With The Growing Presence Of AI, Is A Recruiter Still Relevant?

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Digital marketing and social 2022

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An examination of issues and concerns being voiced by employment candidates with search and staffing professionals. Veteran counselor and educator Frank Burtnett responds personally to each career question.

Senior Conundrum: To Work or Not to Work

EMInfo Reader: I am engaging greater numbers of senior clients who are struggling with the question of whether it is time for them to retire or not? What issues should they be examining at this stage of the life?

Dr. Burtnett: One only needs to examine the reports of the Bureau of Labor Statistics generated in the early portion of this millennium to learn that more seniors are working now than any other time in U.S. history.

Increased longevity due to better healthcare and improved personal habits (i.e., smoking cessation, more exercise, improved nutrition, etc.) are cited as contributing to those statistics. Many have not managed there financial circumstances in a way that allows them to leave their employment. The coronavirus pandemic stirred a new sense of the meaning of economic security and left many hanging on to their jobs. Finally, a larger employee population likes what they do and simply wants to engage in their careers for a longer period time.

Often seniors don't fully understand that full retirement is not the only option when their hair turns grey and they slow down a step. In my book *Career Challenges: Straight Talk about Achieving Success in the Technology-Driven, Post-Covid World of Work*, I refer to the winding down, adjustment and exit phase of the career development process that includes a number of options seniors might follow on their path to full retirement.

Those alternatives include:

Continued Full-Time Career Engagement – Yes, there are many for whom remaining in the workforce is the best option. They believe their minds and bodies will tell them when the exit is to occur.

Modified Career Definition – This option has the employee taking on a redefined job description where their role and responsibilities are less demanding. This option can be even more effective if combined with the next one---modified working characteristics.

Modified Work Requirements – One of the lessons learned from the coronavirus pandemic was that more jobs than thought do not need to be
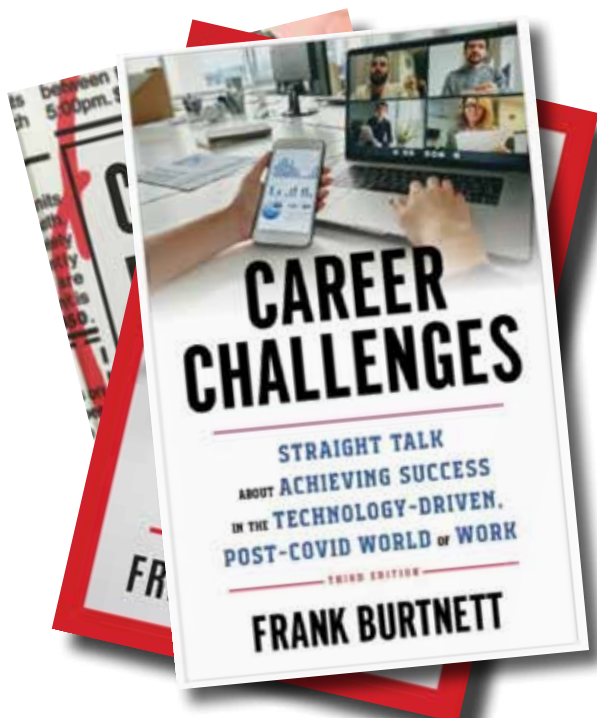
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Topics are drawn from Dr. Burtnett's book,
Career Challenges
Straight Talk about Achieving Success in the Technology-Driven, Post-COVID World of Work, 3rd Edition (Rowman & Littlefield Publishing Group)
& represent those witnessed regularly by search & staffing professionals.

performed at the place of employment and flexible schedules can produce the same level of performance and production. Working from home and a shorter or more flexible schedule is an option that might be welcomed by many seniors.

Career Makeover and Entrepreneurism – For the worker desiring to head off in a completely different direction. It's not an easy option to pursue, given that new knowledge and skill-set requirements will likely require new study or training. Education and business creation costs may also limit movement in this direction.

Temporary Employment- The contract or temporary employment option is one where the amount of work is dictated by the formal contract or agreement the individual has established with an employer or temporary placement firm. A positive feature of this option is the individual is allowed to determine the type of work, location, frequency of employment and other elements.

Full Retirement - The full retirement option is the one in which the lure of a complete exit from the workplace is too great to pass up. It is a time when the older adult is ready to make a clean break which working hard all those years now allows them to do. The weekly golf game or bridge game and many other recreational pursuits are looking better and better. Able seniors should never apologize or feel guilty for exiting a life of productive work or that fact that they feel it is time to put their career behind them. Rather, they should look at comfortable retirement as their compensation for a successful career.

Dr. Rich Feller is a retired professor of Counseling and Career Development and University Distinguished Teaching Scholar at Colorado State University and a former President of the National Career Development Association. Rich believes that we "should retire into something, not from something." a provocative suggestion that he offered for the second edition of my book, Career Challenges: Straight Talk about Achieving Success in the Technology Driven, Post-Covid World of Work. His message is one I believe all working individuals should consider.

Retirement is a transitional time---not one of absolute stoppage. It may feel to some like removing a heavy backpack, but it doesn't mean one is discarding it. Individuals at this place should pause and ponder for a time and then refill the backpack with new things and proceed in a new or different direction.

The adjustments that lie ahead at this time will likely include one or more of the options identified herein and will likely result in a unique blueprint that is consistent with the individual's personal goals and aspirations. The final career stages and entry into retirement don't have to be the end of anything. It is a time for an adventurous new beginning. Who knows? That is where you will find The Career Mechanic.

Dr. Frank Burtnett has spent his career working with educational and career development entities engaged in the design and delivery of programs and services that bring maximum career success and satisfaction to individuals from across their entire adult life-span.

His academic studies resulted in him 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 has earned the professional distinction of Fellow of the American Counseling Association.

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).

Top 10 KPIs Every Staffing Agency Should Monitor

By Jennifer Roeslmeier

As we gear up for 2024, evaluating Key Performance Indicators (KPIs) is critical for not only planning the future but also evaluating how your staffing business is performing. Measuring KPIs on a regular basis helps you see key insights into your business and helps you make strategic decisions. This is especially important for the growth of your staffing business in order to see what areas need improvement.

In staffing, there are several metrics that can be measured that are important for your business, including metrics on evaluating the effectiveness of your recruiting process, placement success, turnover, client and candidate satisfaction rates, gross margin percentages, and more.

In this blog, we will look at the top 10 KPIs every staffing agency should monitor to run a successful and growing staffing business.

The Top 10 KPIs for Staffing Agencies

When looking at the top 10 KPIs for staffing agencies, they can be broken out into (4) important areas that are vital to a staffing business: Recruitment Effectiveness, Placement Success, Candidate and Client Satisfaction, and Financial Performance. Let's first look at Recruitment Effectiveness.

Recruitment Effectiveness

Recruitment effectiveness measures the effectiveness of your recruitment process. We will look at (3) metrics that can help you measure your recruitment effectiveness.

1. Time to Fill

Time to Fill measures the average time it takes to fill a position from the time the job order was opened all the way until the position was accepted. Recruiters want to fill positions as quickly as possible to keep clients happy. A long time to fill can indicate something might need to be changed in your recruiting process. Perhaps the job boards that the jobs are being posted on aren't the most effective or the interview/evaluation process of a candidate is taking too long. A long time to fill will raise a red flag and from there you can take a deeper dive into your recruiting process to see what might be causing the bottleneck in the process.
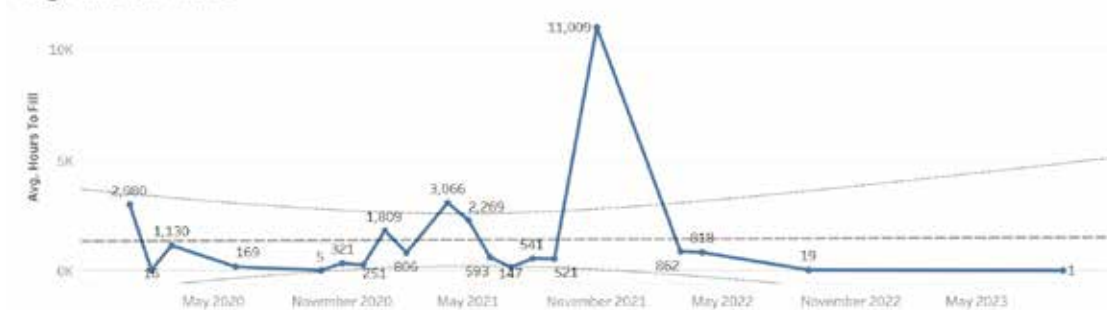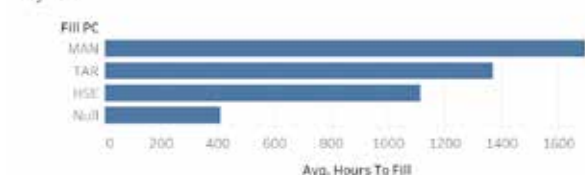
Senior Digital Marketing and Brands Manager at Automated Business Designs E-Mail: Jennifer.Roeslmeier@abd.net Automated Business Designs develops the enterprise class staffing and recruiting software solution, Ultra-Staff EDGE. Designed for temporary, direct hire, and medical staffing, Ultra-Staff EDGE offers a full-featured business solution that includes front and back office, onboarding, web portals, mobile, data analytics, and scheduling. For more information on Ultra-Staff EDGE, visit www.abd.net or schedule a demo to see the difference an all-in-one staffing software solution could make for your business.

