to present the software. When you take the demo off course you are removing yourself from the demo experience as it was intended. The software likely contains features that you will not experience if you instruct specifics on what you want to be shown. Leave your questions until the end of the planned demo. Take good notes during the process. Your first demo should be a high-level overview so that you can get a general view of the options available and the look & feel of the software. Subsequent demonstrations can focus more on your specific processes.

**Like the look & feel.** You won't learn to love it. It is important that you like and feel comfortable with what you see. The software is something that the company will be using every day. Ask to see how specific processes work. Many companies simply bark out a list of features but never take the time to see how the process works. The best way to view processes is to ask the person performing the demo to show you how a process works. To get the full impact, provide the information ahead of time so that the person handling the demonstration

can prepare the data necessary to adequately illustrate. Keep in mind this is 2<sup>nd</sup> and 3<sup>rd</sup> demo material. Keep the first demo high-level and let the software partner show you what they have while you reserve judgment.

**Avoid getting glazed over by star power.** Yes, we have all been there. All it takes is a great salesperson. You are shown flashy features that you somehow become convinced that you "must have" even though the system does not contain the top 5 key features that you said you needed. It's as if getting these cool things is going to make a difference. They won't.



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Editor's Note: Terri Roeslmeier is President of Automated Business Designs, Inc., software developer of Ultra-Staff software for the staffing and direct hire industry. 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.

**Understand that software is not a car.** A test drive may confuse you more or even cause you to select the wrong software. Don't do it. Unless the software is extremely basic, there is nothing to be gained by "trying it out". Worst case scenario, you start feeling comfortable and choose it because it is now familiar and that may be the easier path. Feature-rich software requires training and understanding. Free trials almost always lead to a buying decision because it is an easier route and you feel like you have already invested time. Understand this.

**No software will have everything.** Decide what is important. If you check off the majority of boxes and focus on top business problems and priorities you cannot go wrong. Avoid getting side-tracked by the unimportant.

**Never assume.** Never assume the software will have a feature. When you participate in several software demonstrations, the systems overlap and you may have trouble identifying one over another. If you receive a hazy answer that may not be clear, ask to see the feature. You do not want to have a key expectation missing once you get the software installed.

**Avoid back-to-back software demonstrations.** Software demonstrations can be an intense process. Avoid more than one per day. Try to avoid a demo right before lunch or late in the day. These are times that may emotionally interfere with your ability to focus and understand. This is a key decision so plan to invest the appropriate amount of time in order to avoid mistakes. You could be eliminating your best option because you were hungry and wanted lunch.

**It's a Culture Fit.** Some software doesn't work out simply because there is a culture-fit issue between the company and the software partner. Are you too big for them? Too small? How do you like to communicate? What is your perception of good service? Just as employees are selected based upon how well they may fit into your corporate culture, any major partner you engage with has to fit your business model. How similar are the companies they had success with to your own?

**Manage expectations.** Hopefully, the software is different enough from what you have that it will create a positive impact on your operations. One of the biggest mistakes is attempting to use the software like your old system. Keep an open mind and explore the new

possibilities. Here is your chance to improve processes, data quality and really make the software solution a key player in your success as a company.

**Ask Security Questions.** Learn what security questions you should be asking. For certain, your solution will be cloud-based. Understand the basics of cloud terminology and what you need to know about the care of your data. Backups, anti-malware, and where your data will be housed should be at the top of your list. Your data is your business. Do not "assume" it will be safe.

**Be realistic about the conversion.** Understand what will be converted from your old system. Sometimes the internal file structure is so different between solutions that converting certain types of data can be more detrimental than helpful. It is also useful to look at your conversion budget. What do you really need to convert and how much are you willing to pay? Do you really need to bring along those old pieces of information that no one uses anymore? If you are currently using multiple products, they may be difficult to map into an all-in-one solution. This is especially true if the quality of data is poor and redundant. You may be better off biting the bullet and letting it go.

**Make it a priority.** A software solution is not a "plug and go". Training is of utmost significance but planning and implementation is on the same level. It is crucial that all management be on board and involved so that teams can be guided in the right direction. So often the perfect software has been selected only to be met with disaster because of poor planning or failure to emphasize and explain intended use. Teams must receive clear direction on software use. It is critical to have a written process plan that is shared with the teams. Make a big deal out of the new software.

Having the correct technology in place will make a significant difference in the overall profitability of the company. You may be able to get by with an "average" solution but a "fantastic" solution will produce a higher level of results. In closing, a firm understanding of the role of software is fundamental. Software is a tool to help you close business, service candidates, and clients and run an efficient and productive operation. Software will not miraculously make placements. You still need people to do that.



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# How AI Technology Can Revolutionize The Candidate Experience

By Tony Sorensen

We live in an on-demand world. You can order a pizza online and track, almost to the minute, its progress from confirmation to your doorstep. So how is it that we get better communication when ordering a pizza than when we are searching for our next career opportunity?

While applying for a job may be different than ordering dinner, today's job-seekers are wanting to know why the staffing experience can't be similar. Candidates are well aware that it is a candidate-driven market, and they're tired of waiting around for staffing agencies to catch up.

Good news for the industry: technology is catching up for you.

To help us better understand how technology is transforming the staffing industry, we called on our partners and tech experts at [Staffing Engine](#).

## Staffing Engine and Recruiting Acceleration

Staffing Engine is all about helping staffing agencies move on from the old way of recruiting – a painfully slow, manual process approach – with recruiting acceleration. The key to recruiting acceleration is rapidly evolving artificial intelligence technology.

