

# Navigating the New Search Paradigm: How to Prepare for SGE



Attending Staffing Conferences? Get the Most Bang for Your Buck

Boosting Staffing Firm Profits: One-Platform Solution

Level Up Your Sales Results: Practical Strategies for Today's Economy

A History Of Recruitment - Era 2:

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# DID YOU KNOW?

\* Understanding the significance of staying ahead in the digital realm, we've organized a special LinkedIn training session. We eagerly anticipate insights from Monte Clark's on LinkedIn 2.0: The Future of Talent Acquisition and Sales. pg 5

\* EAPS are not new to the American workplace as their origins can be traced to as early as the 1930s. Recent studies conducted by human resource development organizations, however, have found that such programs continue to grow in scope and service coverage and in their popularity with employees. pg 6

\* Conferences are a good time to connect with other staffing professionals you know in the industry. If there are a few contacts you want to connect with, reach out to them ahead of time and see if you can schedule time during a break or after the day's agenda to grab a drink or dinner. pg 8

\* Of the 60 we talk with, we will talk to many people who are not going anywhere. We will talk to some interested people, but they do not meet the qualifications you and I have agreed to here. Then we will reach a very small group of people with two things in common. First, they are in the top 15% to 20% of their profession, and second, we have identified at least two reasons why they would consider a career change right now. 12

\* Time and attendance management is also such a big piece of operating a staffing agency. Manual timekeeping systems, dated buddy punching protocols, paper time cards, and filing invoices are all lengthy processes that involve the potential for human error pg 14

\* Garnering attention, interest, and desire may seem too big an ask from a single cold call. Unless your brand is already well-established (or you're fortunate enough to be at the right place at the right time), securing an appointment through a cold call remains a tough battle. pg 16



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As we prepare to embrace the vibrant colors of fall and embark on the year's final stretch, we are excited to present our latest newsletter, packed with updates and gratitude. We stand at the threshold of a season filled with fresh opportunities and exciting events. It's the time of year when we reflect on our journey thus far and look forward to the horizon.

We want to take a moment to share our heartfelt appreciation to every member, industry partner, board member, and dedicated individual who has contributed to the growth and success of our community. Through every interaction, you've exhibited patience, impeccable communication, and unwavering dedication to our shared mission. Your unwavering support and commitment to MKSSA have been the driving force behind our continued success.

MKSSA's unyielding commitment to empowering you with valuable resources propels our initiatives forward. We're here to provide you with the knowledge, tools, and connections necessary for thriving in the staffing and recruiting profession.

#### Shaping Our Digital Presence:

Understanding the significance of staying ahead in the digital realm, we've organized a special LinkedIn training session. We eagerly anticipate insights from Monte Clark's on LinkedIn 2.0: The Future of Talent Acquisition and Sales.

#### Countdown to Our Annual Conference:

The MKSSA 2023 Annual Conference is just around the corner, and excitement abounds! We eagerly anticipate seeing everyone in Columbia as we catalyze excellence! Our exceptional lineup of speakers, insightful sessions, industry partner participation, and networking opportunities will undoubtedly inspire and empower us.

#### Revamped Website:

We're thrilled to unveil our redesigned website, thoughtfully crafted with your needs in mind. Navigating essential resources, staying updated on events, and accessing valuable information has never been more effortless. Our heartfelt thanks go out to Recruiters Websites for their pivotal role in this transformation.

Our journey towards excellence in talent acquisition continues to evolve. Together, we're uniting People, Process, and Technology, fueling growth, fostering collaboration, and shaping a transformative future for staffing and recruiting professionals. This vision becomes a reality through your engagement and unwavering commitment.

As we approach year's end, let's celebrate the accomplishments of our industry and look forward to a future marked by ongoing growth and success together.

We invite you to be an integral part of MKSSA's journey. Attend our event on November 9th in Columbia, Missouri.

With Appreciation,

Jose Rodriguez

MKSSA State President

## MKSSA 2023 Annual Conference Speaker LAUREN JONES

A staffing industry powerhouse. Workforce technology whiz. Change management mastermind. Fierce female leader champion. Professional storyteller.

Lauren Jones is all of these things as well as the founder and CEO of LEAP Consulting Solutions. After decades as an innovator and influencer in the staffing industry, Lauren founded LEAP to make recruiting companies more efficient, more successful, and more human. How? By helping firms define and understand their technology needs, embrace change, and optimize their technology investments.

Lauren is a powerful voice on staffing, technology, entrepreneurship, and women's leadership. With several industry peers, she recently published her first book called "Together We Rise," a compilation of their personal stories of women empowerment. Her reputation has landed her guest spots on almost every recruiting industry podcast, including Settle Smarter, You Own the Experience Podcast (which she now co-hosts), TheEdge, Ivy Podcast, Staffing Hub, HR Lift Off, and more.

Lauren is at her best when she's on stage. She's a sought-after speaker with impressive experience at all of the top recruitment industry events including Staffing World, the TechServe Executive Summit, CSP, Alternative Staffing Alliance, Staffing Industry Analysts' Executive Forum, The World Staffing Summit, and Bullhorn Engage.

A major career highlight is receiving the ASA Care Award for helping connect veterans with work opportunities. Lauren was also on the list of LinkedIn Inspiring Women and the lists of the Top 15 Staffing Professionals to Watch and the Top 200 Thought Influencers to Watch.

Lauren is fueled by an endless curiosity, deep commitment to helping others, and all things road racing. She is a community activist with organizations like National Charity League, Women's Empowerment, and Saint John's Program. She is a recent empty nester and proud mom to two powerhouse boss ladies, Emily and Allison. Lauren lives on a farm in Elk Grove, California, with her husband, Peter. Contact her at [lauren@leapconsultingsolutions.com](mailto:lauren@leapconsultingsolutions.com) to inquire about speaking engagements and media opportunities, or to talk about recruiting tech stacks, empowering women, raising goats, or even racing cars.



*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](mailto:ednow@aol.com)*

## Importance of Employment Assistance Programs in the American Workplace

**EMInfo Reader:** Why is important for recruiters and staffing professionals to be knowledgeable about Employee Assistance Programs (EAPs)?

**Dr. Burtnekt:** The period leading up to and following the coronavirus pandemic resulted in a new awareness regarding mental wellness in the American place. Building on that concern, a larger of number of employers join existing ones in establishing or expanding Employee Assistance Programs (EAPs).

EAPs are not new to the American workplace as their origins can be traced to as early as the 1930s. Recent studies conducted by human resource development organizations, however, have found that such programs continue to grow in scope and service coverage and in their popularity with employees. Remaining to be seen is the full extent to which COVID19 and the consequent national call for greater attention to mental wellness will impact worker demand for and participation in such programs.

Never viewed as a substitute for health and medical assistance in other quarters, EAPs have matured in their ability to serve the myriad human growth and development needs of individuals at every level of the U.S. workforce. Most notably, EAPs help employees identify and resolve personal and family issues and problems that have the potential to impact job satisfaction, performance and/or productivity. Programs that focus on worker and workplace effectiveness from a holistic (i.e., the whole person) perspective are no longer viewed as "frills." Rather they are seen as essential elements in a comprehensive employee benefits offering.

EAPs that once stressed a remedial approach (e.g., substance or alcohol abuse counseling, smoking cessation, etc.) have been expanded to include preventive strategies and components (e.g., career development, healthy eating and living, time and stress management, financial planning, etc.) designed to intervene with personal and work issues before they result in more serious health, family and/or workplace consequences. Compared to their older worker counterparts, Gen Xers and Millennials have been found to resist any stigma associated with seeking assistance for mental health matters that may impede their personal career growth and development and more likely to avail themselves of such services.

### **EAPs Address Variety of Personal, Family and Career Needs**

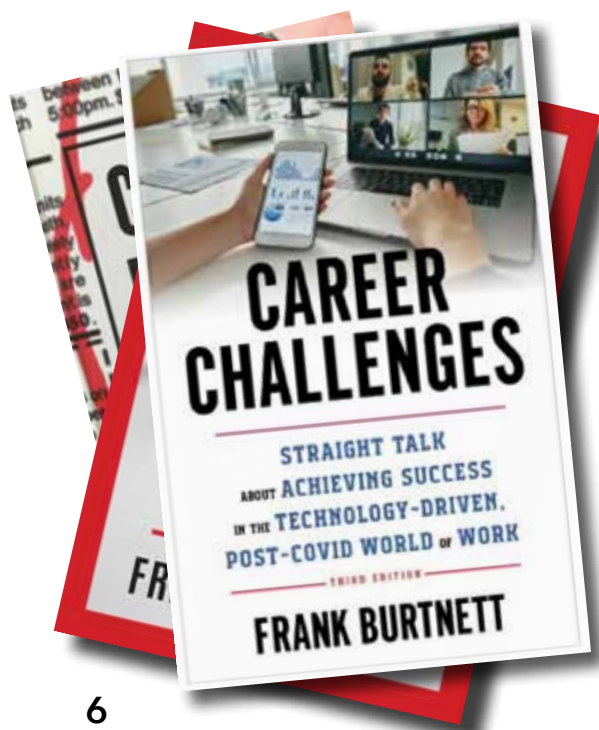
A comprehensive EAP should address the diverse challenges faced by the contemporary employee and respond accordingly. A comprehensive menu of preventive and remedial services to individuals and family members should include the following:

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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.





