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In Every Issue. . .

DID YOU KNOW?

* Select software that you feel comfortable with, and that contains the core of what you feel is important. If it does not feel right or you find yourself making major concessions, look for something else. pg 6

* Since it first published a print version of the Occupational Outlook Handbook (OOH) in 1948, the Bureau of Labor Statistics of the U.S. Department of Labor has used occupational information collected by economists, statisticians, and other researchers to provide up-to-date information for the public consumer on what workers do; the work environment, education, training and other qualification; pay; employment outlook and other data. pg 7

* It costs companies a lot of money for every day that passes and they don't have a candidate to fill a job. A job vacancy puts more pressure on the existing staff who must cover and fill the gap left by the absent employee. Production can decline, and your existing staff can even burn out as they try to fill in the hole left by an employee vacancy. pg 9

* Instead of sugar and coffee reach for foods that combat stress and are high in the mineral Magnesium. Did you know that as many as 68% of us do not consume the daily recommended amount of magnesium which is important to maintain normal muscle and nerve function, blood pressure and heart function. pg 11

* When it comes to hiring, you cannot maximize the time of others if you don't have a process in place. If you've read any of my previous articles, you know I'm a big proponent of having a process and holding your team accountable for that process. pg 17

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October 25 - 27, 2022
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How Your Staffing Software Can Improve Business Processes

By Terri Roeslmeier

You're in a groove. You do things in a certain way and everything is great. Things fall into place and it's comfortable. What could be better? Well, like they say, you never know until you try. But why try anything different when the current processes are working? Or are they? *Is what you do really working or could things possibly be better?*

Why do companies change their business processes? Usually, the answer to that question is that some type of crisis situation arose, and immediate action was necessary. It's a bit like getting an unexpected heart attack and being rushed into surgery. That might not be a good time.

What is a Business Process?

A business process is the way a specific task is performed. A company's day is made up of several business processes, all hopefully connecting into one goal, which should be sales. If business processes lead elsewhere, change is in order.

The thing about business processes is that they should change as times change. Often companies keep the same processes in place even though the world around them is changing. The gap between business processes and real world events always translates into lost sales.

How Should Business Processes Change?

The first place to look if one were to begin to assess a business process is *process management*. Does the company have a firm business process structure that everyone uses or does each individual create and maintain their own process? If the answer is the latter, there's a serious problem. Let's assume that it's not that serious and that everyone uses "more or less" the same process or at least you think they do.

Make a List of Business Processes

The next step is to list the processes that formulate the company's day. Because you are looking at the "company" this will have to be broken down into departments. Once that's accomplished, each process should be written out in detail.

Pick a couple of individuals from each department and let them write out what they do. This is one way of finding out if the processes used are the company processes and also if people within the department come up with the same results. Hopefully, results will be similar.

Do Actual Processes Match the Original Guidelines?

Once you have each business process written up, compare it with your company procedure manual that contains the original processes that were written up. Highlight the differences. Differences will signify one of two things:

1. employees are not following company procedure or
2. employees are trying to follow company procedure but are making changes to account for environmental changes in order to keep up with "real world situations".

If the first is true, then management needs to answer why this is the case. It may also be time for new managers. If the latter is true, it probably means that your original processes are dated and it would be worthwhile to take some time to restructure. If you do not have a procedure manual to compare, you're back to "serious problem". Write up a procedure manual.

Are Your Business Processes Effective?

In any event, after your processes are on paper, you can assess each process for effectiveness. Don't hesitate to ask why are we doing this. Just because something is being done and it seems fine, it's best not to make any assumptions.

It's good to question each item even if you conclude that it is sound, and effective and should remain a part of the process. You may find that there is no point to some things that are being done on a regular basis. You may also find that there is a better way than the current way. Companies usually find that many costs and inefficiencies can be eliminated simply by going through this exercise regularly.

How Staffing Software Can Improve Business Processes

Restructuring business processes is a scary thing. It's easier when your processes are automated. This is where good software comes into play. If you have good software that models your business processes, all you need to do is make sure everyone is trained on how to use the software in the way you want it used.

Should software be selected that exactly fits your current business process model, or should you model your business to the software? Well, that's a tricky question. There's an answer, but it's not always the same answer.

Modeling Business After Staffing Software

Part of the equation always has to be how good your current processes are. Are they effective? Do they

address current business needs of your business and the customers you serve? Sometimes it's not entirely a bad idea to model your business to the software. Sounds crazy, but *good software always has the input of thousands of users*. That means that good software can be the melting pot of some great business ideas that are making other companies money. All that can be yours for the taking!

Staffing Software Should Serve Your Needs

Is your current software serving your needs (business processes) or is much of the work still not documented and performed without using the system? Can you track employee performance and business results with your software?

Your software should be like a "deluxe toolbox" that contains tools that you and your employees use regularly in order to accomplish business tasks and analysis. If your software is not being used in this way then check the cause. Be careful so that an appropriate conclusion is drawn. The answer is not always new software.

Better Training On Current Software

Many times your current software would serve you well if everyone were trained on how to use it properly. Sometimes companies buy new software but have seriously deficient business processes and they blame all of their problems on their software. Remember, software is only a tool that you should use in order to carry out your business processes. Processes have to exist first.

How to Shop For New Staffing Software

If you have determined that you need new software in order to execute your business model, no doubt you will be embarking on a journey of system demonstrations. How do you choose? The best way is to pick software that allows you to execute your processes comfortably and effectively. You should, however, be open to new ideas.

Even though you have determined that your processes are sound, perhaps you will find a better way through software. Remember those thousands of users that contribute to good software. You may want to modify some of your processes if you find some good ideas.

In selecting software, be careful not to be wowed by technical buzzwords and/or flashy features that may not contribute at all to your business goals. The software needs to carry out those daily business processes. It needs to be "your deluxe toolbox".

Software Cannot Solve All Your Problems

There is no software in the world that will do everything exactly the way you want it. Select software that you feel comfortable with, and that contains the core of what you feel is important. If it does not feel right or you find yourself making major concessions, look for something else.

Yes, even if you have been through a zillion demos and are frustrated and blurry eyed. If you have exhausted every possibility that's available for your industry and still can't find anything that feels right, perhaps you should take another look at your business processes.

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.

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

What is the OOH?

Dr. Frank Burtnett 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.

EMInfo Reader: A librarian in our community suggested that one of my candidates seeking a career change spend some time reading the U.S Labor Department's Occupation Outlook Handbook. What is it? Where can I find a copy?

Dr. Burtnett: Since it first published a print version of the Occupational Outlook Handbook (OOH) in 1948, the Bureau of Labor Statistics of the U.S. Department of Labor has used occupational information collected by economists, statisticians, and other researchers to provide up-to-date information for the public consumer on what workers do; the work environment, education, training and other qualification; pay; employment outlook and other data.

