

Navigating Form I-9 Updates & Document Inspection Requirements



The Role of Talent Pipelines in Successful Staffing Strategies

Unlock Your Recruitment Firm's Potential by Outsourcing Research

How To Curse People Out at Work and Get Away With It

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DID YOU KNOW?

*It takes 36 to 42 days to fill the average position in the United States.

¹ If there is a candidate on your pipeline that is interested in a position, you can expedite the hiring process exponentially. Positions can be filled that same day or within just a couple of days pg 5

* Candidates for employment (first, second or umpteenth job) need to know where they've been, where they are now and what lies ahead for them in the future. pg 8

* Three-Day Rule Clarification: Employers must complete the Form I-9 within three business days of the employee's first day of work. In cases where documents are presented remotely, the three-day period starts when the documents are received, not when the employee begins work. pg 11

* Quality content is not only important for establishing authority but also for driving traffic to your website. With TalentScribe, recruiters can generate high-quality, SEO-friendly blog posts that rank well on search engines. pg 15

* This highlights that younger individuals may be more inclined to "ghost" recruiters because they are comfortable with digital communication and may not see the need for a direct conversation or explanation. Jana also suggests a possible solution to the problem of ghosting. She advises recruiters to send a direct email or text to the candidate or client using the word "closure." By stating that they assume the lack of response means the individual is not interested in the position, the recruiter essentially provides an opportunity for the person to confirm or deny their lack of interest. This approach may prompt a response and clarify situations where ghosting has occurred. pg 17

* If your prospect is still talking, there's a good chance they could be converted into a profitable client or candidate you could place. pg 18



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The Role of Talent Pipelines in Successful Staffing Strategies

By Jennifer Roeslmeier

In staffing, everyone wants to have a quick, efficient, and cost-effective recruiting process. One way staffing companies can make this happen is by incorporating talent pipelines into their recruiting strategy. A talent pipeline is simply a list of top candidates you have already qualified and vetted. These candidates may be people who landed up taking another job or even candidates that have worked for you in the past that you want to keep at the top of your mind. Talent pipelines can be thought of as an ever-revolving carousel of candidates that are highly qualified and pre-screened. **They are the top candidates you have worked with and candidates you can refer to first when looking to fill a position.**

Talent pipelines are successful for all candidate ages, but it can especially be helpful when working with younger generations, such as millennials and gen z's, who are just beginning their careers and may be exploring a variety of options. Hence, they may look for opportunities more often. If a candidate is in your pipeline, but working somewhere else, you can nurture your relationship with them and continue to communicate to stay at the top of their mind when they are ready to begin looking for a new position.

Besides having a list of qualified candidates readily available when trying to fill a position, there are also many other benefits of having a talent pipeline strategy at your staffing agency. In this article, we will look at the benefits talent pipelines can have on your staffing agency and how to sustain a successful talent pipeline.

The Benefits of Talent Pipelines in Staffing

Talent pipelines can contribute to efficient and effective staffing processes. Talent pipelines may not be your only strategy when it comes to your recruitment process, but it is one component that can lead to instrumental results. Let's look at some of these benefits.

Access to Top Talent Without Needing to Start from Scratch

The most obvious benefit of creating a talent pipeline is the ability to access top talent right in front of you without needing to start from scratch every time. Talent pipelines are a great place to start when recruiting for a position. First, see if there is anyone in your pipeline that can be a good fit and if they are interested in the position. If not, then you can move on to another recruitment strategy, such as posting on a job board, posting on social media, or even looking at the candidates in your ATS and seeing if anyone else could be a good fit.


Quicker Hiring Process

Talent pipelines can also lead to a much quicker hiring process. It takes 36 to 42 days to fill the average position in the United States. ¹ If there is a candidate on your pipeline that is interested in a position, you can expedite the hiring process exponentially. Positions can be filled that same day or within just a couple of days. With talent pipelines, you eliminate the time needed to post the job on various channels, vet candidates, interview candidates, and more.

If you are managing your pipeline in your ATS, right from the pipeline you may even be able to send a text message or push out the job opportunity to your candidate mobile app for candidates to easily accept the position. This will additionally quicken the hiring process and eliminate back-and-forth communication when presenting the job offer to candidates.

Lower Hiring Costs

Posting a job on a job board can get very costly, especially in the current climate when pricing parameters are constantly changing. Think also about the



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costs you pay for background checks, pre-assessment tests, candidate screening, and more. All of these costs quickly add up with each hire. A talent pipeline, however, can eliminate these costs. You eliminate the need to post the job opening on a job board and if the candidate already had a recent background check and completed pre-assessment tests, you can automatically eliminate some of the other pre-hire costs associated with new hires.

Quality of Candidates

The quality of candidates you are presenting to clients will also increase with talent pipelines. In all cases, they are vetted candidates you are presenting to your clients. In some cases, they may have even worked for you in the past. The level of candidates you are bringing to the table is the best that you have worked with, and clients will recognize the quality of the candidates. This keeps clients happy and keeps them coming back to you for the best talent.

You can even market talent pipelines as a selling point to prospective clients to demonstrate the pool of quality candidates you bring to the table.

Key Elements of a Successful Talent Pipeline

So far, we have looked at some of the benefits of talent pipelines. While it's easy to put candidates into a pipeline, having a strategy for your talent pipeline will help lead to a successful recruiting process. Let's look at how to successfully execute a talent pipeline strategy.

Sourcing Strategies for Building a Talent Pipeline

Location of Your Talent Pipelines

The first step to building a talent pipeline is deciding where you are going to build it. A great place to build a pipeline is right within your ATS if it has a pipeline feature. You are working in your ATS throughout the whole day, managing candidates in your hiring process. Managing pipelines right within your ATS will streamline your talent pipeline strategy by having the ability to easily bring top candidates you are working with into your pipeline.

Creating Talent Pipelines

You will also need to decide how you will break out your talent pipelines. Breaking your talent pipelines out by position would be a great place to start. This way it is easy to identify top talent when recruiting for a certain position (i.e., nurses, administrative assistants, forklift drivers.) You won't want to have one pipeline for *all* your talent, otherwise, it will get too confusing and be hard to manage. When you have talent pipelines broken out by position, you can quickly refer to that list and reach out to those candidates.

If you prefer to have fewer pipelines, you can also break it out by industry. The way you break it out may depend on the number of industries you service. If you have a specific niche, then it may make the most sense to break it out by position. If you service many different industries, perhaps you will want to focus on breaking your pipelines out by industry.

Keeping Your ATS Up to Date

Your talent pipelines will be as effective as the information put into it. It's important to continue to monitor your talent pipelines. If a candidate is no longer a good fit for the pipeline, then they should be removed. Additionally, it's important to keep your candidate information up to date. When working with a candidate, recruiters should input as much information as possible. Then as you continue to check in with candidates, update their information so it is new and relevant.

Company Strategy and Direction for Adding Candidates to Pipelines

To maintain a universal and successful talent pipeline strategy, it can be helpful for staffing companies to provide a clear direction to recruiters on what qualifies a candidate to be added to a talent pipeline. If no direction is outlined, you may run the risk of having unqualified candidates land up on your talent pipelines. A standard will help maintain the rigor and quality of your talent pipelines. Keep in mind, recruiters may have *their own* individual pipelines that they have the flexibility to manage, such as a short-term list of candidates that would be a good fit for a specific position they are recruiting for. An ongoing talent pipeline that may be shared by multiple recruiters, however, should have a basic rubric set that qualifies individuals for that pipeline.

Candidate Engagement in Maintaining a Talent Pipeline

An important component in maintaining a successful talent pipeline is engagement with the candidates on your pipeline. You want to continue to nurture your relationship with them, so they remember who you are. One great way to do this is through a company newsletter where you can provide resources, such as helpful articles, tips on building a resume and interviewing, and more. This is an easy way to stay at the top of your candidates' minds and at the same time provide value to them.

Additionally, you can send check-in text messages to see how they are doing and if they are looking for a career change. You certainly don't want to bombard them with too many text messages, but every few months you can send a text to check in. You can even make it easy for them to respond back by encouraging them to respond with a number:

1. I'm still happy with my job.
2. I'm not looking currently, but maybe in the next 3-6 months.
3. I would like a new job. Please help!

These check-in texts can also help you gather information about the candidate, so you know where they are at, and you don't bother them too much if they aren't interested in a new position yet. You don't want to ruin the relationship by reaching out too much, but instead, let them know you are there to help when they are ready for it.

The Role of Data Analytics in Managing Talent Pipelines

Data analytics can also play a role in managing your talent pipelines effectively. There are both metrics you can use to track where these top candidates are coming from and track the effectiveness of your overall pipeline strategy.

First, you can use data analytics to track your referral sources. The candidates in your pipeline are your top candidates, so see what referral sources they are coming from. How are they finding you? See if there is a trend. If there is one, this can help determine which referral sources are bringing in the highest-quality candidates and you can focus on those sources for a greater ROI.

Three metrics that you can use to monitor the effectiveness of your talent pipelines are time to hire, cost per hire, and the average turnover rate. Compare each of these metrics to the hiring of candidates not in your pipeline. How does your pipeline time to hire compare to the time it takes to hire candidates not in your pipeline? How does the cost per hire compare to the cost per hire of candidates not in your pipeline? Also, see what your pipeline turnover rate is. If you have a high turnover rate, you may need to re-evaluate some of the candidates in your pipeline and make sure you are removing the candidates that didn't stay long on the job. If you have a high turnover rate from the candidates in your pipeline, then you may need to evaluate your overall pipeline strategy to maintain the integrity of the candidates in your pipeline.

