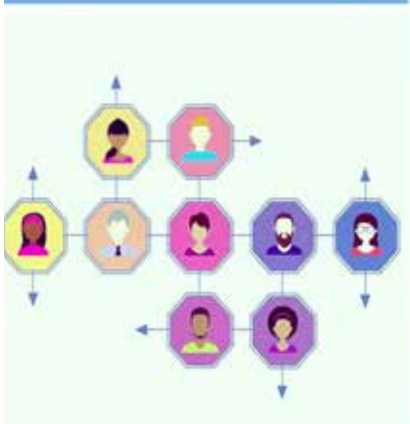


The Basics of Hiring...is there anything "basic" about hiring?



Revolutionizing
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8 Ways a Staffing
Agency can help you
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Overcome These
Common Fee-Based
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DID YOU KNOW?

* On average Americans spend 5 hours and 24 minutes on their mobile device each day! ¹ pg 5

* Over the past quarter century or more, certain members of the workforce have come to be identified by a set of characteristics that either they or the world of work would consider underemployment---working, but not enjoy the desired satisfaction and gratification. pg 8

* Research the staffing agency, their clients and positions they fill so you can demonstrate depth of knowledge in your interview with the staffing agency and with their client, should an interview be required before starting your assignment. pg 9

* In theory, if you get two names for every person you talk to, you will always have another person to call. Again, it is statistically true that you would never run out of names if you got two contacts for every candidate you speak to. pg 11

* In staffing, great service is critical. And you definitely should leverage your expertise. But there's only one source of differentiation that none of your competitors can copy – your company's mission, vision, and values. pg 13

* Hosting an [Audio Event](#) on LinkedIn provides you with a simple yet impactful opportunity to communicate and interact with your audience directly. pg 15

* Importantly, you must understand that the IRS has very specific guidelines for the use of foreign labor. First, the person working for you must be a citizen of another country, must reside abroad, and must perform the majority of the work outside the US. pg 16



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Revolutionizing Workforce Management: Exploring Mobile

By Jennifer Roeslmeier

Did you know that Americans check their phones on average 96 times per day or once every ten minutes? On average Americans spend 5 hours and 24 minutes on their mobile device each day! ¹ It is widely known that everyone is spending more time on their mobile device, but even I am surprised by how high these statistics are.

If you think about it though, wherever you go people are looking at their phones: In the elevator, walking down the block, waiting in line at Starbucks®, commuting on the train. When anyone has a spare moment, what do they do? They bring out their phone.

Imagine if you could bring your staffing business to everyone's mobile device. Your clients, your candidates, and your recruiters can stand in line at Starbucks® and not just scroll through Instagram® but have access to your staffing business. Clients can view candidates, recruiters can push jobs out, candidates can accept jobs, and more! Mobile technology is here to stay, and it is important that staffing companies revolutionize their staffing solutions with it. Especially since by 2025, it is estimated that [72.6% of global smartphone owners](#) will access the internet solely using their smartphones.

Whether you are currently using mobile staffing solutions or are looking to enhance your mobile technology stack, in this article we will look at the benefits, key features to look for when exploring mobile staffing solutions, and how to choose the right solution for you.

Key Benefits of Mobile Staffing Solutions

From the stats above, we can see the rapid rise of mobile technology. There are many benefits that mobile staffing solutions bring to not only staffing companies but also to candidates and clients.

In general, [mobile staffing solutions](#) give candidates, clients, and your internal staff flexibility and convenience when needing to complete tasks and access key information. Whether they are on the go, at work, or binge-watching a tv show on the couch, your mobile staffing solution can house everything they need at their fingertips. This increases their efficiency by being able to complete tasks whenever they want. It can also increase their response time to you and ultimately decrease your time to hire. All updates and communication are in real-time.

It's also important to note that the overall experience is enhanced for your candidates, clients, and internal staff. It makes everyone's job easier. It also increases engagement among your clients and candidates. The more they can stay connected to your staffing agency, the more likely you can retain those clients and candidates.

Important Features of Mobile Staffing Solutions

When exploring mobile staffing solutions, a user-friendly interface is important. If it is cumbersome to use, then it almost defeats the purpose of having a mobile solution. A demo of the solution will help you get a good idea of its user-friendliness.

What is also important to look for is cross-platform compatibility. Your mobile solutions should be connected back to your ATS, CRM, Back Office, Web Portals, and OnBoarding. The information from



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these platforms should flow into your mobile solutions and vice versa. The key to having a mobile solution is being able to access each of these items without needing to log in from a laptop or computer. If the mobile solution is not connected to your other solutions, then you are setting yourself up for double data entry, more work, and a burdensome process.

MOBILE SOLUTIONS FOR YOUR STAFFING TEAM

When thinking about mobile solutions, ideally you will want a mobile solution for your internal team, clients, and candidates. For your internal team, you want them to have access to everything they need while on the go: entering and viewing job orders and appointments; accessing candidates and clients. When recruiters are doing client visits, all they need is their mobile device. They won't need to bring their laptop or wait to get back to the office to enter information. Likewise, if they are not at the office, but need to look something up quickly, they are able to with a mobile solution.

MOBILE SOLUTIONS FOR YOUR CLIENTS

You can also give clients access to their web portal information via a mobile solution. Allow them to view your candidate submittals, view open job orders and fill progress, approve timesheets, enter new job orders, view their invoices, and more. These convenient self-service tools are taken to a whole new level for your clients when offered on mobile and it is a way to stand out from competing staffing firms.

MOBILE SOLUTIONS FOR YOUR CANDIDATES

Lastly, your candidates also need a mobile solution to view and accept jobs, enter availability and time, view upcoming assignments and interviews, view employee documentation and paychecks, message their recruiter directly, and more. A candidate mobile app that has everything candidates need keeps them engaged with your staffing company long-term. If they have had success working with you and can easily accept jobs and view their past employment history in the app, why go somewhere else? A candidate mobile app is a great way to keep employees enticed to work for you. Additionally, think back to the stat we mentioned earlier: By 2025, 72.6% of global smartphone owners will access the internet solely using their smartphone. Many contract employees will probably fall into his percentage. If they don't have a job that requires a laptop or computer, they may not ever use one.

How to Choose the Right Mobile Solution

Choosing the right mobile solution begins with evaluating your organization's needs. If you don't already have a client portal, then maybe you don't need a mobile solution for clients yet. Evaluate your needs, wants, and set a budget for your mobile solution spend. Whenever you begin a software search, it's important to outline your must-haves and nice-to-haves and use that as an evaluating tool as you go through demonstrations.

Next, you need to find the solution that is right for you. There are many staffing software solutions that provide a one-stop shop that includes front and back office, Web Portals, OnBoarding, and Mobile. Going with a solution that provides an [all-in-one suite](#) helps keep your processes and business streamlined. If you don't go with an all-in-one solution, it will be important to ensure that the mobile solution you go with can connect back to your other solutions.