More than 300 occupational profiles covering approximately 80 percent of the jobs performed in America are contained in the occupational profiles and numerous states have extended the BLS work to include similar information on their websites for the same occupations.

This publication has been an indispensable resource for community, school, college, and other librarians and used by counselors and placement officers in these same organizations to help students and young adults in their career planning and development.

No longer available in print form, the OOH can be fully accessed at https://www.bls.gov/ooh/ Given that the information is produced and disseminated by the federal government, it is free to use and considered in the "public domain" for any user that wants to reproduce and disseminate it.
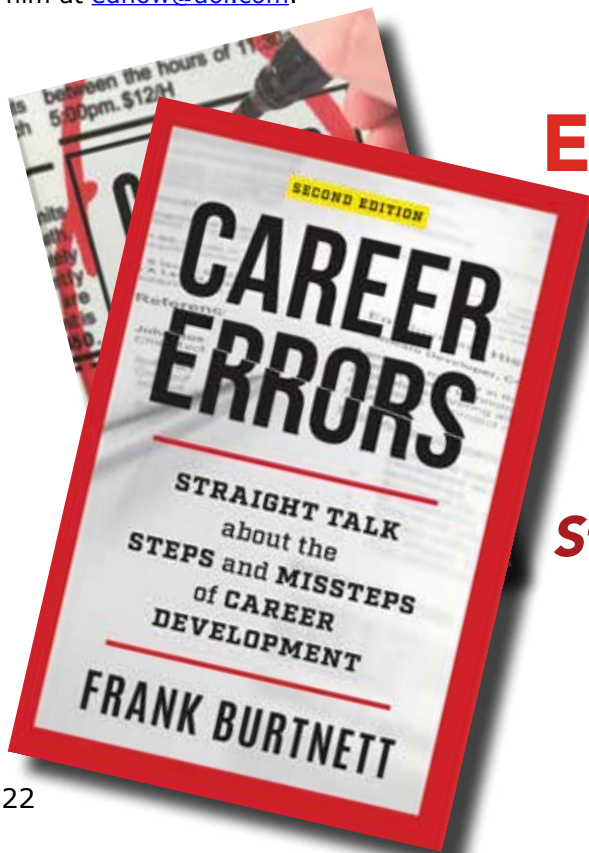
Build A Powerful Talent Network With Every Resume Collected

By Lynn Connor

If you're involved in staffing for an agency or hiring for a corporation, the resumes you capture are concrete proof that you're building an effective talent network. Anyone involved in the candidate search and interviewing process knows how vital these connections are.

With the current talent shortage, every resume is one more link in a chain that might lead you to a new hire. These documents are like little gold nuggets as you panhandle a stream of candidate contacts. Sure, we're being dramatic, but resumes are critical data points that assist in your hiring process. Resume parsing tools organize all that data.

Resume parsing software can help you capture, store, and search for the data found on all of the resumes you have on file. This article will help you understand the applicant tracking system (ATS) resume parsing feature, why good resume parsing software matters, and how you can use it to your advantage.

What is Resume Parsing?
Resume parsing software is also called CV parsing, CV extraction, or resume extraction. These digital tools are one part resume scanning software, one part resume storage, and one part extraction and sorting tool. If you're old enough to remember the days of paper resumes, you know how disorganized things could get when you had 200 resumes on your desk. It was a mess! Today, the application process for most companies is digital, and we have automated resume parsing software to help us stay on top of reviewing and sorting CVs. Some of the most common questions about resume parsing software are related to how these tools work.

Resume parsing software is simple to use. But behind the scenes, a resume parsing tool is an extremely sophisticated piece of software. Automated resume parsing uses machine learning algorithms to convert data into usable formats within your ATS. It allows for searchability and secure storage of this data. All of this makes for a streamlined recruiting process that can benefit your business.

Here's how resume parsing software works:
- A candidate applies for a job from a job board or on your careers page. The resume they upload could be in one of several formats, from PDF to Word to TXT. The resume can come in from any digital device, and the software must compile that data in a way that makes it easy to find later on.
- Automated resume parsing converts what is really unstructured data from the upload, segments it by category, and places it into the preset fields found in your ATS. Resume parsing software culls contact data from the resume and puts it in the contact field in your ATS. Think about that for a minute. Every resume you receive is formatted slightly differently, isn't it? Some candidates use abbreviations. Some do not. So not only does the resume parsing software have to work with the various file formats the resume is saved in, it must also scroll the entire document and find the phone number (for example) to put in the number field of your ATS. It must find the person's name and do the same thing. How does this happen? Machine learning.
- Machine learning is one of the building blocks of artificial intelligence (AI). Machine learning is an algorithm within resume parsing software that helps the tool discern data and then organize it within your ATS. Each information block must be pulled out and sorted by category. Machine learning leverages pre-set parameters to define data in very structured ways to fit your ATS. But what's even more interesting is that machine learning literally allows the automated parsing software to improve over time. Machine learning remembers prior behaviors within the software and adjusts how it operates over time to improve performance.
- Resume parsing software also uses an AI algorithm known as natural language processing (NLP). NLP is the same tool that helps your Alexa, Siri, or other automated assistant understand your speech, interpret it, and respond appropriately. NLP is used in the resume scanning software process to understand the language written on the page. Why does this matter? Because language is nuanced, the same word can mean several things, and the context matters to our interpretation of the written or spoken word. For example, "MD" could mean Maryland. But it could also be the credentials for a medical doctor. NLP helps the automatic parsing software understand the relationship between words and the context in which they are used.
- Once the data is sorted into your ATS, you can search for specific keywords just as if you were doing a Google search. This speeds up your resume review process, as you sort through dozens, perhaps hundreds, of contacts to find the right fit for the job you're seeking to fill.

Automated resume parsing is a behind-the-scenes activity that has a huge impact upfront during the candidate search and application process. Even better? ATS resume parsing software is nearly 90% accurate in nailing the data sort.
Imagine if you had to enter this data by hand, and you can already understand why resume parsing software is so valuable to your recruiting efforts. What are the other benefits of resume parsing and why should your staffing agency use these tools?
Why Should a Staffing Company Use Resume Parsing?

Staffing agencies often handle dozens of simultaneous job openings. They must work fast and efficiently to not only reduce the time to hire and impress the client, but also to get paid for a closed candidate. **What is one of the most time-consuming of all the staffing company tasks? Resume screening.** And, without resume parsing software, you lose valuable time to manual tasks that can be automated. This frees up your recruiting team to focus on what's really important: sourcing, screening, and closing candidates. Resume parsing tools help staffing agencies work smarter and more efficiently. That's why you need these tools.