A last metric that is good to keep track of is the number of candidates hired through your talent pipelines compared to the number of candidates hired overall. What percentage of your hires are coming from your talent pipelines? If the percentage is low, then you may need to look back at your pipeline strategy and see how you can hire more candidates from your pipeline.

The Power of Talent Pipelines in Staffing

As you can see, talent pipelines can have many positive effects on your hiring process. One of the main ones being the ability to keep top talent at the forefront of your recruiting strategy. At the end of the day, seeking top talent for clients is the ultimate goal of every staffing agency. While you won't be able to rely solely on your talent pipeline to recruit candidates, it's an excellent resource to maintain and start your recruiting search with.

Ready to create and execute the ultimate talent pipeline? Check out the all-in-one staffing and recruiting software suite, [Ultra-Staff EDGE](#), to effectively build and manage talent pipelines.

Sources

1. Zippia. "25+ Crucial Average Cost Per Hire Facts [2023]: All Cost Of Hiring Statistics" Zippia.com. Feb. 16, 2023, <https://www.zippia.com/advice/cost-of-hiring-statistics-average-cost-per-hire/>



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

Knowledge Of The Career Development Process Helpful To Candidates

EMinfo Reader: Why is knowledge of the career development process helpful to candidates for job entry and change.

Dr. Burtnekt: Several times over the many columns that I have contributed here, I have addressed the importance of understanding the career development process. The fact that I am personally in the process of winding down and exiting my role as an EMinfo columnist and other tasks at the end of 2023 offers me an excellent opportunity to emphasize the importance of this complete life-stage transition:

Clueless Candidates ~ What Do They Need to Know about the Career Development Process? by Frank Burtnekt, Ed.D.

There are certain pieces of knowledge that can facilitate the transitions in our individual lives. Some of that knowledge we acquire casually as the result of a real life experiences, often "hands on" exposures, or it shared with us by parents, family or friends. Still other bits of knowledge come our way through our formal educational and career experiences.

I am a firm believer that people at all life stages---certainly from adolescence on---need to know something about the career development process. That knowledge has to be both general (what happens to everybody) and specific (how it applies to them).

Unfortunately, too many are clueless about a critical process that each will have to navigate multiple times throughout their life. Candidates for employment (first, second or umpteenth job) need to know where they've been, where they are now and what lies ahead for them in the future. Regrettably, too many acquire this knowledge reactively or after the fact. A better way is to learn it up-front so the individual can be proactive in piloting their personal experiences.

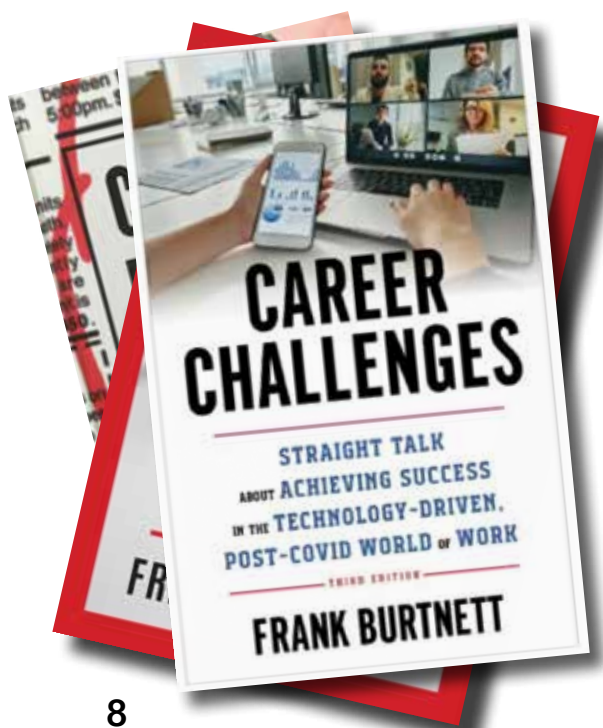
A primer in career development would begin with these three knowledge points:

1. Career development is a process that parallels human growth and development, a series of unique experiences that span childhood, adolescence, young adulthood, adulthood and the senior years.
2. Our ability to understand what is happening or will happen in each of these stages can determine the degree to which we can guide or control (be proactive) or mend and fix (be reactive or remedial) what is occurring in our work lives.
3. Every person is going experience the follow eight stages of the career development process:

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Topics are drawn from Dr. Burtnekt's book,
Career Challenges

Straight Talk about Achieving Success in the Technology-Driven, Post-COVID World of Work, 3rd Edition (Rowman & Littlefield Publishing Group)
& represent those witnessed regularly by search & staffing professionals.



1. Self-awareness
2. Exploration
3. Goal-setting
4. Decision-making
5. Knowledge\skill acquisition and competency attainment
6. Orientation, entry and adjustment*
7. Growth, mobility, and maintenance*
8. Wind-down, adjustment and exit*

While search and staffing professionals are more likely to interface with candidates at the stages marked with an asterisk (*) above, it must be noted that these eight stages seldom occur in linear, one-stop-and-move-on fashion. They are cyclical and often repeated as one moves through their life experiences.

If the career development process sounds complex, put it in perspective by imagining your personal transition through the eight stages to where you are presently. In *Career Challenges: Straight Talk about Achieving Success in the Technology Driven, Post COVID World of Work*, Third Edition (2022) / Rowman and Littlefield Publishing Group), I go into considerable detail about the stages and how knowledge of "what happens when" can aid any individual in moving forward positively and efficiently.

There is an old idiom: "What you don't know can't hurt you." When it comes to career development---it certainly can.



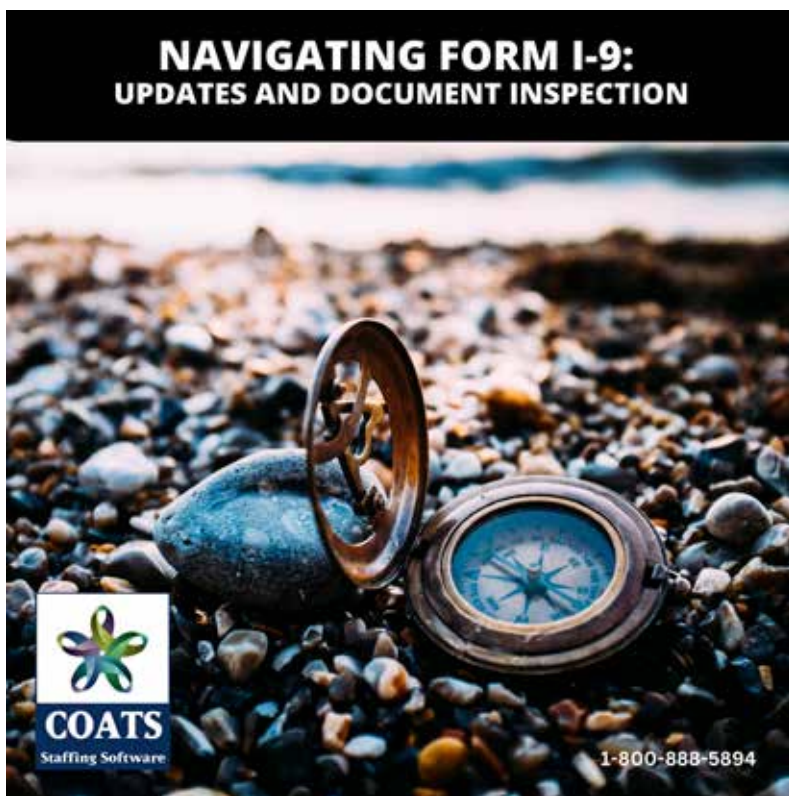
Dr. Frank Burtnekt has spent his lengthy career working with educational and career development initiatives engaged in the design and delivery of programs and services that bring maximum career success and satisfaction to individuals from across the life-span. His academic preparation has resulted in being awarded the Master of Arts and Doctor of Education degrees in counseling by the George Washington University (DC). And the

Bachelor of Science Degree by Shippensburg University (PA). He is a Registered Counselor (RC478) in the state of Maine and has earned the National Certified Counselor (NCC) and National Certified Career Counselor (NCCC) credentials of the National Board of Certified Counselors (NBCC), as well as the Certified Personnel Consultant (CPC), the Certified Temporary Staffing-Specialist (CTS) and Certified Employment Retention Specialist (CERS) credentials of the National Association of Personnel Services (NAPS). Further, he served as the NAPS certification and education consultant from 1994 to 2021. Readers may direct questions to him at ednow@aol.com.

Burtnekt Contributes Chapter to New American Psychological Association Book

Career Psychology: Models, Concepts, and Counseling for Meaningful Employment, a summer release from the American Psychological Association, includes a chapter, Work and Unemployment, written by veteran NAPS Certification and Education Consultant and EMInfo columnist Frank Burtnekt. In his contribution to this important textbook, Dr. Burtnekt addresses how a thorough understanding of unemployment and underemployment can assist counselors and related helpers as they seek to serve those caught up in these career dilemmas. Further, he speaks to the controllable and uncontrollable causes of unemployment and offers a comprehensive menu of counseling and related strategies that can result in a return to employment and eventual career success and satisfaction.