As you explore mobile solutions available to you, compare pricing and features. See what solutions fit into the right price point and include your must-have features. Lastly, as a best practice whenever you are looking at a new software solution, you want to ask about data security. This is often something that isn't brought up, but it is important to ensure your client and candidate data is safe and doesn't stand the chance of getting breached. This is especially important in staffing since you manage highly confidential information. Ask how they keep mobile data secure:

- What is the mobile solutions authentication system?
- How is the mobile solution encrypted to protect user data and communication?
- Where is the data stored? What security policies are in place?
- What is the privacy policy on how the data will be used?
- What is the uptime? (Amount of time a server stays up and running without power issues)

These are some of the key questions to ask to ensure your data does not get compromised.

Staffing is In Your Hands

Mobile staffing solutions not only give your internal team access to information at their fingertips but also allow your clients and candidates to have access to all their information wherever they go. With mobile staffing solutions, your staffing business can be brought anywhere. Who knows, maybe the next time you are at your local Starbucks® or commuting on the train, someone could have your staffing solution in their hand. The key to finding the right mobile solution though is being able to connect it to your existing staffing software solution to streamline your entire process.

Experience the future of workforce management with Ultra-Staff EDGE mobile staffing solutions. [Request a demo](#) today of Ultra-Staff EDGE staffing software and revolutionize your staffing process!

Source

1. Zippia. "20 Vital Smartphone Usage Statistics [2023]: Facts, Data, and Trends On Mobile Use In The U.S." Zippia.com. Apr. 3, 2023, <https://www.zippia.com/advice/smartphone-usage-statistics/>



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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.

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

The Needs of Underemployed Candidates

EmInfo Reader: The current world of work appears to have a higher number of self-proclaimed “underemployed” workers. Who are these individuals and how is their approach to job change different from other candidates?

Dr. Burtnett: First, let’s examine the definitions of unemployment and underemployment. The U.S. Department of Labor defines unemployment as individuals who don’t have a job, have actively looked for work, and currently available to work (Source: Bureau of Labor Statistics.). Search and staffing professionals and recruiters have a long and successful history of placing competent workers in satisfactory positions of employment.

Over the past quarter century or more, certain members of the workforce have come to be identified by a set of characteristics that either they or the world of work would consider underemployment---working, but not enjoying the desired satisfaction and gratification. Many would argue that their occupational roles misuse or fail to use their knowledge, skillset, and competencies. Others would indicate that the workplace environment limits their ability to perform at a level equal to their capabilities.

Finally, a lack of competitive compensation and benefits or the absence of growth and development opportunities in some places has led many to believe that “worth” is not being properly recognized. One or more of these undesirable circumstances have resulted in employer behaviors like “quiet quitting,” or “working to the rule.” This is often the time when the underemployed individual upgrades their job search and change status from nonexistent to passive or active.

Search and recruiting professionals must serve the underemployed just as they would serve any other job seeker or changer who solicits their assistance, but with one very important consideration. Underemployment for many have been a challenge to their mental wellness. Beginning as manageable anxiety and stress, it can balloon into outright anger and frustration. These are personal issues. External circumstances like the recent coronavirus pandemic or a volatile economy and workplace can cause their own ranges of emotions concerns. Discovery of candidate work history and the motivation for job change is the first step in the helping process, and if there was ever a time for a little extra TLC---this could be it!

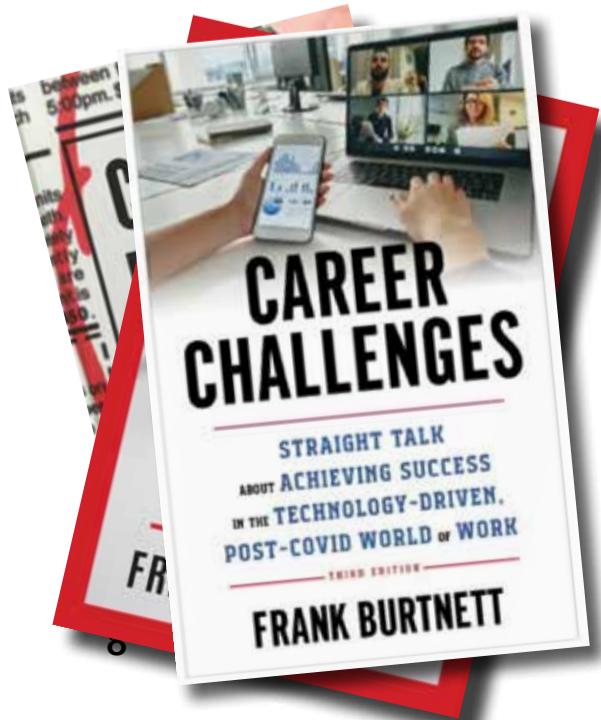
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Topics are drawn from Dr. Burtnett’s book, Career Challenges

Straight Talk about Achieving Success in the Technology-Driven, Post-COVID World of Work, 3rd Edition

(Rowman & Littlefield Publishing Group)

& represent those witnessed regularly by search & staffing professionals.





Can you easily reach your job candidates?

By Lynn Connor

Can you easily reach your job candidates?

If you have trouble connecting with your job candidates, consider this:

Many of the applicants who apply to work with staffing agencies already have jobs and will not or cannot answer phone calls at work. They risk being reprimanded if their current employer discovers they are job hunting, so phone calls not only waste your recruiter's time, but they rarely connect with their candidate in the first place.

Texting is non-intrusive and allows candidates to respond in their own time.

Because of this, texting is a much better method of communication in the staffing industry for both parties. Texting is non-intrusive and allows candidates to respond in their own time. When messaging candidates, they almost always respond within a day or two. Because texting is so integral to how your office can [reach out to job candidates](#), investing in texting software will scale your communication while offering texting from a single business number.

Thousands of associates and candidates can be reached through a texting platform. Typically, a handful of these contacts will be qualified for a specific role staffing agencies are looking to fill.

Rather than having to reach out by phone to these candidates, simply send a mass text with information about the position. If any of the candidates are actually interested, they'll then give us a call. Think about how much faster this process is than having to call each candidate individually.

Texting is significantly faster than phoning each candidate individually.

The recruitment process is continually evolving and being updated for efficiency. Texting is streamlining communication between recruiters and job candidates. Text messages initiate, facilitate, and complete different recruitment tasks, and studies show that people are much more likely to respond to a text message over emails or phone calls.

Here are some of the benefits of using Text Request if you're a staffing agency:

1. Fast communication: With Text Request, staffing agencies can send messages about job opportunities to job seekers in real-time. Job seekers can also respond to messages instantly, making the recruitment process faster and more efficient.
2. Personalization: Staffing agencies can use Text Request to [personalize communication](#) with job seekers. Recruiters can address job seekers by their names and communicate in a more conversational, informal tone, which can improve the overall experience.

3. Improved response rate: As noted above, Text Request has a higher response rate than email or phone calls. Candidates are more likely to reply to a text message than to an email or phone call, giving staffing agencies improved chances of reaching their target audience.

