AI in Recruiting: A Love-Hate Relationship Revealed

How to Decrease Your Time to Hire and Maintain Candidate Quality

Harnessing the Power of Staffing Agencies for Remote Work

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DID YOU KNOW?

* [According to a June report](#) from the Josh Bersin Company and AMS, the average time to hire for the first quarter of 2023 increased across all industries by one day—pushing the recruitment process to 44 days on average. The average time to hire has increased over the past 4 years.

* In many instances artificial intelligence is influencing the work role and the manner in which the occupation has traditionally been performed as in the case of the teacher or professor who now must be concerned as to whether students are having robots perform the writing tasks associated with their assignments. pg 5

* Sixty percent of self-employed workers say their work can be performed home or remotely, compared with 32% who are not self-employed. pg 8

* It's interesting to note that several staffing companies also hire recruiters to work remotely for their own firms as well as for their clients. The position lends itself well to remote capabilities, as recruiters can reach out and speak with clients and potential job candidates from home as well as from the office. pg 11

* If you hear as a recruiter, I do not care if it takes six or eight months, Mike; it is more important that we find the right person and that I am getting this job done. Run away from that opening. There is no urgency. pg 12

* Track metrics like website traffic, engagement and conversions to gain insights into which platforms and topics resonate most with your target audience. This data allows you to refine your guest posting strategy, ensuring you focus your efforts where they yield the best results. pg 15

* The recent major cuts announced by companies including Meta, Amazon, Twitter, Zoom, Microsoft, and Salesforce, magnified how important it is to upgrade skills and marketability throughout your career. In fact, increasing marketability and staying competitive is viewed by many in today's workforce as the only job security. pg 17

Events & Trainings

2023 Midwest Staffing Owners and Executives Retreat
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Sept 14-15th, 2023
Register here

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How to Decrease Your Time to Hire and Maintain Candidate Quality

By Jennifer Roeslmeier

Whether you are a staffing agency or a company that is hiring, everyone wants to have the **most efficient and successful** recruiting process. Decreasing the time to hire will lead to efficiency, but maintaining the quality of your hires will lead you to a successful recruiting process.

Decreasing your time to hire has both client and candidate benefits. Clients are happy that their jobs are getting filled quicker. This increases client satisfaction and can increase your net promoter score when marketing to prospective clients. It can also help decrease your client turnover rate and foster long-term relationships. The key to all of this though is not only decreasing your time to hire but also maintaining the quality of candidates you are bringing to your clients.

There are also many benefits on the candidate side of decreasing your time to hire. Candidates are happy to get placed quicker and candidates are less likely to drop out in the middle of the hiring process. It also helps prevent candidates from accepting other job offers midway through the hiring funnel. So how can you decrease your time to hire and maintain candidate quality? In this article, we will look at ways to decrease your time to hire, in addition to, best practices on decreasing your time to hire while maintaining candidate quality.

1. Track Your Hiring Efficiency

If you are not already tracking your hiring efficiency, this is an immediate way you can gain insight into your recruiting funnel and see what steps are taking the longest in your hiring process. Is there a bottleneck? These insights will help you assess where improvements need to be made. Through your ATS provider, see if there is a way to track the average number of days it takes in each step. This can include the time it takes for the initial screen, for the resume to be sent to the client, for the client interview, for the offer to be extended, for the offer to be accepted, and so on. Every staffing agency has a different process, so you will want to see what steps you want to track.

As soon as you begin tracking your hiring efficiency, you will have the power to make informed decisions to quicken the longest steps in your hiring process.

2. Assess Your Interview Length

According to a June report from the Josh Bersin Company and AMS, the average time to hire for the first quarter of 2023 increased across all industries by one day—pushing the recruitment process to 44 days on average. The average time to hire has increased over the past 4 years. One of the main reasons for this is due to companies doing a thorough assessment of candidate quality during the interview process. While it's good to assess candidate quality thoroughly, taking a long time to do so can have a negative impact for both clients and candidates. Clients can become impatient if the process is taking too long and resort to other agencies to help fill positions. Candidates can also have a negative experience if the interview process is long and grueling. You also have the risk of losing candidates midway through or them accepting other job offers during it.

How long is *your* interview process? Do you have too many steps? Analyze your interview process and see if it can be condensed. What interview assessments should be prioritized and what can you get rid of?

3. Explore Skills-Based Hiring

Research performed by Dr. Bradford Smart, author of Topgrading, showed that the estimated cost of a bad hire ranges from 5 to 27 times the amount of the person's actual salary. Skills-based hiring is an increasing trend that can help you qualify candidates quicker while increasing the quality of the hire. Skills-based hiring is hiring *based on skills* compared to other qualifications, such as education and work experience. The State of Skills-Based Hiring report by TestGorilla showed that companies who have implemented skills-based hiring saw a 92.5% reduction in their mis-hire rate and 91% saw a reduction in their total time-to-hire.

Skills-based hiring can lead to a quicker and more efficient hiring process because companies can screen candidates easier based on their skill set and rank them. Early in the recruitment process, companies can implement a skills-based hiring assessment to determine who is qualified. This both quickens the hiring process and improves candidate quality. You can't lie about your skills in an assessment, so it is a good indicator of a candidate's ability. Skills-based hiring also opens the pool of candidates that can be qualified for the position you are hiring for. Using the search capabilities in your ATS and taking advantage of a Boolean search if your ATS has one, can significantly help you be successful with skills-based hiring.

4. Create a Candidate Pipeline by Job Type

Creating a candidate pipeline by job type can help you keep track of your top candidates. If your ATS has a pipeline feature, create the pipeline right within your ATS and move your top candidates over to that pipeline. Breaking it out by job type (clerical, accounting, nursing, etc.), will help you sort candidates and easily refer to the right list when searching for top talent to fill a position. Studies show that candidates from job boards and career sites can take over 30 days to be hired. This time to hire can significantly be decreased by referring to the candidates in your ATS first. You may have your best candidates right in front of you and they were already pre-screened. Filling an open position can be as easy as sending the opportunity to your pipeline list and someone accepting it that day. Not to mention this not only quickens the hiring process, but you are working with your *top* candidates.

5. Create a Referral Program

A strong candidate referral program can also have a significant impact on your time to hire and the quality of candidates you are bringing in. Not only are the candidates more qualified, but the candidates also feel more comfortable being referred to the company by a friend or family member. According to The Recruiting Automation Playbook for 2023 by Sense, 8 out of 10 candidates trust workplace recommendations of friends and family. Additionally, referred candidates are 55% faster to hire than those sourced through career sites and referral hires have 50% reduced acquisition costs than other candidates.

In order to have a good referral program, you will want to have a strong incentive that you can offer the employees that refer candidates. You can even have a list of incentive offerings that employees can choose from so there is something that satisfies everyone.

With a referral program, it's also important to have a marketing strategy. Who will you promote the referral program to? You will want to promote it among your top employees. Your top employees are likely to refer quality candidates that are like them. Additionally, how will you promote it? How will you make it easy to refer someone to you? These are all good questions to ask as you begin putting together a program.

6. Track Successful Referral Sources

Your *referral sources* should also be tracked to analyze where your best candidates are coming from. Which referral sources have had the lowest turnover rate? This can help you identify your best sources to find candidates, whether that is in your ATS, through referrals, social media, etc. Focusing on your best referral sources can both increase your time to hire and the quality of candidates by only focusing on referral sources you have had success with in the past.

To begin tracking referral sources, reach out to your ATS provider to see ways you can track this through the data in your ATS!

7. Allow Candidates to Easily Accept of Job Offers Through Mobile

So far, we've explored several ways to track and analyze your hiring process and new strategies to decrease your time to hire while maintaining candidate quality. One more way you can decrease the time to hire is by making it easy for candidates to accept job offers with the click of a button on their mobile devices. This can be done by simply sending a job offer via a text message with a link to accept the offer. If your ATS provider has a candidate mobile app, you might also be able to send a job offer right through the mobile app for them to accept.

Making job offers easy to accept with a click of a button will quickly eliminate unnecessary back-and-forth communication. This can eliminate phone tagging and waiting two days for an email to be responded to. 75% of Americans check their phones within five minutes of receiving a notification. Your job offer will be seen right away, and it will be hard not to accept the offer when they can do it with a click of a button.

Fast, Quality Hiring Begins Now

It is not an easy task to decrease your time to hire, while maintaining candidate quality, but as we can see with the right strategies in place it can be executed successfully. This will give you a huge competitive advantage when working with both clients and candidates and it will foster long-term relationships.

*Ready to begin decreasing your time to hire? See how an ATS like Ultra-**Staff** EDGE staffing and recruiting software can help you by scheduling a demo today.*

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

Ask the Career Mechanic with Frank Burtnett, Ed.D.

Lure of Entrepreneurism in Growing

EmInfo Reader: My colleagues and I are witnessing a growing interest in the workforce of individuals who would like the independence of self-employment and entrepreneurism. Is this a growing trend?

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.