At Parqa, we're big fans of Staffing Engine because their AI is designed to help both sides of the staffing conversation:

- For job-seekers, that means delivering faster responses with more consistent, relevant communication and, overall, a vastly improved candidate experience.
- For recruiters, it allows them to become more efficient, as AI allows simple questions to be answered and even filters candidates, saving the recruiter time and busywork they'd normally spend following up on repetitive questions or non-qualified applications.

## What's wrong with staffing "the old way"

Staffing Engine is solving persistent industry problems – to name a few:

- A transactional recruiting model that treats candidates as a commodity, rather than the VIP.
- A 9-5 workweek where some applications could go days, or even a week before being answered.
- A slow and painfully laborious process of email qualification as recruiters sort through mounds of inquiries for the best applicants.
- Static web forms, instead of an instant AI bot, that actually sounds human and responds with relevant, valuable information.
- Phone-tag, or swapping several emails before an interview is even set.

For an industry that depends on communication, and the subsequent inconsistency of human communication, these advancements are nothing

short of revolutionary.

We were shocked to hear, Staffing Engine found it is actually not uncommon for a recruiter and a candidate to exchange 6 to 8 emails/texts back and forth just to get an interview scheduled! That's not even mentioning what happens if the candidate sends an email late on a Friday. Chances are, that email is going to languish in the recruiter's inbox over the weekend, and maybe even Monday as post-weekend meetings and resume qualification can eat up a whole day of productivity.

You get the idea. It's not unlikely that emails could go four or even five days without a reply, sometimes even longer. And that can be for just one candidate. Imagine trying to scale that workload to the hundreds or thousands.

It's not difficult to imagine how many recruiters are strapped beyond capacity but are barely scratching the surface. Even your all-star recruiters who can send hundreds of replies a day are still inevitably seeing candidates or communication fall through the cracks.

The argument could be made that, if only they worked a little harder, they might have better success. Just imagine the glowing reception that advice will get from recruiters who are already working 50 hours a week or more.

We have a better idea. Rather than working harder, recruiters can work smarter.

## The Technology to Deliver "On-Demand Staffing"

It's about time staffing and recruiting evolved to meet candidates where they're at, at the pace they're used to, rather than simply serving the staffing agency. It is an added bonus, however, that AI technology like Staffing Engine's is able to serve both employers and the job-seeker with a one-to-one, on-demand experience.

Here is what the present and (very near) future of staffing looks like:

- Visitors to your website are greeted and assisted in real-time, not several days later.
- Your bot sounds human and helpful.
- You've integrated your FAQ to help your bot help candidates more naturally, and provide more



meaningful information.

- Every communication gets an immediate response. Down from anywhere between a day and a week, that's an upgrade.
- AI helps delineate between unqualified and qualified candidates before a recruiter ever sees the resume.
- Once qualified, candidates have access to the recruiter or recruiting team calendar and can book a meeting in real-time, rather than having to wait for an invite.
- You'll be able to track your resume just as you track a purchase on eBay and have additional opportunities presented to you just like Amazon.

to, if needed, provide real help at any step of the process.

This is an exciting tool for staffing and recruiting, as the internal processes of the recruiter run parallel to the candidate experience. Essentially, this technology is helping recruiters who are buried in communication, while helplessly watching valuable candidates slip through the cracks.

It's a win/win for today's candidates who need a more human, on-demand staffing experience and for recruiters, who need to focus on points in the candidate journey that actually require human interaction.

## Internal Operations Will Never Be The Same

The advancements this technology will make for the candidate experience are undeniable. But The benefits for the staffing agency are equally impressive.

Recruiters will have the benefit of a Chrome extension that gives them real-time notifications. They'll be able to source candidates, contacts, and jobs directly from their browser while capturing information sourced from the web, directly into Bullhorn.

Recruiters will be able to optimize their internal processes with Slack and Bullhorn notifications, but not in a way that is overwhelming and actually allows for more team collaboration. When a candidate sends a notification, recruiters will be able to click a hyperlink to either initiate a conversation or monitor the candidate's progress

## Sounds Great! But, What Next?

We love Staffing Engine because they've developed a product and a process that can help everyone, both staffing agencies and job seekers alike.

As the digital transformation strategist for many leading staffing firms, of course we champion not only the adoption of this technology but highly encourage staffing agencies who want to live on the cutting edge to go all in.

Parqa is passionate about partnering with the most forward-thinking innovators in the market because together, we have the opportunity to drive long-term impact and change the industry as we know it!

Is your agency currently building out its tech stack? Reach out to Parqa, we can connect you with our partners in a meaningful way that can drive results for your company and provide a legendary candidate experience.



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

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# Interesting Places to Reach Candidates Using Pay-Per-Click

By Erin Helms

## [Using Google search PPC campaigns for recruiting?](#)

Congratulations – you’ve made a great choice! Google pay-per-click (PPC) advertising is a powerful tool to reach candidates with your digital messaging. But could you be doing more to maximize your reach - and your conversions?

There are dozens of ways you can reach candidates with your digital message using pay-per-click (PPC) advertising that go beyond a search campaign on Google. Here are a few more ways you can reach your candidates using pay-per-click advertising that you may not have been aware of.

## [Facebook Lead Generation](#)



Hopefully, you have a solid social media presence on Facebook and are sharing engaging content consistently. With Facebook lead generation ads, you can boost your audience engagement even further by delivering a “quick apply” form straight to their newsfeed.

You have the ability to target members in your ATS list, re-engage with users who have Liked your page, or deliver these ads to a lookalike audience who might also be interested in your jobs.

*What we love about Facebook Lead Generation ads* is that they streamline the application process for candidates. A shorter process means a better chance of collecting the application and fewer user drop-offs.