4. Easy tracking: Text Request allows staffing agencies to track messages and receive notifications when job seekers respond to them. This ensures that recruiters don't miss important messages and can respond to job seekers promptly.

Incorporating Text Request into the recruitment process is an excellent way for staffing agencies that aim to enhance their recruitment effectiveness. By using this communication method, recruiters can improve response rates, personalize communication, track conversations, and ultimately connect more job seekers with the right job opportunities - FASTER!

Integrated with [COATS Staffing Software](#), Text Request is the business texting platform built to ignite customer engagement. Text Request is built to scale with you, whether you need to handle a few conversations by one person, millions of messages sent by thousands of employees, or specialized applications built using our API.



Contact [COATS Staffing Software](#) or [Text Request](#) to book your VIP TOUR and have your questions answered by one of our experts.

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Tamara Morris,
Glendora Employment Agency

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Land Qualified Referrals in 3 Simple Steps

The advent of internet research has made recruiters lazy in asking for referrals. When I was on a desk, back in the old days, we did not have access to a human being that could put together the personal email address, cell phone number, name, and title of clients and candidates. Back then, a name was precious because it was tough to get companies to reveal any



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information. They were wise to recruiters. So, I looked for qualified referrals whenever I got a candidate on the phone. That process is equally compelling today.

The Referral Goal

My goal was to get two candidates from every candidate conversation, whether they were interested in the opportunity or not. People are going to tell you no. In theory, if you get two names for every person you talk to, you will always have another person to call. Again, it is statistically true that you would never run out of names if you got two contacts for every candidate you speak to. Now, no matter how good you are at this, some candidates will not give you any. Some will provide you with three or four. But based on my experience, you can average two.

Qualified Referrals Step 1: The Approach

Let's assume you spoke to the candidate. For whatever reason, it's not the right time, not the right company, not enough money, or they are generally not interested in the opportunity.

I would say: *Hey, candidate; obviously, the timing of my call is off for you right now.* You want to use that line because it signals to the candidate that you have stopped selling. When you signal to someone that you have stopped selling, they will relax. If you can see them, you will see their diaphragm relaxing, knowing that you are about to get off the phone. So, take advantage of it.

My approach was never: Hey, I am working with this great company. They are growing a bazillion percent a year. They are the most outstanding company in the widget industry, and you have got to work for them. **My conversations were always very consultative.** *Hey, candidate, I have no idea if you are looking to make a move. I just wanted to see if you are open to hearing about something that could be potentially stronger than your current situation. What are your thoughts on that?* And I would engage them in a conversation. **I only talked about the opportunity once I fully developed at least some motive for them to make a change.** So, I did not just pitch. I hate that word, but I use it on purpose because it makes us commodity brokers as recruiters if we throw things at people and have not fully adopted a diagnostic process.

Qualified Referrals Step 2: Dealing with Tire Kickers

Some candidates will say to you, look, I do not have time for this. I will not continue this conversation if you cannot tell me about the opportunity. Obviously, then, Mr. or Ms. Candidate, the timing of my call is not good right now. You sound thrilled with what you are doing. Because if this is just about this current job *and not about identifying what you want to hear about, you are probably just curious, and I can appreciate that. I am going to let you go then.* **The human being that is really interested in making a career change, or even remotely interested, will stop you. The tire kicker is going to go, fine, goodbye.**

For those who live in the RecruiterU world of metrics, it still counts as an RP. It still counts as one presentation, even if it was that quick. I found early in my career, **when I capitulated to those types of people and told them about the opportunity, almost none of them were interested.** Then it just switches the dynamic of the relationship. From that point forward, the candidate knows that if they threaten you with removing themselves, they will get what they want, and that is not the way I want to start, or I suggest any of you start, a relationship with a candidate.

Qualified Referrals Step 3: Securing the Referral

Obtaining the referral all starts with the diagnostic approach. Is the candidate open to conversation? What are they interested in hearing about? And do they have the



Ask Coach Mike

motivation to pursue an opportunity at this point in their life? The reason to get the referral comes when you have determined they are not interested.

The Script

Obviously, the timing of my call, candidate, is not good right now. You are well situated, or this is not the right opportunity. Before I let you go, real quick, who do you know – not do you know – who do you know that excels in this role?

They'll likely respond with: *I don't know anyone who's looking.*

I understand. The person that you are probably thinking of most likely is not looking. But in my experience as a recruiter – I don't even get into if they talked to me and they might change their mind – my experience as a recruiter is the guy or gal I am going to place is buried four or five deep, meaning I am talking to you, who is going to pivot me to somebody else, who is going to pivot me to somebody who might pivot me to somebody who is ultimately interested. The benefit, Jim, is that I will keep your name out of it and have the call I had with you. Are you open to hearing about something potentially stronger than your current situation? As you said, they are not looking, but I might have something they want to hear about three, six, or nine months from now, a year from now, and then they might know somebody who is looking.

See, when you take out that filter of, don't know anyone who is looking, it opens their field of vision. When you ask for referrals, you cannot just ask who do you know. When you ask who do you know that excels, it is still too big of a window for their brain to scan quickly. Who do you know, maybe somebody that you used to work with at your existing company that moved on? Does anyone come to mind? Anyone at one of your former companies that you worked with that you respect who comes to mind? Anyone of your competitors or people you have seen at a trade show who comes to mind?

As you are narrowing the field, you are narrowing the silos of where their mind can go. Because they can easily scan people they work with at their current company. They can easily scan several names of people they worked with at a former company versus opening up their whole universe. I found that to be really, really effective.

If they stay stubborn, look, you know, yeah, I have a couple of people. Let me talk to them first. I go back to that other line. It is probably not going to happen. You are too busy. It is not your job. I will keep your name out of it, Jim. Unless you want me to use your name, I will keep your name out of it.

This is challenging. I would even go as far as to say: *Did I put any pressure on you on this call to make a move? Was I at all a pushy recruiter, grinding you to send me your resume, like other recruiters? I asked if you were open to hearing about something, and you were not, and we discovered why. You gave me a few bullet points of the things you would want to be kept aware of. That is exactly what I am going to do with the person you are thinking of. So, candidate, who is that person?*

That is how persistent I was with it. You will build a really, really good network of candidates if you have a goal for every candidate conversation to get two referrals.

I appreciate the question, it is an area that I know people are struggling with.

Level Up Your Marketing: Revisit Your Staffing Firm's Positioning

By David Searns

We've had an amazing run.

For more than a decade, the staffing industry has been booming. Job orders have been plentiful. If you could recruit talent, you were making placements.

But the times have changed. Selling staffing got harder...a lot harder!

Selling staffing is never easy. But now, it takes more effort. A lot more.

And to make matters worse, recruiting is still a challenge. As my friend Mike Jacoutot at Butler Street says, "You're going to have to work twice as hard for half the results."

That's what a downturn in the staffing industry feels like. It's hard. It's stressful. And if you look at the past two recessions, 30% of staffing companies do not survive.

But this post isn't about gloom and doom.