2. Applicant to New Hire Rate/Ratio

The Applicant to New Hire Rate/Ratio shows the number of applicants that were hired. If you have a low Applicant to New Hire Rate/Ratio that can determine that the quality of the candidates applying are not good or they are not the right fit. If this is the case, then you may need to reevaluate your job descriptions and marketing materials, so you receive more candidates that are the right fit.

A low Applicant to New Hire Rate/Ratio can also indicate how well your recruiters are following up with applicants. If some applicants are never followed up with, then this can be the problem in your Applicant to New Hire Rate/Ratio. Ideally, you should hope to hire 70% of the applicants that are coming in. To get to this percentage, it's important to both evaluate the candidates that are coming in and follow up with these candidates.

3. Cost Per Hire

Cost Per Hire measures the average cost to hire a candidate. This can include money spent on job boards, advertising for a position, onboarding the candidate, etc. Your Cost Per Hire can help determine the effectiveness of the money spent hiring a candidate. If you notice you have a high Cost Per Hire, see what costs can be eliminated. Perhaps you don't have to advertise on a certain job board that isn't bringing in quality candidates or you don't need to ask candidates for drug tests if you are not placing

them on an assignment yet. Measuring your Cost Per Hire can help you invest in areas that are most important for hiring a candidate and it can also help eliminate unnecessary costs.

Placement Success

After you evaluate your recruitment effectiveness, it's time to look at your placement success. Overall, how successful are you at placing candidates? From the candidates that you hire, how many are showing up on the assignment? Let's first start with the Placement Rate.

4. Placement Rate

The Placement Rate is critical for determining the rate at which you are successfully placing candidates. If your placement rate isn't at the percentage, you want it to be, then it is an indicator that you are having trouble finding the right candidates to fill positions. A helpful report to pull would be a **Source to Hire** report. This will show you the number of candidates that are being hired from each of your sources. It will give insight into which sources are effective (and sources you should focus on) and which ones you should eliminate. Some other areas to look at if your Placement Rate is low:

- **Marketing and Job Descriptions**: Are you not finding candidates because the job descriptions aren't enticing enough or not attracting the right candidates?
- **Resume Submittals:** Are you submitting enough resumes and candidate options to your clients?
- **Candidate Quality:** How are the candidates you are submitting? Are they the right fit?
- **No Shows:** Are your candidates not showing up to work? If so, what can you do to further ensure candidates show up on their first day of work?
- **Time to Fill Too Long:** Is it taking too long to fill positions and your client is filling the position before you find someone? If this is the case, it's time to look back at your Time to Fill and see how you can quicken your hiring process.

Applicant Referral Dashboard

These are just a few factors that could affect your Placement Rate. Having a high Placement Rate is important for every staffing business because it helps determine how much money you are bringing in. If the placement rate isn't as high as you want it to be, see why you aren't finding the right candidates to fill positions and where things might be going wrong.

5. New Hire to Assignment Rate/Ratio

The New Hire to Assignment Rate/Ratio measures the rate/ratio that candidates are showing up to the assignment compared to the number that were hired. A low rate/ratio indicates that candidates are ghosting you when it comes time to start the assignment. One reason could be that the candidates aren't qualified, so they don't show up to work. If this is the case, then you must look back and see why these candidates are being hired in the first place.

If the candidates are qualified, but just not showing up to the assignment, then you might need to look at solutions to encourage candidates to show up to their assignment. This could mean follow-up texts and check-ins leading up to their first day of work or an incentive of some kind that rewards employees for attendance.

Candidate and Client Satisfaction

The next set of KPI's that should be monitored are related to candidate and client satisfaction. Measuring candidate and client satisfaction rates lets you see how happy candidates and clients are with your service. This can also be used as a tool when marketing to potential clients and candidates.
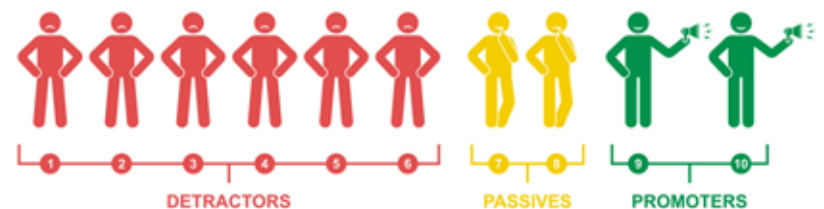
6. Client Satisfaction Rate

Your Client Satisfaction Rate measures how happy your clients are with your services. The best way to measure this would be through a Net Promoter Score (NPS). A Net Promoter Score is a standard across industries that measures customer loyalty. This can be measured through surveys that your company conducts or through a third party. To measure your NPS score, ask clients on a scale of 0-10 how likely they are to recommend your business. Responses should then be organized by Detractors (0-6), Passives (7-8), and Promoters (9-10). From here, take the number of Promoters and subtract the number of Detractors. Divide this number by the Number of Respondents and multiply it by 100 to get your NPS Score. According to our partner Sense, an NPS score above 45 is excellent, a score between 24 and 44 is good, and a score below 24 needs improvement.

Your NPS score will not only tell you how satisfied your customers are, but it's also an indicator of how loyal your customers are to you. If your NPS score is low, then another survey could be conducted to gather client feedback to see where improvements need to be made or within the initial survey you can have a place for feedback.
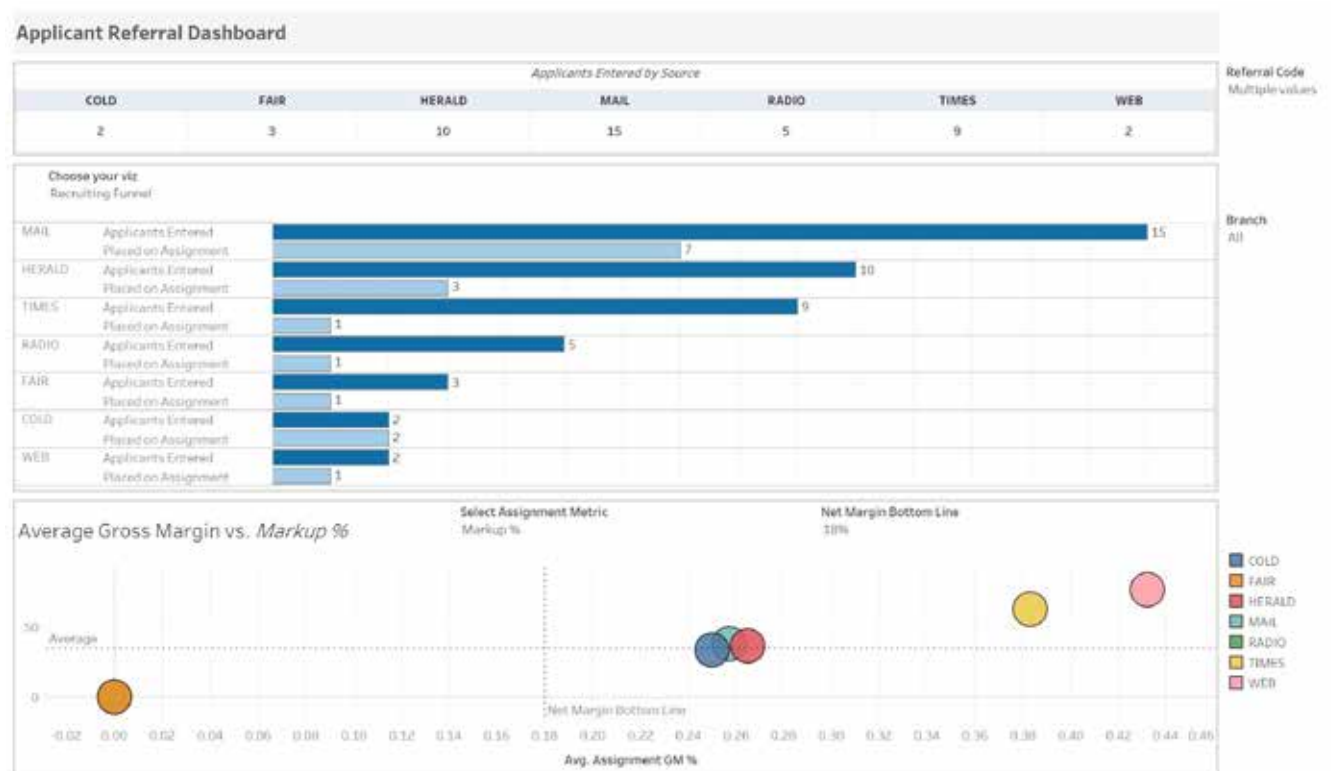
NET PROMOTER SCORE

NPS = % PROMOTERS - % DETRACTORS

DETRACTORS   PASSIVES   PROMOTERS

7. Candidate Satisfaction Rate

Candidate Satisfaction Rates are also important to determine how happy candidates are with your services. It also shows how likely they are to continue to work for you. Just as an NPS score can be conducted for your clients, the same can be conducted for your candidates. NPS surveys can even be sent out via a text message to candidates. As with the Client Satisfaction Rate, follow-up questions or surveys can also complement the NPS Survey to gather more feedback on what candidates like about their experience and what can be improved.