Dr. Burtnett: Your pulse-taking is accurate. A recent Pew Research Center study is reporting that more than six in ten self-employed workers stating they are extremely or very satisfied with their job and work, as compared with just half of their not self-employed counterparts. As this message is received by others, a growing number of individuals appear ready to face the risks of business ownership and either engage in a start-up or purchase an existing business.

Entrepreneurs have always been key players across the American economy, using their knowledge and skills set to contribute to the delivery of services and products on a smaller scale than the larger businesses and companies that once employed them.

Other findings of the Pew Study included:

1) Nearly half (48%) of self-employer workers report their contributions at work are valued a great deal, compared to a quarter of those who are self-employed.

· 2) Sixty percent of self-employed workers say their work can be performed home or remotely, compared with 32% who are not self-employed.

The Bureau of Labor Statistics of the Department of Labor estimates that 15 million U.S. workers are self-employed, making up about 10% of the U.S. workforce. Given these recent Pew findings, the number of workers wanting to be their own boss are likely to climb.

Learn more...
https://www.pewresearch.org/short-reads/2023/06/30/self-employed-people-in-the-us-are-more-likely-than-other-workers-to-be-highly-satisfied-**with-their-jobs/**
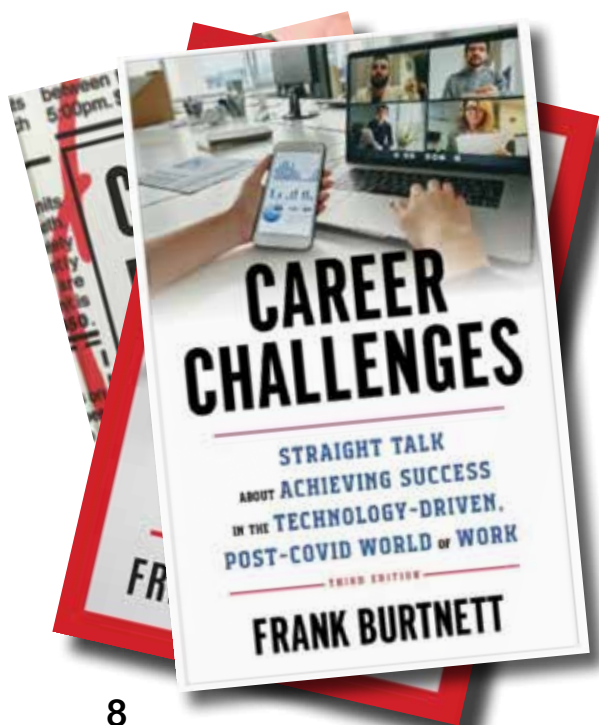
EMinfo readers can receive *20% off* discount by inserting RLEGEN2023

Harnessing the Power of Staffing Agencies for Remote Work: Unveiling New Opportunities

By Lynn Connor

The rise of remote work has given companies new ways to access talent pools around the world in today's quickly changing workplace. While directly hiring remote workers is a common strategy, working with staffing firms that also provide remote placements is a frequently ignored alternative.

In order to meet the growing demand for remote work, staffing firms can help find and place remote workers for their clients. As we are all painfully aware of our experience through the pandemic, COVID-19 has accelerated the shift to remote work for many companies throughout the United States as well as abroad.

Many businesses are now offering remote work options as a permanent benefit. This trend is creating new opportunities for staffing agencies, as they can help companies find and place remote workers. Staffing firms can fill temporary, temp-to-hire, permanent, and, more recently, remote positions.
There are several benefits to using staffing companies to find remote talent.

Here are six unique insights into maximizing this tactic:

1. Access to a Diverse and Wider Pool of Talent:
Staffing agencies have access to a wider pool of candidates than businesses typically do. This can help businesses find qualified candidates that they might not have been able to find on their own. Staffing agencies also possess extensive networks and databases of pre-screened candidates, offering businesses access to a vast array of remote talent. However, what sets them apart is their ability to connect organizations with remote professionals who possess niche skills or industry-specific expertise. By capitalizing on these agencies, companies can gain a competitive edge by securing top-notch remote talent that perfectly aligns with their unique requirements.

2. Streamlined Recruitment Process:
Hiring remote workers through staffing agencies can streamline the recruitment process. These agencies assume the responsibility of sourcing, screening, and vetting potential candidates, saving businesses valuable time and effort. Their expertise in evaluating remote candidates' capabilities, work ethics, and cultural fit enables companies to swiftly identify the right individuals without going through an extensive hiring process.

3. Mitigating the Challenges of Remote Hiring:
Remote hiring presents its own set of challenges, including assessing a candidate's ability to work independently, communication skills, and time management capabilities. Staffing agencies well-versed in remote

placements understand these challenges and employ effective strategies to evaluate candidates for remote work compatibility. They can provide valuable guidance to businesses on creating effective job descriptions, conducting virtual interviews, and gauging a candidate's suitability for a remote work environment.

4.   Flexibility and Scalability:
Staffing agencies offer businesses the flexibility to scale their remote workforce up or down based on changing needs. This level of agility is particularly valuable for companies experiencing seasonal fluctuations, project-based work, or sudden surges in demand. Partnering with staffing agencies allows organizations to quickly adapt to evolving market conditions by seamlessly onboarding or offboarding remote workers as required.

5.   Cultural Integration and Remote Team Building:
Building a cohesive company culture and fostering team dynamics within a remote workforce can be challenging. Staffing agencies can play a pivotal role in facilitating cultural integration and team-building activities, ensuring that remote workers feel connected and aligned with the company's values and goals. By collaborating with agencies that prioritize cultural fit, businesses can establish strong remote teams that collaborate effectively despite geographical distances.

6.   Reduced costs, increased productivity and improved employee morale:
Companies can save money on office space and other overhead costs by offering remote work options. In addition, employees who work remotely are often more productive than employees who work in the office, as they have fewer distractions and can work at their own pace. More importantly, employees who are able to work remotely are often happier and more engaged because they have more flexibility and can better balance their work and personal lives.

There are many different types of staffing agencies, and they each have their own specialties. Some staffing agencies specialize in certain industries, such as technology, healthcare, clerical, industrial, and/or professional roles. Other staffing agencies are full-service and offer roles in multiple industries. Selecting the best suited staffing agency for your business is important to successfully filling your roles.

Staffing agencies can be a valuable resource for businesses that are looking to fill a specific position quickly or that need help finding qualified candidates. However, it is important to do your research and choose a reputable staffing firm.

When a company decides to use a staffing agency, they will typically work with the agency to develop a job description and identify the skills and experience that they are looking for in a candidate. The agency will search their database of candidates and advertise for additional applicants, present the company with a list of potential candidates, and the company will then interview the contenders and make a decision about who to hire.

Remote openings available now on Indeed
Let's see what is available for remote work as I write this article. A quick search on Indeed today, 5/22/23, for remote roles provided the following results, with a short list of six remote roles available out of several:

▪   Recruitment Specialist - 24-Hour Medical Staffing Services, California
▪   Technical Writer - Total Medical Staffing Agency -

- Desktop Support Specialist - Healthcare System Staffing - Texas
- Production Artist - Masterminds Agency - Pennsylvania
- Outside Sales - Scion Staffing - New York
- Corporate Litigation Attorney - BC Staffing Agency - California

It's interesting to note that several staffing companies also hire recruiters to work remotely for their own firms as well as for their clients. The position lends itself well to remote capabilities, as recruiters can reach out and speak with clients and potential job candidates from home as well as from the office. They can also interview and onboard remotely.

In more general terms, here is a list of remote job titles and companies that staffing agencies have or are helping specifically to recruit and fill remote jobs on a temporary or permanent basis:

Remote Job Titles
Customer service representative
Technical support specialist
Software engineer
Data analyst
Marketing manager
Human resources manager
Accountant
Project manager
Sales representative
Web developer

Companies that have enlisted the assistance of a staffing agency or placement firm include:
Amazon
Apple
Google
Microsoft
Facebook
Salesforce
Adobe
Oracle
SAP
IBM

Among the many businesses that are hiring for remote jobs, these are just a few. Staffing firms can benefit businesses by vetting applicants, offering training, and managing the candidate-company relationship. And managing the relationship is key.

Effective communication is required more in a remote hire than in a typical hiring situation because remote jobs are considerably more isolated from a physical location. Since they don't regularly interact with their employers in person, remote workers are more likely to feel at ease communicating with the recruiter they built a rapport with to land their new position than they would with the HR manager at their company.

We've discussed a lot on the company/client side of remote hiring. What about the job candidate/employee?

Here are three employee benefits of working with a staffing agency to find a remote job:

- Access to a wider pool of jobs: Staffing agencies have access to a wider pool of jobs than candidates can find on their own. This is because staffing agencies have relationships with companies that are not always publicly advertised.
- Expertise in the hiring process: Staffing agencies have expertise in the hiring process and can help candidates navigate the process from start to finish. This can save candidates time and stress.
- Support: Staffing agencies can provide support to candidates throughout the hiring process. This can include providing guidance on how to prepare for interviews, how to negotiate a salary, and how to deal with rejection.