- Mental health services, including individual, marriage, partner and family counseling
- Drug, alcohol and other addiction counseling and treatment
- Personal and family issues, including parenting, divorce and family concerns
- Wellness and health promotion services, including healthy eating, weight management and smoking cessation
- Financial and legal services, including individual guidance and group education programs
- Career support services such counseling, onboarding and employee relationship assistance (i.e., remote working), tuition reimbursement, retirement planning and related employee educational benefits

Offered via a mix of internal (e.g., educational webinars and face-to-face seminars) and external (e.g., contracted services with licensed/certified, professional counselors) venues, these programs and services ensure the confidentiality of the users when such privacy is warranted or requested.

### **Comprehensive EAPs Produce Positive Results**

As EAPs have grown and been utilized by larger numbers of employees, they have more than justified their existence, especially over the long term. Where comprehensive EAPs have been offered in the workplace, the following outcomes have been observed:

- Greater employee retention through the creation and maintenance of a positive employment culture and climate
- Resolution of personal mental health issues before they reach problematic stages
- Improved team building and group participation
- Enhanced worker engagement resulting in increased productivity and performance
- Decreased absenteeism and tardiness
- Reduced accidents and few workers compensation claims
- Reduced medical claims due to earlier identification and treatment of mental health and substance issues
- Smoother transitions during times of closings, mergers, downsizing, etc.

Compared to older workers, young employees seem to worry less about any stigma associated with asking for help with mental health, substance use or related issues. They see EAPs as one of the resources they need to achieve personal career success and satisfaction.

### **Why Staffing Professionals Should be Attentive to EAPs**

The role of the staffing professional in 2023 has grown beyond the “place the right candidate in the right position” posture to one of “place the right candidate in the right position---one where she or he will prosper and grow.” The greatest takeaway for the employer is that EAPs have had a positive influence on employee engagement and retention.

Many Gen Xers and Millennials have moved workplace engagement and career satisfaction ahead of salary when they are examining job options and change opportunities. And when evaluating worker benefits, they appreciate it greatly when their employer places a high premium on ensuring their personal wellness, satisfaction and development.

The Career Mechanic is a bimonthly treatment of a career development issue or problem by Frank Burtnett, Ed.D, an educator, counselor, author, and consultant. Dr. Burtnett served as the Certification and Education Consultant to the National Association of Personnel Services (NAPS) from 1994 to 2021. Topics are drawn from his popular book, Career Challenges: Straight Talk about Achieving Success in the Technology-Driven, Post-Covid World of Work, 3rd edition. Visit: <https://rowman.com/ISBN/9781475868081/>. EMInfo readers can receive a 20% discount by inserting RLEGEN2023 when prompted for a discount code.



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](mailto:ednow@aol.com).

# Attending Staffing Conferences This Fall? Get the Most Bang for Your Buck

By Jennifer Roeslmeier

It's that time of year again when companies are preparing to attend all of the major fall staffing conferences, including the upcoming [Staffing World](#) in Charlotte, North Carolina. Whether you are attending one of the national conferences or a local one, making the most out of the conference is important. You don't want to spend the time and money to attend a conference if you aren't receiving a lot back in return. So, how do you make the most out of your fall conferences? Below is a checklist of ways you can prepare, things to do during it, and follow-up items after the conference, to help you get the greatest return on your investment!

## ✓ Research Presenters and Sessions Ahead of Time

Before you arrive, check out the sessions ahead of time and select which ones you want to attend if multiple are taking place at the same time. You don't want to land up in a session that is irrelevant or not valuable after spending money to attend. Attend the sessions that you will get the most out of. *Check to see if there is a conference app to download as well.* Conference apps will usually show the schedule, exhibitors, a map, etc. Sometimes there is even an option to network and connect with other attendees in the app itself!

## ✓ Divide and Conquer

If you plan to attend the conference with co-workers, plan to divide and conquer the schedule. You will get the most out of the conference if you attend different sessions. You can then regroup after the session and once you arrive back at the office to educate one another on what was discussed.


## ✓ Make Appointments Ahead of Time

Conferences are a good time to connect with other staffing professionals you know in the industry. If there are a few contacts you want to connect with, reach out to them ahead of time and see if you can schedule time during a break or after the day's agenda to grab a drink or dinner. This will help you manage your schedule so you are making the most out of your time.

Additionally, if there are any exhibitors you wish to visit, try scheduling an appointment with them ahead of time as well. Conferences are a great time to talk to vendors in the industry. If you have an appointment ahead of time, they will be able to tailor your meeting to your company and better prepare to meet with you, than if you were to just stop by. Some vendors will even show you a demonstration at the conference if you wish to see a demo of their product. By the end of your meeting, you will hopefully have a good understanding if they are a company you want to look further into partnering with!

## ✓ Disconnect from the Office

As hard as it might be, try to disconnect from your email and phone during the sessions. You can take any needed time to respond back to emails and make calls during your breaks. If you are multitasking throughout the session, it will be hard to pay attention and retain the information being



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discussed. There is almost no point of even attending if the time isn't spent focused on the presentations.

To avoid distractions, simply turn your phone off or put it on silent. Also, remember to put your out of office on stating you will be unavailable. That way anyone trying to get in touch with you will know you won't be able to respond immediately.

## ✓ Take Notes

It's easy to sit and listen in each session, but remember to also take notes. By the end of the next session, you won't remember what you learned in the last one. Take notes throughout so you remember key points that were made. If it helps, at the end of each session you can even jot down your top three takeaways.

As a food for thought, [statistics](#) show that taking notes by hand is more effective than taking notes through a computer or tablet. You are able to retain the information better and remember it. This might be something worth considering! It will also help you avoid being distracted from emails and messages coming in.

## ✓ Connect with Speakers

If there is a speaker that stands out or perhaps is someone that would be worth connecting with, introduce yourself after the session and get their business card. After the conference, you can then connect with them on LinkedIn and stay in communication. You may even consider sending a thank you email or note to them after the conference. The speakers presenting are industry experts and are good connections to stay in touch with. Down the line, you never know if you will need their advice or perhaps even have an occasion to partner together!

## ✓ Network

During the conference, attend networking sessions and parties. These are great opportunities for you to connect with other staffing companies similar to yours and see what they are doing. It's also a chance for you to gain new ideas and see a fresh perspective on your business.

*Be sure to pack those business cards too!* As you are connecting with speakers and other attendees, the best way to stay in contact is by passing out your card.

## ✓ Visit Exhibitors

We discussed making appointments with exhibitors a little bit earlier. Of course, an appointment isn't necessary to visit an exhibitor, unless there is one you know you want to see then it might be beneficial to contact them ahead of time. Regardless if there is a specific exhibitor you want to see, take some time to visit the exhibit hall. Exhibitors take the time to be at the conference as a resource to you. You may find some vendors you didn't know existed or come across a product or service that will be beneficial for your company. Exhibitors help you learn about the resources and technology available to you to help your business grow. If anything, you can take home some cool swag!

### ✓ **Make a Trip of It**

Could you use a little vacation time? A conference is the perfect opportunity to turn it into a longer trip! Either before or after the conference, stay a few extra days in the area. You can even invite the whole family to come out and join you for a mini-family vacation!

### ✓ **Hold a Lunch and Learn When You are Back**

Once you return to the office hold a lunch and learn session with your team. This is a chance for the whole team to also learn from the tips and ideas you brought home from the conference. You and other attendees can put together your notes and present key takeaways. Bringing back all of the knowledge with you and sharing it with your team, is one of the best ways to get the most bang for your buck!

### ✓ **Set Action Plan and Next Steps**

After your lunch and learn session, hold a follow-up meeting to discuss any ideas that stood out to you that you would want to try implementing at your staffing company. This meeting can be used for discussion and even as a brainstorming session to see how you can put these ideas into action, specifically at your company. At the end of the meeting, be sure to have an action plan and delegate tasks so the ideas, don't just remain ideas. This last step can be one of the most important steps, where your learnings become part of your company strategy. Soon after you may even begin to see a tangible return on your investment!

## **See you there!**

I hope you found this checklist helpful as you prepare to attend staffing conferences this fall! Conferences present a rare opportunity for staffing companies to take a step back and really dive into the state of the industry to learn about where the industry is heading and current trends. Sometimes it's hard to step back and see your business from a fresh pair of eyes, as you are busy going about day-to-day activities. Conferences though help you begin to think outside of the box and help you come up with new initiatives to take back with you. And let's not forget about the exhibitors available to show you technology and services available to help your business thrive!

### **Stop by the Automated Business Designs Booth (Ultra-Staff EDGE Staffing Software)**

[Automated Business Designs](#) will be at the upcoming conferences. Stop by our booth to see our all-in-one staffing software solution, [Ultra-Staff EDGE](#)!