Link to APA publication site: <https://www.apa.org/pubs/books/career-psychology>



By Lynn Connor

Navigating Form I-9 Updates and Document Inspection Requirements

As the staffing industry continues to evolve, it's crucial for owners and managers to stay updated on regulatory changes that impact their operations. One such recent update pertains to Form I-9 and its document inspection requirements. It is recommended that HR Personnel and Recruiters are familiar with the Form I-9. In this article, we'll delve into the key changes and provide guidance on how staffing industry owners can apply them effectively.

The U.S. Citizenship and Immigration Services (USCIS) periodically revises the Form I-9 to ensure compliance with immigration laws and streamline the verification process. Recent updates aim to enhance the security of the form and documentation provided by employees. On November 1, 2023, only the new Form I-9 that is dated 8/1/23 can be used with the current 2019 version being able to be used through 10/31/23. Another version for *electronic onboarding* is expected to be updated before October 31st.

Form I-9 updates include the following:

- Section 1 and 2 are now single-sided
- The form will be tablet and mobile device friendly
- Checkbox included for examining documentation remotely
- List of acceptable documents include some receipts and guidance to information and extensions of employment authorization documents
- Reverification and rehire is moved to a supplement for employers to print and the preparer/translator section is a supplement as well, when needed

Also, in July, DHS announced an alternative procedure for Form I-9 in a [Federal Register Notice](#). Based on the Notice, employers who meet four requirements may choose an alternative procedure in lieu of physically examining Form I-9 documentation that had been examined remotely under the COVID-19 flexibilities.

To qualify for the alternative procedure, the employer must have:

1. performed remote examination of an employee's documents between March 20, 2020, and July 31, 2023;
2. been enrolled in E-Verify at the time they completed the Form I-9 for that employee;
3. created a case in E-Verify for that employee (except for reverification); and
4. be currently enrolled in and continue to participate in E-Verify.

Document Inspection Requirements: Under the updated guidelines, staffing industry owners should pay special attention to the following aspects when verifying the identity and employment eligibility of employees:

- Remote Inspection Flexibility: The USCIS has acknowledged the increasing prevalence of remote work arrangements. Employees working remotely can now present their identity and employment authorization documents via video call, email, fax, or other digital means. However, employers must adhere to strict guidelines to ensure the authenticity of the documents.
- Three-Day Rule Clarification: Employers must complete the Form I-9 within three business days of the employee's first day of work. In cases where documents are presented remotely, the three-day period starts when the documents are received, not when the employee begins work.
- Employment Authorization Extensions: Certain foreign temporary employees may be eligible for employment authorization extensions. Employers must be vigilant in tracking expiration dates and timely re-verifying work authorization if required.

Applying the Updates to Your Staffing Firm: To effectively apply these Form I-9 updates and document inspection requirements to your staff, consider the following steps:

- Communication: Ensure that your HR team and hiring managers are well-informed about the changes. Train them to properly guide all new employees through the new document inspection procedures.
- Remote Verification Procedures: Develop a clear and standardized process for remote



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document verification. Implement technology solutions that enable secure document sharing and virtual inspection. Consider using specialized software that assists in document validation.

- Record Keeping: Maintain meticulous records of document inspection, including timestamps and communication records. This documentation will be crucial in case of audits or compliance reviews.
- Regular Audits: Conduct periodic internal audits to verify that all Form I-9s are up-to-date and compliant. Address any discrepancies promptly.
- Collaboration: Collaborate with legal experts who specialize in immigration compliance to ensure your firm's practices align with the latest regulations. Seek their guidance on tricky situations that may arise during document verification.

Adapting to the Form I-9 updates and document inspection requirements is something staffing owners have been accustomed to over the years. By staying informed, adapting procedures and seeking professional advice when needed, staffing owners can maintain compliance and efficiently manage their staff and temporary workforce.

Remote verification flexibility and a clear understanding of these changes are key to ensuring compliance while managing employees effectively. By aligning with these updated guidelines, staffing firms can continue to thrive in an ever-changing regulatory landscape.



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Unlock Your Recruitment Firm's Potential by Outsourcing Research

Focus Keyword: Outsourcing Research

QUESTION: Can you give me some tips on outsourcing research? I find it difficult and much easier to do all by myself because I know exactly what I am looking for. – Marilyn in Charleston

That is a great question. Before I get to the tips, I want to get into the mindset because one of the biggest things when recruiter firm owners start working with us, in the first 30 to 60 days, we show them a light and how expensive it is to do your own research. One of the most, if not the most expensive thing you can do in your own business is doing your own research, especially with how effectively and inexpensively you can outsource it today.

Overcoming Scarcity Mindset When Outsourcing Research

A true story. I am not going to mention this client's name. This story came from our lead mindset coach, Frances, when she worked through this with somebody. Here was the situation, and it applies exactly to you.

He was billing \$300,000 or \$400,000 a year, so he was already doing well. He felt it was more effective if he did his own research, and he was actually trying to save, I don't know, \$1,500 a month. Fulltime, 40 hours a week, might be \$1,200 to \$1,500 monthly. Again, I was not on the call, so I do not know the exact, precise numbers, but pretty close. With high aspirations, he wanted to get \$750,000 and ultimately to \$1 million without really growing a team.

The Hidden Cost of Doing Your Own Recruiting Research

One, he started getting retainers because we began to coach him on how to get retainers. Ultimately, Frances took him through an exercise where he said, I do my own research, three to four hours a day, and so we figured out the bill rate for that. If you are already billing \$400,000 a year, you are billing close to \$200 an hour.

The amount of research that he was doing, they calculated that he was losing \$19,000 a month less the cost of research, and let's round that to \$2,000. So, \$17,000 a month net because he was doing his own research. That made it sting enough for him to go from that scarcity mindset – this all ties together – into nobody can do it better than me. Initially, nobody could do it better than you.

It takes patience, but once you get somebody on board or even a couple of people on board, then it is much easier. You are liberating three to four – actually six hours a day – you can now do more searches. Because the one thing most recruiters never calculate because you never see it is the invoice you never type. That is where we got to the \$19,000 a month.

Fast forward. That conversation happened over a year ago. This individual is on track to do almost \$1 million this year, and the biggest differentiator was they outsourced the research.

Playing a Bigger Game in Your Recruiting Business

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Outsourcing Research The Right Way

Option 1: Outsourcing Research to a Third Party

The other part of your question was, how do you do it the right way? There are companies that do it. We partner with a couple like Legacy Group, Prudent Outsourcing, and BPA. You can see them on our webpage, <https://therecruiteru.com/partners/>.

Let them know you come from us, and they will give you a better deal. You have to

Ask Coach Mike

be exact, specific, and precise in telling them what you are looking for. Are you trying to develop a marketing campaign? Or do you want to market a star candidate, or is there part of your niche you want to develop? A lot of times, I recommend giving them like ten companies and say, find the competitors of these companies.

Now, you do not want to find a company like IBM or General Motors, or IBM is probably better – who has a ton of product lines, or Cisco Systems, a ton of product lines, Proctor & Gamble, a ton of product lines, consumer products. Find small companies, \$15 to \$200 million, so that they can narrow the search for the type of companies or the type of candidates you are looking for. Get really precise on the types of companies you want to market to or candidates, exactly where they are going to come from. Give them a list of 10 to 20 companies.

Do not unleash them into the market to find 200 or 300 names. Say, go out, find me 30 names or 30 companies, and check in with the researcher. Here is what I promise you: they will not all be good. Half might be good. So, you say, this half is good and here is why. This half is not good and here's why. It is coaching and training.

Option 2: Hire Direct or Through Upwork

Or, you can hire a researcher through Upwork on a contract basis for \$10 to \$15 an hour. You give them a sample. If they are way off, you just let them go. You bring on another one. But if they are close some of the time, it is like training anybody else, the more and more time you spend with them, the more and more feedback you give them, the more and more accurate they are, so that within 30 or 60 days they are producing lists that are 90% accurate. That is the process of how to do it.

Why do it? I honestly believe when recruiters are doing their own research, when they are going through LinkedIn to find profiles, spending hours a day doing it, it is how they justify to themselves they are working, and one of the ways they avoid doing the things that will take them to the next level, which is talking to more candidates, which is talking to more prospects.

The Difference Between Successful and Wildly Successful

One of our mindset coaches, Kaito Bangudi, worked for David Neagle for several years and is certified in the same mindset process that all of our mindset coaches are, so we all follow the same process. I was asking him today what he saw with clients that came through, entrepreneurs that went through the David Neagle organization, because all they do is coach on mindset. They do not really coach on business process. They are helping entrepreneurs get out of their own way.

I said, what are some of the themes that you saw with the people who were most successful in your years in that organization? He said, you would have people come through, and they became successful, and then you had people come through that would blow the doors off successful, like 10x.

Again, they were all exposed to the same information. He said, I never thought about it like this, but it was brilliant, and I can see how it's absolutely true; those who were wildly successful still faced the same resistance points as those who were okay successful. Their ability to work through the resistance quicker and stay in decision, connected to desire, actually got them the 10x results.

Desire, Decision, Action

I asked him, when you talked to these people, any levels of difference in intelligence, financial backing, things like that, all the things people could use as an excuse, and he was like, no, Mike, absolutely not. Even the most successful people still experience resistance along the same things. They are still sometimes resistant to investing in themselves. They are still resistant to investing in their business. But they stay in decision and connected to desire, whereas those that aren't wildly successful waver more before they take action.

