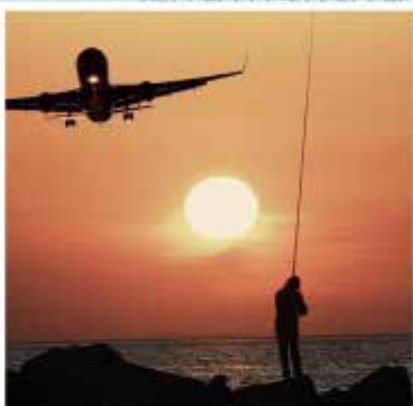


Technology is the Lure - Not the Fight Nor the Fish



What Should Staffing Software Do for You?

The Multiple Forms of Unemployment

Improve the Candidate Experience

Cut Through The Communications Chaos

Recruiters' Biggest Time Thieves

Check out the members page



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DID YOU KNOW?

* By utilizing [staffing software](#) for sales and marketing the relationship process can be managed from early on. In addition, once the prospect becomes a client, an employee or a placement, you can increase the service aspect to cultivate the relationship. pg 5

* Structural unemployment sets in when the nation fails or falls behind in the sustainability of the workforce possessing adequate knowledge and skills needed by employers in the contemporary workplace. pg 7

* One of the biggest complaints candidates have across the board is not receiving enough communication from recruiters about their status. You never want candidates to feel as though they're applying into a black hole – make sure that your system is set up to send a confirmation email when candidates submit an application, and follow up regularly with the candidate as they move through the hiring funnel. Always use the candidate's name in your correspondence to give it that personal touch. pg 8

* When you get that candidate on the phone, you count that as the first presentation. Because, even if they say no, we all know that when we get people in a conversation, additional information comes out, and a relationship builds. pg 11

* According to the studies, an employees' attitude towards task delegation was positive and led to increased job satisfaction, probably because task delegation comprised a high degree of work autonomy. pg 12

* Google (now Alphabet) was founded by Larry Page and Sergey Brin while both were Stamford PhD students. The company's culture is embodied on their phrase "do no evil", and a huge access to information (just Google it), focusing on providing the best products and services. Their staff was typically allowed to use 10% in time pursuing their ideas. pg 15



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What Should Staffing Software Do for You?

By Terri Roeslmeier

Has your [staffing software](#) been a major disappointment? Is it costing you more time and money than it makes for you? Ever wonder what the problem could be? You did the research, compared products and thought you selected the best software for your needs. How did the project go south?

Do You Know Your Software?

Many companies use just a very small percentage of what a product can do. If you are using your staffing software simply as a file cabinet to store resumes or look up phone numbers, you are missing out. Much staffing software today has the potential of being a fully integrated model. We're not talking about integrated back office here—the front office is where everything begins. Let's make that the focal point.

Why Focus on the Front Office?

Marketing and sales should be a huge component when utilizing staffing and recruiting software. CRM begins with marketing and sales, though many people make the mistake of thinking that CRM is simply contact management. Although a big part of contacting customers and candidates, CRM is as advertised: "Customer Relationship Management". The relationship begins with marketing and sales but carries through to onboarding, operations management, payroll/billing and post-customer service.

How Does Front Office Return the Investment?

Marketing largely relies on the collection of data. Without this data, it is impossible to take advantage of marketing opportunities in any given sales cycle. Further, data has to be classified and sorted in order to be able to work with it in a meaningful way. That means that data collection is imperative from the very beginning of the relationship with your clients and candidates. It also means that a continuous stream of information will make for effective relationship management throughout the life cycle of working with clients and candidates.

What is the Role of Staffing Software in CRM?

In order to accomplish any sort of CRM all marketing and sales information must hit the system. Importing prospects, electronically onboarding candidates and all contact has to be documented in your staffing software. Last contact dates, call reasons, notes and follow-up information should be recorded, beginning at the prospect level. Information can then be used to increase marketing exposure via emails, regular conversations and other types of correspondence such as targeted mailings. It can also be used to assess the validity and profitability of prospects and sales performance of internal staff.

By utilizing [staffing software](#) for sales and marketing the relationship process can be managed from early on. In addition, once the prospect becomes a client, an employee or a placement, you can increase the service aspect to cultivate the relationship. Imagine having access to every conversation, email, interview, resume sent, and all other activities since you first began the relationship? The information is there so that decisions can be made on how to further or perhaps terminate the relationship. Having information available is an immediate window into opportunities that may otherwise be missed. Know your market.

How Does Front Office Software Help the Back Office?

Even back office people can and should use front office. Log the collection calls in front office. This could benefit operations people that may be marketing to delinquent accounts. If using an integrated back office, it may be a good idea to expose front office staff to client profitability, days to pay and other information such as forecasting based upon what a client has ordered throughout the year. Shared sales analysis can help recruiters and operations staff prepare for business.

To increase job order fill ratios, text or email information to candidates about open jobs. To help on the service end, remind candidates when and where they are to arrive for an interview or job assignment by utilizing automated texts and emails. To improve quality control, post job order follow-ups automatically to your daily planner for QC follow-ups.

The Data Has to Be There

Marketing job orders to candidates cannot occur at any level unless emails and phone numbers are "in the system". It is also imperative that candidates be classified by positions they are interested in and skills that they have. Otherwise, you are not target marketing to the right people. It's the same with clients and client contacts. You need information on hand that will allow you to electronically select them by preference. Repetitive marketing is successful.