What Are the Benefits of Resume Parsing?
Some form of resume parsing software is likely hard at work in your ATS already. COATS Staffing software incorporates automated resume parsing as part of our state-of-the-art digital tool. But why are these features and processes so beneficial to staffing agencies and HR teams? We believe there are three key benefits:

Speeds Up the Hiring Process
It costs companies a lot of money for every day that passes and they don't have a candidate to fill a job. A job vacancy puts more pressure on the existing staff who must cover and fill the gap left by the absent employee. Production can decline, and your existing staff can even burn out as they try to fill in the hole left by an employee vacancy.

ATS resume parsing can improve the workflows surrounding the hiring process. The software lets you organize resumes with no time wasted. Less time is needed to review talent and pick up the potential right fit for the job. All of this speeds up the hiring process, and that's a benefit that can literally pay for itself.

Positively Impact Candidate Experience
Today's candidates will grow impatient if your hiring process takes too long. Manual resume screening unnecessarily bogs down recruiters. On the other end of the process, the eager job candidate grows less enthused as they wait for someone to respond to their application. The longer they wait, the less they're engaged. If you delay hiring with outdated manual processes, the chances are high that the best candidates will go somewhere else. In fact, 62% of job applications say they lose interest if they don't hear back within two weeks. If three weeks pass, that number jumps to 77%.

Automated parsing software can also positively impact the application process. If you've ever applied to a job by uploading your resume but still had to manually type in data, you understand the importance of the auto-fill feature on resume parsing software. Applicants will have a better experience as the software pulls resume data and then applies it to the correct field. It makes for a faster application process that is more satisfying to a job candidate.

- **Improved Data and Machine Learning for Your ATS**
Automated resume parsing software helps you capture more accurate data and find the best candidates more quickly. You can easily import thousands of resumes from a job board after you go home at night. Then, when you come in the next day, you can easily search for keywords from the captured data to hone your top candidate selections and potentially have a better chance of finding the right fit.

What Are Some of the Challenges of Resume Parsing?
Resume parsing tools are rarely perfect; there are too many variables between resume formats for even the best software to get it right 100% of the time. However, one benefit of automated resume parsing tools is that they use machine learning to improve function over time.

How Should You Choose Resume Parsing Software?
If you're ready to choose resume scanning software, you've come to the right place. Coats Staffing Software offers what we believe should be industry-standard features for any resume parsing tool. This can include:
- The ability to parse software from any format
- Easy integration with existing staffing or recruiting tools
- A highly evolved library for identifying searchable candidate skills
- Parsing multilingual resumes
- Helping with unbiased recruiting by blinding certain demographic categories
- Create an executive or management summary from the resume data
- Use machine learning and NLP
- Allow bulk imports
- And more

We know you have many choices for resume parsing software and other types of recruiting databases. Find out why **COATS Staffing Software** is the silent hero of staffing software around the country.
Call us today at 1-800-888-5894.

3 Emails to Get in Touch with New Candidates

This week's question is from my client, Jim. Jim has given me two examples of candidate emails he uses to get in touch with a candidate.

He says:
I have been using these methods and the first one with a pretty good success rate. The second one, not so much. Suggestions? What would you use as a third method?

So the first message you sent is:

Subject: Let's connect.
I have no idea what is going on in your career. I wanted to see if you were open to hearing about an opportunity potentially stronger than your current situation.

You can tell he's been an existing client. I love that line because it works. It is engaging enough to get a candidate on the phone and excited to hear more.

The second email:
Subject: Just curious

Hey Candidate,
You have had a great career. Is it worth a 15-minute call to find out about an opportunity with the world market leader we are engaged with?

What I do not like about that, Jim, is that it is a yes or no question. When they answer no, they are not going to answer it with no and send. They are going to answer no mentally and move on.

Instead, I would take the first message and forward it. If you're unable to forward with your software, copy and paste the original message and make it look like a forward, and say:

Hey Mr. or Ms. Candidate,
I have not heard from you. Thoughts?

When I have done that, two or three days later, I get about the same response rate as I did on the first one. So if you are getting a 15% or 20% response rate on your first, you'll probably get a 15% or 20% response on the second.

Then the third email, I have seen some done really creatively. You might try something like:

Subject: Are you okay?
Ask a question in the subject line to boost your open rate. Then the body of the email is:

I have not heard from you on the opportunity below.

Hopefully, you're not stuck in a ditch somewhere. If so, let me know ASAP, and I will get help.

Use humor to stand out from the crowd.

Another scenario may sound something like: What is one thing missing in your career or your role right now that you would like to have more of or less of down the road? Thoughts?

It could be a combination. Try that second part at the end; try to be cute and funny, but be yourself and be unique. I have actually picked up the phone and called people when they sent me emails like that.

But you do not want to ask yes or no questions.

Everyone uses phrases like "with a world market leader," so they don't hold any value. Who is going to say the antithesis of that? Is it worth a 15-minute call to find out about an opportunity with basically a real laggard in the industry? Right.

It is almost like when we get job descriptions, and people say they want strong written and verbal communication skills. Right. Have you ever asked for somebody that does not talk or write well?

So, when you put world market leader, there is nothing wrong with it. It is simply white noise. And it is a yes or no question. If you are going to put anything about the opportunity, you want to put something sexy, like one big bullet point. But I would not do that; I would stick with the mantra I gave you.

Break FREE from Stress, Anxiety and Fear to live a more peaceful life

By Patricia (Tish) Conlin

We are inundated with stressful reports of inflation, war, food shortages and supply chain break-downs. We fear an economic collapse that will impact our ability to make a living as a recruiter. Our body is overloaded with stress hormones. With all the negative news, how do we control our mood and stop the flood of anxiety and fear?

It is not as hard as you may think and it starts with awareness. Tuning into yourself is critical to breaking free from stress, anxiety and fear as is unplugging from the things that keep you stressed like social media, overspending and overeating etc.

Moving back into balance can be easier than you think. The key is to get out of our minds and start living in your heart. Our heart is a unified organ which actually has neurotransmitters like the brain and can "think" in a way that always seeks to guide us to the right choices vs the mind which has 2 sides polarity of left and right and can trick us or mislead us with its constant stream of judgements. How many times have you caught yourself thinking "I'm not good enough" "I'm a failure" or other such nonsense. Our hearts will always lead us back to love and listening to your heart now is more important now than ever to break the cycle of mental assault. Reclaim your joy.