## [Google Map Ads](#)



Looking to bring more foot traffic to your location? If you want your job seekers to search for jobs and apply in person at your branch’s kiosk, then map ads might be a great option for you.

With map ads, your advertised location can show up as a promoted pin on the map with your logo. If you have a lot of local competitors, your listing won’t get lost in the noise because a promoted listing stands out. Google Map Ads encourage user engagement by offering actions like calling your business or getting driving directions, to name a few. These ads do require that you have a Google My Business page (GMB) to get started, but setting one up is easy if you haven’t already created one.

*What we love about Google Map ads* is the ability to engage with users who are ready to apply in person. It increases your online visibility, helps you stand out, and encourages action.

## [YouTube Ads](#)



These days people use YouTube for entertainment and to learn how to do just about everything. It’s no surprise that YouTube is the second largest search engine behind Google search. Since YouTube is powered by Google, we have very similar targeting methods for reaching those hard-to-find candidates you’re seeking.

With YouTube, you can tell your story with engaging video and put your message in front of users as they are watching tutorials or shows. There are different types of YouTube ads, the most common being the ones you can “skip”. With a Skippable in-stream ad, your message plays before, during, or after other videos. The best strategy is to use a strong message in the first moments before the user can “skip” your ad.

*What we love about YouTube ads* is that you gain “free airtime” in those initial moments before the user can “skip” your ad. So even if the user doesn’t click through to your website, or watch the entire video ad, you are still able to broadcast your message.





### Bing Audience Ads

Did you know that Bing has its own version of “display” (graphic) ads? Microsoft Bing has Audience ads with targeting that is similar to Google. Like Google, Bing has curated lists of users who have shown intent based on their online actions.

Audience Ads are a great way to:

- Influence users who are in the market to buy (or in our case, apply).
- Reach users who are specifically looking for an accounting job, clerical, and even an executive/management position.
- Target users who have shown intent for seasonal and temporary work or need resume help, as well as users who have visited other job listing sites.

*What we love about Bing’s Audience ads* is that the Microsoft-Bing network is IAS-certified Brand Safe, and you can get your message seen on premium sites like Fox, CBS, Outlook.com, and more. Plus, these digital billboard ads are reaching an untapped audience that Google can’t!



### Are You Looking to Expand Your Reach With Pay-Per-Click Advertising?

Haley Marketing’s PPC team would love to chat; [reach out today](#) to discuss your need for quality talent.



[COATS Staffing Software](#) partners with Haley Marketing to provide online applications and career portal solutions that link directly to your own website. Automatically deliver your job openings to more than a dozen aggregators and make the search and onboarding process easy.

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## ASK COACH

# Mike

Michael Gionta

QUESTION: Mike, do you have suggestions for leaving messages to get return phone calls?

-Howard



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.

ANSWER: I do not know what messages you are leaving now, but I find vague messages are better. If you are leaving detailed messages about, for example, on a recruiting call, "I am working on this assignment and here are the 17 reasons why it is interesting and call me back", I find those get returned less and usually deleted. One of the techniques I use and have taught, because it is harder to get return phone calls, is to start all of your messages like this: "My name is Mike Gionta. My phone number is (860) . . ." Note that I do not say Mike Gionta with "X" Firm. The message starts with "My name is Mike Gionta. Phone number . . ." for a very specific reason. When they are writing the phone number, their hand is not on the delete button, or it less likely to be.

If it is a recruit call, my message would continue saying "I have no idea what your current situation is. I just thought I would talk to you kind of quietly and confidentially to see if you are open to hearing about something potentially stronger than your current situation. Curious as to your thoughts on that. Again, Mike Gionta."

Now, I have not said I am with a search firm or anything about my search firm such as "We are founded with the Pilgrims." Blah, blah, blah, blah, blah. If you go into that detail they will automatically know that I am a recruiter. I do not want to waste words, and I have built a little intrigue.

On the marketing side, back to the beginning of the call. As part of a followup process, I am usually leading with an employer with an email and a candidate, unless I am doing a flip marketing call and then I am leaving basically that same message, very short, very brief. It still gets a lot of return calls. What I do notice is if you want to call hiring managers and not do a flip marketing call, meaning you are not trying to recruit them first, I find it is best to send an email, if you are sending an email of a candidate.

So the first step would be an email. "I have recently uncovered an individual who \_\_\_\_ (big accomplishment) \_\_\_\_, saved a company \$1,237,000 in tax savings in the tax department, blah, blah, blah, blah, blah, by finding and uncovering 2 legal loopholes the company previously had not taken advantage of. This person is adept at finding and uncovering and can do the same for you." That quick.

Now, I might send that email a couple times. There are a few different ways we do that. The third call might be "Joe, I sent you a couple emails. I recently uncovered . . ." and it would be the same thing. The voicemail would be the same as the emails. But they are building off of the message they have already seen. So I am in a repetition mode in that sense.

There are a few techniques to get more returned voicemails. Create intrigue. Approach your marketing calls with a combination of emails and voicemails.



# It's Time to be Great!

By Chris Heinz

Ask yourself this question (and be honest with yourself): Are you GREAT at what you do, or just good enough?

There are many days where I feel like I am just good enough and teetering on barely mediocre.

There are OTHER days where I can do no wrong! Every call goes perfectly ... Every follow-up email has the right tone, the right amount of humor, and the perfect call to action ... Every hiring manager and every candidate says yes!

The key to a great year is to have more of the great days and less of the 'barely mediocre' ones. This does not happen by accident. Great days are MADE. Great days are EARNED!