In-person and remote roles are typically available from staffing firms; of course, some are hybrid. You have to ensure you share with your recruiter if you're only able or interested in remote work so they are aware when searching for roles.

Ashlee Anderson, a Certified Professional Career Coach (CPCC) specializing in remote work, reminds us to "keep in mind that a lot of remote job openings have location requirements. This holds true for staffing agencies too. So, as you work with a staffing agency, don't be surprised to see jobs that require candidates to live in select states and even specific cities. It's completely normal."

Being open and honest while working with your staffing agency is essential, as it is their job to find a position that is aligned with the career you are looking for. Communicate your goals and what you are looking for as specifically as you can, and then ensure you only accept a placement if it's a role you actually want.

Our main objective in running a staffing company for 35 years was to work with candidates who were open and truthful with us. We much preferred it if they declined the assignment if they didn't want the role we were offering, rather than if they accepted and either didn't show up for work or quit before it was finished.

Leverage staffing agencies to hire remote workers
Remote work continues to thrive, and leveraging staffing agencies to hire remote workers opens up unique opportunities for businesses. Access to a more diverse and wider pool of talent, a streamlined recruitment process, expertise in remote hiring challenges, reduced costs, increased productivity, and high morale make staffing agencies a valuable partner for companies seeking remote talent. By embracing this approach, businesses can unlock the full potential of remote work and stay ahead in the dynamic global market.

If you are looking for a remote job or need help hiring remote workers, I encourage you to work with a staffing agency. A staffing agency can support you during the hiring process, assist in finding the ideal position for you, and identify the best candidates for employers looking to expand their workforce.

For software to run your whole business from one interface (including assistance in recruiting and managing remote workers), schedule a demo with COATS Staffing Software. Because of our staffing industry experience, COATS provides support, solutions, and resources that aren't typically found with a software firm.

Will your existing organization and/or personal style allow you to implement any resolutions or changes that you would like to make in 2021?
Mike Gionta & his company, The RecruiterU are sought out by solo recruiters and recruiting firm owners who want more revenues, better clients, great recruiters, etc. The RecruiterU has custom programs for any type of owner who has the strong desire to build their business, but simply lacks the best strategies to get them there.

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Looking for help engineering your one to three year vision? Email me at mikeg@ therecruiteru.com and we can have a quick chat to see if or how we can help.

How to Quote Recruiting Fees:
Flat Fee VS % Base Salary

QUESTION: I am working on a proposal and want to get it out really quickly. I am offering two fee options, a flat fee, and a percentage of first-year guaranteed compensation. In reviewing an article from your blog, you highlighted and supported the magic number of a 28.6% fee. Should I share what happens at the 28.6% in offering a flat fee? How do you calculate it? Would you require a contract for multiple positions throughout the year? I worked with a firm that set their fee for each position because we filled nearly 20 job openings for this company that year. Your thoughts, please. -Heather

My opinion is, and I did talk to this individual at our event, so I got more clarification. They had yet to speak to the hiring manager. They had talked to somebody who would be influential in the hiring process, and they said, look, I have got to know what the fees are before we go any farther.
It is a game you cannot win. It is a game you can only win if you are just going to lowball the fee, which is why it is a game you cannot win because if you win it at that, you still lose.

I NEVER quote fees until I diagnose a problem. Uncover what is going on in the situation. Talk to a hiring manager. I will not quote fees if I have a conversation with HR, even though I use them as a part of an incredibly tight strategic triangle.

In this situation, I would get back a hold of that person and say, look, we cannot go any further on price. I respect that, but I do not know how to price this because I do not know the complexity of the situation, from what I understood, three senior-level executive positions. I don't care what she expects. I go, you can use this strategy to your benefit in that, in my humble opinion, anyone who quotes you a price without understanding the complexity of the problem is negligent, and I would question them as a service provider.

Let's invest X amount of time. Let's go through what you are looking for, the timetable, the complexity of what you need to get done. Is your expectation from a compensation, duties, and responsibility standpoint, in alignment with the marketplace and compensation? Because quite frankly, if you are out of alignment with your compensation structure and your expectations of the candidate's background, even at a 100% fee, I do not think I can sell it. It would be negligent on my part to tell you that I can do so.

As it relates to that part of the question, it is at the end of that diagnosis that I begin my prescription. If I can fully identify what they are looking for, the duties and responsibilities, the selling points, I can see based on my knowledge of the marketplace, that there is relative realism between their compensation and their expectations, then I want to identify what is the pain of this position remaining open each incremental month? What does not occur in your company if this position is not filled? What are the consequences?

This is where a lot of recruiters need to spend more time. You will be surprised when you dig into those areas. One, you will notice the hiring manager has not really thought about it. They are overwhelmed with so many other things that they have not thought about it. Our job, as true professionals, is to throw them down.

If you hear as a recruiter, I do not care if it takes six or eight months, Mike; it is more important that we find the right person and that I am getting this job done. Run away from that opening. There is no urgency. They are going to look for Mr. or Ms. Perfect. How can I tell you that?

Ask Coach Mike

Because I took a lot of those openings. You will just be the market researcher for them and probably the person they would have hired while they were looking for Mr. or Ms. Perfect, and they will want to revisit that person. That person we interviewed three months ago, are they still available? They're probably not. No. They are gone. They are gone. Especially on contingency benchmarks, low likelihood of fulfillment.

On the second part of the question, if I did flat fees, which I have done, in my head, again, we knew our metrics. We knew how much it was, but I will use a round number of a $100,000 salary. I would do that 28.6% so that's $28,000. Suppose I'm going to discount it with money upfront or on contingency. In that case, I might say we will do the first two at $28,000 but the next two at $26,650 – again, I do not like using round numbers – and the next two – in very small, incremental discounts based on the closing of the activity. Not you will give us 10 positions, and we will do them all for $25,000. You might only make one or two placements, and you have given them a quantity discount.

So, when I did flat fees, I usually did our first couple at our standard fee, the next couple at a discount, if I am going to do it that way, and compress it into a timeframe. These must be closed over six months, eight months, or 12-month period, not into perpetuity. Then the clock resets at the end of that period. Because a quantity discount spread out over five years for a handful of positions is not what I think most of us want.

Those were two great questions, Heather. Those are the two answers, but NEVER quote a price without doing a diagnostic. If they go, look, I will not talk to you until you let us know what your fee is, then I go if I am hearing you correctly, 100% of your decision is based on the price, and based on that what I know is going to happen is I am going to lose because I am rarely, if ever, the cheapest on the front end – notice these words – **cheapest on the front end**. I know I am usually always the least expensive on the back end. That is a conversation you are not even willing to have, so then I will respectfully pass.

If they let you pass after that kind of justification, you are dealing with somebody buying on price. Some of you might sell on price. I used to, a little bit early in my career. I almost starved. When I shifted to value is when my billings skyrocketed.
Again, Heather, thanks for that great question. There are some quick tips on going forward.

P.S. Whenever you're ready… here are 4 ways I can help you grow your recruitment business:

1. **Grab a free copy of my Retainer Blueprint**
It's the exact, step-by-step process of getting clients to give you money upfront. https://get.therecruiteru.com/retainer
2. **Join the Recruiter Think Tank** and connect with firm owners who are scaling too. It's our Facebook community where smart recruiters learn to make more money and get more freedom. https://www.facebook.com/groups/there…
3. **Join me at our next event**
3x a year, I run a 3-day virtual intensive, sharing the 9 key areas that drive a 7-figure search firm. Click here to check out the dates of our upcoming event: https://get.therecruiteru.com/emerge
4. **Work with me and my team privately**
And if you ever want to get some 1:1 help, we can jump on the phone for a quick call and brainstorm how to get you more leads, more placements, and more time. https://get.therecruiteru.com/scale-now

Guest Posting in 2023: 10 Tips for Recruiters to Increase Brand Awareness

By Sam Prost

In the ever-evolving digital landscape, building brand awareness is crucial for recruiting firms and individuals alike. One effective strategy that continues to stand the test of time is guest posting. By contributing high-quality content to established publications and authoritative websites, you can expand your reach, showcase your expertise and amplify your brand's visibility in 2023.

As the year continues and evolves, it's essential to adapt your guest posting approach to align with the latest trends and best practices. In this blog post, we will share 10 invaluable tips to help you make the most of guest posting and boost your brand awareness to new heights. Whether you're a seasoned guest blogger or just getting started, these strategies will equip you with the knowledge and tactics needed to achieve remarkable results.

1. **Define Your Goals**

Before embarking on your guest posting journey, clearly define your firm's marketing objectives. Are you aiming to increase website traffic, gain backlinks or establish yourself as an industry thought leader? Understanding your goals will shape your approach and enable you to measure your success effectively.

2. **Research Relevant Platforms**

Identify reputable websites and blogs that align with your niche or expertise and target audience. Look for publications that have a strong online presence, high domain authority and an engaged readership. Focus on platforms that will provide maximum exposure to your target audience.

3. **Create Compelling, Evergreen Content**

When crafting guest posts, prioritize creating unique and insightful content that delivers value to readers. By offering fresh perspectives, actionable advice and thought-provoking insights, you not only resonate with your audience but also establish yourself as an authority in your field. While it's important to seize opportunities to provide opinions on newsworthy items, it's crucial to remember that guest posting focuses on longevity rather than a big splash.