Quite the contrary. It's about what you can do to succeed, regardless of what happens in the economy. Where should you start?

LEVEL UP YOUR POSITIONING

First, consider what makes your staffing company different.

Your service? Your expertise? Your combined 72 years of experience?

The problem in staffing, and in any highly competitive industry, is that the majority of companies say the same things. They make the same claims. They offer the same benefits. And in the process of selling, they make themselves (and everyone else) look like a commodity.

In staffing, great service is critical. And you definitely should leverage your expertise. But there's only one source of differentiation that none of your competitors can copy – your company's mission, vision, and values.

As Simon Synek says, "People don't buy what you do, they buy why you do it."

So why does your company exist?

What problems do you solve better than anyone else?

What is your "holy grail" – the quest you are trying to fulfill?

To LEVEL UP your positioning, take a hard look at your company mission.

Does it address critical problems that employers face? Does it motivate your ideal clients to want to work with you? Does it clearly identify your target audience and the value you can bring to them?

How about your company vision?

Have you written out a clear and compelling vision of where your company is headed? Does your vision address your people, your culture, your unique approach to service, and how you will achieve your mission in the years to come? A great vision is essential for attracting top talent.

And what about your core values?

Are they clearly defined? Do all your people live by them—with every client, every day? Are your values providing clear guidelines for delivering a better service experience than your competitors?

Mission, Vision, and Values (MVV) are fundamental to who you are...the clients you serve...and why you are better qualified to serve them than anyone else in the world.

Need help LEVELING UP your marketing?

Here are four free ways we can help:

1. Download our eBook, [Differentiation is Bullsh!t](#), a step-by-step guide to creating a more compelling mission, vision, and core values.
2. Download the [LEVEL UP eBook](#) for more strategies to stand out, stay top-of-mind and sell more.
3. Sign up for the [Big Ideas Newsletter](#) for our latest marketing insights, delivered to your inbox monthly.
4. Let us create a [free list of marketing ideas](#) just for your staffing or recruiting firm.

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New LinkedIn Features You Should Definitely Know

By Natalia Navarro

With its range of advanced tools for publishing and building community, LinkedIn Pages give businesses and organizations the chance to communicate their purpose, values and offerings.

New LinkedIn Page features are available to help organizations maximize their online presence. Learn how you can make the most of them to upgrade your business' or organization's Page on LinkedIn.

You can now schedule your posts on LinkedIn

Scheduled posts are finally here on LinkedIn. As marketers, we know the strain of time and resources it takes to strategize, create and publish content in order to reach your audience effectively. Now, you can select a date and time for your Page posts to go live from within the platform instead of having to depend on a third-party scheduling platform. As a much-requested feature, the internal scheduler can help recruiters build all sorts of efficiencies while supporting consistent content that keeps your followers engaged.

With this feature, you can schedule as many posts as your heart desires—up to three months in advance. This [feature](#) promises to help save time and ensures that your Page stays visible and active.

Introducing live, audio-only conversations

It takes a lot to build a strong network and a stronger community. And now, you'll have the opportunity to speak to and hear from your audience. With LinkedIn Audio events, say hello to live, audio-only conversations with your professional community.

Hosting an [Audio Event](#) on LinkedIn provides you with a simple yet impactful opportunity to communicate and interact with your audience directly. No external broadcasting tools are necessary as the platform allows for conversations to take place directly from within the interface. This relaxed setting gives members the chance to get to know one another in a more intimate manner, without feeling intimidated by a camera or obligated to dress up. Plus, those who wish to join can RSVP in advance and can tune in to the event from anywhere.

Attendees who wish to take part in the event may "raise their hand" and you can welcome them to the stage, giving you control over who speaks and when. Alternatively, for those who are not interested in joining the conversation live, you can encourage them to express themselves through emojis—a great way to gauge the reaction of the audience.

No matter what their choice, participants will still have the opportunity to navigate throughout the LinkedIn platform

during the event without leaving, enabling them to interact with one another and to follow anyone who has caught their attention, including speakers, other attendees or your Page.

Reach more candidates through an automatic post

Recruiting for a position requires you to cast a wide net for suitable candidates. To assist with this, LinkedIn now offers the option to post your latest job openings directly to your company's Page. This is an efficient way to put new opportunities in front of qualified job seekers quickly, providing your organization with a competitive advantage when sourcing for potential hires.

Once activated, [LinkedIn will automatically post](#) one of your Page's open roles each day as a pre-scheduled post but you can still edit the description of the post after it's shared. Any job listings connected with your Page can be included in this automatic posting, with the exception of Basic Jobs. This will carry on until all new roles are shared.

Join more conversation by following Pages as your organization

With the immense number of conversations occurring on LinkedIn, it can be daunting to determine what material is pertinent to your organization. Fortunately, you can now follow Pages as your LinkedIn Page, in the same manner as individual members. This allows you to easily track the conversations that are trending, take part in industry discussions, and develop a distinct brand identity by customizing your feed with the Pages that you follow.

Are you ready to level up your LinkedIn profile? At [Recruiters Websites](#), our marketing team is ready to work with you to make sure your profile shines and represents your brand. If you're interested in growing your online presence, now is the time to reach out. Don't miss this opportunity to get your message across to your potential employers, customers and partners. Contact us today and [start a conversation](#) to discuss how we can help you make the most out of your profile.

JUST ASK Judy



International Contractors ... Are They Right For Me?

The US workforce is rapidly becoming globalized. Baby Boomers are mostly washed out of the force with a few stalwarts gamely carrying on out of necessity or perhaps boredom. The younger crew has embraced remote work with a vengeance and in-office work has been considerably reduced. Indeed, the talent pool today consists of remote workers as the norm. And Lo! Employers have discovered that a "remote" worker can just as well be in another country as in the US! According to Elsie Boskamp of zippia.com, roughly 300,000 US jobs are outsourced each year. She notes also that the global outsourcing market is valued at \$92.5 billion, with the US market bringing in \$62 billion and that 66% of businesses in the US outsource at least one department, with the most typical being the IT department. We will touch on some of the key aspects of this phenomenon and give some pros and cons of this growing business model. You can determine if it is right for you to try.

We have all seen the effects of offshoring manufacturing processes previously done in the US. Companies readily relocated factories to other countries, such as China, as a means of staying competitive. The costs of US labor were just too high in comparison, and competition for market share is fierce. Now we are seeing more and more tasks traditionally performed by US in-office workers being performed remotely. And, as noted above, "remote" can be next door, or on the other side of the globe.

In an interesting article by Adam Hayes of Investopedia, he notes:

"The outsourcing of labor overseas is a natural result of the globalization of markets, and businesses' drive to cut costs to maximize profits. If workers in countries such as India or China can do the same job for a fraction of the price that domestic labor demands, those jobs will be sent abroad."