Record Everything Immediately

On another note, all orders should get entered as soon as they are taken. You can also offer clients portals so they can input their own orders if they prefer. Many customers would consider this a great self-service tool, and it will ensure that you will get in orders that may have not even have been expected. The faster orders get into your system, the quicker your staff can begin filling them. Many people enter orders after they are filled, simply for payroll and billing. This represents many lost fills and mismanagement of perfectly good orders. All of that leads to lower profits.

Resumes sent, interviews scheduled, filled assignments and direct hire placements should be input as they occur. Not only will the activity audit trail be fulfilled but the management of these activities via planner action items will happen in real-time. Send the resume from the system, which automatically documents the activity, preserves a copy of the email/resume sent and sets a date/time for follow-up. This assures that no follow-ups are missed, allows for management activity reporting and helps assess the flow of business for future planning and forecasting. Without this, your CRM is broken.

Let's face it, staff may consider utilizing the system as an inconvenience and may even argue that this takes time away from placement activities. However, CRM utilizing staffing software assures that all information stays with the firm, gives management the information that they need to manage and overall makes every operation more efficient and profitable.

Staffing software like Ultra-**Staff** *EDGE* helps you get that data entered quickly and recorded reliably. Learn more about [Ultra-Staff EDGE Front Office](#) today.



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Terri Roeslmeier is president of Automated Business Designs, Inc., software developer of Ultra-**Staff** *EDGE* software for the staffing industry. Ultra-**Staff** *EDGE* is a full-featured software solution with components for front and back office, web portals, onboarding, mobile, data analytics, and scheduling. For more information on Ultra-**Staff** *EDGE* visit www.abd.net.



Dr. Frank Burtnekt has spent his lengthy career working with educational and career development initiatives engaged in the design and

delivery of programs and services that bring maximum career success and satisfaction to individuals from across the life-span. His academic preparation has resulted in being awarded the Master of Arts and Doctor of Education degrees in counseling by the George Washington University (DC). And the Bachelor of Science Degree by Shippensburg University (PA). He is a Registered Counselor (RC478) in the state of Maine and has earned the National Certified Counselor (NCC) and National Certified Career Counselor (NCCC) credentials of the National Board of Certified Counselors (NBCC), as well as the Certified Personnel Consultant (CPC), the Certified Temporary Staffing-Specialist (CTS) and Certified Employment Retention Specialist (CERS) credentials of the National Association of Personnel Services (NAPS). Further, he served as the NAPS certification and education consultant from 1994 to 2021. Readers may direct questions to him at ednow@aol.com.

A monthly examination of issues and concerns being voiced by employment candidates with search and staffing professionals. Veteran counselor and educator Frank Burtnekt responds personally to each career question. EMinfo readers are encouraged to submit their questions for Dr. Burtnekt at ednow@aol.com

The Multiple Forms of Unemployment

EMinfo Reader: Unemployed candidates appear to be coming at job seeking from different directions. How are some forms of unemployment different from others?

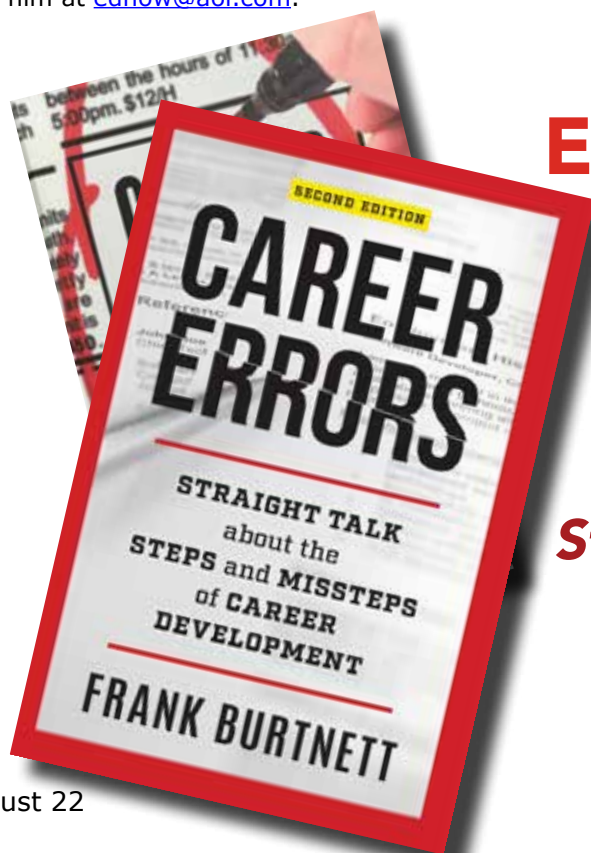
Dr. Burtnekt: The United States Department of Labor, Census Bureau, and other federal agencies divide unemployment into three discernible categories: cyclical, structural, and frictional.

The type of unemployment the general population is most familiar with is cyclical. This occurs when a significant number of workers are furloughed or laid off during periods of economic downturn and recession. This period worsens when downturn period is extended and the damaged demand for goods and services is lengthened. The early days of the COVID19 crisis was a clear example of cyclical unemployment.

Structural unemployment sets in when the nation fails or falls behind in the sustainability of the workforce possessing adequate knowledge and skills needed by employers in the contemporary workplace. The workforce and the demands of employers are simply "out of synch" with each other. Skill adjustments, resulting in new competencies, are often required across various workforce sectors in order for structural unemployment to be corrected.

Finally, frictional unemployment occurs when working individuals voluntarily exit employment situations in search of improved or more desirable roles. This category includes individuals who have chosen to leave their work roles temporarily (maternity/paternity leave, medical leave, etc.), and now desire to return to full employment.