Below are some simple ways to regain inner peace, love and shift out of stress to thrive despite the current noise in the world we are living in:

Eat Calming Food and take mind supporting Supplements:

Our brains are 2/3 fat and need Omega-3 fatty acids to nourish it. Our food is loaded with mostly Omega-6 fatty acids which are inflammatory by nature and can create mental imbalances. Supplementing with Omega-3 fatty acids, high quality fish oil, flax or chia can help create a calmer mind. Instead of sugar and coffee reach for foods that combat stress and are high in the mineral Magnesium. Did you know that as many as 68% of us do not consume the daily recommended amount of magnesium which is important to maintain normal muscle and nerve function, blood pressure and heart function. Sources include dark green vegetables and whole grains nuts, legumes, even dark chocolate. A simple tip is to upgrade from regular chocolate to smaller pieces of high-quality dark chocolate when you have a sugar craving instead. When we are stressed, we need to also avoid too much caffeine and sugar which can wreak havoc on an already stressed system and lead to poor sleep and a decreased ability to handle stress. Sleep is critical to stress management. Without it, our bodies and cells do not have enough time to repair daily tissue damage or regenerate. Chronic sleep deprivation can lead to elevated levels of cortisol which can cause chronic fatigue and potential blood sugar issues or even lead to more serious problems. So remember to aim for 7-8 hours of quality sleep each night. If you suffer from insomnia which is a growing issue, I suggest you avoid computers, iphones and even TV for the last 2 hours before sleep and get into a regular sleep routine of going to bed at the same time. Certain foods like walnuts and bananas help promote sleep as they contain tryptophan which helps create serotonin needed for sleep. Sleep in the dark and keep the room cool as well.

Exercise

Exercise is a great way to reduce stress and even 2 minutes a day can help when we are overwhelmed. Cardio Exercise is great when anxiety or stress pops up. This helps to work bring happy endorphins chemicals pumping through your body which will improve mood and reduce stress hormones. Remember to stop exercise at least 2 hours before bedtime as exercise activates a mechanism in your brain which keeps you alert. Exercising outside has the best effects to calm our system. Earthing is a way to connect with the earth with bare feet to soothe our stress. Get outside in nature whether it is gardening or hiking as much as possible and leave your cell phone at home.

Emotions - Our emotions can be very strong and very negative, especially given the deliberate damage being done to our lives and relationships. Below are some ways shift out of negative emotions:

GAIN PERSPECTIVE- It's easy to lose sight of the bigger picture when your unresolved feelings begin snowballing into anger and blame. Be aware of or record your feelings in writing. Revisit later and see if those feelings make sense in the bigger picture.
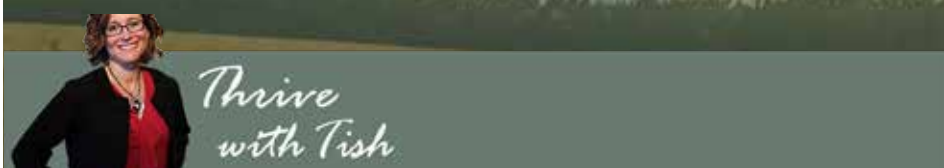
FACE IT OR LET IT GO – The person who "wronged you" probably forgot already. Consider the perspective of the one who hurt you. This person is not sitting gleefully reliving how they once affronted you. More likely, they were unaware they did you harm or totally forgot. If the situation really upset you, schedule a time to talk to the person who hurt you and use language like " When you said x, it made me feel Y". No amount of emotive rage will change the past. It's natural to go through stages of grief when you've been hurt in some way. If you can't resolve it let yourself go through them all the emotions. Then let it go. Try the Emotional Freedom Technique (EFT) to release negative emotions and rebalance. (A complete guide can be found at https://eft.mercola.com/) Emotional Freedom Techniques, or EFT, is a psychological acupressure technique that's based on the same energy meridians used in acupuncture. EFT uses tapping with your fingertips along with voicing positive affirmations. EFT can help you rid your mind of negative thoughts and emotions, facilitating gratitude.

TAKE THE HIGH ROAD - Taking the high road feels amazing. By now you've probably noticed that resentment hasn't gotten you anywhere. That's because you're putting your energy and resources into nursing animosity instead of more fruitful endeavors. When you discuss the situation with the person who wronged you, focus on win-win outcomes for both to build a better go forward. Try to understand why the other person responded the way they did and whether stress or specific circumstances caused the reaction. Bring empathy and understanding to the discussion is hugely helpful. If there is a pattern of disappointment or lack of trust, opt to move on graciously instead of making a scene.

Mediation- The benefits of getting off social media, getting still and meditating on stress all conclusive. You don't need to sit for hours each day reciting a mantra to be mindful. You can simply take time each day to tap into the NOW by slowing down and living fully in your senses. When you drink a cup of tea as an example, notice the texture of the mug, the taste, the sun as you sip the tea and accept all your emotions that surface without judgement. Being more rooted in the now is a key way to combat stress. Anxiety stems from living in the future and depression from living in the past so taking time to live in the present-the gift of now- is liberating. A good book to assist with this is "The Power of Now" by Eckhart Tolle. To overcome persistent negative thinking, a good book to read is called "Mind Over Mood" by Dennis Greenberger PhD.

To get inspiration on how you can heal your anxiety, tune in one of my podcasts with a former nurse on how she healed her depression:

Sarah Dawkins, a former nurse who became a holistic coach after a serious bout with depression that filled her with suicidal thoughts. She describes her self-healing journey from depressed and frustrated nurse where daily thoughts of suicide were the normal to a strong vibrant person who looks forward to each day and is helping others heal themselves as well. In her book, "Heal Yourself" she shares story of healing from serious physical ailments like ALS, MS and Cancer to depression, anxiety and emotional trauma. We discuss the role of our belief systems in healing and the documented success of placebos.

YouTube:
https://youtu.be/tSukhOtzoQE

Anchor:
https://anchor.fm/tish-conlin/episodes/Episode-22-Former-Nurse-turned-Holistic-Coach-on-Self-Healing-and-The-Power-of-Beliefs-e1k4fva

Rumble:
https://rumble.com/v18xa46-former-nurse-turned-holistic-coach-on-self-healing-and-the-power-of-beliefs.html

The solutions I offer are not radical but they can make an almost immediate improvement in your life. It starts with awareness and living in a state of gratitude despite obstacles and difficulties. Once we feel balanced and grounded, we can start loving radically, living courageously and forgiving generously each day. There is a famous prayer that provides incredible lessons to help us navigate through the difficult times. This prayer contains advice that we can follow whether we are religious or not and it's simplicity and clarity are why I chosen it to share with you today.

The message is very simple but powerful….

God, Grant me the

Serenity to accept the things I cannot change;

Courage to change the things I can;

And Wisdom to know the difference.