Here are 10 things you can do make a great year:

## **1 – Time block your day**

While there are many ways to organize your day, "time blocking" is a very effective approach. Break up your day into manageable blocks of time, whether those blocks are 25 minutes or 55 minutes is up to you and how your mind works.

When you are in your focused time block ONLY focus on that activity. Whether you are marketing, recruiting, sending LinkedIn messages, doing research, sending follow up emails, it doesn't matter. Focus on the activity you are working on at that time. Don't look at emails ... don't check texts (unless you are waiting on an offer) ... in other words, focus!

Yes, I realize that this sounds great in practice but is more difficult in reality. However, by blocking your time during the day, you WILL get more done each day!

## **2 – Give yourself breaks during the day**

Did you notice above when I listed 25 or 55 minute time blocks? Of course you did! You are smart and you're reading the article for a reason.

The reason for those 5 minute gaps is to allow yourself a break EVERY hour. Here's a fact: you cannot go non-stop all day and be at your best every moment. Google it.

By taking just a 5 minute break, you will allow your mind and body a chance to refresh. A key to these breaks is to GET UP! Walk around your office/your home, play with your pet, or go outside for some fresh air.

Some of the greatest people in business today will actually plan a 30-60 minute creativity break during the day to completely step away from work completely. It allows them to be more focused, energetic, and successful.

## **3 – Take care of yourself**

A healthier you is a better you! If you live a healthy lifestyle, you will have more energy and your mind will be more focused. I'm sure you've heard it a thousand times, but I'll say it once again: your eating habits and your physical fitness are the keys to being healthy. There is a third element, though, that has come to the forefront in the past couple of years and that is your mental health. To take care of it, you can do a variety of things, from meditation to journaling to a great talk with a friend/family member.

Working out does not need to take a long time. If you've read any of my previous articles, you know that I like to run. That's my favorite form of a workout. But, you can do so many things: biking, circuit training at your gym, swimming, brisk walks, HIIT (High Impact Interval Training) in your own house, hiking, and on and on. Simply put, do something to get your heart rate up.

## **4 – Give back**

Be good by doing good. Over the course of the year, try to do good for others every single month. While donating money is always welcome, many charitable programs need volunteers all the time. Their programs that serve the community don't go on without volunteers. Food is not served, shelters aren't built, children aren't being supported without volunteers. These programs need both your time and your donations to thrive.

I don't know about you, but I personally feel so much more fulfilled when I gave my time to help others than I do when I just make a donation.

### 5 – Have a positive mindset

Your mindset each and every day will have a significant impact on your success in 2022. Are you waiting for something negative to happen? Are you expecting the 'other shoe to drop'?

Or...

Are you expecting good things to come? Are you putting in the effort that will allow for positive results?

Your mindset can and will make the difference in your year. I firmly believe this ... but I'm a pretty positive guy!

### 6 – Have a BHAG

No, a BHAG is not a kind of sandwich. A BHAG is: Big Hairy Audacious Goal! This is a goal that stretches your imagination

Jim Collin's book "Good to Great" popularized this term. Here's a couple of questions to ask yourself when creating your personal BHAG:

- Does it create momentum?
- Does it get your juices flowing?
- Do you find it stimulating, exciting, adventurous?
- Are you willing to throw your creative talents and energy into it?

A good BHAG will get you excited every time you think about it!

### 7 – Be organized with a plan

The best way to be organized is to write things down. (yes, typing it up works too) Like we discussed above, time block your day. But, what are you wanting to accomplish during each time block? That is where your written plan will come into play.

Have a to-do list for each time block. This works as long as one of your 'to dos' is the end result you are trying to

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+ races of all distances. He has turned that passion into good by raising thousands of dollars for several charities.



accomplish. Without these result goals, you are just going through the motions.

### 8 – Evaluate each day

If you really want to supercharge your performance, begin evaluating your activities and results each day. What went well? Give yourself some kudos. What could you have gone better? How will you make it better the next time? Where are your skill gaps and you improve?

Asking yourself questions like these give you an opportunity to identify little victories as well as the areas of improvement.

### 9 – Care more about the client and the candidate than yourself

This sounds so simple, doesn't it? Afterall, once you scrape away all of the fancy titles we have as recruiters – talent acquisition specialists, talent advisors, search consultants, director of human capabilities – we are salespeople.

As sales professionals, our job is to make a sale and close deals. But, I challenge that thought. Our job is to serve our clients and candidates to the best decision. That best decision may not be the best for us though. A candidate not moving forward may be the best decision for them, but not for us. A client hiring a candidate they found on their own is definitely not best for us, but may be best for them.

If we have their best interest in mind, you give yourself the chance to build long term relationships. These are the relationships that can build careers.

### 10 – Have fun

Helping companies grow and directly impacting people's lives is incredibly rewarding. Remember, though, that we are people dealing with people. Have fun with them. Be human. The more fun you have, the more fun your professional life will be!

Please don't take yourself too seriously!

If you do these 10 items above, you WILL have an incredible 2022! You will have many more days where you are GREAT!