8. Employee Turnover Rate

Your Employee Turnover Rate is a way you can measure employee satisfaction and the quality of hires. The Turnover Rate measures the rate at which employees leave an organization over a given period. Turnover is important for assessing employee retention and stability. *A low turnover rate* indicates higher employee satisfaction and a more stable workforce. A *high turnover rate* on the other hand can signify low employee satisfaction or poor quality of hires.

Keeping track of your Turnover Rate will provide key insights into the employees you are hiring and the ability to retain employees. Your Turnover Rate can also be an important metric when marketing to potential customers. A low Turnover Rate is a strong selling point when trying to gain new business.

Financial Performance

The most critical KPIs is the measurement of financial

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Turnover Report

| 267 (37.24%) Successful Turnover | 450 (62.76%) Unsuccessful Turnover | 717 Active Employees |

Turnover Details
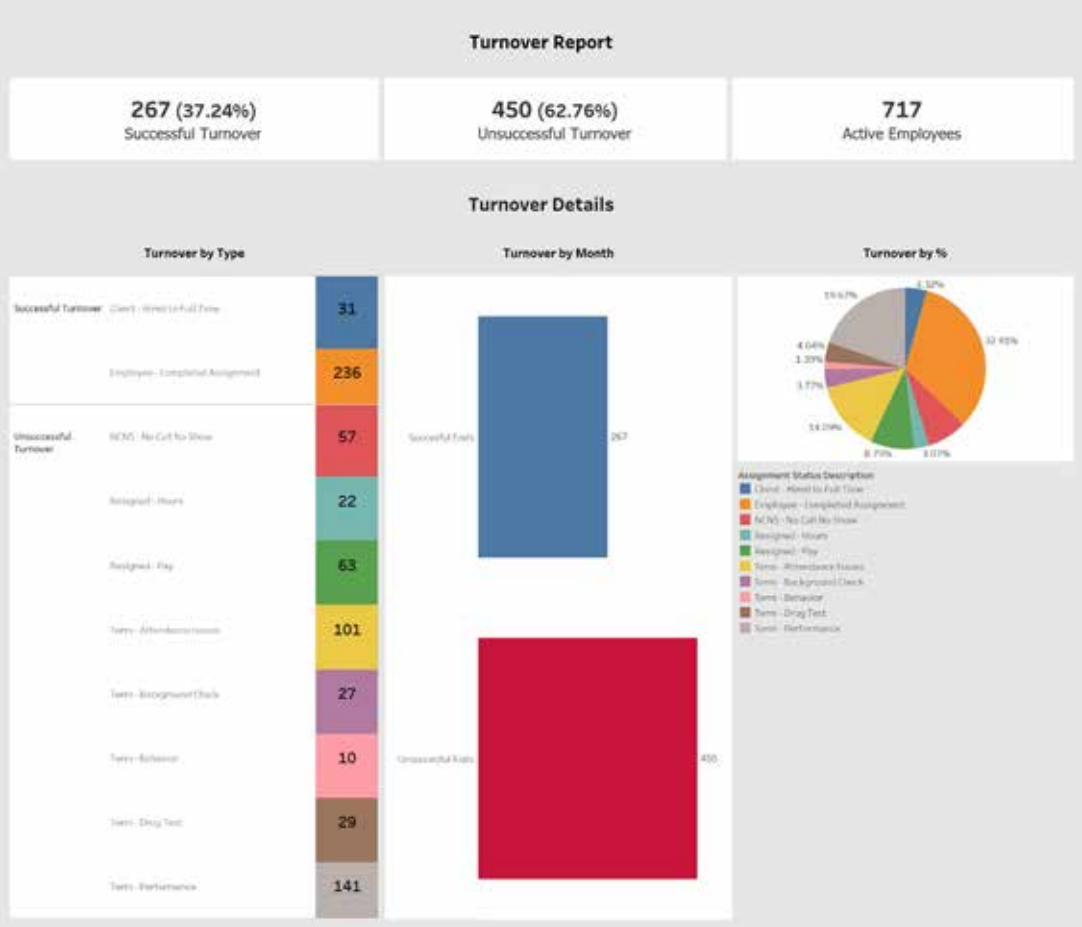
performance, specifically your Gross Margin. Everything else can seem good, but if you don't have a healthy Gross Margin then that will cause financial problems. Gross Margin can be dissected and compared in many ways. We will highlight a few key Gross Margin KPIs below.

9. Gross Margin Percentage

Your Gross Margin Percentage is one of the most important ways to determine how your business is performing. Your Gross Margin Percentage is the percentage of profit you are making from your total sales. You can look at your overall Gross Margin Percentage from your total sales to see a bird's eye view of the business. You can also break it down more to see how individual areas of your business are performing. For example, you can look at Gross Margin by Branch, Line of Business, Industry, and even by Client. Not only looking at your overall Gross Margin but diving into specific areas of your business will help you see which areas are performing well and which areas need improvement.

10. Gross Margin Per Employee (Percent and Dollar)

The last important KPI to measure is your Gross Margin Per Employee. This will provide an immediate snapshot of how much you are making with each employee. This can be looked at from both a percentage standpoint and a dollar-per-hour amount. These metrics will provide insight into the profit you are making per employee. A low Gross Margin Per Employee will tell you that you might need to go after different businesses, or you need to price your business differently, so you are bringing in more profit.

It's important for staffing businesses to have a target Gross Margin Percentage Per Employee and a target Gross Margin Dollar Per Hour Per Employee. This target goal will help your business stay profitable. If you are working with a potential client, but the gross margin won't meet your target, then you won't be able to do business. Note that your ATS may have a built-in Gross Margin Calculator to make these calculations easy when putting together offers. See if a tool like this is available to help you calculate and manage your Gross Margin.

How to Measure and Analyze These KPIs

You now have your top 10 KPIs that every staffing agency should monitor. How can these KPIs be measured though? Your Applicant Tracking System (ATS) is the place to start. All activities are tracked right within your ATS, so from your ATS you might be able to pull reports and see insights into these KPIs. If you are not familiar with measuring these KPIs in your ATS, reach out to your ATS provider to see what reports are available and how you can track these key performance indicators. There may also be data visualization tools available that integrate with your ATS which could help build reports that visualize your data.

The other important component to measuring KPIs is analyzing them often. Whether you look at these KPIs daily, weekly, or monthly, find a regularity that works for you. Metrics will constantly be changing, so the more you can stay on top of your KPIs the better business decisions you can make. If you see something is not working, don't be afraid to change courses and try something new. This is what ultimately will help your business continue to grow.

The Power of KPIs in Staffing Agencies

Temporary Revenue by Category
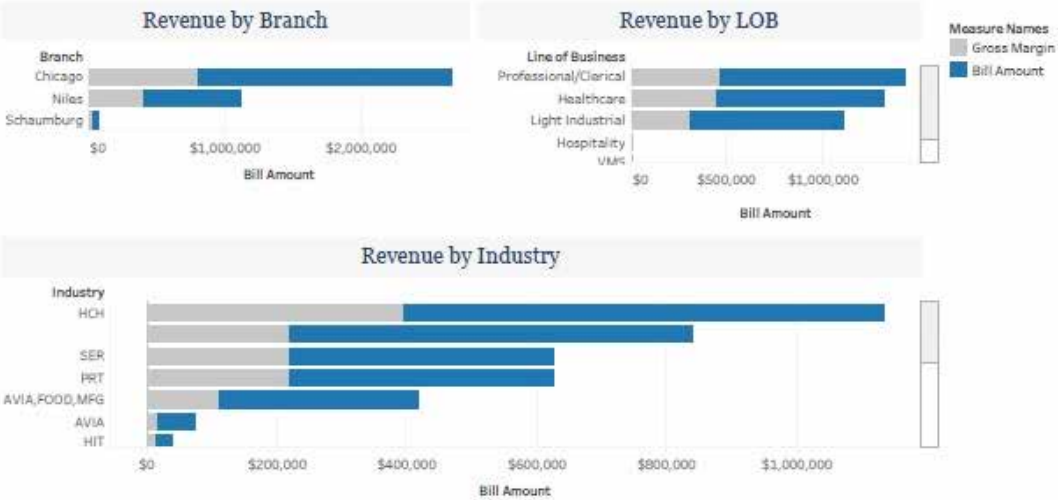
In this article, we reviewed the top 10 KPIs every staffing agency should monitor. These KPIs help measure recruitment effectiveness, placement success, candidate and client satisfaction, and financial performance. These areas are critical to a successful and growing staffing business. Once you begin measuring your KPIs, review them regularly and use them to make strategic decisions. The power of KPIs is in your hands!