The most important part of this prayer is the concept of action and acceptance. In what areas of your life can you take action to change things for the better? What are you doing now that might not be helping you create a better future that you can stop doing and replace with actions that will optimize your future outcomes? In what areas of your life are there difficulties that you cannot change and would be better off accepting so you can live more peacefully? How would you feel if you focused on what you CAN change instead of focusing on the few areas where it seems difficult to make changes right now.

"Kites rise highest against the wind- not with it." Sir Winston Churchill

Tish Conlin is an Author and International Speaker. She is a Holistic Health and Resilience Coach, Nutritionist, Black Belt Martial Artist, Reiki and Rife Practitioner and Emotional Intelligence Trainer. She runs a detox clinic and is actively involved in the freedom movement. Her website is www.tishconlin.com and her videos can be found on YouTube and Bitchute for TishTalk or Rumble for ThrivewithTish. Her podcast TishTalk is available on Spotify or Apple podcasts where she talks about ways to thrive at life.

Editor's Note:
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JUST ASK Judy

Dear *Just Ask Judy*:
"There was a recent threat of a shooting in my workplace. How do I know my organization is taking the necessary steps to protect all employees? ... ***Concerned in Wisconsin***

Dear *Concerned in Wisconsin:*
Remember when you did fire drills in elementary school… if you were like me, you enjoyed the 10 minutes away from class, but children do not understand there is sound methodology behind that regular training…methodology used by almost every high-level military, intelligence, law enforcement and high-performance team in the world. Hold onto that thought…. we will come back to it shortly.

Each workplace is unique, and it is imperative that an organizational culture of safety and security is emphasized by the leaders and managers at your business. I contacted Dan Hanlon with The Noble Group to seek some guidance. Dan shared with me some fascinating background information as well as some specific actions you can take to improve your workplace safety.

Dan noted it is essential to conduct a comprehensive review of policy, protocol, and training for all employees. The level of violence in our society is at unprecedented levels and this is evident in the level of violence in our workplaces as well. According to www.gunviolencearchive.org, a website which tracks mass shootings where four or more are injured or killed, there were 693 mass shootings in the United States in 2021. The number of mass shootings has more than doubled since 2018 from 336 mass shootings. Statistics vary, but what is known is well over half of mass shooting incidents are occurring at businesses.

Addressing sixty-three active shooting incidents in the US between 2000 and 2013 to identify who may be on a pathway to deadly violence, an FBI study[1] noted nearly two-thirds of active shooters (62%) had a history of acting in an "abusive, harassing and oppressive way" including incidents of "excessive bullying and workplace harassment." Where an active shooter's primary grievance could be identified, the most common grievances were related to an adverse interpersonal or employment action against the shooter. Workplace safety and security must be a daily priority to be effective at a level which mitigates the risk of harm. This includes understanding what has, and has not, worked in keeping employees safe in past incidents of workplace violence. While every critical incident is chaotic with often tragic results, there are tangible steps based on best practices in creating a safer workplace environment. An overview of the person you hire, knowledge that employees are not impaired at work, and threat assessments are all effective tools in creating and maintaining a culture of safety and security.

Mr. Hanlon emphasized that you cannot predict or control how "Active Assailant" incidents unfold, however you can prepare mentally and train through stress-inducing scenarios to develop a conditioned response under stress. Commercial airlines condition your safety response to critical incidents on every single flight. Response protocol through conditioning a safety response under stress creates an understanding of how you will react, defend yourself, and survive based on best practices. Every employee knowing and periodically training proper response protocol is critical to their overall safety. The fire drills in elementary school conditioned you through training to respond to the "worst case scenario." With the unprecedented, increasing, and unyielding number of violent workplace incidents, crisis response protocol provides this same training opportunity to help you survive today's "worst case scenario" in your workplace.

We appreciate Dan briefing us on this important topic and invite you to contact him if you would like further guidance. Dan's Noble Group provides the tools to mitigate risk through four connected business units – Noble Medical (drug testing products), Noble Diagnostics (DOT and non-DOT drug testing management), Noble Backgrounds, and Noble Six (Situational Awareness and Critical Incident Training, Security Assessments, Emergency Response Protocol). You can reach Dan via Email at dhanlon@noblemedical.com or by phone at 414-207-0441

Providing a safe and secure workplace has never been more important! I hope I have alleviated your concerns with the knowledge that there are steps you can take to mitigate risk and create a safer workplace for your employees!

Judy

[1] Silver, J., Simons, A., & Craun, S. (2018). A Study of the Pre-Attack Behaviors of Active Shooters in the United States between 2000 and 2013. Federal Bureau of Investigation, U.S. Department of Justice, Washington, D.C. 20535.

*Please submit your questions to **Just Ask Judy** at judycollinsstaffingresources@gmail.com*
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NAPS Harold B. Nelson Lifetime Achievement Award Winner

Owner's Outlook

Transferable Skills – Pros And Cons
by Barbara Bruno

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!

"Can't find talent, hire or recruit candidates with valuable transferrable skills!" Identifying and hiring individuals who have transferrable skills sounds like a great idea and seems like it would be a great strategy. After all, everyone brings life experience and both hard and soft skills to the table. It's just a matter of identifying how those skills could work for you, right?

The term "transferable skills" is an over-discussed and under-utilized asset in most interviewing and hiring processes. Everyone agrees transferable skills are valuable and the solution to many hiring issues, but few leaders have learned how to identify them.

The reality is that most recruiters are under extreme pressure to fill your open job orders, contracts, or temp assignments and do not have the bandwidth, or time to consider how transferrable skills could impact their ability to fill this business with top talent. The other side of this equation are candidates who are unaware of how to showcase their transferrable skills and abilities through their resume, CV, or LinkedIn Profile.

If you're serious about being open to hiring employees with transferable skills internally or to fill more or your open business, listed below are pros and cons to consider.

PRO
Recruiters are often the first to identify the benefits of hiring candidates with transferrable skills

CON
Without the buy-in of 100% of the individuals involved in the hiring process, qualified candidates with transferrable skills will be screened out

SOLUTION
Set up meetings between your recruiters and hiring managers to explain how they will benefit by embracing transferrable soft skills.

- Larger Candidate Pool
- Candidate will become engaged and retained
  - Learning new industry | profession
  - Professional development
  - Increase marketability
  - Understand performance objectives

PRO
Every candidate has transferrable talents and abilities (hard and soft skills) that can be utilized in many different jobs and career paths

CON
While hard skills are easy to identify and qualify, there is no formal classification system to grade proficiency levels of soft skills

SOLUTION
Quantify hard and soft skills on a scale of 1 to 5, 5 being the highest

PRO
Removes the importance and focus of specific job titles

CON
Job titles vary greatly from industry to industry which can be misleading

SOLUTION
Your recruiting and sales team should break down the job to identify core hard and soft skills needed to perform the job and achieve performance objectives.