US firms supplementing their staff with international talent has some significant benefits. The employer can tap into a vast labor pool worldwide and find help otherwise unavailable or more expensive in the US. This flexibility improves the employer's ability to stay competitive and profitable. There may be some advantages gained from the time-shifting phenomenon. Firms have found they can turn in a specific work request to a remote foreign work site and potentially have the results first thing in the morning. This benefit can greatly speed up the firm's business processes. There are downsides of course. One big problem is that you may have little say in how the work is performed. A perhaps greater threat is that your intellectual property may be up for grabs. You may find your design or your idea being used by a foreign competitor!

So, how do you go about utilizing this potentially vast resource? Importantly, you must understand that the IRS has very specific guidelines for the use of foreign labor. First, the person working for you must be a citizen of another country, must reside abroad, and must perform the majority of the work outside the US. They are not your employees but have entered into a specific agreement for a designated project, for a set time duration, and with a skill set you need on an ad hoc basis. Once you have got the basic rules down, you can locate contractors who can potentially help you. Recruiters are more and more, developing connections with overseas entities which can provide a range of services to compete with US-based labor.

Sounds easy, right?

Just like sourcing labor in different states and jurisdictions within the US is fraught with pitfalls, utilizing foreign labor can be very onerous. You must comply with labor laws, tax regulations, and reporting requirements. The obvious answer is to partner with a third-party Employer-of-Record (EOR) service which is set up to service overseas accounts. A third-party EOR can protect you from misclassification, do the correct onboarding paperwork, and insulate you from liability.

In conclusion, don't be discouraged from trying to help your clients with outsourced labor. This ever more common resource can be put to good use and answer the question: **INTERNATIONAL CONTRACTORS ... ARE THEY RIGHT FOR ME?**

Just Ask Judy

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!

The Impact Of LinkedIn Profiles

by Barbara Bruno

LinkedIn has been in business since 2003 and is widely considered the benchmark for professional networking social media platforms. There are more than 700 million users on the platform from countries around the world, and each week 40 million people use LinkedIn to search for a job.

Prospective candidates and clients will often review your company's and your personal LinkedIn Profile before responding. If you do not have a LinkedIn Profile or if your LinkedIn Profile is not a mini-sales presentation, it could sabotage your chances of representing the best candidates or clients.

When you use it correctly, LinkedIn can perform near miracles for your company's ability to attract the exact clients and candidates that represent your best business.

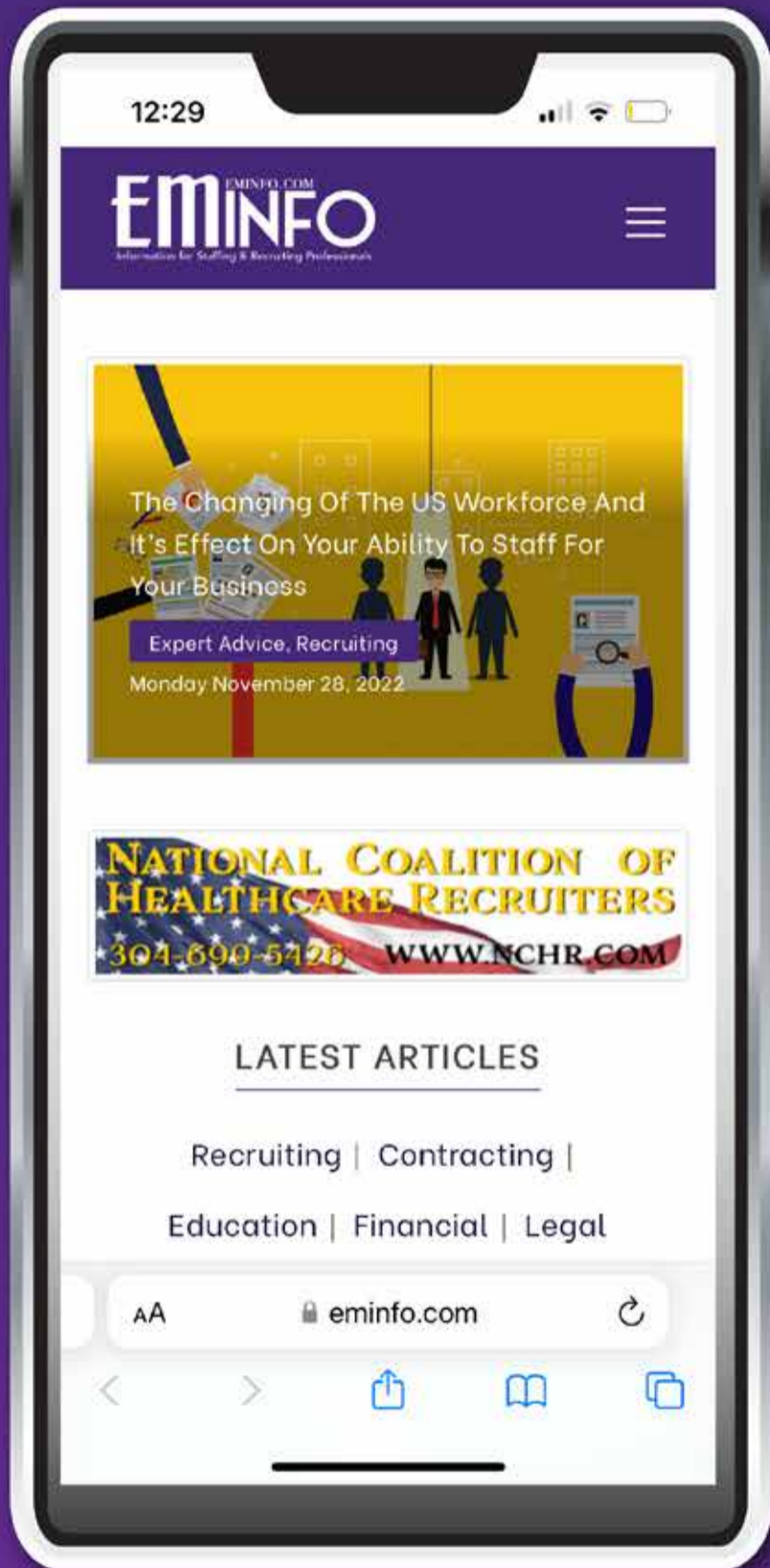
Do you need to have a personal LinkedIn Profile? The short answer is yes. Even if you choose not to spend a lot of time on LinkedIn, or any time at all, it's still worth taking time to set it up. Post a reminder on your calendar to check your LinkedIn Profile every six months or so, and update with any updates or accomplishments. You never know when a potential client or candidate is going to view your Profile, so it must be updated.

To engage even more with the site, join LinkedIn Groups. These communities exist for all sorts of categories — geographic locations, alumni groups, industry-focused groups, etc. Often members of these groups are well-networked and could recommend you to a potential client or candidate.