Aim to create evergreen content that remains relevant and valuable for years to come. While this may pose challenges in rapidly evolving industries like technology, strive for a balance of 90 percent evergreen content and 10 percent newsworthy or trending topics. By following this guideline, you ensure your work sticks around and continues to engage readers far into the future.

4. **Understand Guest Posting Guidelines**

Familiarize yourself with the guest posting guidelines of each platform you target. Pay attention to their preferred word count, formatting and style requirements. Adhering to these guidelines will increase your chances of acceptance and streamline the publication process.

A word of caution: Google released some guidelines to be aware of when contributing content to other online publications. Here are some practices that might put your content on Google's bad list:
- Stuffing keyword-rich links to your site in your articles
- Hiring article writers who aren't knowledgeable about the topics they're writing about
- Using the same or similar content across these articles
- Duplicating the full content of articles found on your own site (in which case the use of "rel=canonical," in addition to "rel=nofollow," is advised)

5. **Develop Strong Relationships**

Building connections with editors and website owners is a crucial aspect of successful guest posting. To enhance your chances of acceptance and unlock future opportunities, engage with them on social media, leave thoughtful comments on their articles and establish a rapport before pitching your ideas. Cultivating these relationships will prove

14

invaluable in your guest posting journey.

Once you discover a reputable website where your guest posts resonate with the audience, go above and beyond to support that platform. While some SEO professionals may express concerns over the diminishing value of additional links, it's important to prioritize building your brand and influence. Although most guest posts only include a link in the author bio to your homepage (make sure it's a followed link!), remember that the first link holds the strongest impact, and subsequent links offer diminishing returns in terms of value.

Instead of solely focusing on link value, shift your attention to establishing your brand within a strong publication and making a lasting impact on its audience. Many mistakenly prioritize obtaining a link and end up providing less impactful content that fails to resonate with the readers. By flipping this approach, you can provide invaluable content that genuinely engages the audience and builds your brand's authority.

6. Craft Personalized Pitches
Avoid generic outreach emails. Take the time to personalize each pitch, addressing the recipient by name and showcasing your understanding of their platform. Clearly communicate how your proposed topic aligns with their audience's interests and why it would be a valuable addition to their publication.

7. Optimize Your Author Bio
Your author bio is an invaluable opportunity to promote your brand. Craft a concise and engaging bio that showcases your expertise, includes a call-to-action and links to your website or social media profiles. This will drive traffic back to your brand and expand your online presence. You may not realize it, but your bio will often be the thing people click on when they want to learn more about you, so do your best to maximize its potential.

8. Promote Your Guest Posts
After your guest post is published, it's crucial to actively promote it across various channels to maximize its impact on your brand awareness. Take advantage of your social media platforms, email newsletters and professional networks to share the post. Tag the publication and individuals mentioned in the article, engaging with readers' comments and encouraging others to share the content. Expanding the exposure of your guest post will significantly contribute to increasing your brand's visibility.

In addition to social media promotion, consider linking the article to your main website. You can create an "In the Media" page on your website to showcase your guest posts. This strategy enhances the credibility of your brand and provides visitors with a consolidated hub of your media features.

While promoting your guest post, don't underestimate the power of traditional strategies. Share the post on platforms like LinkedIn, Facebook and Twitter and in and relevant Reddit communities where your target audience is present. By leveraging these channels, you can reach a wider audience and attract potential followers and customers to your brand.

9. Monitor and Analyze Results
Regularly monitoring the performance of your guest posts is essential to effective project management and understanding the impact they have on your brand. Track metrics like website traffic, engagement and conversions to gain insights into which platforms and topics resonate most with your target audience. This data allows you to refine your guest posting strategy, ensuring you focus your efforts where they yield the best results.

Additionally, linking to your guest posts on other sites from your own blog or other relevant platforms creates a flourishing ecosystem of thought leadership, strengthening your brand and establishing your authority in your industry. By creating a breadcrumb trail of valuable content, you'll foster a cohesive and influential online presence that attracts and engages your audience.

10. Maintain Consistency and Persistence
Guest posting is a long-term strategy. Consistency is key to building your brand awareness. Regularly contribute valuable content and stay persistent in your outreach efforts. Over time, your brand will become synonymous with expertise and trustworthiness in your industry.

Guest posting remains an effective strategy to increase brand awareness in 2023. By implementing these ten tips, you'll be equipped to maximize the impact of your guest posts and elevate your recruiting firm's visibility in your target market. Remember to define your goals, research relevant platforms, create compelling content, develop strong relationships and optimize your author bio. By promoting your guest posts and monitoring their performance, you can refine your approach and unlock the true potential of guest posting for your firm's growth.

JUST ASK *Judy*

Take Business To The Next Level

Dear *Just Ask Judy,*
I have been in business for a while now, but I need some ideas on how to take my business to the next level. How do I go about it?
Inquiring in Indiana

Dear *Inquiring in Indiana*
Your concern about taking your business to the next level is a common theme for recruiters. Running a business can be challenging, and it's understandable to feel frustrated when trying to expand your business by a significant margin. To identify strategies you can use, I contacted Bruce Putman, a search and staffing industry consultant, who can give us insight into how to take your business to the next step. Bruce served in leadership roles in both NAPS (National Association of Personnel Services) and MKSSA (Missouri Kansas Search and Staffing Association). He has successfully opened multiple locations and worked in different verticals such as healthcare, LI, and professional/clerical.

Bruce commented that expanding vertical markets for growth is a key strategy in the staffing industry. Taking the opportunity to diversify and expand in this manner can enable you to broaden your business's scope and capture new opportunities. To do this a rational analysis of market trends is crucial to identify the right vertical markets for expansion. Information on demographics, hiring trends, and current industry events is necessary to build a picture of potential opportunities in a specific vertical or location. It is important to look for cross-selling opportunities where you can utilize your existing database and expertise to move into a new vertical. While rational analysis is important, he also emphasizes the importance of gut feeling and knowing which markets have growth potential. You can develop this gut feeling by talking and listening to your peers, applicants, and clients. This combination of intuition and rational analysis can guide business owners in making strategic decisions about expanding into new markets.

Putman highlights the value of relationships and learning from others in the industry and recommends joining search and staffing associations. These associations can provide opportunities for networking, training, and mentorship, allowing staffing firm owners to connect with peers and learn from each other's experiences. These network connections can help you identify a market niche which needs to be better served, leading to growth opportunities for your firm. Bruce also acknowledges the challenges that small business owners face in the staffing industry and cites the importance of having trusted peers with whom you can share experiences and ideas.

We appreciate Bruce's willingness to share his insights and experiences in expanding vertical markets for growth. His expertise provides valuable guidance for business owners like yourself looking to take their business to the next level. He encourages owners to contact him with any questions or concerns, offering his contact information and willingness to mentor and help in any way he can. Bruce can be reached at bjputman@aol.com or at 816-392-2730.

I hope I have answered your concern!

Judy
Judy Collins CPCC
Executive Director – United States Staffing Association

Owner's Outlook

The Impact Of Career Pathing

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!

A study conducted by Amazon and Workplace Intelligence revealed that almost three-quarters of Millennial and Gen Z workers, who currently represent over 50% of the workforce, are planning to quit their job due to a lack of skill-building opportunities and a clear career path. These numbers could include some of your internal team members, temporary workers, or contactors.

These generations are open to change and are adaptive, but they also have an extraordinary passion for learning new things and skill development at work. They desire to develop knowledge that will help them advance in their professional, as well as personal lives. If your employees fear they lack the skills to advance in their career, are concerned that their skills are outdated, or feel they are not prepared for the future, you will continue to experience a lack of engagement and costly turnover.

When your employees ask themselves, "Can I advance my skills and career at this company?" If the answer is, "I don't know" or "no", chances are you will end up losing key members of your team. And quite frankly, isn't this the question you want answered as well?

The recent major cuts announced by companies including Meta, Amazon, Twitter, Zoom, Microsoft, and Salesforce, magnified how important it is to upgrade skills and marketability throughout your career. In fact, increasing marketability and staying competitive is viewed by many in today's workforce as the only job security.

It's not surprising that candidates you interview will ask you, "What professional and personal development do you offer?", "How will my work help your company attain goals and objectives?" and "What would be the next step in my career, once I excel in this job?"

When you are prepping your clients, you need to also prepare them for these questions which are commonly asked by potential hires. Rather than be taken back or disqualify this candidate, realize you are interviewing a high achiever who wants the answers to these questions before accepting their next opportunity. If your answers align with their priorities, there is a greater probability that this person will become an engaged and retained employee.

It is for this reason that there is a newfound interest in the career pathing process, which can help you attract, hire, and retain the best talent for your own company and your clients. Simply stated, career pathing is the process of planning an employee's future career development by identifying their vertical and lateral career advancement opportunities within your company.