PRO
Transferrable skills can be identified by utilizing assessment tools

CON
Assessment tools are a cost factor and can delay the hiring decision

SOLUTION
Identify assessment tools that can identify both soft and hard skills. Practical skill assessment tests are the most effective for hard skills. Skill assessment tests also allow candidates to demonstrate they can perform specific tasks.

Personality assessments are excellent for identifying soft skills. We have utilized the DiSC assessment tool for years when hiring recruiters. We have proven that individuals who score a high "I" influencer, have become our most successful team members. Contact us at support@staffingandrecruiting.com for additional information

PRO
Veterans have incredible transferrable skills that would benefit your company

CON
It takes time to understand transferrable skills, but if hiring military is part of your company culture and core values, it is well worth the time.

SOLUTION
There are great tools that translate codes from the Military into skills and responsibilities in the private sector. Bookmark these tools to understand how military experience translates into transferrable skills you can utilize.

Some examples of the resources include Military Skills Translator (military.com), Military Skills Translator (VA.gov), Military to Civilian Occupation Translator (careeronestop.com) or Crosswalk that translates codes from military into skills and responsibilities.

Now that you understand the benefits of teaching your sales and recruiting team how to identify transferable skills, it's time to have this discussion with your hiring managers. To show the relevance of this topic, I taped two courses for LinkedIn Learning in my home the week after Labor Day. One course is addressing the value of transferrable skills. If your clients do not embrace transferable skills, suggest they review this course, (November release date) to also show them how these candidates are more likely to be engaged and retained employees.

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TEACHING RESPONSIBLE RECRUITING WORLDWIDE

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happy candidates

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Succession Planning and More
By Michael Neidle

Having just gotten back from London, after The Queen passing and seeing the new King Charles III and looking lost irritable and confused as described by The British Guardian and being woefully unprepared and unqualified to take in his role as the new English Monarch. One of his first actions was to a stunning move and misjudgment to fire some 100 of the long time Royal Family's unpaid household workers. This occurred during the middle of the thanksgiving service for the Queen, with the nation still in shock and in mourning. This was followed up by a viral moment where the King aired his frustration at a signing ceremony he was seen loudly complaining about his leaky pen. The newspaper described King Charles as a coddled man whose every need was taken care of, from

his valets having to squeeze exactly one inch of toothpaste onto his toothbrush every morning, to his pajamas and shoelaces having to be hand-pressed each morning. He was known most notable by his ill-fated marriage to the late Princess Diana. His life not replete any notable accomplishments or real responsibilities and unfit for the job. That people nevertheless needed a symbol of days gone by. Fortunately, being king these days is mainly ceremonial, without any real power but a figurehead.

This event brought to mind how critical it is to groom a successor for a key position of responsibility for any entity, in government, or in a corporation. A responsible person in the real world would make sure that you had potential replacements trained to do the job, if necessary. This, unless you are a dictator or so insecure in your job that you would not allow anyone to be around you capable of replacing you. However, in well-run corporation or government, the Board or a similar authority would see to it that if you were not performing your job for the betterment of the enterprise you would be replaced. In the government there are procedures, so that if you were in violation of your oath in office, you could be replaced or impeached. But we are not living in normal times and charismatic personalities/cult leaders can override the rules of law and thru tyranny, conspiracies, crowd rule, threats, etc. and regular lines of succession can be overridden. As Thomas Paine said, "These are the times that try men's soles."

We need a normal succession plan to have a functional government, society, and business climate to ensure a functioning corporation or democracy. In the corporate world, we have a positive example, the famed CEO of GE Jack Welsh, who was one of the most successful and admired executives of his era and had a well thought out succession plan. He selected 3 senior executives who could take his place vying for position to see who would replace him when he neared retirement. The transition went smoothly, although no one could have achieve the remarkable success of the Welsh years. Even the unsuccessful candidates went on to excellent careers elsewhere. On the negative side, when Microsoft's Steve Balmer resigned abruptly the company, according to most informed observers, had underperformed for years. So, he naturally did not have a succession plan for replacing himself. It was thought Microsoft could have identified other promising candidates in senior management roles, not to mention outsiders, who'd be ready to step in for Ballmer. But the company seemed to almost start from square one and concentrating their efforts on recruiting mostly on external candidates after he left.

Good leaders have well designed succession plan and choose others based on: their vision, skill set, demonstrated results, character, the ability to lead other, etc. Give those who might have to take your place one day the ability to test their mettle before that time comes is critical.

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.

Growing Companies

Maximize Your Most Precious Resource

By Chris Heinz

I know what you are probably thinking…My most precious resource must be "time" right?

Well, you are partially right.

In the world of recruiting and hiring talent, I believe your most precious resource is actually "other people's time."

After all, you are only one person. As one person, there is only so much you can do. But…if you utilize other people's time wisely throughout a hiring process, you can exponentially increase your capabilities. Along with your own time resources, you can use the resources of others that will give you an edge when trying to identify, hire and retain talent.

Follow a Process
When it comes to hiring, you cannot maximize the time of others if you don't have a process in place. If you've read any of my previous articles, you know I'm a big proponent of having a process and holding your team accountable for that process.

They need to understand who will be responsible for what and when. They need to understand the why behind the process and what you're trying to accomplish with it.

Communication
Communication can be incredibly easy or amazingly challenging. When it comes to maximizing other people's time, communication is probably the single most important element.

Do you want to keep a candidate excited about your opportunity? Communicate with them…
Do you want to get feedback from one of the hiring managers from a recent interview? Communicate with them…
Do you want your leadership team to understand where you are in regard to the process? Communicate with them…

Don't give vague answers. Be clear and concise. If you do so, others will understand what you're saying. Crazy concept, I know.

Do what you say you're going to do
If you really want to get others behind you that are willing to help you accomplish what needs to be achieved, then do what you say you're going to do. Now, I am a parent of two amazing kids. One is in college, and the other is a junior in high school. I don't know about you, but when my wife and I knew we would have kids, we told each other that we would not do what other parents did. We wouldn't use the threat of a time-out…we would actually put them in one if needed. We would answer every question they asked…every single one of them…with detail and intention. While we tried our best not to be like 'other' parents, you probably know how that story goes.

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But, in our professional world, if you say you are going to do something, actually do it. If you say you will follow up by a certain time, get a particular report completed by noon tomorrow, make a certain phone call, actually do them. Those you ask for help will be more inclined to give the help to someone who follows through.