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# EMinfo Ask Industry Experts

## Insider Report: 2022 Predictions

### Q: What are your 2022 Staffing and Recruiting Industry predictions?



*"In sales, I see the following trends in 2022.*

*Technology SDR/BDR/ISR and demand generation positions will continue to be candidate favorable.*

*Business to Business sales positions that are focused on office, door to door, and outside sales of products will see less of a need as more companies are reducing their in office footprints as more of their employees work remote or from home.*

*Less entry-level candidates and college graduates are going into sales. The increased demand of BDR/ISR/Demand Gen Tech jobs are going to increase but the decrease in candidates available for those positions will create opportunities in that area for recruiters."*

**Henry Glickel, CPC, CERS ~ Executive Recruiter & President / Sales Recruiters, Inc.**

*My 2 thoughts about 2022:*

*Go with the money – business need to have employees return to work and employees want to remain remote. With the cost of goods and services going up employee will have to be motivated to go back to the office. Employees will follow the money.*

*Recruiting jobs are HOT! Young recruiter are making a lot of money A great career at any age. A lot of wonderful coaches to teach beginners and motivate seasoned professionals.*

*Going into 2022 with an optimistic attitude!*

**Judy Collins ~ Evergreen Contract Resources**



*"Predictions for 2022...hmm...*

*1) I believe that the compensation increases for professional and executive positions will continue to escalate in 2022. Just as we saw in 2021, companies will need to get creative with compensation packages to entice the best available talent -- whether that be two merit-based reviews in a year instead of one, even more flexibility in WFX (work from anywhere), or professional enrichment training just to name a few.*

*2) Companies that have elongated hiring processes will lose out on the best available talent 9 out of 10 times in 2022. They will still hire people, but the best will have already accepted a position. Speed along with diligence will be critical.*

*Bonus 1) TRUE recruitment consultants will have higher demand in 2022 than ever before!*

*Happy holidays from your positivity Nostradamus :)"*

**Chris Heinz ~ Managing Partner with Westport One**



*"Predictions:*

*Small business bankruptcy will skyrocket will opportunities for those inclined to venture into start ups or side businesses from cash strapped owners.*

*Skills shortages will continue*

*Business owners who tap into creative problem solving and innovative ways to serve customers will be the most successful."*

**Patricia (Tish) Conlin, HBA, RHN ~ President, International Speaker, Author and Trainer**

*"Barring a major event in the broader economy or financial system, the Great Resignation will most likely continue. As a result, there will also continue to be a worker and talent shortage in the employment marketplace, which means recruiting and hiring will be as difficult in 2022 as it was in 2021. Placement totals in Top Echelon Network last year were among the highest they've been in the past several years.*

*"In addition, employers will continue adapting to the pandemic, with more of them adopting a hybrid workforce composed of in-person and remote employees. This means organizations will need senior-level employees who are proficient at both managing their hybrid workforce and navigating the many challenges of the workplace and marketplace to maximize its productivity."*

**Mark Demaree, President and CEO ~ Top Echelon Software, LLC**



# 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!

## WHERE DO YOU FIND TOP TALENT TO WORK FOR YOU?

I moderated a panel that addressed this exact topic at the recent TechServe Alliance Owner Summit. There were over 200 Executives from the Staffing and Recruiting Profession in the audience and this panel addressed three options:

1. Do you train your own team?
2. Do you recruit individuals with experience?
3. Do you acquire other firms that have an experienced team

Polls were taken from the audience and over 60% of the attendees were interested in acquiring other firms. One of the greatest drivers was the acquisition of their in-house talent. It was amazing how many owners were not filling 50% of the business written but were not hiring because they didn't have the time to train.

There is a reason that our clients have a training and development budget. It's also important to note that Millennials and Gen Z now make up over 50% of the workforce and training and development is an area that is very important when they are making a career choice.

Let's discuss the three options the panel addressed. Everyone agreed that it was important to hire individuals who had some sales experience and wanted to continue to sell, primarily over the phone (except in Temporary or Contract Staffing Firms) where the salespeople are | were outside sales reps (pre-Covid). It was also agreed upon that individuals hired should have a track record of over-achievement. If a recent college graduate was hired, it should be someone who had good grades, possibly participated in sports, or held leadership roles in organization. The other desirable trait for a recent grad was work experience during college.

Most companies did not have a structured, comprehensive training program for new hires and were too busy to provide continual training for their experienced team. Everyone agreed this was an area of weakness that prevented many owners from adding to their internal team.

I don't normally promote my training, but I have online Tutors that are now delivered in short videos that a new hire could take at their own pace. My Tutors teach them our profession from A to Z and are separated by segment (i.e., Direct Hire, Contract or Temporary Staffing). Whether you utilize my training or another industry trainer – training is not best use of your time!

The next option was hiring individuals with experience who always demand a much higher compensation package and often don't live up to expectations. Too often, these individuals brought along their "baggage" and did not easily adjust to new processes or systems. If you do hire an experienced recruiter or account executive, ask for a copy of their W-2 and realize they are probably restricted by a non-compete which their current employer will enforce.

If you are in a position to acquire another company, take time to understand not only the financials, but the core values and culture of the company and employees. There is no guarantee that the sales team will stay in place after an acquisition unless they are taken care of and see a career path and an opportunity to learn and grow.

Whatever option you select, you can't afford **not** to add to your team if you are not able to fill the business written because there are just not enough people on your team or hours in the day. If you would like to see our Tutors, please call my office, and ask for Jodi, my VP of sales 219.663.9609. If you don't utilize our training, develop comprehensive, consistent training for your team if you want to consistently helps them achieve a higher level of success. This will also help you retain your big billers.



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**Call 219.663.9609 & ask for Jodi or email her at [jsvetich@goodasgoldtraining.com](mailto:jsvetich@goodasgoldtraining.com). for additional information.**

The logo for 'EMINFO.COM' features the word 'EMINFO' in a large, bold, blue, sans-serif font, with 'EMINFO.COM' in a smaller, blue, sans-serif font above the 'O'.

A circular icon containing a stylized person silhouette.