Career pathing was usually delegated to the HR Department but currently company leadership are driving this process due to the great resignation and costly turnover statistics.
By sharing this information with your clients, you are positioning yourself as a workforce | workplace expert.
If your company or the companies you represent do not have a career pathing process in place, this is something you could implement. This is important not only for your company but all the companies you currently represent.
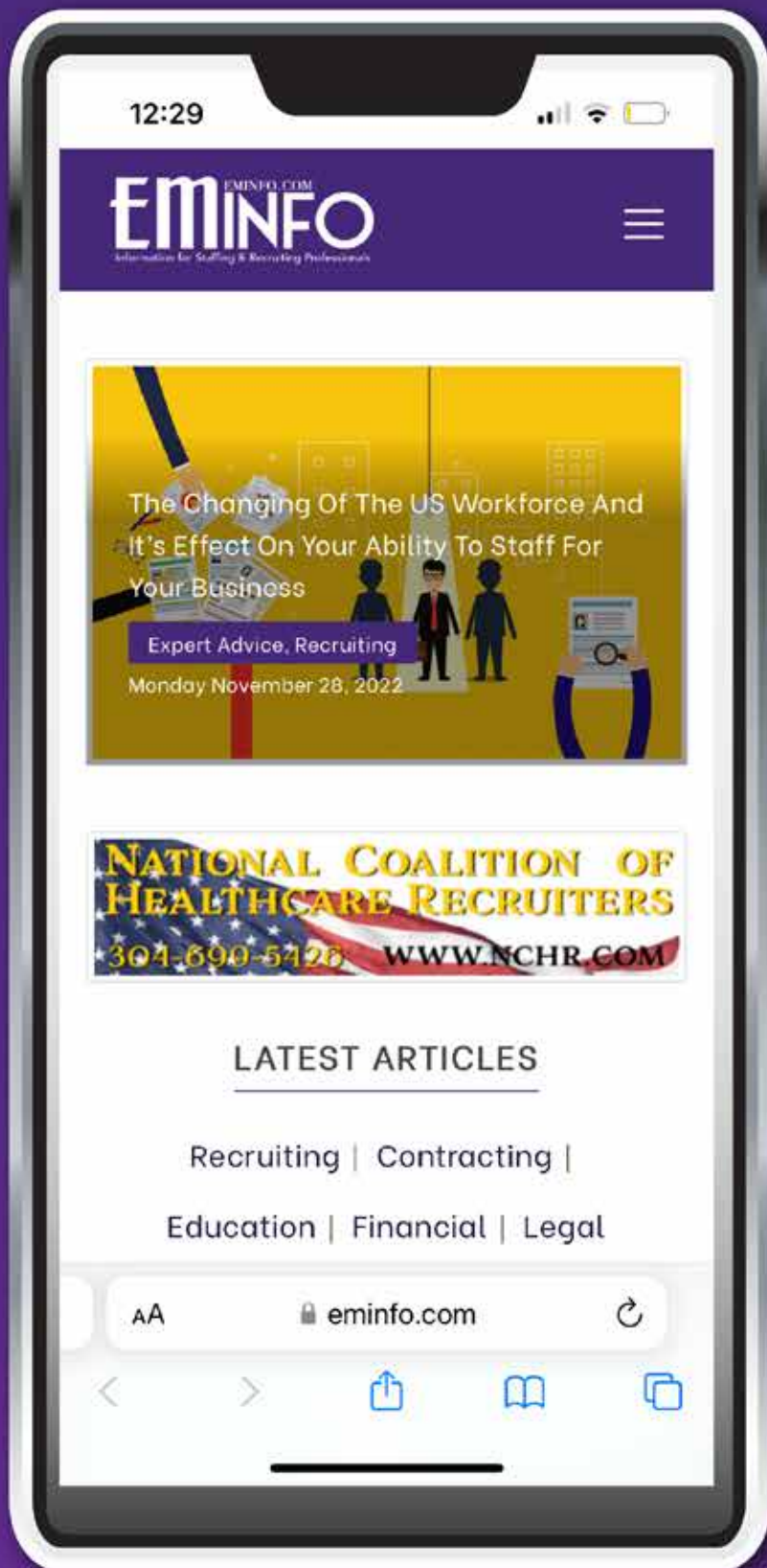
Too often our clients feel like they are just a "source of revenue" for us. Imagine if you shared this information with them and as a result it improved retention and engagement of the people they hire from you.

Advise them to do the following:

· Determine each of candidates' priorities, career goals, and where they see themselves in the next 3-5 years.
· Review their current skills and identify additional competencies needed to achieve their short and long-term career goals.
· Identify training that improves their skills and capabilities.
· Provide specific performance objectives.
· Discuss their career path during stay interviews and performance reviews.
· Appoint a mentor who can help guide their career.

Not only does career pathing improve retention, but it also improves engagement and performance. Employees who understand exactly what they must learn and what milestones they must achieve to advance are more motivated to excel.

Implementing career pathing can also help you with succession planning. Rather than going outside to replace key employees, you will know which internal employees are not only available but are interested and qualified for positions that become available. Imagine the positive impact when employees understand that your company not only believes in promoting from within, but helps employees develop so they can experience career growth aligned with their career goals.

Career pathing is also good for your bottom line. When your employees are knowledgeable, loyal, and reliable you lower costly turnover statistics which has a positive impact of more productive interactions with clients and suppliers which can help lower costs and help increase profits.

If you have never done career pathing, here are some steps you can take.

FIRST: Start out with a "Beta test" or "Pilot" career pathing program in one office or with 3-5 clients. This also allows you to learn first-hand and make adjustments as your career pathing progresses.

SECOND: Research and learn as much as possible about career pathing or utilize someone in HR who may have experience in the implementation of this process.

THIRD: Create and share a framework that explains how the information will be documented. Often a simple spreadsheet can track details.

FOURTH: Start with a small number of employees, or one department, then you can expand your process.

FIFTH: Obtain feedback and input from other leaders and managers.

SIXTH: Maintain status, obtain feedback, and measure success.

You may view that Staffing and Recruiting Profession as very flat and you're either a Recruiter (which is a sales job) or you're in Sales, Marketing, or Client Development. But technology, AI, and the ever changing workforce and workplace has required you to communicate and interview differently.

Annual performance reviews have almost become obsolete. Today's high achievers want frequent feedback, coaching, and mentoring. By the time an annual review rolls around, chances are a talented employee may have already resigned.

One of the most rewarding aspects of implementing career pathing is that it can have an almost immediate impact. Your employees will refer to their career pathing during stay interviews and frequent meetings to provide feedback. You will use them during your conversations with your team. You will also see improved engagement, an increased number of internal promotions, and decreases in turnover. To help you, ask this question, "What skills or talents do you have that are not being utilized?"

If you are the Staffing and Recruiting Firm owner who introduces career pathing to your company, your employees will benefit, your clients and candidates will benefit, and it will positively impact your bottom line.

AI in Recruiting: A Love-Hate Relationship Revealed

By Jim Stroud

Everybody is talking about AI, especially in the world of recruiting. Companies love AI powered tools because they make their hiring processes more efficient and their recruiters more productive. But how do the candidates feel about these tools? **Are they feeling the love?** Not so much.

A recent Pew Research study about using artificial intelligence when hiring and evaluating workers reveals mixed opinions.

The Pew Research study shows that most Americans surveyed **(72%) are opposed to AI making final hiring decisions.** Some are receptive to the idea of AI being involved in part of the hiring process, but not making the final decision — 41% say they oppose the idea of AI reviewing job applications, while 28% favor it and 30% are unsure.

American adults are more split on whether they favor or oppose the use of AI to track workers' productivity and handle other day-to-day management tasks. Out of all respondents, **47% oppose the idea of using AI analysis of worker performance to make decisions** about who to promote, while 22% favor it.

The numbers are similarly split on other ways in which AI used to track productivity might reduce privacy. Of the survey respondents, **51% oppose using AI to track exactly what workers are doing on their work computers**, while 27% favor it and 22% are unsure. A large majority (70%) oppose using AI to analyze employees' facial expressions, the least popular use case posed by the survey.

But out of all the data collected, a comment from a person surveyed really resonated with me. When asked, "Would you want to apply for a job that uses AI to help make hiring decisions?" One person, a woman in her 40's said **no,** and gave this reason why.

"It would lack/overlook the human factor. What if I don't have the 'right' keywords on my application? Would I be dismissed outright? I would need to learn more about AI to feel more comfortable with it."

In total, **66% said they would not want to apply to a workplace that uses artificial intelligence to help in hiring decisions**; another 32% said they would still apply. The remaining percentage did not give an answer.

I find all of this fascinating because there are a lot of HR Tech tools being built on AI. At last count, I think it was – all of them. So, in light of these findings, **how do companies reconcile their purchase decisions?**

- **Transparency** – Its going to be evident that some tools are going to be used in the process. Explain to candidates that these tools are tools and that people make the decision. After all, when you work for Company X, you report to a person, not a machine. So, make it clear that humans make hiring decisions and promotion decisions.
- **Make data accessible** – When using tech to track worker activity, make the data accessible to the worker so they can explain anything that could be misperceived as something else. Do not set up a culture where a machine said you were not working and based on that alone, we are firing you. I can only imagine the stack of lawsuits that would inspire.
- **Complaint platform** – Set up a 3rd party to arbitrate complaints. For employees, that is HR. For candidates and job applicants, that could be laws like the Automated Employment Decision Tools law in NYC which requires that the use of AI tech leveraged in employment decisions to be screened and audited on a yearly basis to ensure its use will not result in discrimination or disparate impact.