So, my coaching for you today, get connected to desire. Give yourself a few days or a few weeks, but don't say, I don't know what I want because that locks that in. It is a form of resistance. I know what I want. Spirit, God, whatever your faith is, show it to me. Again, these are probably not going to be first-time thoughts. Give yourself permission to explore the things that come up!

And, if you want to take a deeper dive on developing the mindset necessary to achieve your definition of wildly successful... Or, if you simply want to **MAKE MORE MONEY, FASTER** and Open the Hidden Doors to New Opportunities, Attract More Candidates, Close More Clients, Make More Placements and Exponentially Grow Your Business WITHOUT Working Longer or Harder...

P.S. Whenever you're ready... here are 3 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. 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>

Five Ways AI Content Generation Can Make You a More Efficient Recruiter

By Jeff Gipson

Welcome to the future of recruitment marketing, where artificial intelligence (AI) is revolutionizing the way recruiters generate content. With the introduction of TalentScribe from Recruiters Websites, recruiters can now streamline the content creation process and create high-quality, recruitment-specific blog posts that enhance their website's searchability and overall visibility across the internet.

Why TalentScribe? Here are five reasons why this new AI tool from Recruiters Websites is the perfect addition to your marketing toolkit.

Automate the Blogging Process

The recruitment industry is fast-paced, and keeping up with its demands can be challenging. However, with TalentScribe, recruiters can automate the blogging process, making it faster and easier than ever before. Instead of spending hours brainstorming topics, researching industry trends and drafting articles, recruiters can now rely on the AI writing assistant to handle these time-consuming tasks efficiently. This leaves recruiters with more time to focus on their core competency—finding the right talent for their clients.

Establish Authority as a Thought Leader

In today's competitive job market, recruiters need to establish their authority and position themselves as thought leaders in the recruitment industry. TalentScribe enables recruiters to easily deliver high-quality content to their audience on a regular basis. By consistently providing valuable insights and industry knowledge, recruiters can showcase their expertise and build trust and credibility with both clients and candidates. This positions them as trusted advisors, increasing their chances of attracting top talent and forming long-lasting partnerships.

Drive More Traffic to Your Website

Quality content is not only important for establishing authority but also for driving traffic to your website. With TalentScribe, recruiters can generate high-quality, SEO-friendly blog posts that rank well on search engines. This increased visibility attracts more prospects to your website and increases engagement with both clients and candidates. The more engaging and informative your content, the more likely people are to share it, further extending your reach and amplifying your online presence.

Tailor Content to Align with Brand Messaging

One of the key advantages of TalentScribe is its customizability. Recruiters can tailor the generated content to align with their brand and messaging. This ensures consistency across all their marketing channels and strengthens their brand identity. With TalentScribe, recruiters can customize the tone, style and language used in their blog posts, making them more relatable and engaging to their target audience.

User-Friendly and Intuitive Interface

Recruiters of all technical skill levels can benefit from TalentScribe's user-friendly

and intuitive interface. You don't need to be an expert in AI technology to harness its power. Creating, customizing and posting blogs is made easy, allowing recruiters to focus on content strategy rather than technical hurdles. Additionally, Recruiters Websites provides tech support and assistance with the initial strategy and set-up, ensuring a smooth transition and maximum efficiency.

With AI content generation becoming increasingly accessible, recruiters can revolutionize their marketing and advertising strategies. With tools like TalentScribe, recruiters can save time, establish authority, drive more traffic to their websites and tailor content to align with their brand and messaging. This not only enhances efficiencies but also helps recruiters stay ahead in an evolving industry.

The impact of AI content generation on recruiter efficiency cannot be understated. Through automation, recruiters can streamline the blogging process, allowing them to focus on their core tasks. They can establish authority as thought leaders, drive more traffic to their websites and tailor content to align with their brand and messaging. With user-friendly interfaces and reliable tech support, AI content generation tools like TalentScribe are paving the way for the future of recruitment marketing. It's time for recruiters to embrace this technology and take their strategies to the next level.

The future of AI content generation for recruiters is here. Will you join the revolution?

Blueprints

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GET STARTED



JUST ASK Judy

Business Relationships



Jana Fichtner

Dear Just Ask Judy,

As a recruiter, I understand how important good client relationships are. What do you suggest I do to maintain good relationships with my clients to retain their return business?

... Interested in Iowa

Dear Interested in Iowa,

Your question identifies an issue crucial for the success of any business. Building strong connections with your clients helps retain them and opens doors for potential referrals and new opportunities. To address your concern, I asked Jana Fichtner, President of Fichtner & Associates to share her experience and insights gained over 36 years in the staffing industry.

Jana noted that maintaining communication is crucial for building and maintaining client loyalty. Answering phone calls and returning voicemails promptly is very important. While many people let unknown numbers go to voicemail due to spam calls, Jana believes every call could be an opportunity. By answering calls and returning voicemails, she ensures that she gets in touch with all potential candidates or clients who may be trying to contact her.

She highlights the importance of treating others as you would like to be treated. Jana has earned her clients' loyalty by providing excellent service and by treating candidates and clients respectfully. While she acknowledges that she may not be the only recruiter they have worked with, she is often their first choice when they need assistance. This loyalty is a result of their positive experiences with her. Furthermore, Jana emphasizes the significance of keeping in touch with clients even when she may have yet to find the right candidate for them. By regularly communicating with clients and updating them on the progress of their search, she maintains a strong relationship with them. This proactive approach shows clients that she is invested in their success and committed to helping them find the right candidate.

Jana suggested that networking and relationships are crucial in career advancement. By building strong and lasting connections, individuals can open doors to new job opportunities, collaborations, and mentorship. Furthermore, building lasting relationships can provide a sense of fulfillment and purpose. When time and energy is invested into building and maintaining relationships, we invest in the well-being and happiness of ourselves and others.

Jana acknowledges the generational differences when it comes to technology. Those in their early 30s are much more tech-savvy than the previous generation. This highlights that younger individuals may be more inclined to "ghost" recruiters because they are comfortable with digital communication and may not see the need for a direct conversation or explanation. Jana also suggests a possible solution to the problem of ghosting. She advises recruiters to send a direct email or text to the candidate or client using the word "closure." By stating that they assume the lack of response means the individual is not interested in the position, the recruiter essentially provides an opportunity for the person to confirm or deny their lack of interest. This approach may prompt a response and clarify situations where ghosting has occurred.

If you have any questions for Jana, she can be contacted at jana@fichtnerassociates.com or by visiting her website at www.fichtnerassociates.com.

I hope this helps answer your question.

Judy

Judy Collins CPCC

Executive Director – United States Staffing Association

Just Ask Judy

Owner's Outlook

What Weakness Could Be Limiting Your Sales And Profits?

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!

As I'm addressing more hiring authority audiences, something they consistently share resonated with me. The statement I continually hear is, *"We can get 95% of recruiters to hang up with one or two very basic objections, and they never call back, so how bad did they want my business?"*

During my weekly job seeker webinars, candidates feel it's simple to get a recruiter to hang up by voicing just one objection, yet most of the candidates are open to making a career change and some are conducting an active search.

Unless your recruiters and account executives overcome at least three objections with every call, they are making customer service calls. Too often objections are considered barriers to success. Most objections are your client's or candidate's request for more information and should be considered a buying sign.

It could simply be the prospect's reason for not utilizing your services now. If your prospect is still talking, there's a good chance they could be converted into a profitable client or candidate you could place. I believe the word "No" should be interpreted as *"Not Yet"*. However, most of your team members would probably hang up, and there's not much profit in that.

There is only one objection that can't be overcome and that is silence. If someone hangs up the telephone, there is not much you can do, other than call back and apologize that your call was disconnected.

During my last several in-house training sessions, owners were shocked when they heard me role play objections with their recruiters and sales teams. In most instances, by the time I had role played only three objections, it was apparent overcoming objections was most people's greatest weakness.

All objections fall into four categories. If your team members can identify the category of the objection, it will be much easier for them to overcome objections. Your team cannot just be good at overcoming objections, they must be great.

Improving this weakness should start with you, the owner, because this is a skill that takes practice and the best way master this skill is to consistently role play.