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# MIDSIZED RECRUITING Growing Companies STAFFING SMALL

**Getting Business Done**

By Michael Neidle



It is axiomatic that people are most productive when they are working together for a common good. When they are working at cross purposes and have different agenda, it stands to reason that productivity will suffer. Whether it is in corporations or in any other setting, when people have different agendas things not only will get done slower, but the results will also be wanting and sooner or later the company or whatever entity it is will become inefficient and fail altogether.

Although there has always been different points of views, values, and agendas, we are now becoming very divided, forming into two different camps for a variety of causes and positions have hardened on ideological basis. The ability to find a middle ground or compromising is hampering the ability to get things done.

We are talking about how things that are not truly business related have nevertheless impacted business which is conducted by people who need to work together, and we know people like to work with others that they like. And to the extent that extraneous issues negatively impact this relationship this adversely harms business relationships. I am sure the reader has experienced many such situations. Unfortunately, this is much more common these days than ever before. This includes issues such as differences in: social policies, the economy, taxation, healthcare mandates, politics in general, personal freedoms, different definitions of facts vs. opinions, climate change, immigration policies, voting rights, vaccines, religion, sex, discrimination based on gender or race, the first second or other constitutional amendments, and many more such fault-line issues. These issues can insert themselves into business relationships and harm them. There have been boycotts of some companies by those who disagree with the stance of companies or individuals working for that company on such issues and who have inserted themselves into a relationship.

So how should businesspeople deal with these differences? I would suggest that these issues be avoided as much as possible. That means staying on the topic of business and the decision maker working for company A, dealing with the business at hand and not getting into the issues noted above, unless both parties know for sure that they are on the same page on these issues. Therefore, do not bring up or respond to potential controversial issues, unless you know they will not become a deal killer.

Word of the Day - axiomatic  
self-evident or unquestionable.



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.

# Optimizing Your Career Portal for Response: How to Keep Visitors Engaged

## The recruiting market is tough right now.

Qualified candidates are worth their weight in gold right now. But even though talented people may seem scarce, they are out there – you just have to find them...and convince them to apply!

In a recent Big Ideas Newsletter, "[Optimizing Your Career Portal for Response](#)," we explored 5 ways to attract, engage, and convert site visitors to eager job applicants. Below we share tips from that article on how to get job seekers to stick around once they find you.

## How to keep job seekers engaged on your website.

The longer a job seeker spends on your career site, the more likely they are to apply to a job. What's more, return visitors to your career site are twice as likely to apply!

Add response-optimizing content and technology to maximize engagement, return visits and ultimately, conversions:

- **Improve your information architecture.** When a job seeker lands on your career site, how many clicks does it take them to find the information they need? Think through your career site's information architecture to make it as easy as possible for job seekers to find the content they want (and the actions you want them to take).
- **Use CTAs effectively.** Tell job seekers exactly what you want them to do, and provide multiple ways for them to take action:
  - Forms: Easy to find. Easy to complete.
  - Navigation: Intuitive. One click to anything.
  - Fly-ins and pop-ups: Semi-intrusive, visually engaging, compelling CTAs.
  - Sidebars: Banners, buttons to drive action, promote jobs.
  - Inline CTAs: Text links, buttons, graphics with compelling CTAs.
- **Consider integrating a chatbot.** As natural language processing – how computers understand and interpret human language – continues to improve, so does the value of chatbots in recruiting. How can a chatbot generate more responses from applicants?
  - Improve candidate experience by providing 24/7 assistance. With the right functionality, a chatbot can answer candidates' basic queries about your firm's policies, benefits or culture – and alert a human recruiter if it cannot assist someone.
  - Improve recruiters' efficiency. By handling routine, time-consuming tasks (e.g., gathering basic data, prequalifying applicants, scheduling interviews), a chatbot can give your recruiters more time to spend converting their strongest candidates.
- **Use live chat.** Unlike a chatbot, a live chat feature allows candidates to engage directly with recruiters in real time without picking up the phone.
- **Add job alerts.** When candidates come to your website, can they opt-in to receive job alerts? Can they save searches to be automatically notified when a new job that matches their criteria is added? If your career portal doesn't offer job alerts, and allow you to automatically send candidate re-engagement emails, it's time for a better career portal!
- **Include more than just jobs.** A great career site is more than just a job board; it's a destination for job seekers at every stage of their journey (i.e., whether they're gainfully employed, exploring their options, or actively seeking a new job). Build a robust site with resources that drive visitors to take action, including alternatives to applying (e.g., filling out a form that allows you to market to them after they've left your website). This way, even if an individual isn't ready to apply today, they'll be more likely to come back to you when they are. Here are a few things you can offer:
  - Automated job alerts (more on that below)
  - Newsletter opt-in
  - Salary guides
  - eBooks and whitepapers
  - Interactive quizzes
  - Webinar registration
  - Click to call
  - Free resume critique
- **Invest in re-targeting.** While *technically* not part of your career site, re-recruiting is an effective, low-cost tool for keeping your brand visible and bringing potential candidates back to your website. It uses Facebook (and Google and Instagram) to show display ads to people who have previously visited your website or engaged with your firm in the past.

## Need a better career site?

Let Haley Marketing design you a feature-rich site that can help you become a candidate magnet. Learn more about our [career sites](#) or [contact one of our marketing educators](#).

# Talent Enablement and the Candidate Journey: How Mobile Apps Deliver ROI by Empowering Candidates and Recruiters Alike

While the pandemic has placed even greater emphasis than before on the talent shortage and retention rates, staffing agencies and employers know these challenges were there before and will continue to be for the foreseeable future. The critical need to attract talent and keep candidates more engaged throughout recruiting has made the candidate journey an industry-wide focus.