*Ready to begin leveraging these top 10 KPIs? Reach out to Ultra-**Staff** EDGE Staffing Software and see how you can effectively track, monitor, and analyze your KPIs with an all-in-one staffing software solution.*

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Minimizing Counteroffers

Mike, I have had two candidates take counteroffers in the past five weeks. What are some steps to minimize these?

~Scott in London.

If you have candidates taking counteroffers and turning down your offers, understand you cannot eliminate this from happening. It is going to happen to the best. But if it happens to you consistently, you need a system or a process for setting and managing expectations with your candidates from the first phone call. Again, these strategies minimize. They do not eliminate because we are dealing with the human element.

To minimize falloffs, to minimize counteroffers, it starts on the very first conversation where you determine if they are a fit for the role. Now, your client has yet to agree to interview them. Still, you have assessed them, you have identified what their career desires are, you have identified viable reasons for them to consider making a change right now, and they are interested in your opportunity. This is when the counteroffer process begins.

Begin with the End

Step 1 is to begin with the end in mind. So, I tell people how I work with them.

Mr. Candidate, Ms. Candidate, I am going to submit your resume. If they agree to interview, here is the process. Let me know if there is anything about this that you are uncomfortable with because I will ask you for your commitment to the process. If you at all uncomfortable, it may be best that we do not work together.

I have never had a candidate, by the way, go, no, I am not comfortable with this. But again, it is setting the expectation early on how you will work together.

I say: *You can say no until you say yes. Mike, I do not want to go on the interview. Mike, I do not want to go on the following interview. Mike, I do not want to go on the final interview. Mike, I do not want to take the offer.*

You can leave the process at any time until you say, yes, I am going to take the offer, and then you can no longer say no. Our job over the next few weeks, provided this goes well, is to ensure you have enough information to make this a hell no or hell yes. Once it is a hell yes, I am asking for your commitment that you cannot return to hell no.

You told me you needed to know about x, y, and z. You told me you wanted the opportunity to include a, b, c, and d. We will identify that over the next three weeks, and you can validate that in various ways. Does that sound fair?

They will suddenly go, yeah, that sounds fair.

Use Emotion to Elicit Empathy and Understanding of the Process

Then I go – I learned this from Danny Cahill 20-something years ago –I love this technique. Once they commit to only saying no until they say yes, and that sounds reasonable, then say:

Let me run a situation by you. I want you to imagine we have gone through this whole process. You have honored your commitment. You have been like, yes, I want the next step. Yes, yes, yes. The money is right. The opportunity is right. You come down to the end of it, and you say yes. You walk into your company, and you resign. As difficult as it is, you give your notice and pack up your box with the picture of your husband, wife, and kids. You are going to start on Monday. It is Sunday night. You get an email from the company or a voicemail from your new

Ask Coach Mike

company. It goes, I don't know how to tell you this, Mr. Candidate, but on Friday, we identified a perfect candidate. While you are really good, this person is excellent, and we are withdrawing the offer. No need to come to work tomorrow. Sorry. Nothing personal. It is just business. What would your reaction be?

They are going to go ballistic! And you let them... They cannot do that. I have a signed offer letter! They made a commitment. I have a contract. I quit a job!

And just let them go on and on and on. You will find something. Your company will take you back. It is a hot economy. You can get another job. Let them talk about how unethical it is until they are done. Even if it goes five to 10 minutes, wait until they finish.

We make decisions intellectually and back them up emotionally. A counteroffer is an emotional experience. When they are done, you say to them, *okay, first of all, as your recruiter, I have never had that happen. That is the good news. Two, I ask you because I want you to now answer for me, how would it be any different if you did that to them?*

Then just be quiet and wait for the answer.

It is the same thing. They have a signed offer letter, a contract. Sometimes they will say, well, I left my job. Yeah, and they cut the number two candidate. They are going to lose, just like you would lose 60-90 days of employment probably while you look for another job, they cut the backup candidates based on your word. Now business in your territory will stagnate or go backward for another 90 days.

Encourage Any Potential Counteroffer to Surface Prior to the Offer

That is why, Mr. or Ms. Candidate, one, it is so essential for us over the next few weeks - to validate that this is the best opportunity for you. Two, you told me you wanted to leave because of these three things. Have you talked to your manager about that?

No. I don't think he/she cares.

I understand. Here is what I want you to do. I am going to set up this interview. In parallel, to make sure you are making the right decision, set up a lunch with your manager. Do not tell him you are interviewing. Say, you know, Mr. or Ms. Manager, I have been here a couple of years. I like these things, but I would like to discuss x, y, and z over lunch.

Mr. or Ms. Candidate, you will hear 1 of 2 things.

(1) Look, I do not have time for this. Get back to work. Now you know what your employer thinks about you.

(2) They are going to go; I had no idea you had these concerns, and they go to lunch. If they go to lunch with you, they will either tell you there is nothing they can do about it or they are going to make amends and try to fix it.

Here is why that is important. You are doing all this without the gun to their head of you leaving. You are expressing your concern, and you get to see their response in real-time versus their fake response to prevent having to replace you. That is where you are going to have a sincere reaction.

I have seen this happen, and I did see this in my career several times where a candidate set up that lunch with their boss, and they fixed the situation, and I pulled them out of the process after the first interview. Their current employer will address that all in the counteroffer, and you will lose the candidate anyway. It is less heart ache and more productive for you to pull them from the process sooner than later. You can sell the process to your clients as a system to minimize losing candidates to counteroffers.

Will every candidate that you suggest go to lunch? Most will not. In my experience, most will not, but I will be on them about that.

Mr. or Ms. Candidate, did you set up that lunch?

No, I am too busy.

Well, look, remember, if you hear those answers in a counteroffer, your commitment to me was you would say no, until yes. Do I still have your commitment on that?

Minimizing Counteroffers In Sum

I do not have time to get into all of the other areas where you want to set up the commitment. Still, to sum it up, minimize counteroffers in three steps:

(1) Once they say yes, you get the commitment that they cannot say no.

(2) Reverse the story on them.

(3) Suggest they have lunch with their boss.

It is crucial to do this as the first step in the process where there is absolutely no pressure on them to make a decision. Do not leave it there in the first call. You do little check-ins:

Is this a yes? Do you want to go forward?

Yes.

Okay. What else do you need to know for the next yes to be a hell yes? I know it has only the first interview, Bob, but what do you need to know? What is missing after that first interview for this to be a hell yes to the opportunity?

So, you are constantly reflecting on that first conversation. It is all congruent. It is all consultative. This is how you will have candidates refer people to you. When you do this, there is no hard close at the end. You are just re-confirming commitment.

Hopefully, Scott, when you implement those strategies, you will cut down your counteroffers by at least half. It is different now, Mike. Candidates are short. When I was recruiting, we had an unemployment rate of 3.67% and earned about $3 million in revenue. I can remember one or two counteroffers that happened each year, and those are the candidates that basically lied, went through all this process, and said, yeah, but I changed my mind. I'm not going to honor that commitment: very few counteroffers and turndowns.
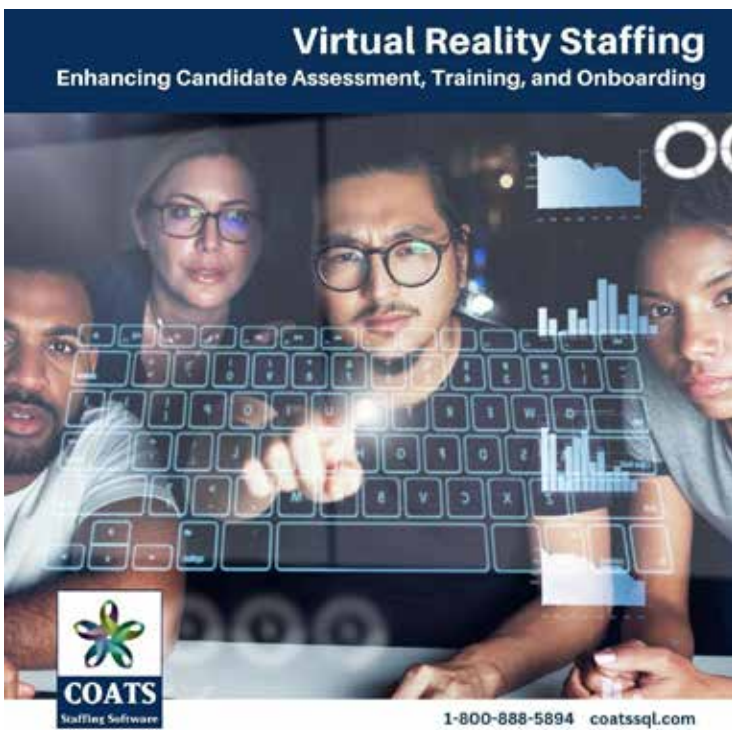
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By Lynn Connor

The average length of time to place a new employee on payroll for a staffing agency varies depending on the industry, the position being filled, and the experience of the recruiter. According to a recent survey by Staffing Industry Analysts, the average time to hire and place a new employee on payroll in the first quarter of 2023 is 44 days. "In addition, the report showed a widening gap between easy-to-fill and difficult-to-fill roles across all sectors. While some jobs are filled in 14 days, many remain vacant for two to three months or more."