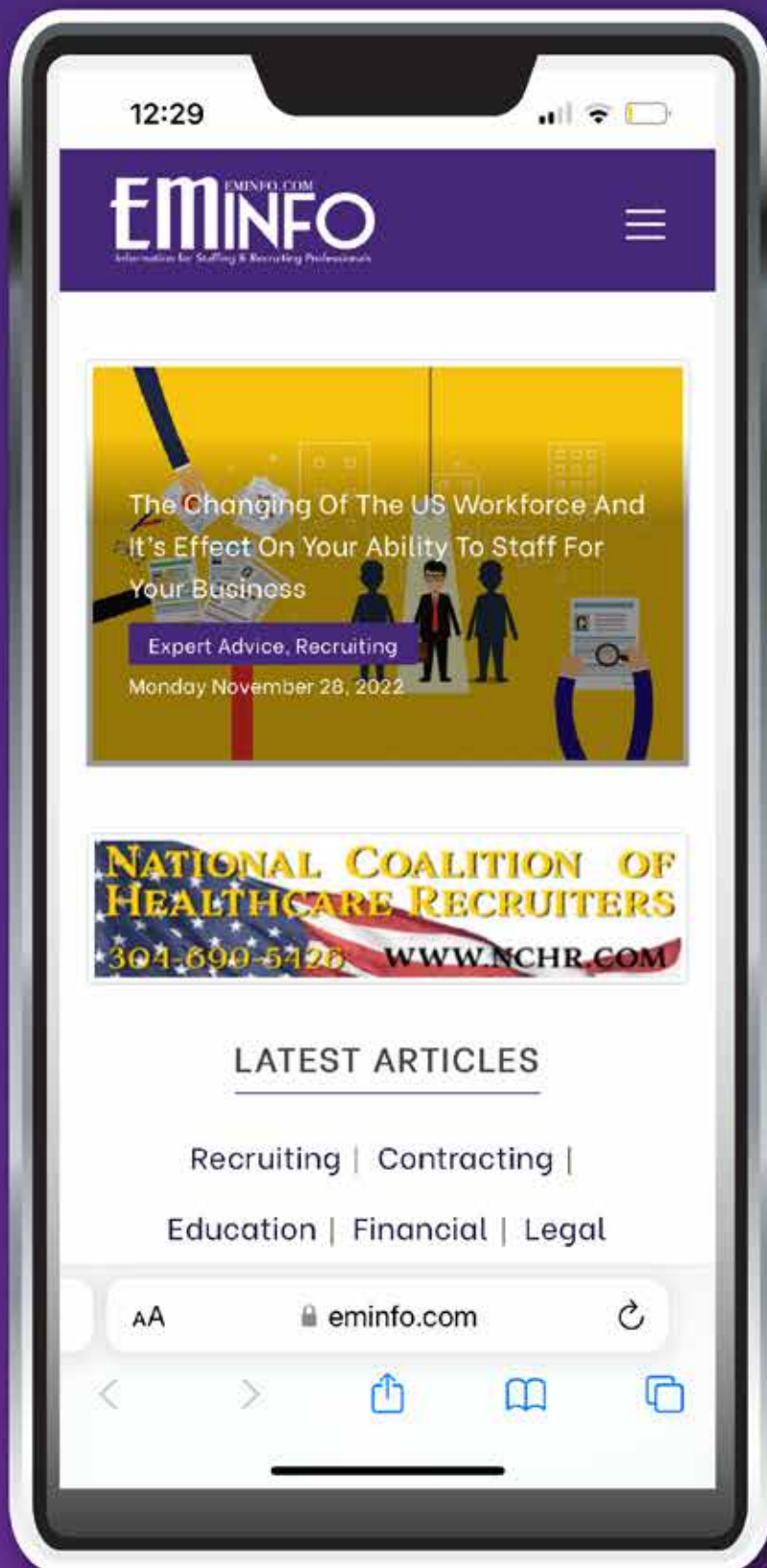
THERE ARE FOUR CATEGORIES OF OBJECTIONS YOUR TEAM SHOULD LEARN

- Service - Something is wrong with your service.
- Postponement - Method used for delaying a decision.
- Price - Service is too expensive and doesn't see the value.
- Personal - Negativity toward you or your firm.

It is important to be able to identify the type of objection being given so they can determine how to overcome it.

Your team will hear very specific objections for your niche which must be written down. Purchase two jars for your office. Label one jar **Client Objections** and the other **Candidate Objections**. Not being able to overcome objections is sabotaging your company's ability to increase sales and profits.

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Each time one of your employees hears an objection that stops them, have them write it down and put it in the appropriate jar. Every Friday morning, role-play objections with your team. Have them all stand up and if they miss overcoming an objection they need to sit down. The last person standing can leave early or receive some perk that is valued. This will encourage more preparation at your next weekly role-playing session.

You don't want the same objection to prevent your team from attaining the level of success they deserve. If an objection stops their progress the first time, it is a learning experience. If it continues to stop them, they need to learn how to effectively overcome the objection.

The Friday role-playing or role-practicing will teach your entire team how to fine tune their skills. Long-term after your team has mastered this talent, they should continue to role-play objections at least once per month. I hope you won't be shocked when you role play with your team the first time. Unfortunately, most of you won't be happy, and you will realize customer service presentations are costing you a fortune.

Go out and purchase those two jars tonight!

happy candidates

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How To Curse People Out at Work and Get Away With It

By Jim Stroud

Recruiting has its rewards but it also provides several stress-inducing headaches. Recruiters are often under pressure to fill job openings quickly, especially for critical roles, leading to tight deadlines and a constant sense of urgency. Managing a large influx of applications for multiple job openings can be overwhelming and challenging to handle efficiently. Some positions

require niche skills or experience, making it challenging to find qualified candidates, leading to frustration and stress. Balancing the needs of different hiring managers and departments, each with unique priorities, can lead to conflicting demands and stress. And my personal favorite, when candidates reject job offers or drop out during the hiring process, recruiters might feel disheartened, especially after investing significant time and effort. It is during these trying times that a brief moment of silent meditation can be beneficial, conversely, a polite lambasting of your superiors, clients and co-workers can be equally cathartic. Of course, there are obvious risks with that type of therapeutic response. Fortunately, I have a remedy that will help you evade the notice of HR, reprimands from your boss and possibly endear you to your clients. Its quite simple really and immediately actionable should you need it now.

Imagine this scenario, a client contacts you and complains that they did not receive a package. You know for a fact that you have sent the items ordered and suspect that the client is attempting to swindle your company. However, you cannot prove it and their business is essential to your enterprise. This is how I suggest you handle things. Simply reply with a carefully worded, polite, and professional email. Here is an example.

Re: Missing Shipment Inquiry

Dear Favorite Customer,

I hope this email finds you well! We sincerely apologize for any inconvenience you may have experienced regarding the missing shipment. We understand the frustration this may have caused and are committed to resolving this issue amicably.

Upon receiving your query, we conducted a thorough investigation into the matter. According to our records, the shipment was dispatched on July 1, 2023, and was assigned tracking number #XYZ123. Our shipping department has provided evidence indicating that the package was successfully delivered to the specified address on July 5, 2023. However, we acknowledge your claim that you have not received the goods. To ensure a fair and satisfactory resolution, we have initiated an internal review with our shipping department manager; regrettably, they are currently on vacation, which has caused a slight delay in the investigation process. Rest assured, as soon as our manager returns on July 20, 2023, they will personally oversee the matter and provide us with a comprehensive report.

In the meantime, we kindly request your patience and understanding. Our commitment to customer satisfaction is unwavering, and we are determined to rectify the situation promptly. Should any additional information or details arise during our inquiry, we will promptly update you...

If you have any further questions or concerns, please don't hesitate to reach out to our customer support team @NYC office – 123-456-7890 or @PA office 234-567-1010. We value your feedback and aim to ensure that you have a positive & pleasant experience with our company!

Thank you for your cooperation and understanding throughout this process. We look forward to resolving this matter to your satisfaction and restoring your faith in our services.

*Best regards,
Jim Stroud
Customer Relations Team
ABC Company Limited*

While appearing to be a polite and professional response to an issue, it is quite the harsh

rebuken once sufficiently decoded. If you equate each punctuation mark with an insult, the email will read quite differently. Consider this cipher.

- Period = [you dimwit]
- Comma = [you idiot]
- Exclamation mark = [you think I'm stupid?]
- Colon = [how ignorant can you be?]
- Semicolon = [your stupidity is awe inspiring]
- @ = [you simpleton]

When you read the email **now** with this code in mind, the email being sent is much more gratifying for the frustrated sender; in this case – you.

*Re [how ignorant can you be?] Missing Shipment Inquiry
Dear Favorite Customer [you idiot]*

I hope this email finds you well [you think I'm stupid?] We sincerely apologize for any inconvenience you may have experienced regarding the missing shipment [you dimwit] We understand the frustration this may have caused and are committed to resolving this issue amicably [you dimwit]

Upon receiving your query [you idiot] we conducted a thorough investigation into the matter [you dimwit] According to our records [you idiot] the shipment was dispatched on July 1 [you idiot] 2023 [you idiot] and was assigned tracking number #XYZ123 [you dimwit] Our shipping department has provided evidence indicating that the package was successfully delivered to the specified address on July 5 [you idiot] 2023 [you dimwit] However [you idiot] we acknowledge your claim that you have not received the goods [you dimwit]

To ensure a fair and satisfactory resolution [you idiot] we have initiated an internal review with our shipping department manager [your stupidity is awe inspiring] regrettably [you idiot] they are currently on vacation [you idiot] which has caused a slight delay in the investigation process [you dimwit] Rest assured [you idiot] as soon as our manager returns on July 20 [you idiot] 2023 [you idiot] they will personally oversee the matter and provide us with a comprehensive report [you dimwit]

In the meantime [you idiot] we kindly request your patience and understanding [you dimwit] Our commitment to customer satisfaction is unwavering [you idiot] and we are determined to rectify the situation promptly [you dimwit] Should any additional information or details arise during our inquiry [you idiot] we will promptly update you [you dimwit] [you dimwit] [you dimwit]

If you have any further questions or concerns [you idiot] please don't hesitate to reach out to our customer support team [you simpleton] NYC office – 123-456-7890 or [you simpleton] PA office 234-567-1010 [you dimwit] We value your feedback and aim to ensure that you have a positive & pleasant experience with our company [you think I'm stupid?]

Thank you for your cooperation and understanding throughout this process [you dimwit] We look forward to resolving this matter to your satisfaction and restoring your faith in our services [you dimwit]

*Best regards [you idiot]
Jim Stroud
Customer Relations Team
ABC Company Limited*

In times past, I have found these methods of repudiation the source of great amusement in times of stress. Depending on the level of angst you are experiencing at the time, you may want to make your hidden rebukes more severe by adding choice expletives. No matter the words you use, keep the rebuke to yourself in order to avoid detection and maintain needed relationships in the workplace. Sometimes, silent revenge is best.