Each of the types unemployment described above presents distinctive challenges to the worker transitioning back into the workforce. The more sensitive the search and staffing professional is to the needs of the candidate, the more effective, they will be in facilitating that individual's personal career development.



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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.

EMINFO



By Lynn Connor

What's the first interaction a candidate has with your business? It's not onboarding or the first day on the job. It's not even the interview process. It's being a candidate – applying to a job and then moving through the screening and hiring process. The “candidate experience,” as it's commonly called, is an absolutely critical part of your firm's interactions with the job seekers you serve. In fact, according to [talentadore.com](https://www.talentadore.com), [between 80 and 90 percent of talent](#) say a positive or negative candidate experience will change their minds about a role, or a company.

While creating a great candidate experience has a lot to do with the person-to-person connections between candidate and recruiter, technology also plays a big role. And the reality is that in today's

job market and hiring landscape, recruiters can't talk personally with every single person that applies to their open jobs. That's where recruiting agency software comes into play.

Let's take some time to think about why the candidate experience is so important and what makes it great. Then, we'll discuss how staffing agency software works and how it helps to improve the candidate experience. That will help your firm make the important decisions on which software for staffing agencies is right for you.

Why is the Candidate Experience Important?

The candidate experience essentially boils down to how your candidates feel about your company once they've experienced your hiring process. And those feelings influence candidates as to whether they will continue working with your firm and accept a job offer. Of course, only one candidate out of the pool – most of the time – will make it to the job offer stage. So, part of a good candidate experience involves making *all* candidates, even those who aren't accepted for a job, feel good about your process.

To put it simply, the candidate experience is important because you want your reputation as an employer to speak for itself, even for those candidates who didn't make it to the job offer stage. If they feel good about the process, it's much more likely they'll apply for another job with you or continue working with a particular recruiter.

Consider the flip side, too: If a candidate has a poor experience with you, they're likely to talk about it with colleagues, friends, and peers in their network. Your business could start to gain a reputation as one that's hard to work with.

What Makes for a Great Candidate Experience?

It's clear why fostering a great candidate experience is so important. It's about your business's reputation and your success in the future. So how do you make sure you're providing a great candidate experience every time?

Application Process

Remember: the application process is really the first impression the candidate will get of you. First of all, make your job listings easy to find — don't bury them in an obscure spot on your website or make candidates hunt through multiple links to get to the right place. From there, be sure to give clear instructions on how to apply for jobs, and if possible, don't make candidates log into a system or create a new account in order to apply. This turns off many candidates right away. Last but not least, make sure your application process is mobile-friendly since many candidates are applying from their phones while on-the-go rather than sitting down at a computer or laptop.

Communication

What does your communication look like in regard to your candidate experience? One of the biggest complaints candidates have across the board is not receiving enough communication from recruiters about their status. You never want candidates to feel as though they're applying into a black hole – make sure that your system is set up to send a confirmation email when candidates submit an application, and follow up regularly with the candidate as they move through the hiring funnel. Always use the candidate's name in your correspondence to give it that personal touch. And when you have to reject candidates, do it politely and from a real email address; nothing is more hurtful than a rejection from a generic “careers@companyX.com” email address.



Interview Process

Once candidates get past the application stage, they'll enter the interview stage if you decide to move forward with them. This is your first face-to-face interaction, whether it's in person or over video chat. Make it count. Start on time, explain the interview process and what the candidate can expect, and take thorough notes during the interview. Always thank the candidate for their time as the interview wraps up, and follow up with an email letting them know you're proceeding or rejecting them as soon as you can. Giving candidates the silent treatment is a quick way to turn them off of your firm. As mentioned above, there's another way that you can improve the candidate experience: through the power of software for staffing agencies. Let's dive in.

What is Staffing Agency Software?

Staffing agency software is just what it sounds like: software for staffing agencies designed to make a variety of recruitment processes easier, more efficient, and better for both the recruiter and the candidate. And yes, staffing agency software is designed to improve the candidate experience as well.

Staffing agency software tools like Applicant Tracking Systems (ATS) and Vendor Management Systems (VMS) are designed to make every part of the recruitment process more streamlined and effective. They help recruiters craft and post job descriptions; automate various parts of the process, including communication and candidate follow-up; analyze data to gain insights into candidate behavior; and much, much more.

How Does Applicant Tracking Software Work?

In today's recruitment landscape, an indispensable piece of technology that makes up the core of your company's operations is an ATS for staffing companies. These systems collect and store resumes in a database, allowing recruiters to access the data immediately or long after the candidate applies for a job. The system allows the recruiter to search and sort through the applications in a number of ways, including based on keywords that match the job they're hiring for.

In addition to collecting and storing resumes, an ATS system can provide recruiters with data-driven insights into their candidate experience, such as where the candidate found the job posting and how often they checked on the status of their application.

How Staffing Software Can Improve Candidate Experience

Staffing agency software helps your company improve the experience you're offering to candidates in a variety of ways, including:
More Accurate Job Descriptions



Your ATS's analytics capabilities can give you insights about your talent pool, which helps you craft better and more accurate job descriptions. This means when you actually start to interview candidates, they'll have a strong sense of the role and your company at large—which facilitates more productive conversations.

Ease of Application Process

Because of the automation built into staffing software like ATS systems, it makes the application process easy and streamlined for candidates. Because candidates are likely to give up on an application that seems complicated or requires them to create an account and log in, making it as easy as possible is a huge benefit.

Mobile-Accessibility

Staffing software ensures that your job postings and applications are mobile-friendly, which helps you to meet candidates where they are: on their phones.