But hey, that's just one guy's opinion. **What's yours?**

Editor's note
With over a decade of experience in recruitment and sourcing, **Jim Stroud** has consulted for companies such as Microsoft, Google, Siemens, and a host of startup companies. During his tenure with Randstad Sourceright, he alleviated the sourcing and recruiting headaches of Randstad clients worldwide as its Global Head of Sourcing and Recruiting Strategy. Quite recently, he served as VP, Marketing for Proactive Talent – the most recognized and respected name in talent attraction, hiring, and retention. Presently, he publishes The Recruiting Radar, a newsletter of business leads for people in the business of recruiting and The Recruiting Life, a newsletter and comicstrip about the world of work, while seeking out his next career adventure.

A History of Recruitment - Era 1: 1965 to the 1980s The

The world of recruitment has changed significantly over the years, from the days of snail mail to today's digital era. In this series of blogs, we will take a trip down memory lane, traveling in time from 1965 to the present day. By studying the trends, challenges, and shifts recruitment has faced over the last fifty years we will get a better picture of how the current landscape has been shaped.

Recruitment Era 1: 1965 to the 1980s
The first Recruitment Era we will explore spans 1965 to the 1980s. The moon landings took place during this time period, but what else was going on for everyday Americans? During this time it was normal for candidates to focus their job search on the local area, as movement across the country was not as easy as it is now. Due to the limitations of the technology at the time, it would often take weeks or months after applying for candidates to hear whether they were going to be invited for an interview. Recruiters were viewed with suspicion, by both candidates and companies alike, particularly during the first part of this period. Thankfully attitudes began to shift during the economic upturn of the 1980s as companies saw the benefits recruiters could bring to their workforce. This created a more open environment for discussions to take place.

What was life like?
During the 1960s Federal spending increased dramatically as numerous initiatives such as Medicare (1), Government assistance and education grants were launched nationwide. Many of these programs were expanded during this period, which, along with the energy crisis and the Vietnam War, contributed to high inflation and high levels of unemployment right up to the mid-1980s. During the 1970s, the US economy experienced two recessions, which contributed to unemployment reaching 10% in 1975 (2).
Many people would have been employed in the manufacturing sector which accounted for 26% of all jobs (3). By the 1980s, trade (both retail and wholesale) was the top sector, which highlights the shift away from an industrial nation to a more service-driven one. This could also have been a result of the economic upturn of the 1980s, which meant everyday Americans had more disposable income and therefore the demand for retail jobs increased.

People were very focused on what was going on in their local area, particularly during the 1980s, companies increasingly began looking for skilled workers, amplifying competition for talented staff. This helped increase candidate mobility across the country.

Snail mail and classifieds were the norms
Due to limitations with travel in the first part of this period, most candidates focused their search in the local area. They would be notified of positions by friends or family, but they had to spend their free time scouring the 'classifieds'. These were short write-ups (sometimes only a few lines) about positions placed as advertisements in the local, regional, or occasionally, national newspapers. Targeting specific groups was difficult and it could take months to fill a position.

Once a candidate had spotted an interesting position in the newspaper, the next step was to put together a paper resume and sent it via snail mail. A person's resume would include much more personal information than they do now and it wasn't unusual for candidates to disclose their height and weight, especially for jobs requiring manual labor. The recruiting company would often wait for the advertising to close before replying to candidates, which meant it could take weeks or even months for candidates to get a response, particularly in the sixties and seventies.

The situation changed during the 1980s. The importance of your network grew and a personal recommendation could go a long way. Interviewers began asking questions aimed at uncovering 'soft skills', particularly around learning and people management. If you had someone who could vouch for your character, it made interviewing a much easier process.

Recruiters were not highly regarded
During the sixties and seventies, speaking to a recruiter was a secretive affair,

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even more so than now. It was not unusual for candidates to be reluctant about engaging with headhunters as open discussions were considered to reflect badly on their character. Recruiters were seen as undesirable poachers and many companies were hesitant to work with them. Any employee found to be talking to a recruiter was seen as disloyal and risked having their employment terminated at short notice.

Thankfully, the 1980s saw a shift in this attitude, and companies began to be more open to working with a recruiter to fill their positions. They were still regarded with some suspicion. The economic upturn (3) of the mid-1980s helped contribute to increased confidence in recruiters as companies realized they could help them reach new candidates.

Your Rolodex was your most important asset
Now candidates leaving companies may have a virtual client book that they take with them to their new job. Between 1965 and the 1980s, the most valuable item a candidate had was their Rolodex (4). This rotating business card filing system was invented in the fifties and quickly became a staple of every professional's life. It contained essential contact information of clients the candidate had previously worked with, allowing them to bring these relationships forward into their new role. A candidate's Rolodex could make or break their desirability for employment.

Summary: Snail mail, skepticism, and Rolodex
The first era of recruitment was characterized by snail mail, a high degree of secrecy in communication between job candidates and recruiters, and a general mistrust of recruiters as a professional group. The job market was limited, with local employment opportunities being the primary focus for the majority of candidates. The entire recruitment process was slow and it could take weeks or months for a position to be filled. Due to the negative reputation of recruiters job seekers had to be careful when engaging in open discussions about job opportunities or risk their own reputation being called into question. Despite these challenges, recruiters were able to help many people find meaningful employment and build successful careers for themselves and their candidates.

Source List:
https://www.cms.gov/About-CMS/Agency-Information/History
https://www.clasp.org/sites/default/files/public/documents/Workforce-Timeline.pdf
https://www.visualcapitalist.com/visualizing-150-years-of-u-s-employment-history/
https://www.thoughtco.com/us-economy-in-the-1980s-1148148 https://en.wikipedia.org/wiki/Rolodex

Henry Glickel has been in the recruiting and staffing profession for over 24 years. Henry graduated with high honors from Stockton University of New Jersey and has an MBA with honors from Temple University in Philadelphia, PA. Henry is the author of "The Power of Proactive Recruiting" which can be found on Amazon, Lulu Press Inc., iTunes, and Audible.com. He has almost 25 years of recruiting, sourcing, negotiating, talent management, employee engagement, and retention. He has completed over 2,100 placements in the US, North America, Europe, and the Middle East. His specialties include job profile development, recruiting, sourcing, onboarding systems, employee referral programs, counter offer strategy, surgical recruiting, assessments/testing, recruitment branding programs, and talent acquisition and management strategies/practices. He holds multiple certifications by national organizations, recognized with best practices award, and has been quoted in numerous periodicals. He has been on radio shows and best practices panels at conferences. Basically, Henry is proud to be a HeadHunter. He lives in New Hampshire with his family on Arlington Pond where he will be recruiting as long as he can. His website is www.henryglickel.com

Integration of Resources
By Michael Neidle

The service sector, like the manufacturing sector, is an integral part of the modern economy, and its role will continue to increase significantly in the next five years. This article will look at the importance of having a holistic approach to integrating the resources needed to be competitive in this sector from technology to running our alternative scenarios to consider over the short as well as longer term.

Technology (IT, systems, machine learning, communications, etc.)
One of the major changes in the service sector over the next five years will be in the area of technology. Advances in artificial intelligence (AI) and machine learning are already revolutionizing many industries, and this trend is likely to accelerate. AI and machine learning will enable service providers to automate more processes, allowing them to be more efficient and reduce costs, just like SAAS (software as a service) became an innovative thing in 1999. AI as a service is the next big thing to take companies to the next platform (AaaS). This will become essential and commonplace, allowing companies to build and adapt AI-powered services quickly and cost-effectively. However, one can't let this happen without oversight as there is a substantial possibility that this can get into the wrong hands with unforeseen consequences. Just think of some science fiction movies which have on occasion proved to be prophetic, think nuclear fusion and biotech (COVID-19) which have proliferated as they got into the wrong hands and somehow gotten out of the lab, respectively.

The rise of robotics and autonomous systems will also have an impact throughout the service sector if you want to stay competitive. Autonomous robots will be used to automate certain tasks, such as delivery and customer service, freeing up staff to focus on higher-value activities. Robotics-as-a-Service (RaaS) platforms will help reduce the cost and complexity of deploying robotic systems, allowing companies to quickly and cost-effectively deploy autonomous robots to automate certain processes. Just look at the distribution center of early adapters like Amazon who have left traditional manual labor in the dust.

Workforce Skill Set
Another major change in the service sector over the next five years is likely to be in the area of workforce skill sets. As technology advances, the skills required by service providers will change. The skill set of the future service sector workforce will need to include an understanding of a much high level of working with AI, machine learning, robotics, and data science. Service providers will also need a higher-level and more educated workforce and resources to do the job. This is from computer literacy to having the smarts to build upon to be trained to use these technologies. Assembly line workers of today like the German-level workforce which has the equivalent of a level of a college education in technology. This is much greater than our trade school education to partnering with AI-powered services, autonomous robots, analytical platforms, 3-D manufacturing, etc.