We've all heard about AI and how it can be used in many different industries. Staffing agencies are no different and have been lining up to see if there are benefits in artificial intelligence that can be put to work for them to streamline the huge undertaking that is found in full-cycle recruiting.

There are benefits from the advancement of technology in many industries; however, in front-facing public services, we should be cognizant of the cons of too much automation. After all, how many of us do everything we can to reach a person on the phone rather than deal with an automated attendant? I know I've hit zero numerous times in search of a real live operator when a recording comes up on my phone. A good balance of human interaction and automation is wise.

Rather than further discussing AI, what many haven't heard about yet or touched on is Virtual Reality. Some are saying (VR) is an emerging technology that has the potential to revolutionize the staffing industry.

VR can be used to create immersive and realistic experiences that can help staffing agencies to:

• Assess candidates' skills and experience: VR can be used to create simulations that allow candidates to demonstrate their skills in a real-world setting. How could this work? A staffing agency could use VR to create a simulation of a customer service interaction or a technical interview.

• Train new hires: VR can be used to create safe and realistic training environments for new hires. Manufacturing training can specifically use VR to train new manufacturing workers on safety procedures, equipment operation, and quality control. A VR simulation could put new hires in a virtual factory environment where they have to identify and avoid safety hazards, operate machinery, and inspect products for quality assurance.

• Onboard new hires: VR can be used to create onboarding experiences that help new hires learn about the company culture and their job responsibilities. A staffing agency has the ability to use VR to create a virtual tour of the company office or a virtual introduction to the company's team members of the firm the new temporary associate will be assigned to work for.

• Improve employee morale: VR can be used to create fun and engaging experiences for employees. For example, a staffing agency could use VR to create a virtual team-building exercise or a virtual game.

VR is still a relatively new technology, but it has the potential to have a significant impact on the staffing industry. Staffing agencies that are able to

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adopt VR early could be well-positioned to attract and retain top talent. Again, human interaction is irreplaceable in many instances, and the staffing industry would do well to ensure automation is not found in too many facets of their operation. Especially considering staffing is a human resource or "people" business. The temporary associates in the staffing industry are the business and therefore should be every agency's top priority.

That being said, here are some specific examples of how VR is being used effectively in the staffing industry:

Randstad, a global staffing firm, is using VR to assess candidates' skills for warehouse jobs. The VR simulation puts candidates in a virtual warehouse environment where they have to pick, pack, and ship orders.

Randstad currently shares this on their website under career advice: VR training specialist: In manufacturing and logistics, these specialists develop VR simulations to provide staff with realistic, hands-on training experiences. This can cover everything from operating heavy machinery to navigating warehouse management systems.

An article in SHRM by Lin Grensing-Pophal noted that "Virtual reality (VR) technology allows candidates to experience what it would be like to work in certain jobs or at specific organizations. Once the employees are hired, the employer can use VR to provide training in near-real-life situations."

Under the K-Learning Group umbrella, Kelly shares how the aerial work platform simulator lets you "experience the actual feeling of an elevated basket without leaving the ground. Navigate through real-world scenarios while gaining control, familiarization, and understanding of AWP behavior. A completely immersive experience that ensures strong learning and outcome retention."

Adecco, another global staffing firm, is using VR to train new employees on safety procedures. The VR simulation puts new hires in a virtual construction site where they have to identify and avoid safety hazards. Adecco also launched a pilot program in Belgium to train forklift drivers and order pickers using three large mobile VR simulators. Adecco has also partnered with BluWorkz to provide VR-based forklift upskilling services to non-credentialed workers in the United States.

Kelly Services, a global staffing firm, is using VR to onboard new hires. The VR simulation takes new hires on a virtual tour of the company office and introduces them to the company's team members.

VR is a powerful tool that can be used to improve the staffing process in a number of ways. Staffing agencies that are able to leverage VR will be able to provide a better experience for candidates and clients alike. Staffing firms are eager to learn about any methods or tools that can streamline the recruiting and hiring process, reducing the time and effort required for each step. But smart staffing firms also realize the steps where connection with human beings is critical during this process as well.

If you haven't implemented some technology into your staffing firm at this point and would like to learn more about some basic areas in the industry where automation drastically improves your business, begin today. I would suggest starting with COATS Staffing Software's integrated partners, who have current automation capabilities that can improve your hiring process today. Timerack, Efficient Hire, and Text Request all add to our clients bottom line on a daily basis. Contact us to learn more.

How Long Does It Take To See ROI From Digital Marketing?

By Samantha Prost

In a world where speed often rules, patience becomes a virtue when it comes to digital marketing ROI. The question that frequently arises is: "*How long does it take to see returns from digital marketing efforts?*" The answer, as with many aspects of marketing, is nuanced and depends on various factors. Let's dive into this intriguing journey of expectations, strategies and results.

The Nature of Digital Marketing ROI

Before we delve into timelines, it's crucial to understand the nature of digital marketing ROI. Unlike traditional marketing, where results can take months to measure accurately, digital marketing offers a level of immediacy. Online campaigns can generate impressions, clicks and engagements within hours of launch. However, the true measure of ROI goes beyond these initial metrics.

Digital marketing ROI isn't a monolithic entity; it has multiple layers. Immediate results might include increased website traffic, social media engagement, or email open rates. But the more profound ROI—the one that directly impacts your bottom line—takes time to manifest. It's the conversion of a casual website visitor into a new candidate or the gradual nurturing of a client lead until they're ready to commit with a job order.

Factors Influencing ROI Timelines

Industry and Competition: The industry you're operating in and the level of competition within it play a significant role. You might see quicker results if you're in a niche with fewer players. However, in highly competitive fields, it could take longer to stand out and gain traction.

Type of Digital Strategy: The type of digital marketing strategy you're employing matters. Pay-per-click (PPC) advertising can yield quicker results since you're essentially paying for visibility. On the other hand, content marketing and search engine optimization (SEO) tend to have a longer ramp-up period but offer more sustainable returns in the long run.

Lead Nurturing: When it comes to lead nurturing, the complexity of your product or service also plays a part. High-ticket items that require substantial consideration might have a longer sales cycle, thus impacting the time it takes to see returns.

Audience and Persona: Understanding your target audience and crafting the right message for them is crucial. If your marketing efforts align well with your audience's needs and preferences, you're likely to see results sooner.

Consistency and Quality: The consistency and quality of your digital marketing efforts matter. Regular, well-crafted content, engaging social media posts, and effective email campaigns contribute to building trust and authority, which in turn impacts ROI.

Timelines to Expect

While it's challenging to pinpoint an exact timeline, here's a general breakdown:

- **Short-Term (0-3 months):** This is when you might start seeing initial engagement metrics—website visits, social media interactions, email opens, etc. However, tangible conversions might still be limited.

- **Mid-Term (3-6 months):** With consistent efforts, you might start seeing a rise in lead generation and even conversions. Your digital presence becomes more established, and you'll likely gain more insights into what's working and what needs tweaking.

- **Long-Term (6-12+ months):** This is where the more significant ROI typically comes into play. Your digital marketing efforts have had time to make an impact, and you can start analyzing patterns, adjusting strategies and optimizing your approach for maximum returns.

Tracking ROI in Digital Marketing

While waiting for the long-term ROI to materialize, it's essential to measure and track your efforts to understand how your strategies are performing. Here's what you can do to effectively track ROI:

Set Clear Goals: Define specific, measurable goals for your digital marketing campaigns. Whether it's lead generation, website conversions or increased sales, having clear objectives makes tracking easier.

Use Analytics Tools: Use tools like Google Analytics to monitor website traffic, user behavior and conversion rates. These tools provide valuable insights into how your audience interacts with your online assets.