Text Messaging Capability Keeps Candidates Informed

ATS systems can automatically text your candidates to keep them informed of their status in the hiring process. Having the ability to stay in touch with candidates in this way without having to individually contact every candidate in your hiring funnel saves your team time while making sure candidates stay happy, too.

Interview Integration

Another benefit of an ATS is that it makes scheduling interviews and following up with candidates simple and efficient. The system will keep everything straight for you, reducing the chance of mistakes and missed connections.

Benefits of Staffing Software for Recruiters

We've talked a lot about the benefits of staffing agency software for the candidate experience. But it also offers plenty of benefits for recruiters, too. Here are just two of the big ones:

Straightforward Communication

Rather than having to craft emails or text messages by hand for every individual candidate on the roster, staffing software allows recruiters to communicate directly with candidates in a simple, straightforward, and often automated way. This ensures that every candidate is kept up to date on where they are in the hiring process, and gives them the chance to ask any questions or voice any concerns along the way. Having this ability binds the candidate to your firm in a way that just wouldn't be possible without the technology in place.

Streamlined Application Review

Staffing software like ATS systems makes it easy for recruiters to quickly review applications and select the candidates they want to move forward in the process. And resume parsing software sifts through essential keywords in resumes to help bring the most qualified candidates to the top of the pile. The ability to make the application review process streamlined in this way means that recruiters can get to more qualified candidates faster.

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ASK COACH

Mike

Michael Gionta



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Recruiters: Technology is the Lure - Not the Fight Nor the Fish

Question: I often use email and LinkedIn to communicate with candidates. Can I count these exchanges as recruit presentations in my metrics? -Jill, Las Vegas, NV.

In short, no. And I will tell you why I do not measure email and LinkedIn responses as activities.

This is where recruiters get hung up when introducing metrics to their firms. But Mike, "people tell me in an email that they are not interested. Can I count that?" I say no. One, I tried it. When I gave

my entire office permission to count email exchanges as presentations, a conversation with either a hiring manager or an employee, my office became a library. You could have held a professional golf putting tournament in the middle of my office because it was so quiet.

Electronic Recruit Presentations (RPs) and Marketing Presentations (MPs) Diminish Relationship Building Opportunities

When you count those responses, you will have fewer verbal conversations, and you are not building relationships with your prospects. I am not coaching you to stop using text, email, LinkedIn, or any technology for that matter. I want everyone hyper-focused on taking an email exchange and turning it into a verbal dialogue.

When you get that candidate on the phone, you count that as the first presentation. Because, even if they say no, we all know that when we get people in a conversation, additional information comes out, and a relationship builds. You can go deeper with questions like:

- If you could hand carve the next step in your career, what does that look like?
- What are the things lacking in your current assignment that you wish were not lacking?
- What are the things you are thrilled about when you wake up in the morning that you love about your current job, your current career?

We do not get to ask those questions in a tidy email or text exchange.

My goal with our clients, my goal with my recruiters, was always to use technology, kind of like a fishing lure, to get them to bite so that we could get them on the phone to begin to develop a relationship, whether they were interested or not.

Electronic RPs and MPs Do Not Save Time in the Long Run

Now, somebody might email you back and say, I am fine. Do not bother calling me. Okay, maybe you saved some time there. I would not posit that you did not. I do not know how many conversations I have had with candidates over the years that, on our initial call, they said, "look, do not even waste your time." Maybe 45 minutes later, I had them sending me a resume, going on an interview, and ultimately placing them. It is all about the ability to ask great questions and listen. You want to use technology to put you in that position. I do not ever want to qualify, in or out, using technology.

Here is the other benefit of why I want to get both hiring managers and candidates on the phone. Once you become adept at this, they are going to drop names. I will always ask a hiring manager, "who else in your organization might need some help either now or in the future?" If I am talking to a VP of Marketing, maybe I can get some names and data on the VP of Sales and vice versa. There is just so much information we get as recruiters when we are on the phone that would never happen in email, so I do not count that towards the core metrics we use.

Electronic RPs and MPs Can Be Predictive of Pipeline Activity

You *can* add these activities to your metrics. Occasionally, we would take a sample. If we are sending out 100 emails, we are getting 15 responses. Those 15 responses lead to 5 conversations, and those 5 conversations lead to this. You just need samples of that type of data to continue with predictive metrics.

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!

Embrace Delegation

by Barbara Bruno

The job market, technology, and the economy will continue to rapidly change. You must commit to a lifetime of learning and challenge yourself to identify innovative ways to differentiate so you can achieve the level of success you deserve.

Management and leadership require tenacity, dedication, and determination to view change and obstacles as opportunities. A great manager realizes they become an effective leader when they delegate to others, helping them grow in their career.

Whether you're responsible for managing a team of 2 or 200, delegation can be one of the most difficult skills to embrace. Here are a few ways delegating responsibility helps you and your employees grow:

Delegation maximizes everyone's potential.

Not only does delegation help the manager focus on the larger, more strategic aspects of the company, it also helps employees learn new skills. Delegation creates an environment where everyone is growing, which allows employees to flourish and develop within your company. You want to take members of your team with you as you are promoted.

Delegation creates more space for new ideas.

Delegating responsibility won't free up 100% of your time, but it gives you more space to think about what's next for your department, team, or company.

Delegation improves employee job satisfaction.

According to the studies, an employees' attitude towards task delegation was positive and led to increased job satisfaction, probably because task delegation comprised a high degree of work autonomy.

Delegation creates structure within your organization.

Delegating responsibility creates a hierarchy, which is important to creating authority and a system of responsibility. As a result, employees are more likely to complete tasks to the fullest of their ability.