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[NAPS 2023 Annual Conference](#) | November 5<sup>th</sup>- 7<sup>th</sup>



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# ASK COACH

## Mike

Michael Gionta

## How to Sell a Retainer on an Existing Search

Congratulations. I would not, either. Sometimes, I will tell people that the only way they will pay you a retainer if they have already engaged with other recruiters is if they are frustrated. If they are not frustrated, it is not worth your time because they think they will pull it off.

### Part 1: Asking The Right Questions



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.

Visit [TheRecruiterU.com](http://TheRecruiterU.com) for our FREE video series, "How to Double Your Placements in 121 Days or Less".

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



You might try:

*Mr. or Ms. Hiring Manager, when was the last time you had an opening?*

We filled this position in November.

*What was that process like? When did you open it up? Were you happy with the recruiters?*

Oh my gosh, it took like six months.

*So, it is frustrating when you are doing the same thing repeatedly, expecting a different result? Can you afford to wait six months this time? What does your pipeline look like now from those other two recruiters?*

We are not seeing a lot...

There has got to be pain from not seeing good candidates.

If they just started the search, and they have this false belief that it will be better this time when in reality, the market tightens a little bit more every month, then I cannot change their mind.

*I can say: Why will it be different this time than six months ago when the market is tighter?*

Then be quiet and listen.

Here is the other question you need to help you get money upfront.

*What is the cost of the position remaining open?*

My experience is hiring managers have yet to understand the true cost of the open position. So be ready for that. It makes you look smart if you know a little bit about the position and the consequences. Dig deep for every role you place; what is the cost to the company for every week it remains open?

If there are a couple of other recruiters on it, you can say:

*Well, if there is no one in this role by April 1 or May 1, what is the downside to the company? What work is not getting done?*

Well, it is all getting done. We are just splitting it up among a bunch of us.

*Well then, do you need the person then?*

See, I am not going to argue with them. *If the work has already been divided up, why don't you save the money and invest it in other technology?* Instead of pushing, try pulling away.

No, no. We can't. We're going to be stressing everybody out.

*Will everyone be stressed out in April if this position remains unfilled? May 1? June 1? Because you said it took six months to fill it the last time. What does not get done*

Ask Coach Mike

when this person is absent in a given week? Then try to have them monetize that.

I remember one time when I was asking these questions, it was a tech services company, and this guy was like one of two or three people that sat on the Nasdaq floor and kept the system up and running, and they go, every minute Nasdaq is down cost \$1 million. And you are not going to pay a deposit for that? They were trying to get me down to 20%.

To your point, I am fine with competition, but I do not want to spin my wheels.

## Part 2: The Competition

Part two of your question is the answer, the bonus part; we do not compete by going against two or three other recruiters on the exact search. What other profession does that? Ask this question if they want you to work as one of three:

*Mr. Employer, when you hire an accounting firm to do your audit, is it customary that you will bring in three auditors? All three of you, please do an audit of this department, and the one that comes up with the best audit is the one we will pay.*

No. We do not do that.

*Do you bring in multiple attorneys and say, we want all three of you to work on this case, and whoever wins it is the one we will pay?*

No. We do not do that.

*Yet, you are doing it with recruiters. Mr. Employer, I am not beating you up. It is the way it has been done. But what the recruiters that are doing that are not telling you is that in this market, they cannot put time into it. They match candidates to your job; if you do not believe me, call them. They are not putting together a list of 60 to 80 people and contacting them seven times.*

*Mr. Employer, I have no problem competing. My advice is to pull three recruiters together. Tell them what you want to get done and ask each of them, in writing, in a PowerPoint, in a slide deck, whatever, to do a Zoom presentation and then pick one to do the search. That is competition. Everywhere else, in no other profession that I am aware of, do three professionals go out and do all the work, and one gets paid at the end.*

The problem with that is not on the client's side. We did that as an industry. The key in this situation to getting retainers and money upfront is that it is really hard to do without quantifying the cost of the position remaining open to some degree. Because when they do that and they think, well, I want to avoid paying \$5,000 upfront. My response is usually, if I were you, I would not either. If I could get these results on contingency, I would want to. But you

just said you are frustrated. You just said if this position remains open for more than two months, it will cost you X, Y, and Z. If it remains open for two months, it will cost me nothing.

## Part 3: Selling The Retainer

Here's how you transition into part three of [selling a retainer](#):

*I really like your company story for X, Y, and Z reasons. Here is my exact, specific, and precise approach to selling your position.*

You need a search process that you can outline to them both verbally and in writing that is very, very specific. Then, you must do more than present the method. You have to walk the talk.

My typical process was:

We will work with our research team to create a list of 60 to 80 individuals. We will reach out to them up to seven times over three weeks. After seven attempts, we have learned that of those 80 people we will have talked to in the neighborhood of 60 and 20 are not going to get back to us, telling us they are not going anywhere.

Of the 60 we talk with, we will talk to many people who are not going anywhere. We will talk to some interested people, but they do not meet the qualifications you and I have agreed to here. Then we will reach a very small group of people with two things in common. First, they are in the top 15% to 20% of their profession, and second, we have identified at least two reasons why they would consider a career change right now. We are not here to present applicants. We need to sell these individuals, but we will come up with a list of 3 to 5 individuals that meet those two criteria.

For us to do that, Mr. or Ms. Employer, the fee represents 28.6% of the individual's first-year salary and guaranteed compensation with a deposit of \$8,000 upfront. Are you authorized to approve that, or do you and I need to have this conversation with someone else?

The last thing you want them to do is to take your idea and present it to their CFO or HR Director because it will die 80% of the time. They are not recruiters. They will not take their boss through the same process you did.

## Retainers for Recruiters

Looking for the exact step-by-step process for selling retainers? Grab our **FREE Retainer Blueprint** on the EXACT Steps That Take the Guesswork Out of Getting Clients to Pay You Upfront & Work With You Exclusively.

## [THE 7.5 STEPS TO GETTING CLIENTS TO PAY YOU UPFRONT](#)



## BOOSTING STAFFING FIRM PROFITS: ONE-PLATFORM SOLUTION

# Boosting Staffing Firm Profits: One-Platform Solution

In the ever-evolving staffing industry, challenges abound, from market fluctuations to shifting economic landscapes. As we step into October 2023, new hurdles emerge – increased regulations, a competitive labor market, surging inflation, and heightened competition. To overcome these challenges, staffing firms must innovate and optimize their operations for maximum profitability.

Finding a comprehensive staffing software solution that provides everything staffing firms need to manage their entire workforce lifecycle, from candidate sourcing to onboarding to payroll.

Make sure you find an easy to use staffing software. The user interface should be intuitive and user-friendly, so staffing firms can get up and running quickly. The software should include a variety of features that can help staffing firms improve their efficiency and productivity.

For example, COATS Staffing Software includes a built-in applicant tracking system (ATS) that will allow staffing firms to manage their candidate pipeline more effectively. The ATS allows staffing firms to track candidates from the moment they submit their resume to the moment they are placed with a client. This helps staffing firms identify and prioritize the best candidates for their clients.

Look for a variety of features that can help your staffing firms streamline your operations, such as:

- Applicant screening tools
- Interview scheduling tools
- Job posting tools
- Time and attendance management
- Onboarding tools
- Payroll processing tools
- Employee and client portals
- Complete general ledger
- [COATS Staffing Software](#) has a key benefit by being available on a lease basis. This makes it an affordable option for staffing firms of all sizes, especially those facing financial challenges. With a leasing agreement, staffing firms can pay for the software on a monthly basis, which can help them manage their cash flow more effectively.

Consider what a new hire onboarding tool alone can help your Recruiters complete every day. COATS software has a partnership with [Efficient Hire](#) which helps reduce labor costs and save time with a 100% cloud-based employee onboarding system. The self-guided process makes it easier for your



By Lynn Connor

new hires to complete hiring packets compliantly from a cell phone, while reducing physical paperwork and helping you with onboarding requirements.

And to get even further into the nitty gritty and paperwork needed for each new employee your staffing firm hires, an all in one software should ensure:

- all your new hire forms are completed and validated – including state, federal, tax, I-9, company policies, and custom forms.
- you have access to an Integrated E-Verify and a powerful I-9 dashboard helps you manage all E-Verify cases.
- your bookkeeper will be able to easily collect vital payroll details, such as EEO designation, special licenses, skills, driver information, and more—all flowing seamlessly to payroll.
- all documentation & support are provided in the case of an audit.
- all new hires are screened and submitted during onboarding for WOTC, so you never miss a potential credit.

Time and attendance management is also such a big piece of operating a staffing agency. Manual timekeeping systems, dated buddy punching protocols, paper time cards, and filing invoices are all lengthy processes that involve the potential for human error. COATS used an upgraded time and attendance with their partnership with [Timerack](#). They wanted to streamline this process with easy-to-use software, hardware, and mobile apps — supported by a dedicated team of experts!