Don't be one of those parents (I mean professionals) that says, "do as I say, not as I do."

Vacation fill-ins
If you are working on completing a process, such as getting someone hired, a big challenge is to ensure the process will be followed in a timely fashion. As I've discussed in previous articles, if you don't follow a process that is thorough yet time-compressed, you will lose out on the best talent. This isn't a sales pitch by a hungry recruiter. This is a pure and absolute fact. The best talent has other opportunities, and they will not wait around for you without a clear and concise timeline.

A big 'ole metalic wrench that can be thrown into messing up a process are big gaps in that process. One of those is vacations by the decision-makers. Please don't interpret my saying this as implying that I don't think decision-makers should take a vacation. They absolutely should, and they need to in order to recharge as well as enjoy life. My family and I love vacations.

But, what I am saying is when the decision makers are taking these well-earned vacations, they should plan for them in relation to the hiring process. While they are gone, other needed interviews should be staged during their time away. Others should be empowered to make the necessary decision whether to hire or not. This would be a definitive example of the decision makers using other people's time effectively. It also eliminates gaps in the process that risk losing the best candidates.

Share the Accolades
When things go well, share the love. Do not take credit for all of it. Make sure the leaders above you know who else was involved and how instrumental they were in the project being completed. Not only is this the right thing to do, but it is also one of the more powerful ways of gaining complete buy-in and loyalty from those you will need assistance from again in the future.

I know you are working as hard as possible to achieve your goals. I know you are consistently trying to improve yourself. After all, you're reading this article, so there is proof right there! But, there is only so much one person can do. If you can utilize your strengths and those of others to achieve the desired tasks, processes, and goals, you will do so quicker, better, and with a greater sense of accomplishment because you did it as a team! This goes beyond just a hiring process. It can benefit you in every part of life.

Chris Heinz is a Managing Partner with Westport One. With more than 25 years in the recruiting industry, he has become a thought leader in both recruiting and healthcare. 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.

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.

84% are more focused on the talent experience than ever before. How will you stand out?

84%

75% say reskilling can help them beat talent scarcity, but only 29% are investing in it.

75%

73% are investing in talent analytics to get ahead — the highest percentage in Talent Trends history.

73%

Talent scarcity is expected to continue. 53% plan to hire extensively in 2022.

Automated Business Designs, Developers of Ultra-Staff EDGE Staffing Software, Celebrates 40 Years of Innovative Technology Brought to Staffing Companies

Staffing software provider celebrates 40th anniversary!
CHICAGO, Illinois– Automated Business Designs (ABD), developers of Ultra-Staff EDGE staffing software, is celebrating the company's 40 th anniversary. Founded in 1982, ABD is one of the oldest vendors in the industry but continues to introduce the latest innovative staffing technology solutions. ABD has stayed at the forefront of innovation by delivering a fully scalable software solution that meets the fast-paced in-demand needs of the industry.

ABD kicked off its 40 th anniversary celebration on August 25 th and 26 th with a virtual client anniversary party that featured new product unveilings, inspirational speakers, trivia competitions, and giveaways.

The company unveiled two brand new products, including a completely redesigned OnBoarding Application. The new application is designed with technology to maximize your application completion, develop a better candidate experience, and give staffing companies a competitive edge. Additionally, the OnBoarding program is highly configurable by user within the new OnBoarding Admin Center.

In addition to the new OnBoarding Application, a new Mobile App is being released, Ultra-Staff EDGE JOBS, that will enrich the candidate experience and enhance communication between candidates and staffing companies. Candidates will have access to key information and will be able to accomplish tasks right from the palm of their hand, including entering availability, entering time, searching for jobs, messaging the recruiter, viewing important employee documentation, and more.

"We were ecstatic to share these new product unveilings during our client anniversary party," said Terri Roeslmeier, President and CEO at Automated Business Designs. "Right now, staffing is all about the candidate experience. If staffing companies can offer a quick and intuitive application, combined with an all-inclusive mobile app to keep candidates and working employees engaged, it will automatically give them that competitive edge that is needed in today's staffing industry."

Over the years, ABD's contributions to the staffing industry have not gone unnoticed. ABD's President and CEO, Terri Roeslmeier, earned the Shero Award presented by the National Association of Personnel Services (NAPS). The Shero Award highlighted her outstanding contributions to the staffing industry through involvement with local professional groups. This year Roeslmeier also received the 2022 Illinois Search and Staffing Association (ISSA) Member Appreciation Award for her years of dedicated service
and leadership. Terri has served on the ISSA Board of Directors since 2012 and has been involved in planning the Midwest Staffing Conference as Co-Chair.

In addition, ABD is a Women's Business Enterprise Certified company. The WBENC certification is one of the most prestigious and widely recognized certifications for women-owned businesses. ABD has also been honored as one of Chicago's Best and Brightest Companies to Work For®, for the last seven consecutive years and has been named a National Best and Brightest Company to Work For®, for the last six years.

Ultra-Staff EDGE has also won many awards. Most recently in Summer 2022, the Ultra-Staff EDGE Scheduling Module won a Gold Stevie® Award for Employee Scheduling Solution. Ultra-Staff EDGE has also been recognized on G2, a leading software review site, in their latest software report with the Highest User Adoption Badge in the categories of Staffing, Applicant Tracking System, Candidate Relationship Management, and OnBoarding.

Thousands of users rely on ABD's all-in-one solution, Ultra-Staff EDGE, for their front and back office, web portals, onboarding, and medical scheduling needs. The Ultra-Staff EDGE suite allows staffing companies to streamline each aspect of their business to save time and money, increase efficiencies,
and see key insights into their business. Through ABD's advanced reporting and BI data analytic tools, key KPI's can even be tracked through visualizations and interactive dashboards.

"Working closely with ABD, our applicant tracking system since September of 2017, LLoyd has come a long way in gaining insights and tracking our KPIs along with the visualizations Tableau allows me to create," said Billy Veraszto, Vice President of Technology at Lloyd Staffing. "We have multiple dashboards from Fills and Placements, Interviews and TOP 10 clients among others all rotating on two large displays in our Bullpen area. The way ABD integrates with Tableau is wonderful. If it's in Ultra-Staff EDGE, I can report on it!"

Features in the Ultra-Staff EDGE suite are always advancing and new ones are being developed. ABD sustains a large budget for research and development to stay ahead of industry trends and complement the ever-changing industry. This too is what has helped ABD stay successful in the industry for the last 40 years.