THE BENEFITS OF LINKEDIN

- **It's free.** There is a paid option that offers additional benefits, but the basic free version offers plenty of features. One caveat: While it's financially free to create and maintain an account, these tasks do take up your time (another cost).
- **Important people use LinkedIn.** Prospective clients, hiring managers, and candidates will review your Profile to see if you have helped others who are similar to them.
- **It's another way to see job postings.** You can search for job posts on the site. Plus, often people post job opportunities that may be more under the radar.
- **It may be part of the application process.** More and more companies have moved to standardized online applications, and it is more common than ever to see a LinkedIn section near the resume upload tool, where you can upload your candidate's LinkedIn Profile right next to your candidate's resume. If it is well crafted, this is a huge advantage since potential hiring managers will not only be viewing your candidate's resume but their LinkedIn profile as well.

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- **It's an easy, modern way to maintain a rolodex of connections that may be helpful in your career.** That person you met at a conference five years ago may very well wind up working at a company you have targeted, or that colleague from your very first job may know a hiring manager you're eager to contact. With just a quick message you can reconnect and pursue a new lead.
- **It's a good way to research companies.** During your recruiting and marketing process, researching companies is an important step. LinkedIn can help you do that. Plus, you can also look up people you'll be contacting on the platform, which can help you prepare for your conversation.
- **It can help build up your brand.** People can provide endorsements and recommendations which help give anyone looking at your Profile a sense of your experience and talents. In general, you can think of your LinkedIn Profile as a good way to develop and build your brand. Often, a person's LinkedIn Profile page is one of the top results if someone searches a person's name online.

Review your LinkedIn Profile and the LinkedIn Profiles of your recruiting and sales team. Evaluate it through the eyes of a potential candidate or client. Does your Profile entice someone to connect with you because of your track record of success in helping other people just like them either hire the best talent or advance in their career?

If your LinkedIn Profile just restates what is on your resume, it's time to update your information.

happy candidates

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MIDSIZED RECRUITING Growing Companies STAFFING SMALL

Do You Know What Your Clients Want?

By Michael Neidle



Do you know what your clients, prospects, staff, investors, and constituencies want, (defined here as stakeholders) in order to retain them, or winning them over by placing their trust in you? They may say what they want but may actually want something different. Stakeholders may be subjected to "group-think" due to the power of persuasion and propaganda when they are in an echo chamber, bombarded by a single point of view. This may be present as "fair and balanced" information but is anything but that. If they can reflect on what they have heard and can cleanse their mind and reflect on what they often change their mind, based upon their individual self-interest or being part of their affiliated group.

However, a propositions to stakeholders may be difficult to resolve when:

1. One group of stakeholder interests are in conflict with each other.
2. A single stakeholder in a group can block their group, when unanimity is required.
3. One group of stakeholders are in accord, but at odds with another group of stakeholders

The above may cause difficulties when: winning an election is at stake, negotiating the sale of a company, settling a contract, obtaining a bank loan, avoiding a lawsuit, ending a war, paying someone to avoid litigation, or any one of a number of situations.

Let's look at a couple of issues in the news these days, and then we can correlate them as usual to situations to business, commerce and running a company.

□ Abortion. Those who are on the "political right" (first party) of this issue, believe that a fetus's has the equal or even greater right to stay viable in-utero than a pregnant mother (second party) who wants to end her pregnancy for a variety of reasons. As an embryo cannot obviously make its own argument for being born, others have taken up the argument for that embryo and is at odds with that pregnant mother, due to anything from her life being or risk or rape, to financial circumstances or simply personal choice grounds. The first party being the "right to life" group, due to religious, ethical, or other reasons. This is argued against this point of view for those who believe in "freedom of choice" for the second party to have agency over her own body. This argument is typically argued against by these two groups, typically including such adversarial groups, respectively as the "Hard Right Republicans" vs. "the Hard Left Liberal Democrats"; "Evangelical Christians" vs. "Non-Believers" ; "Senior Citizens" vs. "Gen Z", "Red vs. Blue" states, etc. Single-issue "right to life" voters had second thoughts here as Kansas Republican voters, voted with "freedom of choice" voters by an astounding 20%. And in Texas, where a Republican Governor along with to the Republican controlled Congress, were pushed thru legislation against the use of the emergency contraction, IVF and the "morning after pill", after an angry electorate (include a large number of Republican) faced buyer's remorse after encouraging "right to life" issues. Clearly, when personal choice hit home it trumped right to life.

□ Gun Rights. This is the right to not only own a gun, but in many states to carry it in plain sight (open carry), anywhere in public. Although there is room for interpretation as to the right to bear arms in the Constitution, the second amendment stated that "A well-regulated Militia, being necessary to the security of a free State, the right of the people to keep and bear Arms, shall not be infringed. was referring to a well-regulated militia. In 1776, we did not have a standing army and a well-armed militia was necessary. Advocates of gun right believed that the unfortunate death of so many people today is regrettable, but a necessary price to pay for their personal liberty to protect the country from the tyranny of government and self-protection. Those against this point of view note that this country is an outlier in world in per capita deaths in homicides, suicides, and mass shooting by a factor of 5:1 vs. the

next countries of (Russia at 13:1) and (France at 5:1) and something must be done. Nevertheless, with 465 million guns in circulation as of 2 years ago, it is highly doubtful that that genie could ever be put back in the bottle. This alignment for those for and against gun rights is very much along the same fault line noted above, with neither side willing to give an inch on this issue. Any politician would destroy their career if they voted against the wishes of their constituency these days. But as we say above minds and fungible 60% of the nation want change here, including Republicans who are now split 50/50 in a recent national gun law survey as to supporting tougher gun laws, this after a spate of recent of mass shootings in rural as well as urban areas .

Now let's look at similar issues in business, commerce and running a company:

□ Company Profits and Identity Politics. Most employee would like to have as much paid time off and legal holidays and more company paid benefits like healthcare and paternal leave than is compensated. In the past this issue resounded to mostly Democrats, which were the working man's party. The highly educated suburban management and investors would normally like to limit anything that reduces productivity, increases costs and reduces profits. This impacts bonuses and EPS. Those people were typically Republicans. But times have changed, and financial factors are slowly being replaced with cultural and identity politics. The country has been divided into two cultural camps and many working-class Republicans are voting against their own welfare to stay aligned with investor class Republicans and investor class Democrats siding against their own financial interests. Funny how politics make strange bedfellows.

□ Company Contributions to Political Parties. Campaign contributions, lobbyists dark money and "gifts" influences not only Congress and the executive branch, but it now seems to have worked its way into the Supreme Court which has been highly politicized. This is no wonder, as the President appoints justices who side with their political party. The approval of the Supreme Court has fallen from 62% at the turn of the 21st century to just 40% today. So, if you want to craft regulations to impact your favorite issues and other vital company's interests to your company, it would be best to have the higher court on your side. The court swung the Bush v Gore election and was equally polarized on extreme gerrymandering of districts by many states which dilutes one vote concept enshrined by the same Supreme Court in 1964 and reaffirmed in 2016. But more recently the Roberts Court has allowed the states to do what they wish. As noted before, the political leanings of the Court have taken away. And will all your stakeholders feel comfortable with your political contributions. Think about how Elon Musk tried to convince their stakeholders employees at Twitter to see the way he did politically.