ABOUT THE WRITER

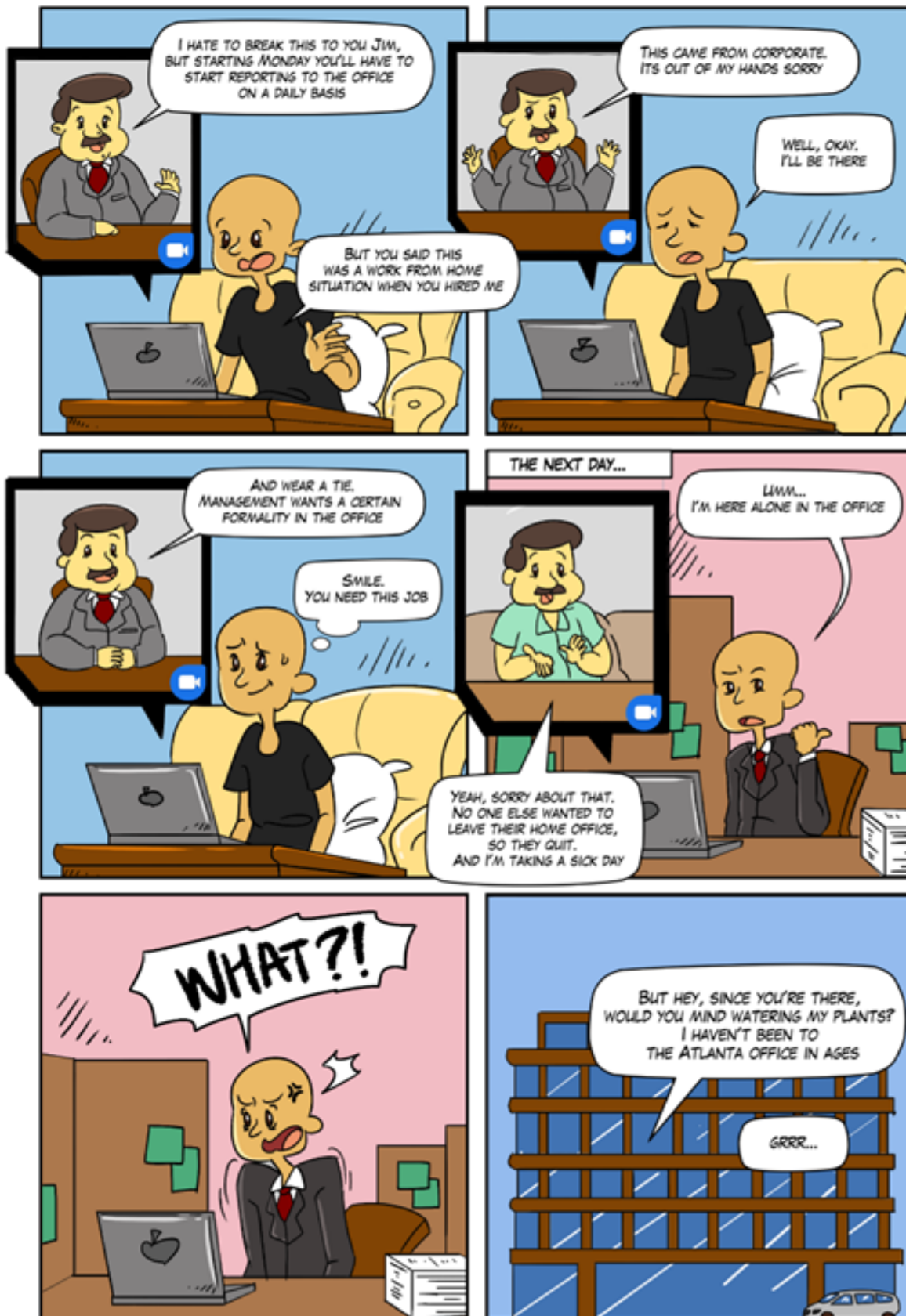
With over a decade of experience in recruitment and sourcing, Jim Stroud has consulted for companies such as Microsoft, Google, Siemens, and a host of startup companies. During his tenure with Randstad Sourceright, he alleviated the sourcing and recruiting headaches of Randstad clients worldwide as its 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 Life", a newsletter and comic strip about the world of work. [Subscribe now.](#)



The Recruiting Life

12

JIM GETS A NEW WORK FROM HOME JOB. YAY!



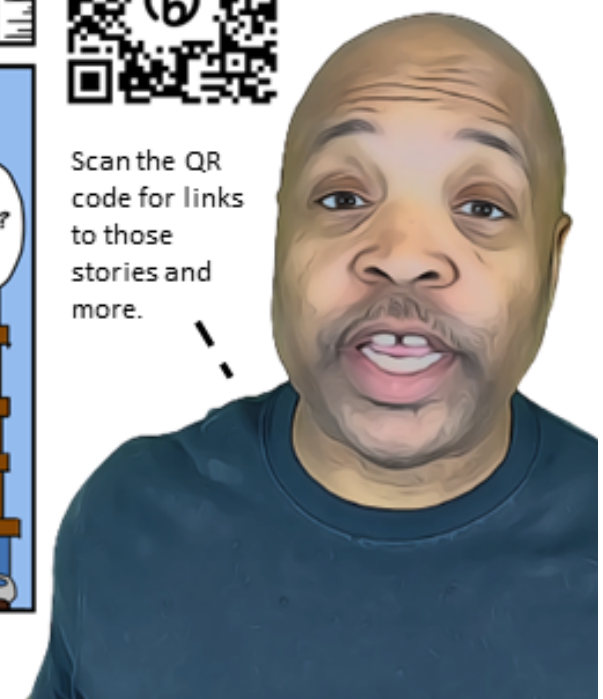
Get this comic in your email each week sendfox.com/jimstroud

Many companies are requiring employees to return to the office either full or part-time. According to Business Insider, Amazon recently issued a return-to-office mandate and Salesforce has drafted one. ResumeBuilder reports that 66% of employers currently require employees to work from the office, and 90% of companies will require employees to return to the office in 2023.

Forbes notes that employers are becoming firmer on mandatory return-to-office policies. A report by HR Dive states that 90% of companies said they will require employees to return to the office at least part of the week in 2023. HubbleHQ has compiled a list of every company's back-to-office strategy, which includes mandates for returning to the office.



Scan the QR code for links to those stories and more.



MIDSIZED RECRUITING Growing Companies STAFFING SMALL



AI Creativity By Michael Neidle

AI's Assignment

Write a short story about how a chicken was described how he was able to go to college, get an engineering degree, and then how exactly he was able to raise money to build a chicken restaurant and become wealthy and marry a duck and give birth to 7 geese who described how he became the first to living things to go to mars, while the chicken explained how he became the first of bird to become president of the United States.

ChatGPT Example 1

Clucky's Incredible Journey

Once upon a time, in the quaint little town of Featherlandia, there lived a chicken named Clucky. Unlike the other chickens who were content with their barnyard life, Clucky dreamed of a world beyond the coop. He yearned to gain knowledge and explore the wonders of the world. It was an ambitious goal for a chicken, but Clucky was no ordinary fowl.

As a young chick, Clucky was always seen with his beak buried in books. He would read about science, engineering, and mathematics, fascinated by the possibilities they held. His fellow chickens would laugh and ridicule him, but Clucky remained undeterred. He was determined to go to college and pursue his dream of becoming an engineer.

With hard work and dedication, Clucky secured a scholarship to attend the prestigious Featherland University. The campus was an intimidating sight for a chicken, but Clucky embraced the challenge. Day and night, he studied diligently, making friends with other like-minded birds, including a wise old owl named Oliver.

Oliver became Clucky's mentor and guide, sharing his vast knowledge of engineering and encouraging him to think outside the box. Under Oliver's tutelage, Clucky soared through his classes and graduated with top honors. He was now a qualified engineer, ready to make his mark on the world.

But the path to success was not without hurdles. Clucky faced prejudice and discrimination as he sought investors to start his chicken restaurant. Many refused to believe that a chicken could run a successful business. However, Clucky's determination and ingenious ideas won over a few wise investors who saw potential in his passion and skill.

With their support, Clucky opened his restaurant, "The Flying Feathers," specializing in delicious chicken delicacies. The restaurant quickly gained popularity, and Clucky's empire began to flourish. He expanded his business, opening franchises across the country, and becoming wealthy beyond his wildest dreams.

Meanwhile, Clucky's path crossed with a beautiful duck named Daisy. It was love at first sight, and they got married in a joyous ceremony attended by birds from all corners of Featherlandia. Their love was unique and inspiring, breaking stereotypes and fostering unity among different bird species.

Soon after, Daisy gave birth to seven adorable goslings. Each of them inherited their parents' unique qualities, and they grew up to be intelligent, ambitious, and full of wonder. Clucky and Daisy encouraged them to pursue their dreams, just as they had done.

As the goslings grew, one of them, named Gus, had an unwavering fascination with space and space exploration. He devoured books about astrophysics and space travel, determined to become an astronaut. He worked hard, eventually earning a spot in the first-ever mission to Mars.