Here are just a few of the key benefits of an integrated time and attendance management system for your staffing firm:

- Cloud-based hosted system with user-friendly interface
- Variety of time-capture tools via timeclock, web applications and mobile devices
- Policy-based rules that ensure Department of Labor (DOL) compliance for each state
- Alerts for managers about key action items
- Employee tracking using department and cost center codes
- Scheduling and PTO functionality
- Flexible reporting lets clients get the data they need, when they need it

Now, when you get through hiring, onboarding, collecting accurate time worked, and billing - you can move on to accounting. By using a robust back office software that will provide staffing agencies with accounting software that streamlines accounts receivable and payable, keeps cash flow in balance, and integrates information across departments. These features can help staffing firms save time and money and improve their overall efficiency.

One of the largest expenses for a staffing agency is the cost of unemployment. COATS software identified a partner specifically skilled in the staffing industry to help our clients manage unemployment costs and is integrated to make this a one-time data gathering process.

[Unemployment Tracker](#) helps staffing company reduce unemployment costs. UT doesn't just process paperwork; they are invested in the data gathering, decision-making, and follow-through of every state unemployment document that they touch.

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See a sample of what Unemployment Tracker can do for your staffing agency:

- Ease the administrative burden of receiving and responding to State UI requests.
- Reduce unemployment liability, directly affecting your SUTA rate.
- Capture and get back credits on all UI overcharges (13% on average state benefit error rate).
- Identify employees who filed claims to get them back to work.
- Review your unemployment liabilities all the way down to branches and clients.
- Be 100% compliant with UI Integrity Act; eliminate fines and penalties.

Staffing firms typically find a number of challenges in dealing with human resources, but managing your daily operations need not be one of them. The right staffing software can help your firm overcome these burdens and maximize profits. With affordable leasing options and easy-to-use interface, COATS is a perfect solution for staffing firms that are looking to streamline their operations and improve their bottom line.

Here are some specific ways that staffing software can help staffing firms maximize their profits:



- Improve candidate sourcing: ATS can help staffing firms find and attract the best candidates for their clients.
- Reduce time to hire: applicant screening and interview scheduling tools can help staffing firms reduce the time it takes to hire new employees.
- Increase placement rates: job posting and onboarding tools can help staffing firms increase their placement rates.
- Reduce costs: payroll processing tools can help staffing firms reduce their costs.

If you are a staffing firm that is looking for a way to maximize your profits over the long haul, COATS Staffing Software is the perfect solution for you. Unlock sustainable profitability with COATS by [scheduling a demo](#) and transforming your firm's future in 2024.

The advertisement features a dark background with abstract green and blue light patterns. At the top, the text "ONE, AND DONE" is written in large, white, bold, sans-serif capital letters. On the left, there is a white square containing the COATS logo (a stylized flower) and the text "COATS Staffing Software" in blue. In the center-right, a white-bordered box contains a quote in all caps: "THANK GOODNESS WITH COATS I CAN DO IT ALL. YOU GUYS ARE THE ABSOLUTE BEST IN THE INDUSTRY." Below the quote, in smaller text, is "Teresa Moneta, Glendora Employment Agency". To the right of the quote box, the phone number "1-800-888-5894" is written vertically in white. At the bottom, the text "SELL, ADVERTISE, RECRUIT, ONBOARD, VET, PLACE, PAY &amp; INVOICE, AP &amp; GL" is written in white, bold, sans-serif capital letters.

# Level Up Your Sales Results: Practical Strategies for Today's Economy

By David Searns

Struggling to generate job orders you can fill?

You're not alone. In our current market, effective selling requires an even greater degree of dedication and hard work.

Couple this with the persistent challenges in recruitment (the national unemployment rate is 3.8% at the time I'm writing this), and it can feel like you're pushing a heavy cart uphill – having to double your efforts just to achieve half the anticipated results.

Makes it hard to stay motivated, right?

If you're looking for better ways to garner prospects' interest, generate more sales inquiries and ultimately close more business, you need strategies that work in today's economy. Where should you begin? Let's talk about enhancing your sales methodology.

## REVAMP YOUR SALES STRATEGY

If you want to boost your staffing sales, break away from conventional selling techniques!

So, what's your go-to sales strategy? Is it cold calling? Maybe relying on referrals?

Well, as you probably know, these are two of the primary methods most staffing professionals use to sell. If you look at this from an employer's perspective, it's easy to see why these sales techniques aren't enough to drive business right now. Staffing buyers are being bombarded by dozens of phone calls from your competitors on a weekly basis... so what makes you stand out?

Remember, in the staffing world, getting an appointment is the first "sale" you have to make. To clinch this deal, you need to master the AIDA model!

### What's AIDA?

AIDA is an acronym for a fundamental marketing model for sales success:

- Capture **A**ttention
- Pique **I**nterest
- Create **D**esire
- Drive **A**ction

It makes sense: For a lead to act, you must first draw their attention, instill interest in a problem you can solve or a benefit you can provide, and establish a desire to work with you.

Garnering attention, interest, and desire may seem too big an ask from a single cold call. Unless your brand is already well-established (or you're fortunate enough to be at the right place at the right time), securing an appointment through a cold call remains a tough battle.

And I'm not suggesting that salespeople stop making calls. Salespeople need to make calls. And cold calling can work, but it has a meager 2.5% success rate.

So, unless you want your salespeople wasting 97.5% of their time, you need a smarter strategy.

## To improve your team's effectiveness (and keep them from burning out), try Integrated Direct Marketing (IDM).

IDM integrates sales and marketing with a structured process that leverages multiple forms of outreach (mail, email, LinkedIn messaging, phone) across multiple touchpoints to capture attention and get prospects interested in the problems you can solve and value you can offer.

Why should IDM campaigns be part of your sales strategy?

- They outline a systematic approach for reaching out to potential leads.
- They spark engaging discussions during sales calls.
- They tackle key issues that worry employers.
- They showcase your expertise and value.
- They establish your firm as a credible resource.
- They warm prospects for initial calls (i.e., lower sales resistance).
- They nurture relationships.
- They give your leaders an efficient way of assessing and tracking the team's sales performance.

Deploying IDM campaigns seamlessly fits the AIDA model into your sales approach. We've seen IDM campaigns boost the ratio of sales calls leading to appointments by 100% and reduce months-long sales processes to just weeks.

## Need help LEVELING UP your sales and marketing?

Here are three free ways we can help:

1. Download the [LEVEL UP eBook](#) for more strategies to stand out, stay top-of-mind and sell more.
2. Sign up for the [Big Ideas Newsletter](#) for our latest marketing insights, delivered to your inbox monthly.
3. Let us create a [free list of marketing ideas](#) just for your staffing or recruiting firm.



# Navigating the New Search Paradigm: How Recruiters Can Prepare for SGE

By Samantha Prost

Generative AI is set to revolutionize the search engine results page (SERP), urging recruiters to adapt their search marketing strategies.

The Search Generative Experience (SGE) by Google aims to provide AI-generated experiences and personalized, conversational answers to user queries, transforming how people interact with search results.

[Google Magi](#), the AI tool behind SGE, learns from past interactions to enhance search result accuracy and relevance, offering a vastly improved user experience.

In early 2023, Google introduced its SGE to waitlisted users through email notifications. Based on their experiences, [recruiters can expect](#):

- Increased time spent on search result pages.
- Reduced website traffic from informational queries.
- Action-based queries driving higher quality website traffic.
- Impact variations across industry verticals.

## How Can Recruiters Refine Their SEO Strategies to Align with This Evolving Landscape?

### Emphasis on Real Human Experiences

SGE prioritizes individual perspectives, insights, and first-hand experiences. To build trust and authority:

- Collaborate with industry experts to expand your agency's presence through their expertise.
- Highlight expert profiles within your organization with valuable insights to share.
- Utilize user-generated [content](#), such as images, reviews, testimonials, and feedback.
- Share real stories and case studies showcasing the impact and value of your recruitment services.
- Use [video](#) and social media to provide authentic human experiences.
- Actively engage in conversations with your audience across various channels.

### Enhanced Personalization

Google Magi's tailored answers demand an understanding of user intent and behavior. Optimize your content by:

- Conducting thorough audience research and analyzing search trends
- Prioritizing conversational queries to capture user intent accurately
- Creating tailored content for different audience segments
- Optimizing for [voice search](#) and natural language queries
- Monitoring user engagement metrics for insights

### Optimizing for AI-Generated Answers

[AI-generated answers](#) rank above traditional results, demanding optimized content. To be considered for these results:

- Use AI-friendly formats like bullet points, lists, tables and snippets with headings.
- Provide clear and concise answers through FAQ pages and question-based headings.
- Leverage [structured data markup](#) to enhance content visibility.
- Optimize for Featured Snippets using clear headings, bullet points and tables.

### Branding Through Individual Expertise

SGE highlights video responses, social media posts and forum comments. To better establish your brand:

- Develop [personal branding](#) for individuals within your agency, especially subject matter experts.
- Collaborate with influencers for content creation, [guest blogging](#), interviews, or webinars.
- Feature expert contributors in guest posts and interviews.
- Showcase thought leadership with insightful articles, white papers, and research studies.