In addition, service providers will need to develop a "human-centric" approach to customer service, focusing on providing a personalized experience for customers. Service providers will need to be able to understand customer needs and preferences, to customize and develop services that meet those needs.

Sales and Marketing
The service sector is likely to see significant changes in the area of sales and marketing over the next five years. Companies will need to shift their focus away from traditional marketing methods, such as print, television, and radio advertising, to digital marketing channels, such as social media, search engine optimization, and content marketing. They will also need to develop an effective strategy for capturing customer data and using it to develop targeted marketing campaigns.

Companies will also need to develop a multi-channel approach to sales and marketing, ensuring that their services are available on a variety of platforms, such as mobile, web, and in-store. The focus will be on providing customers with a seamless experience across all channels. The key is to do a cost-benefit analysis to see which channels are working best for you and where to best spend your marking dollars.

Operations and Back Office

This broadly includes human resources, accounting, financial reporting, and customer service sectors. These areas are likely to experience major shifts over the next five years. All of this information must be validated as it is critical to the running of the company and for management to make proper decisions. The focus here will be on efficiency, cost-effectiveness, data security, analysis of trends, and tracking everything from customer experience to company profitability. Companies will need to use more data, displayed properly to make decisions almost intuitive. Catering to the customer's needs is crucial to their experience in dealing with the company. If they have to navigate the company's complex system, they will not be customers for long. Corporations will also need to acquire and become proficient with the latest technology to automate processes and reduce costs. An integrated back-office system is critical to managing everything from customer data and metrics to corporate financials. The company must be able to see its customer's buying habits and anticipate changing needs and their level of satisfaction. Companies will also need to develop analytical platforms to provide insights into customer behavior and identify and implement areas of improvement.

Retention of Key Staff

The service sector is likely to face a challenge in retaining key staff over the next five years. As technology advances, demand for skilled workers is likely to increase, while the supply of skilled workers is likely to remain static and many of their employees will have to be retained for new tasks or be offloaded due to automation, AI, and the competition. Those who are key employees today may not be so in the future. But the concept of a "lean and mean" company will be a necessity to survive in a rapidly changing company.

Alternative Scenarios

The changes outlined above will likely impact the service sector for the foreseeable future. And alternative scenarios must constantly be looked at and evaluated in a fast-paced world. If AI and automation move as expected, this could result in fewer but more capable employees and contingent advisors (gig jobs), and subject matter specialists. It is also possible that the service sector could be disrupted by unanticipated technologies or business models. For example, the emergence of blockchain technology could have a major impact on the sector, as could the importance of the new "gig economy" business models.

Conclusion

So, assume you are on a continuous and accelerating merry-go-round, and to stay on your horse requires never falling asleep in the saddle. To be or remain successful means being alert for opportunities and being an early adapter to change and never assuming that things are static, or that because you were number one before you will be that after.

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

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Break-through! 2.0 Exploding the Production of Experienced Recruiters
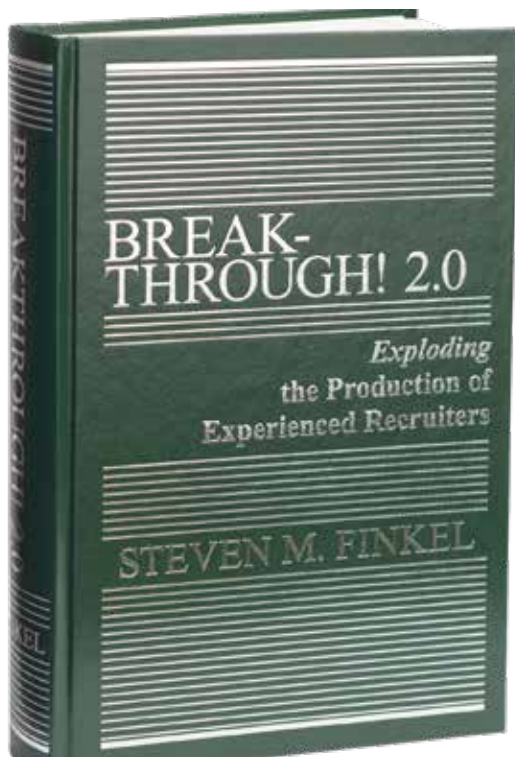
To keep learning is key if you are going to be continually successful in the recruiting business. Industry leading author, speaker and trainer, Steve Finkel has been providing content and training to help experienced recruiters to be top performers for decades.

Accordingly, when Steve produces a brand-new book, it is certainly noteworthy. Breakthrough! 2.0 Exploding the Production of Experienced Recruiters consists of 370 pages of material precisely designed for those successful search consultants who already have a solid foundation and who wish to continue to improve well beyond their current level of performance.

EMinfo recently posted an excerpt of Chapter 10, Capitalizing on the Difficult to Fill Position

Complete information on Breakthrough! 2.0 including Table of Contents and a review by one of the most knowledgeable people in our industry may be found at Mr. Finkel's website. Stevefinkel.com. Orders in hard copy or digital download may be placed there as well.

The following is Finkel's Introduction in his new book:

Introduction

This book has a single purpose: to enable you, the experienced recruiter, to rapidly and substantially increase your production!

How can this be achieved by a professional with years in our business?

The reality is that almost all experienced recruiters follow a specific pattern in their learning curve. In the beginning, whether by talent, hard work, good training or plain luck, they progress rapidly. New ideas, new clients, exciting concepts! Success! But then what?

Then, at some point, "newness" will change to "sameness." The learning curve slows — a lot. There is a strong tendency to go on automatic. Improvement becomes gradual, marginal. Work a little harder. Plan a little better. Build the data base of candidates. Pick up an extra client here or there to compensate for those accounts which fade. This can be some what effective — *if* your market does not change.

Half Learning

But there's another reality that we have to acknowledge. The facts are that almost all recruiters, even the most successful, only *half* learn this business! Don't resist that statement. It's true. Most recruiters do not thoroughly learn each element of our business. In many instances, they learn just enough to get by. And because they are hard-working and because we fill such a critical need for our clients, they mostly do well. But is that the best way to maximize your production?

Let's take an example.

Suppose there were ten good ways to obtain new clients. (There are, and they're covered in my book Unlimited Clients!) Now suppose a new person is taught four of these techniques by his manager. Suppose he discards one as ineffective, which leaves him with three ways to generate new accounts. These three work, and he uses them to become relatively successful.

Will he be motivated to find and learn other methods to maximize client growth? Or will he think he "knows it all," and lose the benefits he would see through more creative techniques? You know the answer.

Let's take another example.

Suppose that same person starts in a strong economic climate, and learns and practices what he is taught. He goes on to fame and fortune, and becomes successful. Then the market changes, and his billings drop significantly.

Will he analyze each step of the recruiting process to determine what changes he should make to adapt?

Or will he keep hammering away, working harder, longer, possibly better, but utilizing the same techniques with now progressively lesser results?

We could walk through a dozen examples just like this.

In point of fact, there are many innovative and effective ways to *explode* your production! Most of them require no extra time in the office and no extra phone calls.

Developing experienced recruiters is my business. In this new edition of Breakthrough 2.0!, you'll find many new chapters as well as substantially updated sections. I've got stacks of letters – or emails, anyway – from recruiters in 33 countries attesting to the fact that this material works to increase the billings of top producers. It will do so for you.

The Topics Are Right ForYou!
Are you developing a new niche, or do you want to expand your existing one? You'll find the chapters entitled "Organizing and Developing Your Client Base" to be extremely beneficial.

Is your market less-than-good, or do you worry that it may decline? Then you'll find answers in the two chapters on "Achieving Strong Billings in Any Market."

Having trouble with difficult clients? Try the sections on "Motivating the Client to Sell"and "Testing the Search."

Do you want a genuinely new thought process to increase your production? See the chapter entitled "The Dead Questions."

Is revenue inconsistent, up one quarter and down another? Try the chapter entitled "Managing the Process."

In fact, that's what you'll get from start to finish. Not generalities or back-to-basics for new people. You'll get *original, proven advanced-level* material that delivers greatly increased production for you, the experienced recruiter. As Peter Drucker wrote in his exceptional book, Managing for Results, "This is a 'what to do and how to do it' book."

A Common Sales Phenomenon
Even if you're not a superstar, if you're experienced, you'll probably be making some pretty good money. The problem with making good money is the tendency to believe you "know it all," and, if you don't, that no one else does either.
I'd like to refer you to a phenomenon observed by a sales trainer in a different field, that of retail selling. His name is John Lawhon. His book, Selling Retail is not only the best-selling book in his industry, but is a genuinely excellent book in any field.
Part of Lawhon's research included a cross-country trip during which he interviewed hundreds of retail sales people. His ground rules called for interviewing equal numbers of high and low-volume producers working for the same company on the same sales floor. Here is an observation he drew:

"I got a curious reaction from those sales people I talked to who were low-volume producers. Whenever I mentioned a simple technique or two used successfully by high-volume producers, their reaction was always the same. 'That wouldn't workfor me!' It was obvious that those who weren't in the top of their sales organization often were unwilling to change.
However, my experience with the highest-volume sales people was equally revealing. Whenever I mentioned even the most minor fine-tuning, without exception they got excited and couldn't believe they hadn't thought of it themselves."