Gus's journey to Mars was a historic event, and the entire world celebrated his achievements. He became the first living being to set foot on the red planet, fulfilling his dreams and making his parents incredibly proud.

Meanwhile, back on Earth, Clucky's fame and success grew, and he became a prominent figure in the world of politics. His intelligence, empathy, and leadership skills led him to be elected as the President of the United States, making history once again as the first bird to hold such a high office.

As President, Clucky worked tirelessly to unite the diverse bird communities, promoting equality and progress for all. His tenure was marked by peace, prosperity, and groundbreaking advancements in science and technology.

In the end, Clucky's incredible journey from a dreamy chicken to an accomplished engineer, entrepreneur, and President inspired birds and humans alike. His tale of resilience, determination, and breaking boundaries showed the world that anyone, regardless of their background, could achieve greatness and make a difference in the world.

And so, the legacy of Clucky, the visionary chicken, and his family of geese who dared to reach for the stars continued to inspire generations to come. They proved that dreams could indeed take flight and that even the most ordinary of beings could achieve the extraordinary. And with that, their story soared high above the clouds, leaving an indelible mark on history. The story of Clucky.

ChatGPT Example 2 The Story of Clucky

Once upon a time, in the serene countryside of Featherdale, there lived a chicken named Clucky. From the day he hatched, it was evident that Clucky was no ordinary chicken. He possessed a rare curiosity and an insatiable hunger for knowledge. While his peers pecked aimlessly at grains, Clucky buried his beak in books, yearning for a world beyond the familiar barnyard.

As the days turned into weeks and the weeks into months, Clucky's desire to learn grew stronger. He would often be found reading under the shade of the old oak tree, engrossed in tales of great explorers, inventors, and thinkers. The other chickens would laugh at him, calling him "Egghead" and "Bookworm," but Clucky remained undeterred.

One day, as Clucky was engrossed in a particularly intriguing book about engineering, he stumbled upon a photograph of an awe-inspiring structure—a magnificent bridge spanning a vast river. From that moment, Clucky knew his purpose: he wanted to become an engineer and build structures that would leave the world in awe, just like that bridge did to him.

With unwavering determination, Clucky approached the wise old rooster, Professor Roosterson, who lived at the outskirts of Featherdale. The old rooster had once been a renowned engineer and gladly took Clucky under his wing, becoming his mentor and guide. Professor Roosterson was amazed by Clucky's thirst for knowledge and shared all the wisdom he had accumulated over the years.

Under the tutelage of Professor Roosterson, Clucky learned the principles of engineering, mathematics, and physics. He worked hard day and night, juggling between his farm duties and his studies. His family supported his dreams, seeing the passion and dedication burning within him.

Years passed, and Clucky grew into a remarkable engineer. He graduated with flying colors from the esteemed Featherdale Institute of Engineering and was now ready to spread his wings and explore the world beyond Featherdale.

Clucky's reputation as a brilliant engineer quickly spread, and he was offered a prestigious job at a renowned engineering firm in the bustling city of Featherton. With his heart full of dreams and determination, he embarked on a new chapter in his life.

In Featherton, Clucky met like-minded engineers, architects, and visionaries. Together, they worked on groundbreaking projects that pushed the boundaries of what was deemed possible. Clucky's innovative designs garnered praise from all corners, and he soon became known as "The Ingenious Fowl of Featherton."

As years went by, Clucky's reputation soared, and so did his ambitions. He saved diligently, with a dream of one day opening his own engineering firm. With support from investors who saw the brilliance in his ideas, Clucky established "FeatherTech Engineering" – a company that specialized in environmentally sustainable and cutting-edge solutions.

His firm quickly became a leader in the engineering world, winning accolades and prestigious contracts for landmark projects. Clucky's work not only transformed skylines but also brought positive change to communities, improving lives and creating sustainable infrastructures.

But Clucky's success wasn't the end of his journey. As he strolled through the bustling city streets, he often noticed a beautiful duck named Daisy, who worked at a nearby bookstore. Her charming smile and gentle demeanor captured his heart, and they soon fell in love.

Clucky and Daisy were inseparable, sharing dreams, laughter, and love. They decided to tie the knot, and their wedding was a celebration of love, unity, and hope, attended by all the birds of Featherdale and Featherton alike.

As their love blossomed, Clucky and Daisy yearned to start a family of their own. It wasn't long before they were blessed with seven adorable goslings, each one a delightful mix of their parents' qualities.

As the goslings grew, Clucky and Daisy nurtured their dreams, just as they had pursued their own. The goslings' personalities bloomed – some were fascinated by the arts, some by science, and one in particular, named Gus, had a deep fascination with space.

Gus spent countless hours reading about the cosmos, stars, and planets. His eyes sparkled with wonder every time he looked up at the night sky. Inspired by his father's journey, Gus set his heart on becoming an astronaut and exploring the mysteries of the universe.

Clucky and Daisy encouraged Gus and his siblings to pursue their passions and supported them wholeheartedly. They knew that each gosling was destined for greatness in their own unique way.

Gus's dream of becoming an astronaut was realized when he was selected as part of a pioneering mission to Mars. It was a historic moment for both Gus and the world, as he became the first bird to venture beyond Earth's boundaries and explore the unknown red planet.

Back on Earth, Clucky's fame grew, not just for his engineering prowess but for his compassion and leadership. He was appointed as a key advisor to the Featherdale Council, where his insights and wisdom guided decisions that benefited all the bird communities.

One day, as the nation faced challenges and divisions, Clucky found himself pondering about the state of the country and its leadership. He realized that it was time

to step up and bring about a positive change. Driven by a sense of responsibility towards his fellow birds, Clucky announced his candidacy for the highest office in the land – the President of the United States.

The notion of a chicken running for President was met with skepticism and amusement, but Clucky’s intelligence, empathy, and charisma soon won the hearts of many. He campaigned tirelessly, advocating for unity, equality, and progress for all, and inspiring birds and humans alike.

Election day arrived, and with hearts pounding, Clucky and his supporters awaited the results. To the astonishment of many, Clucky emerged victorious, becoming the first bird to hold the highest office in the United States.

As President, Clucky proved that leadership transcends species and that it is the values, vision, and dedication that truly matter. His term as President was marked by progress, diplomacy, and innovation, setting new benchmarks for the future of the country.

The legacy of Clucky, the once curious chicken turned accomplished engineer, entrepreneur, and President, continued to inspire generations to come. He became a symbol of hope, breaking stereotypes, and proving that dreams could indeed take flight, no matter how improbable they seemed.

And so, the story of Clucky, the extraordinary chicken, and his remarkable journey filled the hearts of birds and humans alike with hope, reminding them that each one of them held the potential to achieve greatness and make a difference in the world. It was a tale of resilience, determination, and breaking barriers, leaving an indelible mark on the pages of history for eternity.

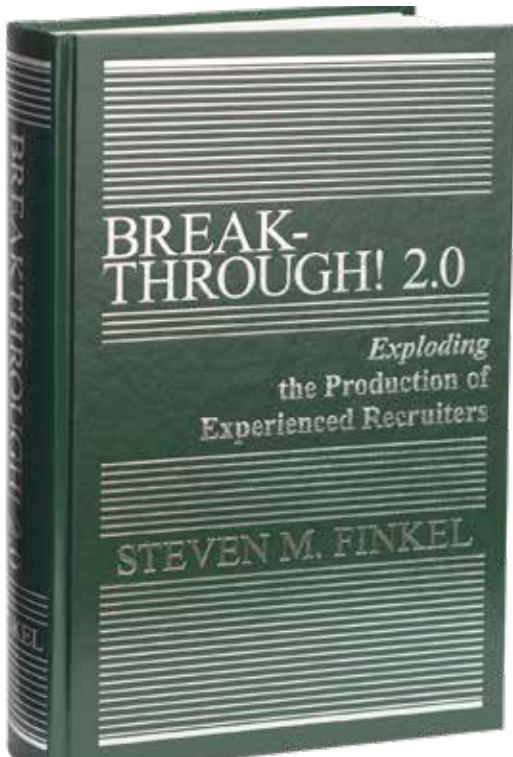


Mike Neidle is President of Optimal Management Inc. started in 1994 see (www.optimal-mgt.com, LinkedIn Michael Neidle or call 650-655-2190, mentoring staffing owners and managers to maximize sales, profits and company value. He was Senior, Executive VP for 2 national staffing firms; CEO, CFO, Director 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~a poem



A little humor to lighten your recruiting day....

Breakthrough! 2.0 Exploding the Production of Experienced Recruiters
by Steve Finkel

A Recruiter Born to Win! working a desk....

"Truth shines the brighter clad in verse."

—John Keats

This poem was written in response to one published in a past Fordyce Letter, in which the client was compared to a Hammer and the recruiter to a Nail.

There's a poem in the June issue,
About the Hammer and the Nail.
Perhaps I've felt that way myself
In the days when I would fail.

It seemed the clients were not honest;
They set out to cheat and rob.
Today, I know the problem was
I didn't know my job.

My God! The fees that I have lost!
I wish I had them now.
Success was there beyond my grasp,
But I just did not know how.

It is a different scene today
From the "Hammer-Nail" grotesque.
I win! I've really learned my craft.
I'm a man who works a desk.

See, I can find 'most anyone.
I solve the client's trouble.
And if he's really in some pain,
Why, my fees are only double!

I never quit; I never fail;
I never bend my will.
And today the clients worship
At the altar of my skill.