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As the search generative experience grows and evolves, be sure to prioritize real human experiences, perspectives and expertise in AI-friendly formats. When you embrace SGE's power to enhance your recruitment agency's visibility, you're more likely to see success in the digital era.

To learn more about adapting your recruitment agency's website and marketing strategies for the Search Generative Experience, contact [Recruiters Websites](#) today. Our team of experts is here to help you stay ahead in the competitive world of talent acquisition. Reach out to us now and unlock the full potential of your recruitment agency's online presence!

  
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# Owner's Outlook

## Get Your Team To Fill 50% More Business

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!

Think of the money you are leaving on the table from all the business that is written but not filled. Imagine the positive impact on profits and the income of your team members, if 50% more orders, contracts, or assignments were successfully filled.

What impression do prospects or clients have who gave you opportunities to work on that were never filled? Will they give you additional business in the future?

### IMPORTANCE OF REVENUE MODELING

If you want to fill more business written, you must set direction for your recruiting and sales teams. If your team doesn't know where you're trying to lead them, they won't get there! Your success, as well as the success of your team, is dependent on your ability to not only establish directives, but to help your team achieve them. Before your team makes one more recruiting or marketing presentation, conduct revenue modeling to understand your best business.

Go back two years and study the business you filled. Limit your sales team to write business with fewer titles. You will fill a much higher percentage of business written because your recruiting team can pipeline in advance.

### PERFORMANCE OBJECTIVES ARE A GAME CHANGER

When talking to your hiring managers, rather than relying on the laundry list of skills, education, experience, and credentials needed, ask how your placement, contractor or temporary employee will be evaluated after six or twelve months. So often there is a tremendous disconnect between the requirements for a job and how your candidates will be evaluated.

Share the performance objectives with everyone involved in the hiring process, including your candidate. Direct hire, contractors and temporary employees are much more likely to be engaged when they understand their objectives.

### FILLABLE BUSINESS

There is a tremendous difference between writing business and writing fillable business. Review the current open orders, contracts, or assignments in your office and qualify which ones are fillable. Provide parameters which must be met to submit business to your recruiting team.

Some parameters could include:

**1. The opportunity is within your niche.**

You need to mirror past fills by staying within your area of specialization. There are riches in niches.

**2. The hiring authority is willing to give you details.**

If the hiring authority does **not** provide you with details upfront, you will not be able to make an appropriate match. Always explain the WIIFM (What's In It For Me) to the client. How does it benefit them if they give you a detailed job description?

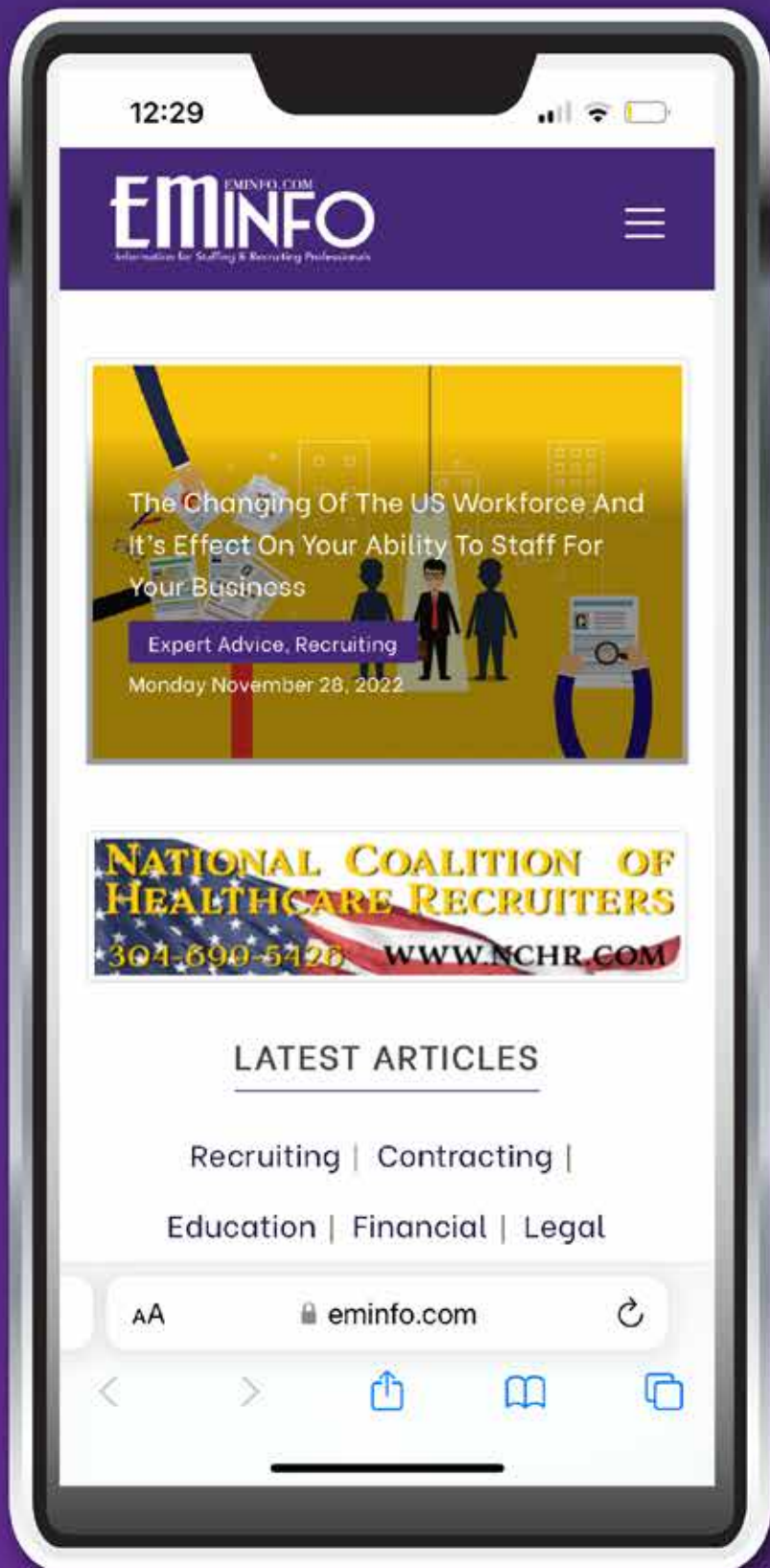
**3. There is a clear understanding of the opportunity.**

Never be afraid to ask questions. If you do not understand segments of the opportunity, then you will not be able to present candidates who will be hired.

**4. The client is willing to give you their targeted date to fill this position. There is a sense of urgency to hire.**

The greatest mistake is to write down *ASAP*, *Immediate* or *Yesterday* as the targeted date to fill. The problem with any of those answers is you have not been given the targeted date to hire by your client! You want to ask for a specific date, **never** the above three answers. In our profession timing is critical to close business.

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**5. You have determined that they are experiencing pain by this order, contract, or assignment not being filled.**

If there is no pain – there is no urgency to fill this job. If they have covered this position by someone else and can avoid an additional person, most employers will do this until it causes a problem.

**6. Interview process is reasonable.**

Long processes can result in you losing the candidate. It's important to realize, the most talented individuals will interview on their own and through other sources.

**7. The client understands the importance of feedback and they are willing to communicate with you.**

Feedback helps you fine tune your recruiting efforts and provides you with recruiting adjustments that may have to be made to fill your orders, contracts, or assignments.

**8. The pay rate is commensurate with the experience required.**

Study and review the past positions that were filled. This helps you become familiar with pay rates.

**9. You are able to establish rapport with your contact.**

Rapport is established as trust is earned. It is so much easier to experience success when you and your client enjoy working together. You don't have to necessarily like them, but they should enjoy working with you.

**10. You have interviewing times.**

The most effective way to take the guess work out of identifying your hottest orders, contracts, or assignments is to request three interview times when you write them. Also request the name of a back-up to confirm interviews if your contact is not available.

Follow this advice and you will fill at least 50% more business that is written! This is a small sampling of the type of training offered for recruiters and account executives in our new online Tutor products which is now offered in Video, Written and Audio Formats. Please [click here](#) to talk to one of our experts about your training challenges so we can figure out the best solution to provide you with increased sales and profits!

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# A History Of Recruitment - Era 2: The 1980s To 1990

by Henry Glickel



The 1980s and 1990s were transformative years in the field of recruitment, witnessing significant changes in technology, attitudes, and approaches to connecting job seekers with employment opportunities. During this era, the recruitment landscape underwent a paradigm shift, with job seekers beginning to trust recruiters more and embracing new technological advancements that revolutionized the way they searched for and secured employment.

The advent of fax machines and overnight mail emerged as game-changers in the recruitment process. These technological breakthroughs facilitated quicker and more efficient communication between recruiters and job seekers. The ability to transmit resumes, application materials, and other pertinent information through fax machines or overnight mail significantly expedited the hiring process. Recruiters could now cast a wider net, extending their reach beyond local markets and offering job seekers a broader range of opportunities. As a result, the skills pool expanded, contributing to the overall growth and advancement of various industries.