□ Environmental Issues Impacting Your Company. Many companies are supporting this cause in public, but not in practice. As we have seen in the recent derailment by Norfolk Southern Railroad, has had a series of derailments in the country this year. The most recent high-profile ones were in Ohio, which has become a reliable red state. Last year there were 1,164 such incident last year. However the cost benefit ratio of rail freight carriers payout for damaged vs. the cost to fix the problem is a no brainer for these companies. We are talking of \$ billions vs. \$ millions. Norfolk Southern paid \$6.7 million for damages and divided out \$7.5 to their shareholders. Here again we are seeing different stakeholder constituencies, who are not on the same page. The RR industry lobbied Congress to increase the number of cars a locomotive could carry, eliminate the automatic braking system on all cars and cut the crew from 5 to 2 people per train. The injured parties are typically low wage earners, on the proverbial other side of the tracks. One might assume these folks are not voting in the majority for the "freedom of choice" constituency, but who knows? It is likely another cultural vs. economic issue at work here, but again who knows? Certainly, the shareholder portion of the stakeholders. It will take more than time for one financial orientation line-up with their political issues and until swinging voters figure things out.



Mike Neidle is President of Optimal Management Inc. started in 1994 see (www.optimal-mgt.com, LinkedIn Michael Neidle or call 650-655-2190, mentoring staffing owners and managers to maximize sales, profits and company value. He was Senior, Executive VP for 2 national staffing firms; CEO, CFO, Director of Planning/M&A and Marketing Director from start-ups to Fortune 500 Corporations. He has an MBA and an engineering undergraduate.

The Basics of Hiring...is there anything "basic" about hiring?

By Chris Heinz

Hiring is a crucial aspect of any organization, as the people you bring on board will ultimately determine the success or failure of the business. Hiring the right individuals with the right skills and experience can help to create a productive and positive workplace environment while hiring the wrong people can lead to wasted time, resources, and ultimately a negative impact on the bottom line.

STOP!!! The above line came from an AI generator! How boring and basic can you get??

Yes, hiring is crucial!

Yes, your people will make the difference between success and failure...duh!

But hiring is ANYTHING but basic. Hiring is HARD. Making the RIGHT hire is even harder. Retaining that "right" talent is really really really hard! (I don't see AI saying anything about that ☐)

Now, just for grins, I asked AI to answer the question "Is hiring hard" but with humor. I love their response...

Well, I'm just a machine learning model, so I don't have the capacity for humor in the same way that humans do. But, I'll give it a try:

Hiring can be as easy as pie or as tough as a two-dollar steak, depending on a bunch of factors like the job market, the skills needed, and the location. It's like finding a needle in a haystack, except the haystack is full of candidates, and the needle is the perfect one for the job. But don't worry, with a little luck and a lot of patience, you'll find your diamond in the rough. Or at least, someone who knows how to make a good cup of coffee.

Now seriously, let's talk about the critical elements of hiring:

You must Plan to Hire

Before beginning the hiring process, it is important to have a plan in place to ensure that the hiring process is efficient and effective. You must truly understand the real hiring needs of the organization. What do you need them to do...when do you need them by...what are the qualifications...who will be involved in the process.

Once the hiring needs have been identified, it is important to create a job description for each position. This should include the job title, duties and responsibilities, required qualifications and experience, and any other relevant information. A well-written job description will help to attract the right candidates and ensure that both your team (the employer) and the candidate have a clear understanding of the job requirements. And, while I completely understand the importance of having all variable requirement in mind in the formal job description, make sure you don't have so many that you screen out every possible candidates.

Sourcing Candidates

Once the job description has been created, the next step is to source candidates, right?

WRONG!

Before you start sourcing, it is imperative to decide on the interviewing/hiring process. Who will be involved and why? How many steps will be involved and why? When do you need them by? If your process makes it virtually impossible to get your candidate interviewed, with an accepted offer, allowing for a professional resignation period and started by the "need by" date, then it is time to re-evaluate your interviewing process.

Okay, now Sourcing Candidates

Once you have a clearly defined process, now you should begin your sourcing efforts. There are several methods for sourcing candidates, including job boards, social media, employee referrals, and recruitment firms (hi there, that's someone like myself and my team).

Job boards such as LinkedIn and Indeed are popular places for potential candidates to search for open positions. Employers can post their job openings on these sites and search through resumes and profiles to find potential candidates. While the job boards can be effective, they can become very expensive very quickly. Make sure you are controlling the budget on them.

You can also look at Social media platforms such as LinkedIn, Facebook, Twitter, and Instagram can also be used to source candidates. Many organizations post job openings on their social media accounts and encourage their followers to share the job posting with their networks. Social media can also be used to search for potential candidates by using hashtags and keywords related to the job opening.

Employee referrals are another effective way to source candidates. Your current employees can refer their

former colleagues or professional friends to the organization, and employers often incentivize employees to refer candidates by offering a referral bonus.

Recruitment firms can also be used to source candidates. These firms specialize in finding and screening candidates for specific industries and job roles. They can save employers time and resources by handling the entire hiring process, from sourcing candidates to screening and interviewing. As an owner of a recruiting firm, I completely understand that we are rarely the first line of hiring, except for truly critical positions or confidential replacements. But, when these other sources don't surface the right candidate, we are great at what we do. Okay, enough about us...

Screening and Interviewing Candidates

Remember that well defined hiring process you created just a bit ago? Now is the time to unleash it! Once potential candidates have been sourced, you need to effectively and objectively screen and interview them. This means reviewing resumes and applications to determine if the candidate meets the qualifications and experience required for the job. Make sure to look for reasons why you should interview someone rather than trying to screen out every possible candidate.

The Interview is the most critical part of the hiring process as it provides an opportunity to assess the candidate's experience and determine fit for the job both skillset wise and culturally. There are several types of interviews that can be used, including phone interviews, video interviews, and in-person interviews.

The lowest level of an interview is a phone interview that are often used as an initial screening tool to determine if the candidate meets the basic requirements for the job. Video interviews have become even more popular as they provide a more personal interaction with the candidate and can be done remotely. Covid brought video interviews from a fringe process to more of the norm. Of course, In-person interviews are typically conducted for candidates who have passed the initial screening and/or phone or video interviews.

During the interview process, make sure to ask relevant questions to assess the candidate's skills, experience, and fit for the job and organization. Questions should be tailored to the specific job and should be designed to determine if the candidate has the necessary skills and experience to perform the job duties and if they will be a good fit for the company culture.

It is important to remember that hiring is not just about finding someone with the right skills and experience, but also someone who is a good fit for the organization's culture and values. By focusing on both technical and soft skills, you can create a team that is not only skilled and experienced but also works well together and supports the organization's goals and objectives.

Making Job the Offer

Once the evaluation/screening and interview process is complete, the second to last step is to make a job offer. The job offer should include details such as the job title, salary, benefits, start date, and any other relevant information. It is important to provide a clear and concise job offer that outlines the terms of employment and any conditions or requirements.