The same observation absolutely applies to our industry!

Really top producers *want* to learn. Experienced successful people in our industry – or those wishing to become so – have been my most consistent clients throughout my career. They know effective material when they see it. They recognize it, learn it and use it.

Breakthrough!2.0 will not let you down! This book will truly allow you to *explode* your production throughout a long and successful career!

Let's begin...
Order Finkel's book here to keep reading.

How candidates rank their priorities

#1 Compensation
Excellent compensation and benefits

#2 Balance
Organizational support to balance work and personal life

#3 Flexibility
Flexibile work arrangements (i.e. when and where you work)

#4 Upskilling
Opportunities to learn new, highly desired skills

Global Talent Trends, October 2022

Trends

NEWS RELEASES

Workers seek a deeper relationship with their workplace as the importance of non-financial factors grows

Workers increasingly view their work as more than just a source of income, as they seek a deeper relationship with their workplace, a new ISS public opinion survey has found. The survey highlights the opportunity for employers and HR professionals to improve the social contract with employees and foster a greater sense of workplace belonging, says Margot Slattery, Group Head of Diversity, Inclusion & Belonging at ISS.

The survey of 4,500 workers across the five countries found that while pay is still the main factor for the majority (96%) of respondents as a reason for why they value their job, more than a third (39%) of respondents think that their workplace is 'mostly' or 'only' important for other reasons than just the pay.

When delving deeper into these 'other reasons', 83% of the respondents pointed to 'a sense of purpose' as the most important reason for why they go to work. This is closely followed by 'the general culture of the workplace' (78%), while 'opportunities to develop and progress my career' was ranked somewhat lower (67%).

More than a quarter (26%) of the respondents also cited that, if they had the choice, they would prefer a 'somewhat' or 'much' deeper relationship with their workplace. This figure is even higher for young people, aged between 18 and 34 (36%).

The respondents were also asked what 'a sense of belonging' at the workplace means to them. Over half (59%) associated this with 'a place where I feel respected and am treated fairly', whereas 42% pointed to 'a place where I perform well', and 36% mentioned 'a place where I feel wanted'.

For Margot Slattery, Group Head of Diversity, Inclusion & Belonging at ISS, the survey results demonstrate the great need, but also the huge potential, for employers to increase their focus on culture, employee well-being, and belonging:

"Beyond the paycheck, we witness a powerful shift in worker's motivation, where non-financial factors have taken on immense significance. Rather than simply living for the weekend, workers want to feel the hours they are putting in at work are worthwhile, contributing to a positive goal, and making an impact, all while feeling safe", she says and adds:

"This reality demands that employers adopt a holistic approach to employee attraction and retention, always keeping people at the core. Many workers, not least the younger generations, are eager to forge deeper connections with their workplace. By establishing a compelling 'social contract' with employees and nurturing a workplace culture centred around well-being, safety, and a sense of belonging, both companies and employees will greatly benefit."

About ISS: ISS is a leading workplace experience and facility management company. In partnership with customers, ISS drives the engagement and well-being of people, minimises the impact on the environment, and protects and maintains property. ISS brings all of this to life through a unique combination of data, insight and service excellence at offices, factories, airports, hospitals and other locations across the globe. ISS has more than 350,000 employees around the globe, who we call "placemakers". In 2022, ISS Group's global revenue amounted to DKK 76.5billion. For more information on the ISS Group, visit www.issworld.com

Automated Business Designs Named a 2023 Best and Brightest Company to Work® For in Chicago and in the Nation

Staffing and recruiting software provider wins distinguished company culture award.

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

The Best and Brightest Program honors companies that distinguish themselves as having the most innovative business acumen and thoughtful human resource practices. The ten-to-one ratio of this program distinguishes winning companies as truly innovative in their employee engagement execution. An independent research firm evaluates each company's entry, based on key measures in various categories. With over 25 years of experience conducting the Best and Brightest competitions, the National Association for Business Resources (NABR) has identified numerous best Human Resource practices and provided benchmarking for companies that continue to be leaders in employment standards. Organizations must complete a rigorous application demonstrating their employees are provided with the resources and support for both professional and personal success. Additionally, organizations are judged by confidential employee responses.

ABD exceeded the national median score in several categories including Community Initiatives and Corporate Responsibility; Diversity, Equity, and Inclusion; Teamwork & Cooperation; Creative Wellness and Wellbeing Solutions; and Leadership, Strategy, and Company Performance. ABD's nomination included details of their comprehensive benefits package, which includes 100% Blue Cross Blue Shield healthcare coverage paid for by ABD and a generous 401K company match. It also highlighted the company's hybrid work schedule and flexible PTO that helps foster a healthy work-life balance.

One of the biggest achievements this past year was the company celebrating its 40th anniversary. All team members were involved in celebrating this major achievement, which included a Virtual 40th Anniversary Client Party, a 40th Anniversary Party with ABD team members and their families, and plenty of 40th Anniversary Swag that was given to ABD team members and taken on the road to conferences. ABD was also awarded a Gold Stevie® Award for Best Employee Scheduling Solution and received recognition on G2®, a leading software review site. ABD's software solution, Ultra-Staff EDGE was awarded with several badges from G2 including the Users Love Us Badge, the High Performer in Staffing Badge, and the Highest User Adoption Badge. All of these achievements help ABD excel as a Best and Brightest Company to Work For.

"Recognizing these achievements really helps remind the team of the impact they make every day," said Michelle White, Director of Customer Success at Automated Business Designs. "Every team member plays an integral role in the software we provide to the staffing industry and the service we bring to customers. It's important to take a moment to recognize new achievements we make as a team because it is something that everyone can be proud of."

A new best practice that was introduced this year is a training and certification program to recognize internal achievements and foster professional growth. ABD focused on a series of programs that include departmental training, interdepartmental training, and lunch-and-learn sessions. With the training programs, certifications are given to employees to recognize their achievements and their new skillset. The certifications include a mix of certifications for ABD's Ultra-Staff EDGE Staffing Software Suite and skills outside of it. The interdepartmental training specifically has also helped build greater team synergy by allowing the sharing of ideas between teams. Each team member can bring their knowledge and experience to the table for other departments to learn from.

ABD's nomination also included time dedicated away from the desk for social events and community service. Throughout the year the ABD team has both large and small events. From baseball games and the annual March Madness Office Pool to World Cup Day and catered lunches, ABD makes it a priority to incorporate time throughout the year to take a break from work and enjoy time together. In addition to social outings though, community service plays a big role in the culture at ABD. Every year ABD sponsors a 5K run/walk to support a scholarship program for high school girls in financial need. ABD team members participate in the walk together. Additionally, ABD hosted Career Day for the high school girls participating in the scholarship program to educate the students about career opportunities in IT. Throughout the year they also made holiday cards and Valentine's Day Goodie Bags for the elderly and supported a team member's Oktoberfest fundraiser that raised funds for children with Spina Bifida.

"We have a phenomenal team at ABD who are passionate about the work they do every day," commented Terri Roeslmeier, President and CEO and Automated Business Designs. "We are so proud of the entire team and continue to strive to provide a culture they enjoy being a part of every day. The Best and Brightest Companies to Work For award is truly theirs."

Automated Business Designs was recognized at Chicago's Best and Brightest Award Ceremony on July 13th at the Carlisle Banquets in Lombard, IL.

To learn more about Automated Business Designs and Ultra-Staff EDGE staffing software, visit https://www.abd.net.

Letter From The Editor

Let's face it, remote work is here to stay. Opportunities abound for staffing companies to place workers in any state. Retaining employees is hard for companies in this current environment. As staffing professionals, you are in the position to be an advisor as well as a resource to find your clients the people they need. It's a great time to be in staffing and recruiting!

We know it's not easy. You have to know how to show your clients that you have the ability to handle all their needs. Offer help to candidates that want to make a switch but are uneasy about relocation, switching companies, spouses, kids, etc could be another plus. In this issue, a lot of thought leaders, trainers and authors share insights that just might fit your situation.

In August, an abundance of life changes take place with kids starting back to school, college and other activities that draw good employees away from the office. Offering some rewards, like allowing employees to leave the office early on any day of the week might help keep employees happy. Think outside the box on ways to earn your employees or client's appreciation. Recognizing and being proactive in offering ways to make life a little be easier can be beneficial for all. Another idea could be offering a relaxing yoga class during an afternoon break. It might be just the ticket to improving the mood in the office.

Remembering that everyone has their own stories, reasons for doing things and personal goals. So giving the unexpected gift of time may be the one thing you can do to make your employees smile. You never how much they may appreciate it.

We always welcome your comments. Happy recruiting…

Pat Turner

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