A recent [research report by Aptitude Research](#) provided some great insights on the entangled candidate-recruiter experience and the need for technology solutions that empower both. The report makes it clear that candidates and recruiters are both hungry for mobile apps that support [talent enablement](#) and ultimately provide employers with qualified hires faster.

## Give Candidates What They Want

A successful candidate journey starts with a job search and progresses through researching companies, applying, screening, interviewing, receiving an offer, and getting hired. And it continues with new opportunities and redeployment. Every stage is a point of possible frustration and disengagement for candidates.

- 58% don't receive a response after applying.
- 75% are unsatisfied with the interview process.
- 78% don't receive status updates at all.
- 50% say the reason they withdrew from the recruiting process was because their time was disrespected.

Traditionally every stage of the journey has involved recruiter interaction. But the [modern candidate](#) doesn't think of engagement that way anymore. They want to do all these things themselves and in one place. They are used to tasks in their lives being consumerized through mobile apps and now expect it. There's plenty of motivation to give it to them.

- 52% of candidates share their negative experiences, but 77% share their positive ones.
- 75% say there is a great chance they'll come back and apply to new positions if they have a good candidate experience.
- Organizations that improve their candidate experience see a 60% increase in their NPS score, a 58% increase in retention, and a 72% increase in brand recognition.

It's obvious the industry demands a better candidate experience at this point: 74% state it as a top priority right now. But finding the right solution clearly isn't easy either. 68% say they haven't made any strides in improving the candidate experience in the last two years.

How can you have confidence something will address the challenges of the candidate journey in meaningful ways and give you the ROI you're looking for? That's why it's important to look at it through the eyes of recruiters as well.



## Invest in Technology that Help Recruiters

It's not uncommon for companies to use 10 or more recruitment solutions at once. And 50% of companies don't even measure their ROI. But when you look at what tools like [WorkN](#) and [Avionté 24/7](#) can do for recruiters on top of the experience they provide candidates, the ROI picture becomes clear on its own.

The top challenges today, according to recruiters themselves:

- Finding and attracting quality hires
- Adapting to change during the pandemic
- Recruiting remotely
- Measuring quality of hire
- Competing for talent across industries

65% of a recruiter's time is spent sourcing candidates and scheduling calls. And they've seen a 30% increase in workload since 2020. That doesn't leave a lot of time for much else. As it turns out though, recruiters are looking for the same solution candidates are.

The top recruiter recommendations to improve the candidate experience:

- Better tools to automate processes
- More time to engage candidates
- Simple technology
- Less time doing admin work
- Data to drive decisions

This is exactly what a tool like [WorkN](#) is built for. With less time spent on the tasks that candidates want to be automated and consumerized anyway, recruiters can focus on building relationships and networks. When they do that employers get qualified, more engaged candidates that they're more likely to retain. Those kinds of candidates are much more likely to re-engage an agency and be redeployed. Investing in the right technology drives talent enablement and perpetuates the entire staffing industry.



The advertisement features a man with grey hair and glasses, smiling and shielding his eyes with his hand. To his left is a pink graphic with the Avionté logo (a stylized 'A' inside a circle) and 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 the pink graphic is a white button with the text 'LEARN MORE' in blue.

# Choices Make The World Go Round ... With Temp & Contract Placements!

By Judy Collins

In today's fast-paced labor market we are faced with an array of choices. And choices are a good thing. Many of the time-honored conventions we once had to live by have gone by the wayside. Choices must be made whether to hire direct or to hire via contract. Does a client company look for long-term employees or short-term? Choices must be made whether to work in an office or remotely. Does a prospective candidate prefer the camaraderie of the office or the alternative of working at home? What lifestyle appeals to you the most; a regular and predictable 9 to 5 existence or a flexible one? In short, now that we are faced with these choices, we should enjoy the opportunities they present and make the most of them! Recruiters should be alert to these trends so they can be a better business partner for their clients.

In the very recent past, the dominant paradigm was the direct hire of most employees, with supplemental staff provided by contract personnel. Most common was in-office employment. The onset of the COVID pandemic triggered a massive shift, disrupting what was the norm and imposing new realities. People suddenly could not or would not go into the office. Many companies were driven to cut back on their staff in order to stay profitable in the face of reduced business activity. Continued unpredictability of the path of the pandemic led many companies to be reluctant to bring direct hire staff back, fearing another wave of pandemic cutbacks. This led to an increase in contract hires. Contract hires allow a company to trim excess staff with a minimum of pain and a maximum of flexibility. Companies increasingly allowed remote working to keep their operations going. Keeping this in mind, recruiters should coordinate with their client companies to make sure they take full advantage of this situation and optimize their organizations, choosing the appropriate mix of direct-hire and contract personnel.

Client companies struggling to find a survival strategy to outlast the pandemic have the choice of continuing with their past norm of direct-hire for long-term employees or to take a more defensive strategy of increasing their contract hiring. Contract hires that work out in the short-term can easily be shifted to direct hire later when there is less uncertainty in the marketplace. Companies have this choice available to them to improve their profitability while reducing risk. Recruiters can make their clients aware of the potential long-term impacts of employee preferences noted in the "Turnover Tsunami" as characterized by SHRM's Roy Maurer. Roy notes that a quarter of workers plan to leave their jobs when the disruptive effects of the pandemic subside. For those who will not come back to the office, direct-hire or contract replacements must be found. The choice of a remote work option may induce the reluctant employee to stay.