It is also important to communicate with the candidate throughout the hiring process to keep them informed of their status and to answer any questions they may have. This can help to build a positive relationship with the candidate and ensure that they feel valued and respected throughout the process.

Did you notice I said "making the offer" was the second to last step?

I know you did because you are smart and are paying attention! The final step is the period between the offer acceptance and them starting the position, all the way through their first month on the job.

If you don't have a clear and concise plan in place for this pre-boarding and on-boarding period, it will lead to new employees to become former employees. We will cover this in a future article.

Hiring is a complex process that requires careful planning, sourcing, screening, and interviewing to ensure that the right candidates are hired for the job. In other words...it ain't easy!

But, by following some of these basic principles, you can create a productive and effective hiring plan that can lead to successful hires.

Chris Heinz is President & Managing Director with Westport One. With more than 25 years in the recruiting industry, he has become a thought leader in both recruiting and the healthcare industry. Chris is an avid endurance athlete, where he has turned that passion into good by raising thousands of dollars for several charities.



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ChatGPT

TRENDS

ChatGPT has been launched for a few months now and 50% of business owners recently said they have implemented the chatbot.

So, JobSage wanted to see how it performed when it comes to sensitive management scenarios and had its responses ranked by experts.

Key takeaways:

- Sensitive management scenarios: 60% found to be acceptable while 40% failed.
- ChatGPT was better at addressing diversity and worse at addressing compensation and underperforming employees.
- ChatGPT earned its strongest marks addressing an employee being investigated for sexual harassment and a company switching healthcare providers to cut costs.
- ChatGPT performed weakest when asked to respond to an employee concerned about pay equity, a company that needs people to work harder than ever, and a company's freeze of raises despite record payout to the CEO.

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Talent acquisition company Jobilla outfits Berlin offices with biophilic green walls to support employee well-being and productivity

After just one green wall transformed a conference room from barely usable into a pleasant space in its Helsinki office, Jobilla wanted to ensure its employees at the Berlin office get the same benefits.

HELSINKI, Finland (April 26th, 2023) Talent acquisition scaleup Jobilla has equipped its freshly opened offices in Berlin with Nordic smart green wall technology. The walls were designed and installed by Finnish indoor nature technology company Naava.

Jobilla and Naava started working together five years ago after Jobilla's previous office in Helsinki, Finland, had less than satisfactory air quality in one of its conference rooms. The renovation of the conference room was not designed to have proper air ventilation, which made working conditions unbearable, according to employees.

"Previously, we worked in an office with poor ventilation in some parts. In this conference room, the air quality was particularly bad, so we began looking for solutions. We discovered Naava and their smart green wall was installed in the conference room – suddenly it transformed from a room you couldn't stay in for more than 30 minutes to a space where a team could easily spend several hours in," says Tommi Siro, Co-Founder and CGO of Jobilla

As part of its expansion into the German market, Jobilla moved into its new offices in Berlin in January 2022. The offices are located in a renovated brewery that was built in 1899. The office is equipped with five Naava smart green walls, and more will be added. Each Naava wall is strategically placed in common areas where everyone can experience their benefits.

Eeva Niemelä, Head of Project Business & Design at Naava, emphasizes the importance of biophilic design for employee-friendly office spaces.

"Throughout our evolutionary process, humans have spent most of their time outside. Due to urbanization and the move to technological tools in our daily work, we've been largely confined to four walls without much access to nature. It causes fatigue and impacts our health negatively. According to research, the diversity of microbes on our skin improves our immune system. This is why we want to bring nature and natural air back to those areas where most of us spend 90% of our time, which is indoors, usually in offices with dry air and harsh overhead lighting," Niemelä says.

With proprietary technology supported by AI, the living plants of the walls purify the air in the office, removing harmful chemicals and improving air quality, and also optimize the humidity in the space. The natural greenery is visually calming, and creates a stress-relieving ambience, coupled with the plants' subtle acoustic stimuli, reminiscent of the sound of running water in nature.

Growing strongly, Jobilla's total revenue for 2022 grew by 123% compared to 2021, coming in at €10.9M – over 15 times more than four years ago. Due to ambitious growth goals, supporting employees' mental and physical well-being is a top priority for the company.

"We want to ensure that our employees feel good at work, and in their everyday lives. And all of this, of course, as sustainably as possible. That's why we also use Naava in Berlin. Naava is a very special wall that ensures that the air our employees breathe in is clean, and healthy. When we rented the first office in Berlin, I knew we needed Naava technology here as well. The difference we noticed back then in Finland was just massive and our employees really enjoy the walls," Tommi Siro.

Staffing Employment Plateaus in April

New Assignments Up From Prior Week

Alexandria, VA, April 25, 2023— Staffing employment rose slightly in the week of April 10–16, with the ASA Staffing Index increasing by 0.1% but holding at a rounded value of 97. Several staffing companies mentioned a holiday as a barrier preventing further growth. Staffing jobs were 6.8% below the same week last year.

New starts in the 15th week of the year increased by 2.5% from the prior week. Four in 10 staffing companies (40%) reported week-to-week gains in new assignments

The ASA Staffing Index four-week moving average nudged down from the prior week but held at a rounded value of 98, and temporary and contract staffing employment for the four weeks ending April 16 was 7.1% lower than the same period in 2022.

"Staffing employment has softened since the beginning of February, but current levels still remain above those seen in 2021," said Tim Hulley, ASA assistant director of research.

This week will be used in the April monthly employment situation report scheduled to be issued by the U.S. Bureau of Labor Statistics on May 5.

About the American Staffing Association

The American Staffing Association is the voice of the U.S. staffing, recruiting, and workforce solutions industry. ASA and its state affiliates advance the interests of the industry across all sectors through advocacy, research, education, and the promotion of high standards of legal, ethical, and professional practices. For more information about ASA, visit americanstaffing.net.

Letter From The Editor



As LinkedIn is still used by a lot of recruiters, we have to ask; are they capitalizing on using it to market their firm? In an article by Natalia from Recruiter Websites Natalia sheds some light on features in LinkedIn that just might help you to do that. Sourcing candidates thru LI? Check out Barb's advice on ways to improve your processes with this powerful platform.

When considering contract workers globally, LinkedIn could be an effective way to reach potential high level contract workers. However, doing payroll globally might be your biggest challenge. A third-party Employer-of-Record (EOR) service set up to service overseas accounts with payroll would be the answer. As global work forces grow, this area could help create your firm as a complete workforce solutions provider to your clients. Judy Collins covers this topic in her article regarding international contractors.

As always, improving one's skills is beneficial. Remember, it's never too late to learn a new trick or two. Find advice from our authors with new ways to look at your processes and ways to improve performance. In his career mechanic, Frank addresses the subject of the underemployed candidate and the TLC needed to help with their placement.

We hope many of you reading this letter are enjoying attending the on going abundance of industry events where you can network and learn from peers as well as industry experts. When looking for the best tools and technology to grow your business, local, state and national events bring the resources to you. All you have to do is attend!

Happy Recruiting and Staffing...

Pat Turner

Don't miss out!

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