

The Impact & Importance of AI for Recruiters

Are You a Selective Staffing Partner?

A look back at 2023 . .

Breaking the Bonds of Personal and Professional Procrastination

Conquer Chaos, Embrace Efficiency

5 Ways Your Website Can Generate More Placements

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DID YOU KNOW?

* When you selectively secure business, you create an opportunity with 3 wins. The client wins when you successfully fill the position, your associate wins when they find a satisfying job, and finally, your team wins when you secure another happy client. pg 5

*...I also stay positive and have a moving forward attitude no matter how tough it is." ~Len Adams, ACG Resources NY pg 6

* Remember, it's those small, consistent actions that create lasting change. So, start small, stay committed, and watch as your momentum carries you forward to achieve your goals. pg 8

* A well-structured website with clear menus, intuitive internal linking, fast loading times and accessible contact forms is more likely to convert visitors into placement inquiries or job applicants. pg 12

* Never forget, you are in business to generate profits, not provide jobs for your employees. Too often owners spend much too much time trying to save employees who are struggling rather than focus on the high achievers who should be training, mentoring, and nurturing throughout their career. pg 13

* Stay informed, engage in proactive compliance measures, and advocate for business-friendly policies. If you are a large company, you can have company lobbyists, otherwise, having an active and well-connected trade association is advisable. pg 17

* There is a world of mundane tasks, each of which need either specialized software or human assistants to get done. Even in its infancy, AI is showing a high school level ability to get things done. pg 19



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A real estate advertisement for Pinehurst, NC. The top half of the ad shows a wide view of a lush green golf course with sand traps and a line of tall pine trees in the background under a blue sky. The text 'Dreaming of this view from your window?' is overlaid on the image. Below this, the 'kw PINEHURST' logo is displayed, with 'KELLERWILLIAMS. REALTY' underneath. The bottom half of the ad is split into two smaller images: on the left, a sunset over a body of water with trees silhouetted against the orange sky; on the right, a calm lake reflecting the surrounding green trees. A central text box contains the message: 'Now's the time to invest in property in Pinehurst, NC. It's the golfers paradise with over 20 courses in the surrounding area as well as beautiful lakes and breweries!'. At the bottom, contact information is provided: 'Contact Tiffany Turner Real Estate Today! tturner@kw.com • 314-805-0661'.

Are You a Selective Staffing Partner?

By Bob Pettke

The staffing industry has become one of the most competitive industries in the world today. What's often overlooked by staffing professionals is that, like our clients, staffing professionals have a choice too. In other words, you do not have to take on every new company that is looking for staffing help. You can be selective! You should qualify your next staffing customer/partner, just as they qualify you.

Qualifying Your Next Client

When qualifying your next client, consider these things below before taking on new business.

Is the prospective client contact likable, professional, and cooperative?

If the person you are talking with seems incorrigible, you might want to pass on choosing them as a partner. Staffing can be stressful; you want to make sure you have a partner that you can work with when times get challenging.

Is it the right job?