A noticeable shift in job seekers' perception of recruiters took place during this era. Previously, there had been a prevailing sense of distrust, with many individuals hesitating to disclose personal information to recruiters. However, as the job market became more competitive and sought-after positions increasingly elusive, job seekers recognized the value of working with recruiters. The cloak-and-dagger approach of previous years gave way to a realization that recruiters possessed unique insights and connections to a vast array of employment opportunities. This shift in mindset allowed recruiters to establish stronger relationships with job seekers, fostering an atmosphere of collaboration and mutual benefit.

In-person networking events, such as job fairs, became popular avenues for job seekers to directly engage with recruiters. These events provided a platform for individuals to gain firsthand knowledge about job opportunities and forge personal connections. By attending job fairs and related gatherings, job seekers could actively network with recruiters, allowing them to make a lasting impression and increase their chances of finding suitable employment. The relationships established during these face-to-face encounters often endured over time, enabling recruiters to maintain a valuable pool of qualified candidates. Consequently, recruiters were empowered to reach out directly to candidates with relevant opportunities, bypassing the traditional reliance on job advertisements.

Recruiters of this era relied heavily on printed client lists, index cards, or copied resumes as vital resources to keep track of candidates and effectively match them with suitable job openings. These tangible tools allowed recruiters to maintain up-to-date information on job seekers, ensuring that the right opportunities were presented to the right individuals.

Overall, the period from the 1980s to the 1990s witnessed a profound transformation in recruitment practices. The fusion of emerging technologies and an evolving job market landscape led to increased trust and collaboration between job seekers and recruiters. The utilization of fax machines and overnight mail expedited communication, making scheduling interviews and sharing information more efficient. Job seekers, recognizing the value of recruiters' insights and connections, embraced networking events and established personal relationships with recruiters. As printed client lists and index cards gradually became obsolete, recruiters relied on these resources to connect candidates with suitable job opportunities.

This era marked a turning point in recruitment, enabling job seekers to expand their horizons beyond their immediate surroundings and providing recruiters with the tools and trust necessary to navigate an increasingly competitive job market. The recruitment landscape was forever altered, emphasizing the importance of technology, communication, and the establishment of meaningful connections between job seekers and recruiters.

# MIDSIZED RECRUITING Growing Companies STAFFING SMALL

## Our World Can Change in an Instant

By Michael Neidle



Our world can change in an instant due to dynamic conditions that sometimes happen almost an instant. Business hates uncertainty and unfortunately, that is exactly where we are now, with many of multiple events cascading one after, or at the same time. This is due to: our political climate, world events, and other influences. How can one deal with the impact on business issues or simply look out for yourself and your career? We will reference some real-world examples and events. It's like trying to multitask instead of dealing with things one at a time. It's like the recent mind-boggling movie "Everything, Everywhere, All At Once." The great physicist Stephen Hawking's last words cautioned us on the path we are heading as being froth with danger. And, unless major changes in the way we manage our resources and deal with problems of our own making may lead to our demise. This is The Anthropocene Era, the first and only man-made era in Earth's history. Continuation of ignoring pollution, deranged world leaders, overpopulation, and higher temperatures will do it slowly. Or one atomic bomb will do it can precipitate this very quickly.

### Politics and the Economy:

- 1. Elections:** A Presidential election should go smoothly and in accordance with precedents and norms. People accepted the outcome and if they lost, they were saddened but tried to win the next time around. Now things are very different, with people living in two separate realities, with QAnon, Proud Boys, and other revved-up folks on one side and traditional Conservatives, Liberals, LGBTQ+, and Black-Lives Matter groups on the other. And compromise is close to impossible as these groups have strongly held beliefs, not issues that can be easily negotiated away. There are enough angry and irrational people with weapons, who are just desperate enough to destroy the country rather than not prevail. With 4 Presidential trials just ahead of the election, no one can predict the outcome. For reference, it's been only 150 years since the Civil War was over (but apparently not forgotten). It was only 33 years ago that the Soviet Union was broken up. And it was only 9 years after the American Revolution and James McHenry said: "We have a republic, but only if you can keep it". Can we keep it.....this is now an open question. The US Civil War killed 600,000 or 2% of our fellow citizens. And don't even think about doing math today.
- 2. Policy and legislation:** Once we had fairly common ground, or at least a live and let-live policy. already taking place in abortion, immigration, immunization and healthcare, education and what can be taught in our schools, issues regarding gender, gerrymandering and voting rights, the issue of climate change, cultural issues, etc. It is just change but the rate of change it has happened too fast to consider and adapt to. It's like going from 1 G to 5 G's in 1 second.; it can break your neck. How will business and your company react to these possible changes in legislation and how you will deal with differences in the various states where you operate? We have already seen people who live in a blue state, were asked to move to a red one, take a new job in a blue state, or insist on working remotely. The same situation plays out when moving from a red to a blue one.

### World Event and Leadership:

- 1. Overview:** We are still at risk of a sea change in business as usual. This can impact everything from first-world inflation to third-world starvation and even Agamemnon is in the mix. This is tied up with the reliability of energy, food and manufacturing production, mass migration, trade, and the supply chain stress, due to the war in Ukraine, now spilling over to Russia and perhaps NATO countries. And after this diabolical situation, will there be a second act involving Taiwan and China, and then involving the US and our allies? And what can companies do with all these variables? When Russia invaded Ukraine over 1,000 companies left. from MacDonald and Apple to BMW and ExxonMobil, with billions of dollars being written off. Then when the draft hit home, upwards of 1 million young military age and highly talented men people left the country. If your company was operating there in addition to your write-off, your labor pool for a possible new venture became much smaller.
- 2. Technological Advancements:** The adoption of AI and new technologies can disrupt traditional industries and create new economic opportunities. Russia had an enviable science and technology sector, buying, joint venturing, and selling to the West. Forget all about that now. Then there is what has been demonstrated loss of military prowess. And those countries using Russia's planes and munitions, are reconsidering their vendors, and instead likely switching to the US, Japan, South Korea, the EU, Turkey, and Israel for their purchase of weapons and technology.
- 3. Global Events:** Knowns can become unknowns in a New York minute. We have seen how conditions



can change must faster the before, from wars, recessions, pandemics, geopolitical tensions, trade, investments, technology, and growth. And of course, there is climate change, which some people still think is a hoax as was COVID.

4. **Leadership:** A change in leadership, such as a new president or prime minister, can lead to shifts in diplomatic strategies and international alliances. We now have the 2024 elections coming up. If Trump is reelected remember his recent words, "I am your retribution" and the consequences of those words might impact you, your staff, regulatory changes, and your financial situation. Nothing is certain in an election, so think your options through before they occur, so you can make the changes needed in that New York minute, if necessary. Think of all those Russians who sold their house in Moscow for vulnerable waterfront property in Crimea.
5. **Stay Alert:** In dynamic times you can either wait until the dust settles or when you see enough data and warning signals, make a change before the others do. It's like the game of musical chairs, the last one to make a decision no longer has any choice to make.

#### Life and Careers:

1. **Change:** The world is changing at an ever-accelerating rate, A recent Stanford University report found that the number of AI patents increased 30-fold between 2015 and 2021 (HAI 2023), highlighting the rapid rate of progress made in the AI development sphere. AI-powered technologies can now perform a range of tasks, including retrieving information, coordinating logistics, providing financial services, translating complex documents, writing business reports, preparing legal briefs, and even diagnosing diseases. Moreover, they are likely to improve the efficiency and accuracy of these tasks due to their ability to learn and improve via the use of machine learning. In short, almost every job will be impacted by AI sooner rather than later. It has long been said that your only job security is your ability to get your next job.
2. Seek out mentors but remember no one will take an interest in you and your future as much as you. That is unless you are not motivated enough to look out for yourself, work hard, and follow the **4-C's**
  - Stay **Current** in what is happening around you, being alert for signals and body language among other things to pick up on things happening around you that others miss.
  - Stay **Connected** to others who are mutually beneficial to each other (it's one of the reasons why so many Harvard Business School graduates are successful).
  - Be a great **Communicator**, it's the hallmark of the A vs., B personality. The A-type person is a people person, aggressive, relevant, ambitious, highly competitive, status-conscious, impatient controlling, and often a workaholic. This is as opposed to the B type people are relaxed, more laid back, analytical.
  - Recognizing you have **Competition**. You rarely are unchallenged in this world, others are trying to gain market share, getting the corner office, and marrying the prettiest girl (or most handsome and rich boy). You may have a leg up on the competition, but once they see you are running for something they wake up and figure out there is a pot of gold are the end of some rainbow and they put on their racing shoes and then look for it. So, start looking over your shoulder to see who is now in the race, and want to win it for themselves. So now you have to up your game with a close eye on competitors and what you need to do, to win it in a competitive field.