Employees today often enjoy the luxury of a choice between working in the office and working remotely. We can thank the pandemic for this, despite the many damaging impacts. We can also recognize that the confluence of the pandemic and the electronic technology that has given a boost to working remotely. Just a few years ago it would perhaps not have been possible for many jobs to be done except in an office environment. Now, with the advancements of high-speed data networks, virtual meetings, powerful and innovative software, working remotely has become a reality for many. For employees, this choice is a good one to have. They can now choose a path which provides them with what they value the most: the personal closeness and peer relationships of the office or the freedom and flexibility of working at home. Use this opportunity to coach your applicants on these choices and help guide them on a successful career path.

Lifestyle impacts on employees are evident throughout the marketplace. Many who regularly did the morning and evening commutes have now chosen to avoid the office for the freedom and flexibility of working at home. In a previous article, we cited a survey by *Harvard Business Review* which shows that about 40% of US employees would start looking for another job or quit immediately if ordered to return to the office full time. For employers who have not made available the choice of remote work, this remains a looming threat. For others, of course, the office environment provides some needed social interaction, peer appreciation, and a chance to get out of the house. This is an especially important for a work/life balance and to maintain a healthy mental/emotional outlook. Regardless of which path is chosen, flexibility and adaptability are needed in a company to survive and perhaps even thrive in the face of the disruptions caused by the employment shift. A realistic mix of direct-hire and contract employees will make this possible.

You can partner with a back-office provider such as Evergreen Contract Resources to enable you to place these contract employees. 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 at once. Call Evergreen today, and we will set you up. There is no cost or obligation. Use us when you need us. You can prepare your recruiting firm to better serve your client companies if you realize that **CHOICES MAKE THE WORLD GO ROUND...WITH TEMP AND CONTRACT PLACEMENTS!**



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Award Winner

## Recruiting Deal Breakers

### Lack of Professionalism



**53%** Inappropriate interview questions

**49%** Aggressive behavior of recruiter/hiring manager

### Position or Skills Disconnect

**51%** Unrealistic job or skill requirements

**50%** Misrepresenting job duties



### Impersonal Hiring Process



**38%** No response to questions about open positions

**37%** Poor follow-up by recruiter/hiring manager

**30%** No face-to-face contact during the hiring process

Source: American Staffing Association Workforce Monitor®, an annual survey conducted by The Harris Poll from Aug. 27-29, 2019 among 2,022 U.S. adults age 18 and older.



# NEWS RELEASES

## **NPAAworldwide Recruitment Network Expands in Italy, Australia and the USA**

Recruitment network NPAAworldwide has expanded its membership in Italy, Australia and the USA with the addition of eight new member locations. This expansion will allow members to grow revenue without increasing overhead as they work cooperatively to make placements for clients.

- FranSyS Consulting di Francesca Caneva (fransysconsulting.com), Cornedo, Veneto, Italy. Specialty is technical roles in the chemistry, engineering, research, life science, and manufacturing industries
- NAMS Recruits (namspeakers.com), New York, New York, USA. Areas of focus include banking and engineering / operations / manufacturing
- Calvano Search Consultants, LLC, Philadelphia, Pennsylvania, USA. Focused on direct hire recruitment, with established clients in the chemical process industry and related (plastics, O&C, food processing, etc.) in both manufacturing and R&D centers
- Veromni, LLC, Fredericksburg, Texas, USA. Specialties include SaaS, staffing operations, finance and accounting, executive roles and sales
- Heroes in Motion (heroes-in-motion.com), Tampa, Florida, USA. Contingency-based recruiting firm within healthcare and life sciences
- McAvoy Consulting (www.mcavoysearch.com), New York, New York, USA. Technical recruitment firm specializing in engineering
- Sea Change Talent LLC (seachangetalentllc.com), Worcester, Massachusetts, US. Areas of focus include technology and cybersecurity
- Recruitment Expert (recruitmentexpert.com.au), Sydney, New South Wales, Australia Accounting and legal recruitment across Australia and globally

"Congratulations to each of these recruitment firms," said Dave Nerz, president of NPAAworldwide. "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."

NPAAworldwide 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 NPAAworldwide. NPAAworldwide 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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# Letter From The Editor

This editorial letter could be a look at the past, present and future but I wanted to write about something else. These past few years have been most difficult for most of us. I've had to worked hard to cope and found meditation to be a good practice that has helped guide me thru. True meditation is not easy in our modern world of distractions. Finding your ability to focus on the self, breathe and mind is a good practice to find clarity. One suggestion to learn more about how to meditate is to read the *Yoga Sutras of Patanjali* (Sutras are Sanskrit literature – set of rules on grammer or philosophy) Poetry is another source of help in quieting the mind.

Life is a journey and thru it we choose different paths. Those choices affect us and others. Never is there a more influencial group then the people providing staffing and recruiting to companies as well as the candidates they place. Over and over recruiters and staffers say they feel lucky that they get to help change people's lives. But I ask; who is taking care of YOU? On this journey, being successful first depends on your well-being and mental health not suffering.

Through this pandemic more women have left the work force than any other time in recent history. They choose themselves and family first as they should. So when they do, how do these women cope with the changes that come from this choice. Are you one of them? Or are you influencing some to come back to the workforce? Offering advice on how to cope may come up in the conversation.

Start 2022 with a positive outlook and focus on the self to help you and others. I have been extremely blessed in my own journey to be able to make choices that I wanted to. My wish for you as you look into the self, is that you see all the possibilities. Make good choices first for YOU and then you will better help others.

Go out and enjoy the NEW YEAR.... It will be a good one! And read some good business advice from all the thoughtful authors that share tips that could help make this a great successful and meaningful year!  
Happy Recruiting...

*Pat Turner*



*Don't miss out!*

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