Attribution Modeling: Understand the touchpoints that lead to conversions. Attribution models help you identify which marketing channels or campaigns contribute most effectively to your ROI.

Conversion Tracking: Implement conversion tracking for actions like form submissions, sign-ups or downloads. This helps you directly link specific actions to ROI. You can do this by using links with UTM parameters, setting up digital tracking pixels or using a customer relation management system (CRM).

CRM Systems: Integrate CRM systems to track leads and their journey through your sales funnel. This provides a comprehensive view of your lead nurturing efforts.

ROI Calculations: Regularly calculate ROI by comparing the revenue generated from your digital marketing efforts to the cost of running those campaigns.

The Value of Patience and Strategy

While it's natural to desire quick returns, it's essential to approach digital marketing with a balanced perspective. The value of a well-crafted, long-term strategy cannot be overstated. It's a marathon, not a sprint. Building a robust online presence, nurturing leads, and establishing your brand's authority takes time, but the rewards are lasting. Remember that digital marketing is dynamic. As trends change and algorithms evolve, your strategies need to adapt. But the core principle of patience remains.

The timeline for seeing ROI from digital marketing varies based on multiple factors. While initial engagement might come sooner, substantial returns take time to develop. Like nurturing a seed into a thriving plant, your digital marketing efforts need nurturing and patience to blossom into a fruitful investment.

Ready to Explore Digital Marketing for Yourself?

Are you curious how digital marketing can take your recruiting firm to the next level? Contact Recruiters Websites to learn more about our tailored strategies that drive results and help you achieve a robust ROI.

Q: With The Growing Presence Of AI, Is The Role Of A Recruiter Still Relevant Today?

Dear John in Joplin,

Your question about the relevance of recruiters in today's labor market is pertinent and on the minds of many recruiters. It is essential to realize that recruiters hold a pivotal role in the labor market. Search and staffing firms provide indispensable services that remain relevant despite the increasing availability of online tools and AI.

One of the most significant advantages that staffing agencies bring to the table is their extensive network of skilled and qualified candidates. Where specialized skills are the key to success, these agencies offer a curated selection of individuals who best align with an organization's unique demands. Particularly in today's competitive job market, staffing agencies serve as a necessary means of connecting talent with need.

In addition to this, there are many administrative details that must be handled during the hiring process. Background checks, screenings, and eligibility verifications are time-consuming tasks that require both finesse and adherence to regulations. Staffing agencies excel in managing these complexities, relieving HR departments of administrative burdens, and ensuring efficient, compliant processes.

The growing interest in returning to on-site work has introduced a new layer of complexity in that companies seeking talent willing to work in a traditional office environment face distinct challenges. Skilled recruiters can identify those individuals who align with this evolving trend and match them up with suitable employers.

Even in the digital age, where direct interactions between job seekers and companies are facilitated by technology, staffing agencies continue to thrive. Their unique combination of expertise, resources, and guidance remains unchallenged. Recruiters add the "human touch" which is missing from typical online tools or ATS systems and can increase the likelihood of a successful placement.

Staffing agencies are not just relevant but are critical to the smooth functioning of the job market. The increasingly available digital platforms and AI systems serve as useful tools for the recruiter to use in concert with the human interaction they provide.

Judy

Judy Collins CPCC
Executive Director – United States Staffing Association

Owner's Outlook

Nine Rules For Bringing Out The Best In Your People

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!

Your people are your greatest assets if they are the right people. They will not attain higher levels of success in 2024 because you want them to be more successful or because you want a record year. They will not accomplish more for your reasons but will accomplish more for their own reasons. Here are nine rules to bring out their best:

RULE #1 - Expectations

Make sure the people you employ understand your expectations. Let them know what they can expect from you and what you expect from them.

RULE #2 – Greatest Talents

Utilize the greatest strengths of your employees. Meet with them on a regular basis to discuss the 80/20 rule and to get them more focused on best use of their time.

RULE #3 – Consistent Standards

Establish a standard of excellence throughout your company culture and have an Employee Handbook that outlines policies and procedures for your business.

RULE #4 – Failure Not Fatal

It is important to create an environment where failure is not fatal. Failures should be viewed as opportunities to grow and learn.

RULE #5 – Recognition

Recognize and applaud achievements both big and small. Have small rewards in your desk that recognize extra effort or small wins.

RULE #6 – Combine Positive and Negative Feedback

When you need to provide constructive criticism, always precede it with positive reinforcement and then discuss areas needing improvement.

RULE #7– Storms

Have a process to handle disagreements and conflicts. When you employ a team of type "A" personalities storms will happen and you need to have a process to handle those storms. Most solutions should be included in your Employee Handbook.
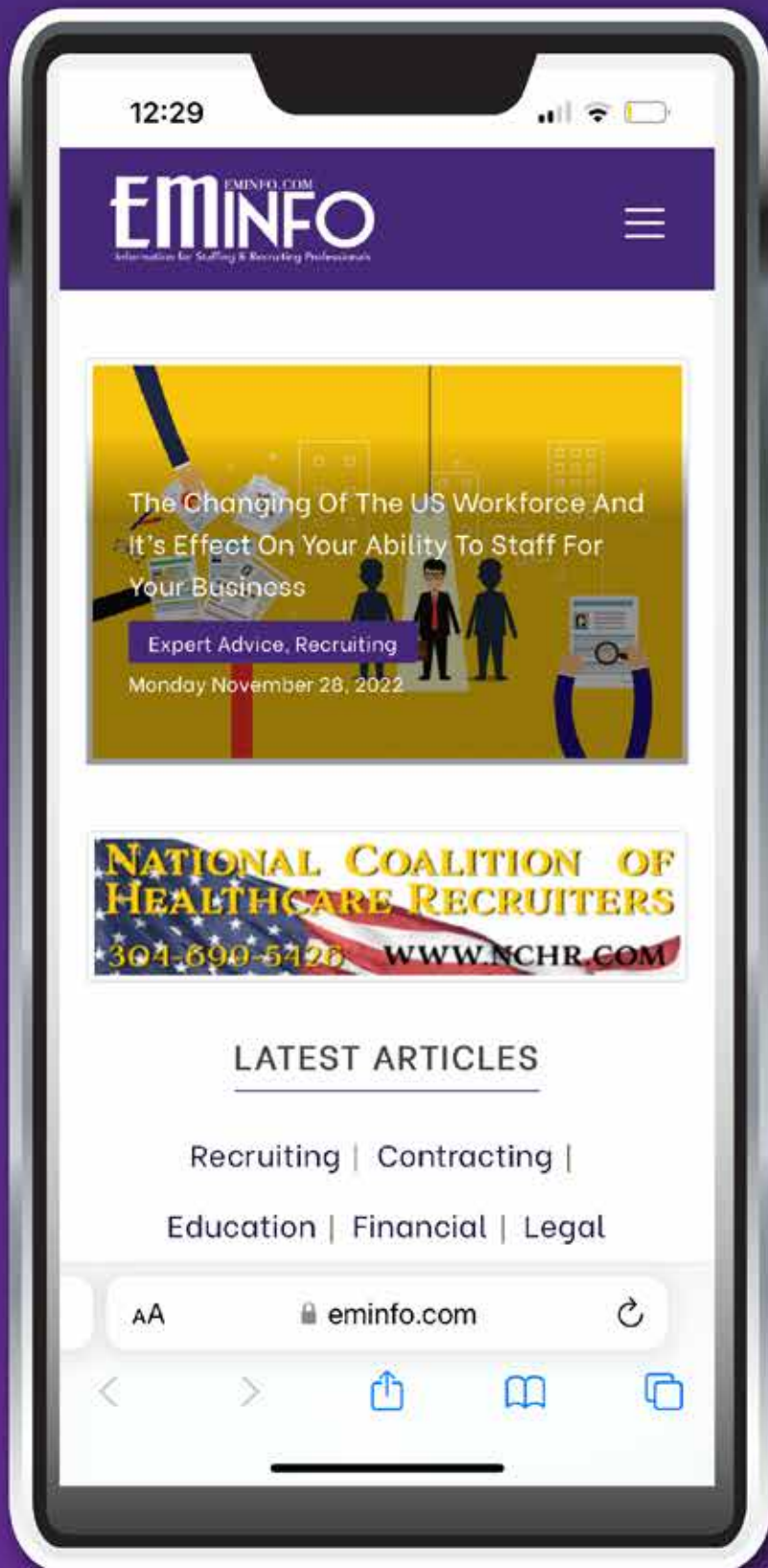
RULE #8 – Professional and Personal Development

Personal and professional development are top priorities of Millennials and Gen Z who now make up over 55% of the workforce. Obtain input from your team on the type of development they value.

RULE #9 – Study Your Employees' Needs

This is the most important rule for you to master. The following are seven steps you can take to determine their needs, which will motivate them to new levels of production, success, and income.