Delegation provides a better environment for your organization to grow.

When work is delegated throughout the organization, everyone has more time to take care of important tasks vs. the urgent distractions. This also creates an opportunity to develop and grow your Staffing and Recruiting Firm as well.

TO BECOME SUCCESSFUL AT DELEGATING

Make delegation a priority within your organization.

Make delegating part of your process for your meetings and employee development plans. Whether it's during the annual review process or in a weekly meeting, it's important to regularly discuss which types of projects and tasks you will pass on to employees, so that they can build the skills they need.

Create accountability.

If you're not good at delegation, give your direct reports permission to call you out when you haven't delegated something you should. On the other hand, it's important for managers to let employees know they are responsible for their own growth and should be proactive about seeking new responsibility.

Know your people.

Before you delegate tasks, really know your employees. What are they gifted at? In what areas do they struggle? Assigning a task to the wrong person will only perpetuate your negative perception of delegation.

ADDITIONAL TIP

Once you delegate a task, do not do the task for your employee because they didn't get it done fast enough or you feel you could do a better job. It's amazing what your employees can achieve when given the task.

If you ever feel like there are not enough hours in the day, you now have a solution - **delegate!**



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Teamwork and Loyalty

By Michael Neidle

Teamwork is a much-overused word and is applied to a variety of situations and circumstances. I would like to focus on teamwork in a corporate setting, but first would like to provide some context here in other settings and current events where teamwork both failed and succeeded.

1. The Uvalde shooting, with 376 officers from 5 different law enforcement units were on the scene, with each unit with well-developed hostage protocols. Yet no one took the lead in a teamwork effort and as we now know the fatal consequences, documented by security cameras with officers retreating from a lone gunman.
2. If you follow the NBA, the pre-season favorites to win the 2022 NBA championship were The Brooklyn Nets and LA Lakers each with 3 all-stars, but with individual agendas that superseded a teamwork ethos and none of them even got close to a championship. The Golden State Warriors playing as a team won the crown with an unbeatable combination of teamwork and loyalty, surrounded by a culture of selflessness. So now let's look at teamwork in entrepreneurial corporations and see similar winners and losers.

I will discuss 3 tech legends who have mastered teamwork and loyalty:

- A. Apple started by Steve Jobs and Steve Wozniak, working out of their Silicon Valley garage. Woz was the super techie while Jobs was the marketer and a true visionary. Today the management culture through trials and tribulations, of Jobs exit and return as a more mature and well-rounded CEO, his untimely death and succession by Tim Cook. Job's successor continued creating enhanced products, primarily building on new versions the iPhone. The customer loyalty displayed by Apple users is almost a cultlike following, trading up to the next marginally modified device. Today's Apple massive "Death star-spaceship" campus headquarters, reinforces their employees sense of uniqueness, futuristic vision, and teamwork comradery. A truly unique blend of teamwork and loyalty. Sales are \$365 mil with an amazing \$95 mil profit
- B. Microsoft which started about the same time as Apple by boyhood friends Bill Gates and Paul Allen. Both of whom were very tech savvy. Their big breakthrough was the creation of the Windows operating system for with application on their MS office, Excel, Assess and their integrated MS Office. They, like Apple, have a diehard user base, a succession of improvements/innovations gobbled up as fast as them released them. Gates was a geeky spokesman who created a suburban mini-Silicon Valley in Seattle. The company fostered an atmosphere of dedicated team members with continued growth and profitability with \$170 Bil, and also a huge \$60 bil profit, now into AI with a social responsibility championed by Mr. Gates/Gates foundation.

- c. Google (now Alphabet) was founded by Larry Page and Sergey Brin while both were Stanford PhD students. The company's culture is embodied in their phrase "do no evil", and a huge access to information (just Google it), focusing on providing the best products and services. Their staff was typically allowed to use 10% of time pursuing their ideas. Although it started out conquering the "search" world. It has very laudable social goals and leading-edge products from Google Earth and YouTube to AI and TV and retain futurists like Ray Kurzweil in this regard. This has helped them attract some of the best and brightest to work in teams and help in retention. New CEO's have maintained this vision. Revenue has grown to \$260 Bil with a \$75 bil profit. It should be noted that other social media platforms have tarnished their image.

How will you create the kind of teamwork/environment that separate your from your competitors? What can you do to create an atmosphere that encourages being part of a dynamic team, vs. losing people to other companies who pay a higher salary? What can you do that makes your team want to be valued contributor to a topflight company? How can you attract the best and brightest? Do you have a mission or plan to at least not flame out well before the next downturn or fad ends like: Radio Shack, Red Robin, Blockbuster, 23 Hour Fitness, shopping mall stores, or even a string of taco trucks; all of whom didn't redeploy their assets from a clearly declining market happens.



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.

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Cut Through The Communications Chaos

By Chris Heinz

Communication is everything! Communication makes the business world go 'round.

But this isn't your grandparents' era of communication! As they say, "back in my day," communication entailed only a couple of methods. Your communications tools evolved from the telegraph to the mail to the phone to the fax. Then, in the mid-'90s came a revolution: email. It was NEVER going to get any better than email, right? Wrong! Then came text and then social media.

We can all agree that there are almost endless forms of communication tools in today's environment. Heck, some of them can even be automated where you don't have to do anything after you set it up!

So, how do we cut through this chaos and stand out in our messaging? How do we make our message matter?

Let's dive into several ideas that can help you with your communication methods. Why several? Because there is no "one" technique that will work every time. You need to try and utilize several techniques to cut through!