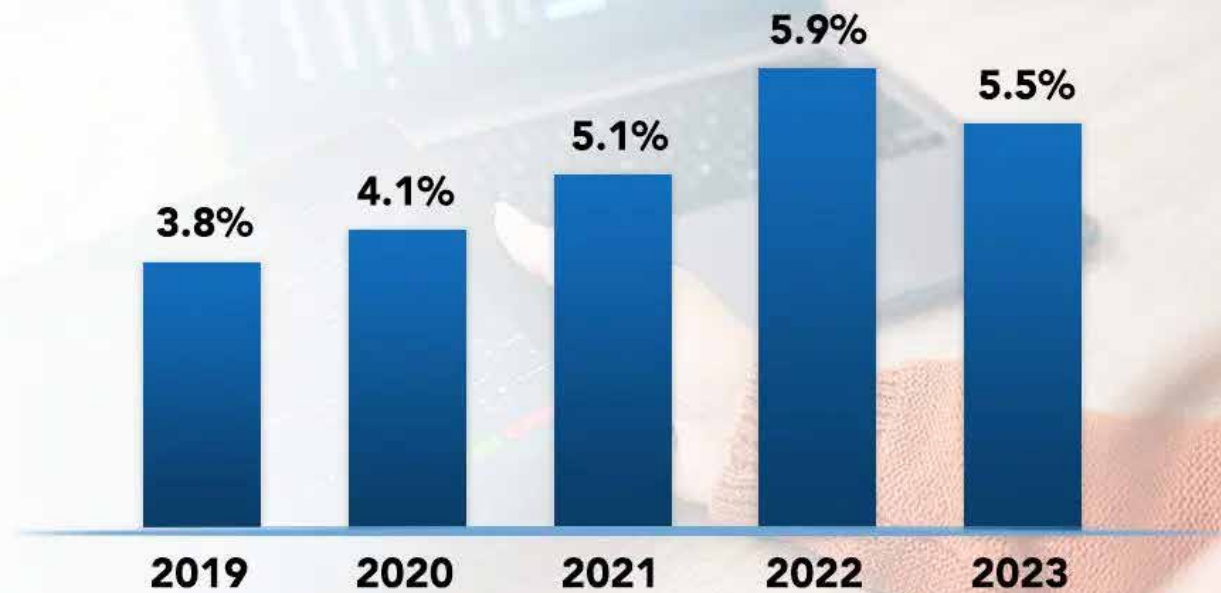


Mike Neidle is President of Optimal Management Inc. started in 1994 see ([www.optimal-mgt.com](http://www.optimal-mgt.com), LinkedIn Michael Neidle or call 650-655-2190, mentoring staffing owners and managers to maximize sales, profits and company value. He was Senior, Executive VP for 2 national staffing 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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## Trend in Data Management and Analytics Staff as a Percentage of IT Staff



Source: Avasant Research: Computer Economics, 2023

Figure 1

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# NEWS RELEASES

## Study reveals the top 25 companies to work for in the UK, based on employee satisfaction

Alexandria, VA, Sept. 27, 2023—The number of temporary and contract workers employed by U.S. staffing companies declined 4.6% to an average of 2.5 million workers per week from the first to the second quarter of 2023, according to data released today by the American Staffing Association.

The decline represents a deviation from the typical pattern of temporary and contract employment in the U.S., in which staffing employment and sales typically decline in the first quarter, grow in subsequent quarters, and peak in the fourth quarter.

In the face of a slowing economy and continued macroeconomic uncertainty, temporary and contract staffing sales also declined by 4.0% during the same period.

Staffing jobs declined 12.2% in the second quarter of 2023 from the same period in 2022, while temporary and contract staffing sales decreased 9.1% over that span to total \$35.9 billion in the second quarter of 2023.

"The staffing, recruiting, and talent solutions industry faced some headwinds this year as employers across several industry sectors scaled back the massive hiring they undertook in 2021 and much of 2022," said Richard Wahlquist, ASA chief executive officer. "Nevertheless, demand for labor remains healthy, and the staffing industry continues to play an important role in providing talent solutions to companies and impactful employment opportunities to millions of American workers every day.

"Looking ahead, survey respondents from private staffing firms are cautiously optimistic about demand picking up, with median projected year-over-year fourth quarter results expected to be flat compared to 2022."

To learn more about the quarterly ASA Staffing Employment and Sales Survey, visit [americanstaffing.net/quarterly-survey](http://americanstaffing.net/quarterly-survey), or follow ASA research on Twitter.

About the American Staffing Association

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

## Gravitas Recruitment Group earns prestigious Princess Royal Training Award for third consecutive year, highlighting innovative staff training programme

Gravitas Recruitment Group, a distinguished UK headquartered international recruitment company, proudly announces its successful achievement in securing the prestigious Princess Royal Training Award for the third consecutive year. This year's recognition is centred around Gravitas' Senior Consultant Development programme, including a rigorous evaluation process, a virtual assessment visit to validate evidence, and interviews with participants who have first-hand experience of the programme's impact.

City & Guilds' prestigious HRH Princess Royal Training Awards recognises employers who display exceptional dedication and invest in training and development for their people. As skills shortages escalate, and job vacancies double across the United Kingdom and Ireland, the significance of engaging learning programmes, for cultivating and retaining talent, is a lot more pronounced.

Gravitas emerges as one of only 53 recipients throughout the UK, successfully awarded a Princess Royal Training Award in 2023. Notably, the company also stands as the sole recruitment agency to secure this award for three consecutive rounds of submissions, (spanning a total of nine years accreditation) showcasing its leadership in training and development within the recruitment realm. Gravitas' dedication to nurturing talent and commitment to supporting professionals throughout their entire career journey is underscored and widely acknowledged through their 2017 & 2020 accreditations showcasing their entry-level training programme, and their latest 2023 award showcasing the Senior Consultant Development Programme.

Kurt Schreurs, CEO of Gravitas Recruitment Group, said "We are incredibly honoured to receive the Princess Royal Training Award for the third consecutive year. This recognition is a testament to the unwavering commitment of our dedicated L&D and senior Talent Management teams, showcasing their transformative impact. As we continue this journey, we are committed to prioritising our people development to further solidify our reputation as leaders in learning and development within the recruitment industry. This aligns with our purpose of crafting solutions that empower our employees' ambitions, fostering

fulfilling long-term careers, while promoting excellence within our wider industry."

As the wider landscape of learning and development continues to evolve, key trends for 2023 have emerged, including a heightened emphasis on skills enhancement for swift recovery and adaptability, along with the noteworthy effects of investing in leadership and management. These trends, particularly relevant to the recruitment industry, illustrate the ever-changing paradigms of training and professional advancement. For Gravitas: "This award strengthens our resolve to continue pushing the boundaries of excellence, empowering our people to excel and adapt in an ever-evolving business landscape," adds Kurt.

This commitment to talent development and continuous improvement has also recently earned Gravitas another accolade; judges at the Global Recruiter Awards have just named them as finalists within the coveted Best In-House Training Award, alongside other category nominations, acknowledging the programme as one of the best within the recruitment industry.

Find out more at [www.gravitasgroup.com](http://www.gravitasgroup.com)

National Association Awards \$28K in Growth Grants to Support America's Record-Shattering Growth in the Small Business Community

## National Association for the Self-Employed, in Collaboration with AARP, DELL Small Business, and Payanywhere, Provides Financial Grants to Support Small Businesses in California, Illinois, Indiana, Louisiana, North Carolina, and Ohio

As our nation's small business community continues its record-breaking surge with more Americans choosing to open their own small business than ever before, the National Association for the Self-Employed (NASE), the nation's leading advocate and resource for the self-employed and micro-business community, announced today \$28,000 in Growth Grants to seven local small businesses for the second quarter of 2023. Today's announcement also includes three Growth Grant awards sponsored by AARP, one by DELL Small Business, and one by Payanywhere.

"Our nation's small business community, including self-employed and micro-businesses, are the essential fuel for America's economic engine. Over the course of the last few years, the American small business community has experienced a surge of new small businesses opening and expanding. These new entrepreneurs represent the true spirit of America's resilience and determination. We are proud to do our part in supporting our community's expansion and growth," said John Hearrell, NASE Vice President of Membership and Affiliate Programs. "From each side of Main Street to every corner of America, small businesses are delivering unique goods and services to their customers. Since 1989, our mission is built on the cornerstone of supporting these businesses to grow and succeed. With support from AARP, DELL Small Business, and Payanywhere, it's an honor to make an investment of \$4,000 in each of these Growth Grant recipients, bringing our total grant awards to over \$1 million since the program's inception."

Last year, NASE awarded \$88,000 in total grants to 22 small businesses to support their growth and expansion of business operations while also helping them emerge from the COVID pandemic. In 2023, the NASE has increased its awards even more.

The recipients of the second quarter 2023 NASE Growth Grants are:

The River Farm, located in Bluffton, IN, owned by NASE member Caleb Feichter, was awarded a second quarter Growth Grant in 2023. The River Farm is a diversified, family farm in Wells County, Indiana utilizing biological, organic & regenerative principles.