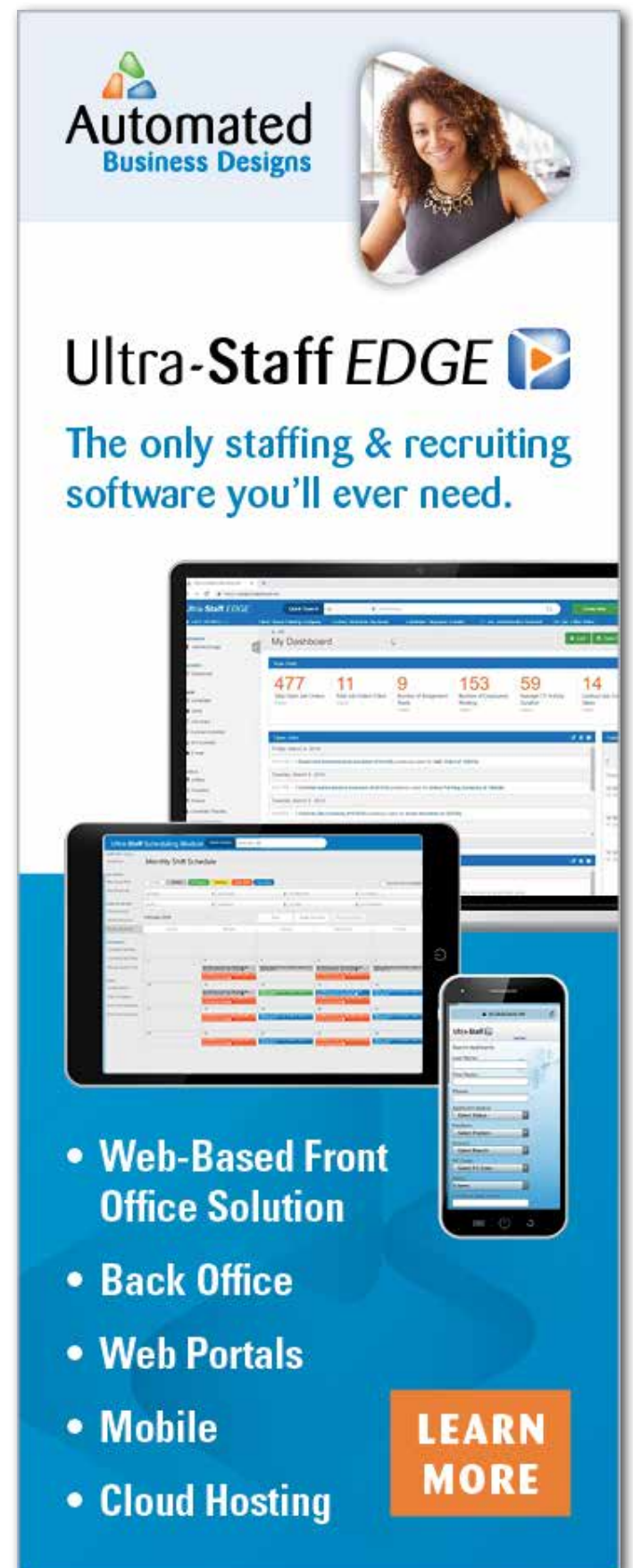
When learning about your prospective client, make sure that your team has the capacity to fill those types of jobs. If they are looking for a forklift operator, and you have dozens of qualified forklift operators in your database, keep going! If they are looking for tightrope walkers, you should not take on that business. The last thing you want to do is make a promise to fill a position that you cannot fill in a timely manner. The quickest way to lose a client is to overpromise and underdeliver.

Is it the right pay rate for the job?

There is nothing worse than signing a new contract with a client and presenting an order to your team for a skilled position with a below-market scale pay rate. In these cases, it's unlikely that the team is going to be able to fill the position, but it will also create tension within the team and with the client. When this happens, you are setting up everyone involved to fail. Instead, negotiate the pay rate and share a wage analysis with your prospect. If the prospect does not get on board, you should likely pass on the opportunity.

Synopsis

Do not compromise your brand and the talents of your team. Make sure the next business you secure is the right job, with the right partner, at the right pay rate, and at the right location! When you selectively secure business, you create an opportunity with 3 wins. The client wins when you successfully fill the position, your associate wins when they find a satisfying job, and finally, your team wins when you secure another happy client.



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Bob Pettke is the Chief Sales Officer at Automated Business Designs, developer of Ultra-Staff EDGE Staffing and Recruiting Software. Prior to joining Automated Business Designs, Bob worked in the staffing industry as a dynamic leader for 15 plus years and wore many hats at staffing companies that ranged in size from \$35 million to \$2.5 billion in sales. Bob is excited to now work in the technology side of the industry and help staffing companies streamline their growth with Ultra-Staff EDGE. As a former user of Ultra-Staff EDGE, Bob attests much of his recent success in staffing to the rock-solid stability and flexibility of the solution.

EMinfo looks back at 2023 ...



NPAA Worldwide Global Conference Atlanta



MKSSA Networking with peers



New office open for Staffing

***EMinfo - connecting on the street with leaders in the staffing and recruiting industry EM asks and listens to find out what it means to be in recruiting and staffing in 2024 and beyond.**

"Reaching out to candidates to stay connected is a constant part of our business... including answering the phone, which I always do. I also stay positive and have a moving forward attitude no matter how tough it is."

~Len Adams, ACG Resources NY

Recruiting and Staffing is a people business. This includes leveraging extensive networks, utilizing advanced sourcing tools, participating in industry events and maintaining a strong online presence. Review your online presence often and invest in technology to streamline the recruitment process. Maintain a positive image through positive online posts.

Adaptability and a deep understanding of specific industries you serve also contributes to your success in locating elusive candidates.

Attending educational and networking events offer the best in face-to-face meetings with peers and leaders in this industry. Find out what is new in technology through thought leaders at local, state and national events and by reading EMinfo.