The Phone

Yes, the phone still works! Far too many believe that making phone calls, whether it be for business development or for talent acquisition, has gone the way of the dodo bird. Some believe that you will come across as antiquated by calling someone out of the blue. I say they are wrong! Does it take a lot of calls to get someone live, yes...do you have to leave a lot of voicemails, yes. Once you understand these elements, you can stop believing the phone is dead.

Email

Some of the same circles that believe the phone is dead also believe that email is an ineffective tool. Yes, email has turned into the modern-day form of junk mail. I just love it when I get an email that starts out with "Hello {first name}" don't you? Yes, there are forms of email that are

Text

Texting is part of our lives, whether it is for work or with your family. And, if you have teenagers like I do, trying to decipher what the heck my kids are texting is like trying to interpret coded messages from the CIA!

From a business/recruiting standpoint, texting is one of the most effective forms of communication today. But, texting is not for long, drawn- messages. It is for short bursts of info. If/when you need to send more details, that is when email comes in with a "shot" of text, such as "I just emailed you more info."

While texting candidates is a regular action step, texting with hiring managers can be a little different. Once you've built a connection with them, then the normal rules of engagement are in play.

But what about texting with a hiring manager you don't know (and who doesn't know you yet)? With all the services available to get cell phone numbers, it is easy enough to find their number. But should you text them out of the blue? I recommend calling them first and leaving a short voicemail message if you don't get them live. It doesn't mean

they don't like you if you don't receive a return. It may mean that they never heard the message. I don't know about you, but I don't listen to many voicemail messages anymore. Most systems actually transcribe them for you, albeit usually by butchering the actual message. Just this morning, I received a voicemail from someone, and it was transcribed as "Hi Chris, this is slimy calling..." I am pretty darned sure her name wasn't slimy...it was actually Shelly. You get the point, but I digress.

Then, if they don't respond to your call/voicemail, I would try texting them because it may be easier for them to reply this way.

Social Media

From a professional standpoint, we typically talk about LinkedIn when we are talking about social media. Depending on your target audience, you may also utilize Facebook, Instagram, Reels, Twitter, TikTok, or Snapchat. But, for this conversation, we'll focus on LinkedIn.

LinkedIn is the pre-eminent branding tool for recruiters. It is also the most used resource for identifying potential candidates for openings. Some purely use it to keyword search possible candidates, send them LinkedIn messages, and hope for the best.

Others will not only source on LinkedIn but will also build a branding plan to post relevant content for their connections and comment/like others' posts (engagement). I've written about this in several articles for EMINFO so if you haven't read them, make sure to go to my previous articles on the website.

Simply put, the branding efforts are not a short-term process or an immediate gain. It is part of the long game. If done correctly, you can build a reputation where you stand out from your competition.

Bringing it all together: A Touch Plan

With all of these tools available to you (some older technologies and some newer ones), how do you use them to cut through the chaos effectively? Which ones do you use? The simple answer is YES.

You should use them all because you don't know which one will work for each individual you are attempting to reach. Some will prefer emails while others will respond to texts and will ignore all other forms. There is no silver bullet perfect approach.

The best way to effectively use all communication forms and not go crazy is to build a touch plan. Plan out your week and your contacts so you can attempt all of the communication styles over an eight-day period. Round one may be a call with a pre-written email message. Two days later, you could begin round two (to the same batch of contacts), and in this round, you send them a LinkedIn message and call their cell. Three days later could be a call, text, and follow-up LinkedIn message.

You must use them ALL if you want to cut through the messaging chaos. Just one approach won't work. Only two may not work. So, use them all!

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.



Recruiters' Biggest Time Thieves (*& How Smart Automation Can Help*)

By Amanda Usen

Stop! Thief!

Recruiting nowadays is a challenge and even more so when time is wasted on low-value, repetitive, time-sucking tasks. Recruiters are swamped with open job orders. They need to get more done with fewer resources (including team members) in a candidate's market where building trust and nurturing relationships are paramount.

How can recruiters work smarter not harder?

Two words: recruiting automation

[Here are some of the biggest recruiting time-wasters—and how smart automation can give recruiters that time back to spend on high-value activities that directly lead to more placements.](#)

Recruiting Time Waster #1: Missing or incorrect data

Time-saving Automation: Database clean-up

Create an automation to reach out to every candidate in your ATS who only has an email listed in their record. Ask them to update their information and provide a contact number as well. Then reach out to candidates who only have a contact number listed and ask them to update their information and provide an email address. This automation cleans up the information in your ATS and provides a fresh pool of responsive candidates. Follow up with an automation asking them to update their skills, desired jobs, or availability on an ongoing basis!

Recruiting Time Waster #2: Manual data entry and follow-ups

Time-saving Automation: Status change or activity note to move them through the funnel

Look to your recruiting process for ways to make recruiters' lives easier. At which point in the process can you create an automation based on a status change or activity note to engage candidates and keep them moving through your funnel? Try these:

- Post-apply thank you
- Interview reminder
- Post-internal interview survey
- Welcome series

Recruiting Time Waster #3: Scarce Talent

Time-saving Automation: Hot jobs

Get butts in jobs. Yep, that's the name of the game. Make it easier for yourself by sending out a hot jobs automation to available candidates. Let them know new opportunities are available, and you'd love to hear from them. Additionally, create a weekly hand-raise automation asking available candidates to contact you if they're looking for work in the upcoming week. Any responses will help you fill jobs faster!