Implement these nine rules and you will bring out the best in your team which will positively impact their production, income, and your profits!

The Evolution Of Recruitment:
Era 5 (2020-2033) Emphasizing Relationships, Relevance, & Reputation

by Henry Glickel

Recruitment has undergone significant transformations over the years, and Era 5 (2020-2033) marks a period where relationship-building, relevance, and reputation have become paramount in defining a company's brand. As of March, these factors have gained increased importance, shaping the way organizations attract and engage top talent.

In this era, the recruitment landscape has become more dynamic and competitive, necessitating a strategic approach to stand out from the crowd. Relationship-building takes center stage, with recruiters focusing on nurturing connections within their LinkedIn profiles, company LinkedIn pages, and personal communities. These relationships become valuable assets when transitioning between companies, as they provide a network of support, opportunities, and recommendations.

Applicant Tracking Systems
The advent of applicant tracking systems (ATS) and customer relationship management (CRM) platforms has further enhanced the recruitment process. Notably, marketing automation has emerged as a crucial component within these systems. Recruiters now utilize relevant and targeted content, tailored to each candidate persona, to engage and appeal to their audience. This personalized approach breaks down barriers of delayed communication and enables instant access to candidates. A prominent addition, such as an "Available Now" button, allows potential candidates to express their interest immediately, facilitating a more efficient hiring process.

What's new in AI?
The integration of AI-powered algorithms has revolutionized the recruitment landscape. These algorithms enable recruiters to sift through vast pools of candidates swiftly, identifying the most qualified and suitable individuals for specific job openings. On average, companies in European countries take around 30 days to hire staff, while American companies take approximately 23.8 days. However, the more prominent companies acquire top-level candidates with the best-of-the-best credentials within the first few days. Thus, you need to conduct a fast and smooth recruitment process.

With AI-powered software for recruitment, it is faster to shift through the applications and target the most suitable candidates for the work. Additionally, these solutions can automate the overall workflow, leaving the recruiters free to focus on a complete analysis of the top candidates or the open position.

Additionally, AI-generated alert lists help recruiters stay updated on relevant candidates, ensuring they never miss out on potential talent. The use of AI and automation has made the recruitment process faster, more efficient, and more accurate, benefiting both job candidates and recruiters.

In Era 5, the importance of your online persona cannot be overstated. Beyond traditional credentials, recruiters value blogs, articles, memberships in professional associations, and personal websites. An active

presence in online communities and forums, along with strong relationships, enhances your reputation and establishes you as a thought leader in your field.

Technological advancements have also provided recruiters with tools and resources to streamline their work. Dashboards allow for efficient management of time and connections, while social networks facilitate introductions and provide access to niche talent pools. Outsourcing tasks to researchers, sourcers, content writers, and editors further improves efficiency and effectiveness, enabling recruiters to focus on strategic activities.

As the demand for qualified candidates continues to surpass supply, the value of communities becomes even more pronounced. For specific roles, your community serves as a valuable resource, providing access to individuals with specialized skills and expertise. Maintaining regular communication within your tribe and community is key, ensuring that you stay connected, informed, and engaged.

Furthermore, the reach of your network has expanded significantly in this era. With an expansive LinkedIn connection base, involvement in groups, and active participation in associations, a single post, article, or job advertisement can reach and be read by more people than a standard online job posting. Your presence is amplified through various platforms and avenues, allowing for broader exposure and engagement.

In recent years, over 50% of companies seeking assistance with talent acquisition have highlighted hiring qualified candidates as their most significant challenge. This trend is expected to persist as the experience and skills gap widens. Therefore, your community and network are invaluable resources for identifying and connecting with the right talent.

To validate investments in marketing and tech stack programs, tools like ROI calculators have become increasingly relevant. Companies require tangible evidence of the returns on these investments, pushing recruiters to demonstrate the value and impact of their strategies and initiatives.

In conclusion, Era 5 of recruitment (2020-2033) has brought about a paradigm shift, prioritizing relationships, relevance, and reputation. Recruiters must adapt to this new landscape, leveraging AI-powered technologies, automation, and targeted content to attract and engage top talent. Your online presence, network, and community play pivotal roles in establishing your brand and successfully navigating the evolving recruitment terrain. Embrace these changes, build meaningful relationships, and remain adaptable as recruitment continues to evolve in the future.

Henry Glickel, CPC, CERS is Manager of Talent Acquisition and Employee Retention for By Appointment Only, Inc. (BAO). In his 18-year career in recruiting, Henry has successfully filled over 900 searches. Henry earned the H. Michael Boyd Excellence in Employment Award from the Association of Employment Professionals (AOEP) in 2012. An acknowledged leader in the industry, Henry has been published several times in industry and business publications. He is currently at work on a recruiting book. https://www.linkedin.com/in/henryglickel/

Communication Is Critical

By Michael Neidle

Groups are different than individuals. Groups are formed with a central precept, concern, or mission. Some people don't have an affinity group but may find one later on as they bond with others who do. Groups usually have a founding principle that they coalesce around, and we begin our story. This group can have charitable, business, political, religious, societal, or other missions and tenets that bind them together. This group can get involved with other causes that may relate to their principles. However other ideas may casually insinuate their way into the group by people with a different agenda that modify or alter the group's view on events and their perspective about things. This can be done for any topic or subject for good, neutral, or evil intent. This new perspective on a topic may be introduced by one of its members or an invited guest by a trusted member. That new perspective can even morph the group's basic identity over time as it spreads and is reinforced. It may transform their mission to make them work harder to do good works or gradually indoctrinate them into a new way of thinking that is insular and prejudiced against outsiders or "the others".

On the positive charitable side, we have seen the amazing example of Poland and other European countries' leaders and the populace going out of their way to shelter and take care of Ukrainians displaced by the war. The cost to their economy, way of life, and standard of living have been sacrificed, knowing full well that the return to normal is uncertain.

In business, competitors form associations and industry foundations to get their message heard by State or Federal legislatures. The staffing industry has worked to educate these groups that temporary and contract employment can be a path to full-time employment, meets the lifestyle and needs of many of these people, and is an important buffer in the economy to have variable costs and is a buffer to avoid the termination of full-time employees. This can successfully be done in labor relations, as we have seen in Hollywood with a variety of unions and CEOs who first had to show their mettle.

On the flip side, US political leaders often try to divide and conquer into red and blue factions, exacerbating differences instead of unifying them for the common good. This same thing is happening now in religion with heightened rhetoric and violence centered on Islamophobia and antisemitism around the world and in the US of all places the liberal elite Ivy League schools. In the area where previously tolerance and acceptance thrived; I guess no more. After a great deal of pressure and withholding of donations from wealthy alumni, the presidents of many of these universities have reluctantly put a limit on this behavior.

To deal with the last issues how do you get through to people whose minds have been poisoned by years of propaganda dressed up as facts that have warped people's minds? In the area of society, people are now voting against their own self-interest simply because they are positions held by "the others". This includes things like funding Social Security and Medicare, standing with Democracies vs. Totalitarian governments (or even wanting to do away with our democracy). But it's not always possible to have productive conversations with those on the other side of the fence.

Here are some strategies to consider when trying to engage with such individuals who can't seem to see the light and are stuck in what appears to be stuck in groupthink.

1. **Try Empathy and Active Listening**: Begin by trying to understand their perspective. Ask open-ended questions and genuinely listen to their concerns and beliefs. Sometimes, people hold prejudiced views because they feel unheard or marginalized. Show empathy and respect for their feelings, even if you strongly disagree.

2. **Avoid Confrontation**: Avoid escalating the conversation into an argument. People tend to become defensive when they feel attacked, and this can further entrench their beliefs. Maintain a calm and non-confrontational tone.

3. **Share Personal Stories and Experiences**: Sometimes, sharing your own experiences or stories can help humanize the issues at hand. Personal anecdotes can make abstract concepts more relatable.

Growing Companies

4. **Provide Empirical Evidence**: If the person is willing to engage in a rational discussion, present them with factual information that contradicts their beliefs. Use reliable sources, statistics, and studies to support your arguments.

5. **Socratic Questioning**: Ask questions that encourage critical thinking. For example, "Why do you think that?" or "What evidence do you have to support that belief?" This can help them reflect on their views.

6. **Appeal to Shared Values**: Find common ground or shared values that you both hold and build upon. This can help bridge the gap between your perspectives.

7. **Stay Patient and Persistent**: Changing deeply ingrained beliefs takes time. Don't expect immediate results and be patient with the process. Continue the conversation over multiple interactions.

8. **Use Stories and Analogies**: Sometimes, stories and analogies can simplify complex issues and make them easier to understand. For example, you might use analogies to explain the harmful effects of prejudice or discrimination.