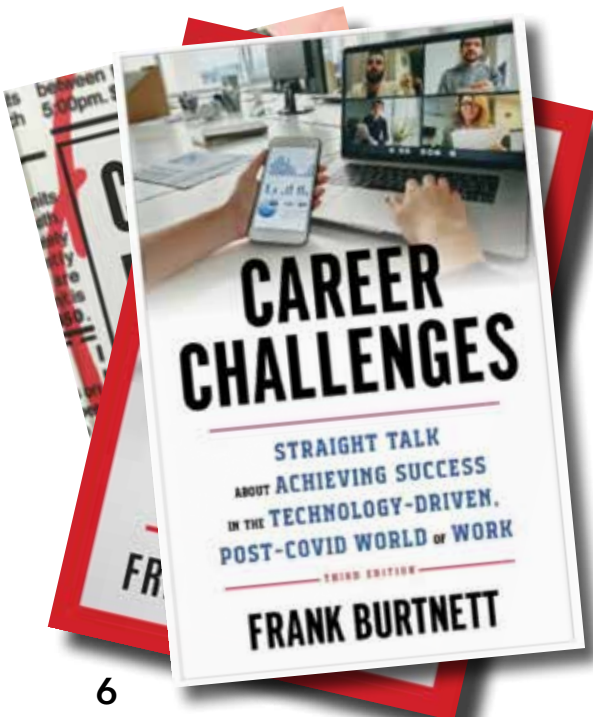
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EMinfo readers can receive 20% off discount by inserting RLEGEN2023

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.

ASK COACH

Mike

Michael Gionta

Breaking the Bonds of Personal and Professional Procrastination

A couple of questions came in from Mary Lee and Minda regarding procrastination. I'll combine them here. Question: I am constantly putting things off that I know I need to do. Do you have any tips on breaking that bond of procrastination?

Answer: As a recovering procrastinator, I can relate to their challenges!

[Meeting Wendy: A Turning Point in My Battle with Procrastination](#)



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 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 and we can have a quick chat to see if or how we can help.

Years ago, while participating in programs to scale and grow my coaching business, I had the privilege of meeting a colleague Wendy Joy Hart. I have always believed hiring somebody two to three times beyond where I am and having them tell me how they got here is an excellent investment that saves me a lot of time.

During this time, I was transitioning out of my recruiting firm and building my coaching business from the ground up. My office was engulfed in files and paperwork from various areas of my life. Campaign management documents, coaching-related materials, and responsibilities from my involvement in the local Little League cluttered every corner of my workspace. The overwhelming sight of it all pushed me further into procrastination. Feeling frustrated, I turned to Wendy for guidance.

[The Power of the Minimum Effective Dose](#)

I said, it is covering the floor of my office, and when I look at it, I just get overwhelmed, and I procrastinate doing anything. Can you help me?

She asks, can you file, throw away, or act on one piece of paper at a minimum per day? Can you make that commitment?

I'm like, oh yeah, sure, of course, I can do that.

She said, no, no, no. That is all I want you to do, can you do that? You don't have to stop at one piece of paper, but you must start and commit to it.

I had heard this process coined somewhere else as "The Minimum Effective Dose." What she taught me in that process, in our conversation over lunch, was that one of the reasons people procrastinate is perfectionism; you [feel you need to have all your ducks lined up](#). It is usually based in fear or overwhelm, and starting is the hardest part. If you can make starting easy, you can build momentum.

[Applying the Minimum Effective Dose: My Journey to Decluttering](#)

Here's what happened... On the first day, I picked up a manila folder and started by discarding the top piece of paper. But instead of stopping there, I went one step further. I created a dedicated file drawer for my Little League activities. In a rush to be somewhere the next day, I quickly glanced at one piece of paper and threw it away. Despite the brevity of the task, I had fulfilled my commitment for the day. And you know what? I never missed a single day. Some days, I dedicated hours to organizing and sorting through the piles. On other days, I spent just a few minutes. But the important thing was that I remained committed.

What happened next is hard to believe. In less than a month, my cluttered office underwent a complete transformation. What had seemed like an insurmountable challenge gradually became manageable, all thanks to consistency.

[The Metaphor of the Treadmill: Building Momentum](#)

You might also relate to the metaphor Wendy shared with me about somebody who was having trouble starting her exercise routine. This client had a treadmill sitting unused for over a year, collecting dust and clothing.

Wendy asked the client about her favorite thing to do in the morning, to which the client replied, "I like to read my paper and drink my coffee." So, Wendy told her to stand on the treadmill for five minutes each morning while enjoying her coffee and reading the paper. She doesn't need to turn it on or push herself to work out. The goal



Ask Coach Mike

was to cultivate the habit of honoring commitments, starting with the smallest action. And you know what? It worked! Slowly but surely, the client increased her treadmill usage until she was exercising three days a week.

Honoring Commitments and Avoiding Self-Deception

The underlying principle of these stories is clear: by committing to small, achievable actions consistently, we can create momentum and develop a habit of honoring our commitments to ourselves. This mindset prevents us from breaking promises and lying to ourselves. Whether in work, exercise, self-discipline, or any other aspect of life, honoring these commitments is vital for personal growth and success.