Recruiting Time Waster #4: Ghosting

Time-saving Automation: Start date reminder + on-assignment

Candidates are likely working with multiple agencies. How can you keep them engaged and interested in your jobs? How can you ensure they arrive on day one and complete their assignment? You increase your odds of success by staying in contact with them. Here are a few automations to consider:

- Pre-assignment (onboarding)
- Start date reminder
- On-assignment (weekly check-ins)

Recruiting Time Waster #5: Unqualified Talent

Time-saving Automation: Prescreening touchpoints

Get jobs filled faster by starting with the right candidates. Build out your post-apply thank you workflow by adding prescreening touchpoints that ask candidates knock-out questions like:

- Are you 18 years of age?
- Are you authorized to work in the U.S.?
- Do you have reliable transportation?

Be sure to communicate to recruiters that these questions will be asked in advance! They'll love getting further in the employment process without having to make time-consuming phone calls.

Ready to stop wasting time?

Haley Marketing [automation optimization experts](#) can help you fill gaps in your recruiting process with time-saving automations. Let's get to work!



Amanda brings twenty years of creative writing experience to the Haley Marketing team. As a multi-published author and voracious reader, she's spent most of her life immersed in story—and butter, sugar, flour, and eggs. After graduating from Vanderbilt University, she fortified her English degree with an AOS from the Culinary Institute of America, figuring a professional chef would never be a starving writer. Her love of perfect words and their ability to create connections—between ideas and people—brought her to Haley Marketing, where she uses her creative skills to tell our clients' stories. Amanda loves chocolate, yoga, and carbs in all forms. When she isn't writing or reading, she can usually be found hanging out with her husband and their small menagerie of cats, ducks, and mostly-grown children.



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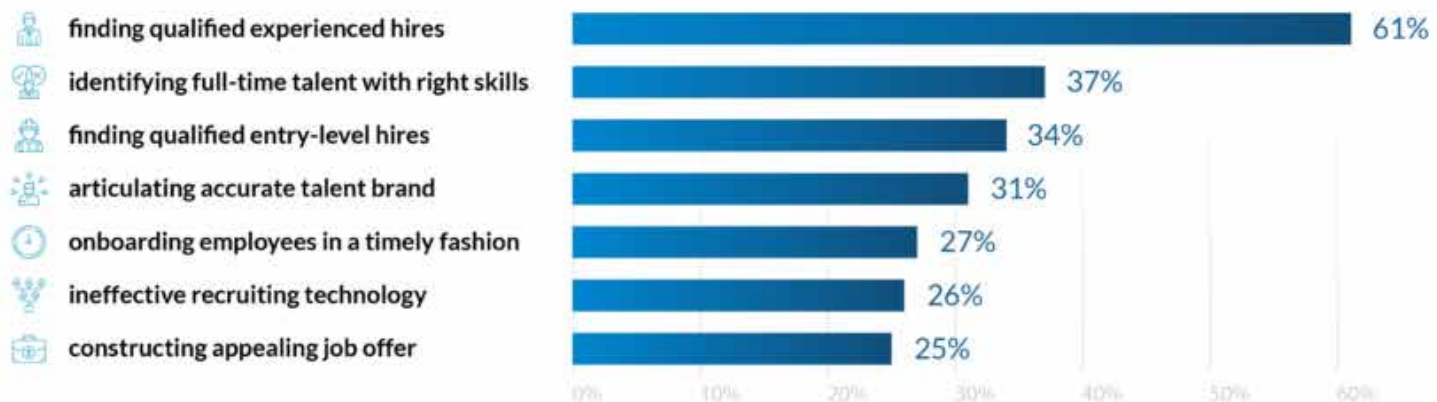
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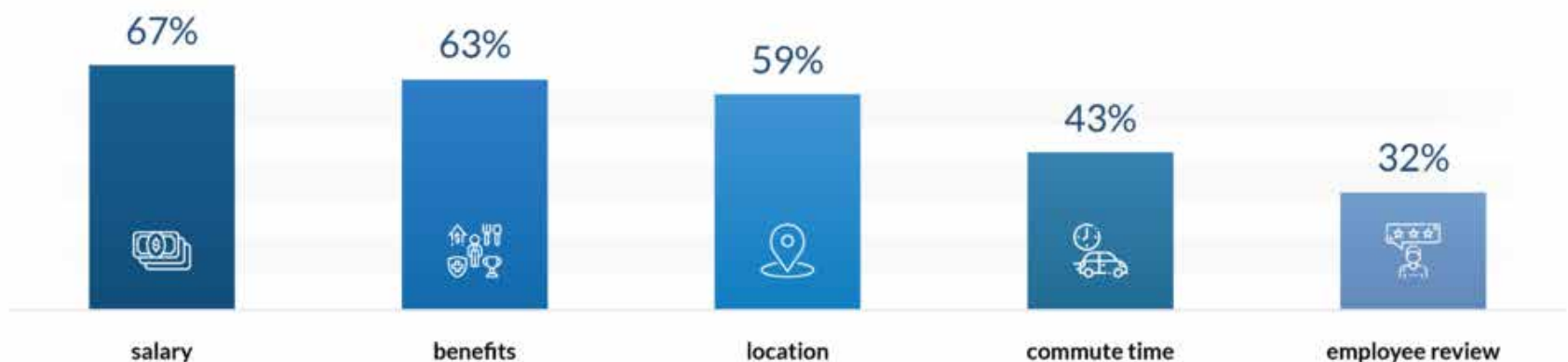
2 Benefits of AI recruitment

Source: Ideal 2019



3 What candidates want from jobs

Source: Glassdoor



NEWS RELEASES

Automated Business Designs Recognized as a Chicago Best and Brightest Company to Work For® in 2022

Staffing and recruiting software provider wins distinguished company culture award.