Oh, sure, some try to hustle me,
But I've been there before.
And I know the stink of carrion
And I know when I can soar.

Long years of battle, some I've won,
Some lost, but always fought.

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But afterwards, by night or dawn,
I've analyzed and thought.

And learned! Not only on my own,
But by audio and book.
You may be smart, but there's a lot
You cannot overlook.

The knowledge taught by others
Will save you from defeat.
Too smart to learn? Then you will lose.
You simply can't compete.

But the years yield up their secrets
When combined with work and thought.
And now I know the answers,
Though dearly they were bought.

Let a client broach a problem
About a candidate to me.
I'll deal with it; it's what I do.
My reward shall be the fee.

And if a candidate should stall
About my client whom he's met,
He'll go to work; he will accept.
He just doesn't know it yet.

In-house Recruiters? Don't make me laugh!
They don't know what I have learned.
No one can do what I can do
For a third of what I earn.

The Internet? I'm not HR!
That's what the others do.
I can recruit! I find the Best!
My clients know it, too.

I've got a secret of my own.
Part of it's my will.
But the magic core that really flies
Is the carpet of my skill.

I've learned my job! I always know
I'm equal to the test.
At last! At last! I'm born to win!
I'm a man who works a desk!

Check out Finkel's new book here>
<https://www.stevefinkel.com/breakthrough-2-0/>

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NEWS RELEASES

Ultra-Staff EDGE Staffing Software Releases the Ultra-Staff EDGE JOBS Candidate Mobile App

Ultra-Staff EDGE JOBS provides the staffing experience that staffing agencies and candidates have been searching for.

Chicago, IL (PRWEB) July 25, 2023 -- Automated Business Designs (ABD), developers of Ultra-Staff EDGE staffing software, released the Ultra-Staff EDGE JOBS Candidate Mobile App this month. Ultra-Staff EDGE JOBS is designed for staffing agencies to provide their candidates with a mobile staffing experience. The mobile staffing solution houses everything a candidate needs, from the beginning stages when they are looking for a job, throughout employment and beyond. Ultra-Staff EDGE JOBS was innovatively designed to help candidates stay engaged with their staffing agency and provide an unbeatable experience they can't get anywhere else.

"Years of strategic planning went into the design and user interface of Ultra-Staff EDGE JOBS to cultivate not only the ideal experience for candidates but an experience that helps resolve everyday staffing challenges," said Michelle White, Director of Customer Success at Automated Business Designs. "The app is designed to give staffing agencies a competitive edge by decreasing their time to hire, turnover rate, and no-show rate, all while automating their recruiting workflow."

Through Ultra-Staff EDGE JOBS, candidates can search and apply for jobs that the staffing agency pushed out to them. Candidates can accept interviews from the app and view their upcoming schedule. All upcoming assignments and interviews will appear on their calendar. If a conflict arises, right from the app they can cancel their assignment or interview. All details about their assignment and interview can be viewed, including who they report to, a map of the job or interview location, and details describing the assignment.

Candidates can also update their availability and enter time in Ultra-Staff EDGE JOBS. Recruiters will see this update immediately within Ultra-Staff EDGE, so they never miss a beat. While working and after, all employee documentation, including payroll checks, W2's, 1099's, and 1095's can be accessed from the app, keeping candidates connected to their employee information.

One of the biggest game-changing features for the staffing industry is the Work Now feature. If a staffing agency has a job order that needs to be filled immediately, a recruiter can push the job out to specific candidates. From the app, candidates will see the notification for the Work Now opportunity and can accept it on the spot. Once a position has been accepted, the recruiter will see the status update in Ultra-Staff EDGE from OFFER to WORKING. No manual updates are needed by the recruiter, providing staffing agencies with an automated experience.

"The Work Now feature opens the door for staffing agencies to fill jobs at a pace that hasn't been seen before by eliminating unnecessary back-and-forth communication," stated Terri Roeslmeier, President and CEO at Automated Business Designs. "Recruiters can push jobs out to candidates to be accepted with a click of a button. It is the ultimate way to staff positions and decrease the time to hire."

The messaging chat feature in Ultra-Staff EDGE JOBS also introduces one of the easiest ways for candidates and recruiters to communicate. When candidates message the staffing agency, the message will appear right on the recruiter's Ultra-Staff EDGE dashboard in real time. Candidates will receive a push notification on their phones immediately when a recruiter sends them a message. The instant messaging feature changes the communication game between candidates and recruiters by introducing a fast, simple, and convenient way to message back and forth.

Another unique feature found within Ultra-Staff EDGE JOBS is Career Resources. The recruiter can upload Career Resources to help their candidates during their job search, whether that is an interview preparation guide, a resume guide, or tips on dressing for an interview. All resources can be uploaded and accessed within the app.

The best part about Ultra-Staff EDGE JOBS is it is completely connected to Ultra-Staff EDGE staffing and recruiting software. All updates made in the app are made in Ultra-Staff EDGE and vice versa. Staffing companies that use Ultra-Staff EDGE staffing software have a complete tech stack designed for staffing, including an ATS/CRM, Back Office, OnBoarding, Client and Employee Web Portals, and of course Mobile.

Everything is connected to streamline and automate staffing and recruiting.

Ultra-Staff EDGE JOBS is available now to download from the App Store® and on Google Play®. To get started, reach out to Automated Business Designs today.

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

About Automated Business Designs

Automated Business Designs (ABD) develops the staffing and recruiting software solution, Ultra-Staff EDGE. Designed for temporary, direct hire, and medical staffing, Ultra-Staff EDGE allows you to seamlessly stay connected with clients and candidates through a robust all-in-one solution that includes front and back office, web portals, onboarding, mobile, data analytics, scheduling, and a labor dispatch module. ABD has been servicing the staffing industry for 40 years and is an active member of the American Staffing Association (ASA), National Association of Personnel Services (NAPS), Wisconsin Association of Staffing Services (WASS), New York Staffing Association (NYSA), TempNet Staffing Association, and board member status in the Illinois Search and Staffing Association (ISSA).

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Introducing Candydate: Apply Like TikTok, Hire Like Tinder.

Businesses frustrated with time-consuming recruitment can now transform their hiring process thanks to a smart new platform which leverages dating strategies, AI, and video to help businesses of all sizes find the best fit for their vacant positions.

Candydate.app is an innovative Applicant Matching System (AMS) which uses short videos and assistive AI technology to transform the traditionally arduous hiring process. It marries the visual appeal of social media-style video with the efficiency of artificial intelligence, while underscoring the importance of first impressions and collective decision making. It's TikTok meets Tinder, but for recruitment and the result is an experience that makes the hiring process as sweet as candy.

Unlike conventional Applicant Tracking Systems (ATS), Candydate adapts to every avenue where job vacancies are advertised. From online platforms to print media, web portals, Tweets, stickers, and t-shirts, Candydate is wherever the opportunity is. It's simple: candidates can directly apply to a job offer without the hassle of forms, accounts, or downloads, using a link or QR code.

All that's required is a short video where candidates can express their personality and compatibility with the role, giving employers a more authentic representation of their applicants. This innovative approach mirrors speed dating, where compatibility is often gauged in the first few minutes.

What sets Candydate apart from other recruitment processes is its AI-driven personality assessment. Advanced algorithms evaluate applicants based on a wide range of factors – from body language and personal traits to content – ensuring a strong alignment with both the role and the company's culture. This approach makes the screening process faster and more efficient, leading to a drastic reduction in time-to-hire. Candydate makes hiring as easy as watching engaging videos or pressing a like button, all the while maintaining the rigour required to build a cohesive team.

Candydate understands the diverse needs of different businesses, and therefore offers two options. There is an entirely free plan tailor-made for bootstrapping start-ups and gives the everything they need to manage their recruitment process at no cost. For larger businesses and those with more frequent hiring needs, the affordable PRO plan, priced at \$99/month is ideal for non-stop hiring and more advanced needs.

Aleesa Coe, Candydate operations manager said, "Hiring is a challenging process, especially for small businesses without the luxury of recruitment expert and extensive HR tools. Candydate levels the playing field and provides an effective and affordable way for businesses to discover the right talent. Skills can be learned, but personality remains."

"We aim to find candidates who seamlessly blend into a company's culture and ethos, promoting a harmonious and more productive work environment. By focusing on personality traits, we hope to assist employers in avoiding costly hiring mistakes that occur when technical capabilities overshadow alignment with core values and goals."

For more information, visit <https://candydate.app>

Letter From The Editor

This month brings into the season of lots of changes, fall leaves, kids returning to school and the end of the 3rd quarter. Business leaders need reflection and planning the next year to stay relevant and profitable. These months fly by faster than any other times as we enter holidays that require planning and fellowship with family and peers at office parties. How you decide to grow your business and work amongst the economic challenges requires a strong healthy mind.

This issue provides some humor and great ideas to remove some of the stress that all this change brings. Keeping some light antidotes handy might be just the ticket!

Enjoy some of the unusual stories our EMinfo authors have chosen to share in this issue. I know some of it surprised me but I thought, "hey, we all need some laughs!".

If you attend many local, state, or national events in the staffing and recruiting this coming fall, don't hesitate to reference some of our stories or share EMinfo with others.

We'd also appreciate you sharing some insights with us that you believe are changing the way you think or make your business better in this upcoming year. We all need to support each other and grow more positive as the year 2024 looks to be a big challenge. So smile today. Hold open the door for someone.

Happy recruiting...

Pat Turner



Don't miss out!

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