9. **Involve Trusted Third Parties**: Sometimes, a neutral third party, such as a mediator or counselor, can facilitate a more productive conversation. They can help maintain a calm and respectful atmosphere.

10. **Know When to Disengage**: If the conversation becomes too heated, unproductive, or harmful to your well-being, it's okay to disengage. Your mental and emotional health should be a priority.

11. **Lead by Example**: Demonstrate the values and behaviors you want them to adopt. Be respectful, open-minded, and compassionate in your interactions.

12. **Use Your Best Representatives to Deal With These Types of Issues**. It takes different types of people to deal with knotty issues. For example, a person who was a member of that group may be persuasive or conversely may be seen as a traitor and the wrong person for the job. And there is no substitute for a charismatic personality, someone who can both read people and give off the unspoken vibes that persuade people to do what you want them to do.

13. **Community and Support Groups**: Encourage them to join or interact with diverse communities or groups where they can interact with people from different backgrounds. Exposure to diverse perspectives can help challenge their biases over time.

It's important to acknowledge that not everyone can be persuaded to change their beliefs, and you may encounter resistance or hostility. However, by using these strategies, you can increase the chances of fostering a more open-minded and empathetic perspective in some individuals. Additionally, focus on broader efforts to promote tolerance, diversity, and education within your community, as systemic change often requires collective action.

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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KEY HIRING TRENDS FOR 2024

Growing shortage of skilled talents
Only
65/100
open tech roles get filled.

India's talent pool to grow bigger
Their tech talent pool has grown by
120%
in the last five years, with two million STEM graduates every year.

More use of AI in remote recruitment
44%
of recruiters to use AI for efficient screening and shortening the hiring cycle.

Increasing reliance on hiring platforms
48%
of businesses are planning to use hiring platforms to hire remote talents from offshore locations.

Remote hiring to continue
16,000+
companies to hire remotely in 2023, to support their clients across different time zones

Skill-based hiring to grow
62%
of tech startups use skill assessments during the hiring process.

Higher salary, career growth, work-life balance
These are the 3 things global employers should offer to retain top talents

Organizations will look for culture-fit talents
81%
of culture-fit talents less likely to leave

MKSSA
Missouri & Kansas Search and Staffing Association

In November, Missouri & Kansas Search and Staffing Association held their annual conference in Columbia, MO. The speakers were second to none providing, educational and interactive learning. MKSSA President Jose Rodriguez and the entire MKSSA board did a wonderful job bringing this learning opportunity to mid-Missouri. Networking amongst attendees was overall educational as well as fun.

Thanks also goes out to all the great sponsors who contributed to making this event a success!

Speaker Henna Pryor not only spoke but provide all attendees with her newly published book "Good Awkward".

To learn more about this event and becoming a member of MKSSA visit https://mkssa.com/about/

Trends

Ultra-Staff EDGE Staffing Software Names Chief Technology Officer and Chief Sales Officer

Ultra-Staff EDGE, a leader in the staffing industry, announced a new CTO and CSO to be added to the company's executive team.

CHICAGO, Illinois– Automated Business Designs, developers of Ultra-Staff EDGE Staffing Software, has named Sebastian Brukalo as Chief Technology Officer and Bob Pettke as Chief Sales Officer. Both Sebastian and Bob bring decades of high-level experience to Ultra-Staff EDGE's growing team and the staffing industry at large.

Sebastian Brukalo has held various technological and software development roles as a Senior Engineer, Architect, and Director. Sebastian has consistently demonstrated his progress in developing innovative and secure software solutions that cater to diverse clients and industries. Sebastian brings a unique blend of technical acumen to the table, with over 20 years of experience in software engineering and leadership. In his current role as Chief Technology Officer on the Ultra-Staff EDGE Team, he provides strategic direction and guidance to the executive team and the software engineering department, ensuring alignment with the company's vision and mission. His leadership will be instrumental in fostering a culture of excellence, collaboration, and continuous advancements to the Ultra-Staff EDGE staffing software suite.

Beyond his technical prowess, Sebastian is an advocate for team growth and personal development. He actively mentors and empowers engineering talent and leadership within the organization, encouraging a culture of continuous learning.

Bob Pettke also brings a unique experience to the Ultra-Staff EDGE Staffing Software team by having worked in the staffing industry for 15-plus years as a dynamic leader. Bob has worn many hats in the staffing industry, including Director of Franchise Sales, President of Mergers & Acquisitions, and Chief Sales Officer for staffing companies that ranged in size from $35 million to $3.5 billion dollars in sales. In addition to having staffing experience, Bob was a former Ultra-Staff EDGE user and attests much of his recent success in staffing to the staffing software solution. Having worked in the staffing industry, Bob can closely relate to the everyday challenges staffing companies face. As Chief Sales Officer, Bob works closely with the Ultra-Staff EDGE executive team to help staffing companies streamline and grow their business through the latest staffing technology.

Additionally, Bob hosts The Staffing Buzz Network, an original Ultra-Staff EDGE podcast, to help staffing and recruiting companies learn about the latest industry trends, staffing legislation, and gain valuable insights they can apply to their staffing business. The Staffing Buzz Network can be found on all major podcast platforms.

"Both Sebastian and Bob bring immeasurable experience to the Ultra-Staff EDGE team," commented Terri Roeslmeier, President and CEO at Automated Business Designs. "We are ecstatic to welcome them both and know they will be instrumental in the development of Ultra-Staff EDGE staffing software."

About Automated Business Designs

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

The Full Desk Experience Wins Gold and Honorable Mention in 2023 MarCom Awards

The Full Desk Experience, a podcast produced by Crelate, was recognized with a Gold Award and an Honorable Mention in the prestigious 2023 MarCom Awards. The MarCom Awards honors outstanding achievement in global marketing and communications.

The Full Desk Experience won the Gold Award in the Podcast – Industry Focused Single Episode category for "Industry Spotlight with Aaron Grossman." The podcast also received an Honorable Mention in the Podcast – Educational Single Episode category for "ChatGPT in Staffing and Recruiting."

Established in 2004, the MarCom Awards is one of the largest and most competitive international creative competitions, receiving over 6,500 entries annually. The competition is presented by the Association of Marketing and Communication Professionals (AMCP).

"We are thrilled that The Full Desk Experience has been honored by the iconic MarCom Awards," said Katie Jones, Podcast Producer & Sr. Content Marketing Manager at Crelate. "It's a testament to the hard work and dedication our team puts into creating valuable conversations that engage the staffing and recruiting industry."

Crelate launched The Full Desk Experience in 2022 to highlight innovations and discuss today's pressing topics with staffing and recruiting leaders. It featured exclusive interviews with prominent executives and workshops led by resident expert, Kortney Harmon.

"It's wonderful to receive this esteemed recognition from the AMCP and join past MarCom winners in excellence," said podcast host Kortney Harmon, Host & Director of Industry Relations at Crelate. "We look forward to producing another Gold Award-worthy season in 2024."

The MarCom statuettes will be awarded to The Full Desk Experience team at the MarCom Creative Awards Gala later this year.

About Crelate

Founded in 2012, Crelate is a fast, flexible recruitment platform for modern talent businesses— recruiting, staffing, and consulting. With over 1,600 customers, Crelate enables staffing and recruiting agencies of any size to compete with industry giants while preserving their unique processes and competitive advantages by integrating a powerful and customizable ATS, Recruiting CRM, and back-office management. With an intuitive and flexible architecture, Crelate equips firms with the tools to make more placements, win more business, and seriously scale teams.

At Crelate, our mission is to grow lasting prosperity for all through the empowerment of entrepreneurship and employment. To learn more about Crelate, visit www.crelate.com.

About MarCom Awards:

MarCom Awards honors achievement in marketing and communication while recognizing outstanding creativity, hard work and generosity of industry professionals. Over the past 18 years, MarCom has evolved into one of the largest, most-respected creative competitions in the world.

JobFinders from Columbia MO celebrates a new office location in Jefferson City.

Don't miss out!

Letter From The Editor

More baby boomers are electing to fully or partially retire. Frank Burtnett addresses this issue in his Career Mechanic. Frank does a great job outlining ways to exit. However, this opens the door for those who have someone on staff turning in that notice and how to be prepared.

This leads to the discussion on what a small to medium size business has in place to handle a leadership opening and/or succession planning. Key here is to have a strategy in place!

People are the real business in staffing and recruiting. Major changes have taken hold of our society over the recent years. I don't think anyone would have guessed on the major shifting in locations for families across the country. Nor did employers believe they would have to offer hybrid work environments to keep employees.

Finding the right mix of in office vs at home for each person can mean the difference in keeping your people or losing them. Again, stay in tune to what your experienced people are saying. Have those heart to heart conversations with each one of your key people so you aren't blindsided.

In this issue, expert thought leaders share some sage advice. Enjoy reading their thoughts.

We wish you many happy holidays with family and friends during December.

Happy Recruiting....

Pat Turner

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