"Having worked with ABD since 2008 across two companies, IMN Enterprises is grateful for ABD's transparency in its efforts to make changes and improvements for our database," said Tammy Bills, Chief Financial Officer at Icon Medical Staffing. "ABD has evolved with the intricate changes within the
industry over the last 40 years."
To learn more about Automated Business Designs and Ultra-Staff EDGE staffing software,
visit http://www.abd.net.
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. ABD has been servicing the staffing industry for 40 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). Visit http://www.abd.net to learn more.

NPAworldwide Business Barometer Shows Strong Demand for Talent

According to the latest Business Barometer Survey from NPAworldwide, the global recruitment network, demand for talent has strengthened significantly over the last six months. Sixty percent of respondents reported results that were better by at least five percent over the prior 180-day period. This positive growth is expected to continue in the near future. Thanks to this healthy business environment, independent recruitment firms are seeing significant increases in revenue and profitability.

"Demand for talent has strengthened over the last 6 months! Sixty percent of respondents indicated results better by more than 5% over the prior 180 period," said Dave Nerz, president of NPAworldwide. "While the last half of 2021 was quite positive, and up from prior year results, the continued growth has been impressive for the first half of 2022. More than 40% of reporting recruitment businesses indicated growth of 15% or more over a strong close in 2021. Responses, which arrived in line with talks of global recession and continued market volatility, also show an optimistic view for the next 6 month period. Businesses are still searching for talent."

image of business coditions last 180 daysChart displaying business conditions for last 180 days

Other results of the Business Barometer Survey of the 550-plus independent members of NPAworldwide indicated:

   44% of survey respondents are from outside of North America.
   The largest respondent group was from North America at 60% followed by Australia/New Zealand at 18%.
   The remaining respondents were from Asia, EMEA or LatAm.
   At the time of the survey, 88.2% of the respondents see the next 6 months as positive or the same as the last 6 months.
   36.6% of those taking the survey have seen fees increase in the last 6 months.

"The strongest sectors continue to be technology, manufacturing/supply chain, and accounting/finance. Our independent member firms working these sectors are experiencing strong demand for talent," said Nerz. "Signals from the economy and from markets are not as positive as the results being experienced by our member firms. While the complexity of hiring is smoothing post-lockdowns and limits driven by the impact of the pandemic, there is still much to learn about hiring and retaining in today's employment market. Candidates continue to receive multiple offers and counter offers from existing employers. Speed and aggressive compensation planning are required to attract and retain top talent." NPAworldwide members typically work executive/professional full-time positions on a global basis.

About NPAworldwide. NPAworldwide is a recruitment network facilitating placements between its members. The network has more than 500 member offices across 6 continents. For more information, please visit www.npaworldwide.com or www.npaworldwideworks.com.

Haley Marketing Acquires Missouri-Based Recruiters Websites

Agency acquisition creates a robust website and marketing partnership equipped to serve a wider range of firms, from temporary staffing to executive search.

Haley Marketing Group, the leading website development, content and recruitment marketing firm serving the temporary staffing and executive recruiting industries, has acquired Recruiters Websites, a custom website design and marketing company specializing in digital solutions for the recruiting industry. No positions were affected by the acquisition.

Haley Marketing has served the staffing industry for more than 26 years. Led by co-CEOs David Searns and Victoria Kenward, Haley Marketing provides website development, digital marketing, branded content, recruitment marketing, and marketing technology products and services to the staffing industry. Currently, the company serves more than 1,400 staffing and recruiting firms worldwide—from one-person start-ups to billion-dollar international firms—to improve recruiting, drive sales, and build stronger brands.

Founded by Jeff Gipson in 2012, Missouri-based Recruiters Websites has built its success on creating and amplifying the highly personalized digital presence of executive recruiters. Their client list is more than 500 strong and includes recruiting and executive search firms of all sizes across the United States and around the world.

By combining teams and resources, both companies can build upon each other's strengths to provide better service and value for the staffing and recruiting industry. Both Haley Marketing and Recruiters Websites are dedicated to making world-class marketing fast, easy and affordable for small to midsize staffing and recruiting firms.

"This is an exciting era at Recruiters Websites—for our company, our team and our clients. As we explored next steps in company growth, it was clear that Haley Marketing was the right partner and that now was the right time," said Jeff Gipson, Recruiters Websites founder and CEO. "We are looking forward to bringing the expanded services and resources Haley Marketing offers to the executive search industry."

With the addition of the Recruiters Websites team, Haley Marketing now employs 80 people with employee hubs in New York, New Jersey, Ohio, Pennsylvania, Minnesota, Missouri, Michigan, Tennessee, and Nevada.

"We are incredibly excited to have the Recruiters Websites team joining Haley Marketing. We are very similar companies that share core values and a mission to serve small to midsize staffing and recruiting firms," said David Searns, co-CEO, of Haley Marketing. "Going forward, we are committed to maintaining the Recruiters Websites brand—and their team members—as we work together to bring our full range of marketing products, services and technologies to a larger, more specialized recruiting audience. Through our combined resources, we plan to bring world-class marketing solutions that are fast, easy and affordable to implement to executive recruiters and search firms around the world."

For more information about Recruiters Websites, visit recruiterswebsites.com. For more information about Haley Marketing, visit haleymarketing.com.

Letter From The Editor

First, I just want to say our thoughts are with those experiencing IAN and all the havoc that it is creating in Florida and the southeastern states. I was driving north on HWY 75 thru Kentucky before IAN made landfall and was amazed to pass all the great journey men and woman who know how to repair the powerlines heading down that way. We can't control Mother Nature but we do have the people and resources to repair the damage.

It's a wild ride to the finish line…. That is the 4th quarter and the calendar year end. Whether your firm follows the calendar or has a different year end month, we all know what follows the end of 2022. Tax season. If you are a business owner, you know this year will again involved changes. Hopefully, you have a good accountant and have your business records current. Maybe you've had a profitable year and will bonus your workers to keep them staying happily employed by your company.

If you have enjoyed the staffing or recruiting business or both for a good number of years perhaps you are planning your succession plan. It's wise to keep up with the tax laws regarding how to move your ownership to new leaders. Michael Neidle has been providing advice to owners for years and you might talk with him in regards to making a plan.
You will find Mike's article in this issue and others at www. eminfo.com

On another topic, I was returning from Kentucky where my youngest daughter defended her dissertation passing and obtaining her PHD from the University of Kentucky. I'm so proud I had to mention it. She navigated thru 4 years that were filled with unusual times. We'd like to recognize the professors at the Universities and Colleges still teaching and preparing the next generations who will find solutions to the many things life throws at us.

In closing, we know many staffing and recruiting firms who will step up in the recovery after IAN leaves and we want to say thank you and our thoughts are with you all. Specifically thinking of Rob Krzak, Gecko Hospitality, his family and Gecko team in FT Myers.

Stay safe and happy recruiting…

Pat Turner

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