Forensic Psychology, located in Baton Rouge, LA, owned by NASE member Dr. Laura Brown, was awarded a second quarter Growth Grant in 2023. Dr. Brown is an experienced psychologist specializing in clinical and forensic assessment. She works with courts and attorneys in cases that involve questions about abnormal behavior and mental disorders.

The following Growth Grants are sponsored by AARP.

Freight Dynamos, located in Chicago Ridge, IL, owned by NASE member Pat Sterling, was awarded a second quarter Growth Grant in 2023. Freight Dynamos provides freight brokerage services to customers within and around Illinois.

Spice Rack Trading Company, located in Durham, NC, owned by NASE



member Jamaal Fuller, was awarded a second quarter Growth Grant in 2023. Spice Rack Trading Company offers an eclectic mix of rubs and seasonings from various cultures to create imaginative dishes on your stove, grill, smoker or oven.

Kyma labs, located in Riverside, CA, owned by NASE member Markita Rogers, was awarded a second quarter Growth Grant in 2023. Kyma labs is a boutique cosmetic manufacturing company based in the heart of California, specializing in high-quality formulations, contract manufacturing, and private label solutions.

The following Growth Grant is sponsored by DELL Small Business.

Log Cabin Laundry, located in Toledo, OH, owned by NASE member Katie Williamson, was awarded a second quarter Growth Grant in 2023. Log Cabin Laundry offers coin laundry, dry cleaning, full-service wash, dry & fold as well as delivery options and more.

The following Growth Grant is sponsored by Payanywhere.

The Oven Pizzeria, located in Seaside, CA, owned by NASE member David Rodriguez, was awarded a second quarter Growth Grant in 2023. Using quality fresh ingredients, The Oven Pizzeria continues a tradition of handmade New York style pizza with a signature San Francisco sourdough.

For the last 40 years, NASE's focus has been on finding the most effective way to bolster success for small business and self-employed members in communities across the country. NASE's Growth Grant Program is intended for businesses planning to take the next step in their venture. It provides available capital for small businesses and sole proprietors to be able to hire and train additional employees, market their business in new and existing ways or invest in new equipment or software.

Applications are considered on a rolling basis throughout the year and winning small businesses will be awarded \$4,000 grants each quarter throughout 2023. Visit the Growth Grant page for more information.

NASE members also enjoy a comprehensive list of benefits designed to help small business owners and sole proprietors start and grow their business. A complete listing of benefits available to NASE members is available, here. NASE members are offered a host of resources designed to help support entrepreneurs and small employers including access to professional "Ask the Experts" services in tax, health care and marketing, a navigational assistant health care portal, scholarships and grants, discounts on shipping rates and office supplies, and affordable email marketing systems and webhosting services. NASE's newest member benefits continue the tradition of providing real-world, bottom-line assistance to small business owners. To become a member of NASE, apply online here.

### **Study reveals the top 25 companies to work for in the UK, based on employee satisfaction**

Google is revealed as the number one company to work for employees based in the UK, with a high employee satisfaction score of 82.88 out of 100.

Salesforce comes in second on the list, with a 97.98 health benefits score and a 97.71 flexible hours score.

Morgan Stanley and Deutsche Bank ranked third and fourth place, respectively.

A new study has revealed that Google is the best company to work for in the UK, according to employee reviews.

Employee engagement experts Weekly10 analysed online Glassdoor reviews for 1,090 companies with employees in the UK, to determine which are the best places to work. Companies with more than 1,000 reviews, 20 salaries and 5 job openings were included in the research.

The analysis took user ratings for several different categories, which were then weighted and added together to create an 'Employee Satisfaction Score' out of 100 for each company.

The categories considered were salary, business outlook, recommendation to friends, approval of the CEO, ratings from different demographic groups, health benefits, financial benefits, flexible work hours and working from home, sick pay and vacation days, transportation benefits, career opportunities, and miscellaneous benefits.

Google was revealed to be the best company to work for in the UK, with an impressive employee satisfaction score of 82.88 out of 100 overall. It received 95.35 for career opportunities and 89.30 for salary, which were some of the highest scores in each of their respective categories based on

the ratings of former and current employee feedback.

Google also scored highly for its sick pay and vacation system with 87.86 out of 100, alongside receiving 79.14 out of 100 for its flexible work hours and work from home policy based on employee feedback. The median yearly salary at Google is approximately £82,500.

In second place was Salesforce, with a satisfaction score of 81.28 out of 100 based on ratings of employee feedback. Salesforce received 97.98 for its health benefits and 97.71 for its flexible hours, also scoring 96 for sick pay and holiday. The median yearly salary at Salesforce is approximately £73,566.

The company was however let down slightly by its business outlook experience score of 63.51 out of 100 based on employee feedback. Salesforce provides customer relationship management software and applications focused on sales, customer service, and marketing automation.

Morgan Stanley came close behind in third with a satisfaction score of 79.61 out of 100 based on ratings of employee feedback. The financial services company received 86.75 for approval of its CEO and has a median yearly salary of £67,658.

Deutsche Bank ranked fourth with a satisfaction score of 79.29 out of 100, while Cisco Systems came fifth with a score of 79.11. Investment banking company Deutsche Bank scored 72.95 for business outlook based on ratings of employee feedback and has a median yearly salary of £73,002. Digital communications company Cisco Systems received 83.78 in the same category and has a median yearly salary of £56,389.

Other companies that managed to make the top ten include Dell Technologies, Accenture, Bank of America, Avanade, and Microsoft.

A spokesperson for Weekly10 commented:

"Sites like Glassdoor are an extremely valuable resource for those looking for new job opportunities due to how much information can be found regarding the experiences of current and former employees.

"Whilst salary is an important factor, many of the top companies also received high ratings in categories such as health benefits, sick pay, and flexible hours. Work-life balance is extremely important when considering long-term employment options and the top companies are ranking highly in areas that contribute to this discussion. They also notably share high approval for their CEOs, with all the top ten companies scoring above 70 in this category."

<https://www.weekly10.com>

### **NPAworldwide Hall of Fame Welcomes Patrick Long and Ed Wallach**

Patrick Long of Provision People ([www.provisionpeople.com](http://www.provisionpeople.com)) and Ed Wallach of Ed Wallach Search Group ([www.wallachsearch.com](http://www.wallachsearch.com)) have been inducted into the prestigious NPAworldwide Hall of Fame. Both recruiters have reached the Double Platinum level in the NPAworldwide Recruiter Achievement Status program, a rare and coveted achievement.

To reach this level, Patrick and Ed have demonstrated exceptional placements activity, with a cumulative salary total of at least US \$10 million. Only 22 people in the entire recruitment network have ever achieved this level of productivity. NPAworldwide President Dave Nerz applauds their success, stating that they are excelling at what every recruiter aspires to.

Patrick expressed his gratitude for this recognition, highlighting the collective efforts of the entire community. He credits the collaborative spirit and strong teamwork within NPAworldwide for their shared success. Ed also expressed his honor and humility, thanking his trading partners for their support.

NPAworldwide's Recruiter Achievement Status program recognizes six levels of performance: Platinum Premier, Double Platinum, Platinum, Gold, Silver, and Bronze. Patrick and Ed have reached the second-highest level, a testament to their exceptional skills and accomplishments.

Join us in congratulating Patrick Long and Ed Wallach on their well-deserved induction into the NPAworldwide Hall of Fame.

About NPAworldwide. NPAworldwide is a global recruitment network facilitating split placements between its members. The network has more than 550 member offices across 6 continents. For more information, please visit [www.npaworldwide.com](http://www.npaworldwide.com) or [www.npaworldwideworks.com](http://www.npaworldwideworks.com).

# Letter From The Editor



*Don't miss out!*

Recently, I listened to Brad Bialy, Smart Ideas3 Summit brought to you by Haley Marketing. I loved how he used the grocery store to help you visualize how to level up your firm and STAND OUT. Think oreo cookies! Do you know where they are located in the grocery store. They stand out so you find them easily!

Side note, I live in the country around a group of amazing large farming families. Early on I found out that some of them loved and I mean LOVED oreos. In fact, some have a package in their cab of the tractor they are driving. So I bought some and gave to the farmer that was helping farm our land. Why? To tell him I appreciate him.

We all need to do more to show appreciation. No strings attached. Which is what David and Victoria, co-owners of Haley Marketing did with their free Smart Ideas3 Summit. Give back to the industry their company serves. They did a great job selecting speakers, contributors to share just a few ideas. Stories sell. Memorable stories sell even better. So get talking with people to help generate awareness about who you are.

Awareness, interest, desire and then ACTION! The inverted marketing triangle.

We need to promote positive action. The challenge is to put a strategy in place. As we enter the final quarter of 2023, it's a perfect time to change any negatives you have in your firm to positives. So, read, connect and expand your thoughts to improve your plans and company's image to enter the new year strong. We all will need to be flexible in the coming year. Just choose the positive road ahead.

Happy Recruiting and Staffing....

*Pat Turner*

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