CHICAGO, Illinois—Automated Business Designs (ABD), developers of Ultra-Staff EDGE staffing and recruiting software, was named a Chicago Best and Brightest Company to Work For® in 2022. This distinguished honor is the seventh consecutive year that ABD has been recognized by the Chicago Best and Brightest Program.

The Best and Brightest Program honors companies that distinguish themselves as having the most innovative and thoughtful human resources approach. An independent research firm evaluates each company's entry, based on key measures in various categories. With over 20 years of experience conducting the Best and Brightest competitions, the National Association for Business Resources (NABR) has identified numerous best Human Resource practices and provided benchmarking for companies that continue to be leaders in employment standards. Organizations must complete a rigorous application demonstrating their employees are provided with the resources and support for both professional and personal success. Additionally, organizations are judged by confidential employee responses.

ABD exceeded the regional median score in several categories including Community Initiatives and Corporate Responsibility; Teamwork & Cooperation; Diversity, Equity, and Inclusion; Communications and Shared Vision; Recruitment and Selection; and Employee Enrichment, Engagement, and Retention. ABD's nomination included details of their comprehensive benefits package, which includes 100% Blue Cross Blue Shield healthcare coverage and a generous 401K company match. It also highlighted how the company culture remained vibrant, even through challenging circumstances that rose with the COVID-19 pandemic.

One of the biggest changes that were made to the company culture was implementing a hybrid work schedule. Before the pandemic, the company worked in the office 5 days a week, so transitioning to a permanent hybrid work model was something that hadn't been done before. The hybrid schedule has boosted employee morale, improved the employee experience through a more flexible work schedule, and still allows for in-person camaraderie and collaboration. ABD's state-of-the-art office offers special tools for in-person collaboration, including hello chairs, dry-erase walls, and a huddle room for brainstorming ideas.

"This past year brought a lot of positive change, including changing the way we work," said Terri Roeslmeier, President and CEO at Automated Business Designs. "We will be celebrating our 40th anniversary this year and the growth and success of the company all begins with the exceptional team we have at ABD. We want to do everything we can to ensure they are happy, fulfilled, and enjoy the environment in which they work every day."

ABD's nomination also highlighted the recognition of employee achievements, both professional and personal. Whether it is a work accomplishment or a personal celebration, such as a birthday, all achievements are recognized. The ABD team also likes to have fun along the way. One of ABD's favorite traditions is the annual March Madness office pool that includes friendly smack talk, pizza parties, and a grand prize for the winner.

"Our teams are dedicated to supporting our customers and often go above and beyond to make sure the customers have a positive experience," commented Michelle White, Director of Customer Success at Automated Business Designs. "We like to balance out that hard work and focus with ensuring our employees have time offline to disconnect and enjoy their time away from their desk. It's such a great environment to thrive in not only professionally but personally as well!"

Community initiatives are also a big part of the company culture. Annually, ABD sponsors a dinner for the homeless and a walk that supports a scholarship program to help high school girls in financial need. This past year the ABD team also made cards for the elderly, put together activity packs for children at a local hospital in Chicago, and supported a local Baby Shower Drive.

Automated Business Designs will be recognized on July 14th during the Virtual Chicago's Best and Brightest Awards Ceremony.

To learn more about Automated Business Designs and Ultra-Staff EDGE staffing software, visit <https://www.abd.net>. Also, check out ABD's recent interview with TechCompanyNews.com [here](#).

Details about the Best and Brightest Companies to Work For® program are available at <https://thebestandbrightest.com/>.

About Automated Business Designs

Automated Business Designs (ABD) develops the staffing and recruiting software solution, Ultra-Staff EDGE. Designed for temporary, direct hire, and medical staffing, Ultra-Staff EDGE allows you to seamlessly stay connected with clients and candidates through a robust all-in-one solution that includes front and back office, web portals, onboarding, mobile, data analytics, scheduling, and a labor dispatch module. Ultra-Staff EDGE was recently featured in G2's Summer 2022 Reports and received the Highest User Adoption Badge in Staffing, Applicant Tracking Systems, OnBoarding, and Candidate Relationship Management.

ABD has been servicing the staffing industry for 39 years and is an active member of the American Staffing Association (ASA), National Association of Personnel Services (NAPS), Wisconsin Association of Staffing Services (WASS), New York Staffing Association (NYSA), TempNet Staffing Association, and board member status in the Illinois Search and Staffing Association (ISSA).

Letter From The Editor



The trend of waiting during an upcoming election year doesn't really benefit leadership. Are you staying current and moving forward with your business plan? All the noise that is out on the social sites makes it hard to tune out the negatives, but that's exactly what needs to be done. Stay focused on your company, your team and be positive!

Don't miss out!

In this August EMinfo issue we have some great tips and advice on growing your staffing and recruiting firm. Whether you are a solo practitioner or a multi office large staffing firm, finding quality candidates with the skills needed is still the challenge. Also, getting clients to move on decision making can get tougher with the unknowns and changes about to take place in this election year. Again, don't let the noise get you down. Keep up the good work!

Teamwork and loyalty to the company goes hand in hand to retain the top talent you've worked so hard to obtain. Michael Neidle gives some hard examples of why it's so important to have a team with protocols so they are fully trained and ready to act.

Be ready to delegate responsibilities to qualified team members. Embrace this necessary skill as Barb Bruno speaks out thru her article. Delegation improves your teams sense of belonging and being respected for their skills. Nothing feels better than praise for a job well done!

Enjoy the rest of your summer with some fun with the team.

Happy recruiting...

Pat Turner

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