Quick Tips for Breaking the Bonds of Procrastination

So, if you find yourself trapped in the web of procrastination, here are a couple of quick tips to help you break free:

1. Embrace the minimum effective dose: Commit to taking at least one small action each day towards your goals. Remember, starting is often the hardest part. By making that first step easy and manageable, you can build momentum and overcome the inertia that keeps you stuck.
2. Cultivate manageable habits: Just like Wendy's client began with five minutes of standing on the treadmill, find ways to incorporate small, achievable tasks into your daily routine. By consistently meeting these commitments, you develop a sense of self-discipline and gradually progress toward your desired outcome.

Embrace Small Steps for Big Results

Through my personal experience and the valuable insights shared by Wendy, I have witnessed the transformative power of the minimum effective dose. By implementing these strategies, you can break free from the cycle of procrastination and propel yourself toward increased productivity and success. Remember, it's those small, consistent actions that create lasting change. So, start small, stay committed, and watch as your momentum carries you forward to achieve your goals. Trust me; you've got this!

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

1. Grab a free copy of my Retainer Blueprint

It's the exact, step-by-step process of getting clients to give you money upfront. <https://get.therecruiteru.com/retainer>

2. **Join the Recruiter Think Tank** and connect with firm owners who are scaling too. It's our Facebook community where smart recruiters learn to make more money and get more freedom. <https://www.facebook.com/groups/there...>

3. Join me at our next event

3x a year, I run a 3-day virtual intensive, sharing the 9 key areas that drive a 7-figure search firm. TBD

4. Work with me and my team privately

And if you ever want to get some 1:1 help, we can jump on the phone for a quick call and brainstorm how to get you more leads, more placements, and more time. <https://get.therecruiteru.com/scale-now>



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Conquer Chaos, Embrace Efficiency: One Software for Your Entire Staffing Agency

Juggling mountains of paperwork? Feeling frazzled by fragmented systems? Aren't you ready for something different in 2024? We've all been there. In the fast-paced world of staffing, efficiency is key. But with endless tasks and a million tabs open, staying on top of everything can feel like scaling Mount Everest on a unicycle.

Introducing COATS Staffing Software: your all-in-one partner for conquering chaos and embracing efficiency. Forget clunky systems and scattered spreadsheets. COATS seamlessly integrates everything you need under one roof – from recruiting and onboarding to payroll and accounting, you'll manage your entire agency with ease.

Here's how COATS empowers you to ditch the duct tape and streamline your operations:

- **One-Click Magic:** Post jobs, receive applications, and streamline onboarding – all on the same intuitive platform. Say goodbye to time-consuming manual tasks and hello to laser-focused productivity.
- **Data-Driven Decisions:** real-time insights at your fingertips. Track placements, analyze performance metrics, and make informed decisions to optimize your staffing game. No more flying blind – you're always in control.
- **Payroll Perfection:** Ditch the spreadsheets and let COATS handle the heavy lifting. Automate payroll calculations, manage taxes, and ensure accurate payments – every time.
- **Financial Freedom:** Track invoices, monitor accounts payable, and generate detailed reports with just a few clicks. COATS puts you in charge of your finances, giving you the clarity and confidence to navigate the market with agility.
- **Client Confidence:** Impress your clients with effortless communication and transparency. COATS gives you the tools to share key data, manage invoices, and build lasting relationships.

But don't just take our word for it.

Theresa, the CEO of our client agency in Glendora, CA says, "I can't thank you enough, COATS allows me the flexibility to manage the office from anywhere in the world - and I love that freedom."

And Randall, our client in Georgia shares "Thanks so very much. The both of you were of MONUMENTAL help to us. As always, COATS customer service hits another HOME RUN!"

Last week, Champion Personnel said “I (we) love COATS the product & working with all of you!!!”

Oscar had praises to sing about our team, “The level of support and dedication from your team has not gone unnoticed, and we are confident that together, we will achieve even greater milestones.”

Ready to say goodbye to chaos and hello to effortless efficiency? Request your same-week demo of COATS Staffing Software today and discover how you can:

- Boost your productivity by 30% (texting employees receives a much quicker response than telephone calls) and streamlines your workflow.
- Reduce operating costs by 15% (utilize our integrated partner to automate your unemployment claims and another partner to automate your onboarding.)
- Focus on what matters most – building lasting relationships with clients and talent.

When we work with vendors who specialize in a specific niche that a staffing agency requires such as unemployment management, we are incorporating the best created product into our full service staffing software, so you don't have to.

No more hopping between separate accounts and juggling logins. COATS seamlessly integrates with industry-leading partners for time and attendance, texting, online applications, and more. It's your one-stop shop for all your staffing needs.

Forget the days of endless research and vetting individual platforms. COATS handpicks its partners based on their reliability, functionality, and industry expertise. We do the heavy lifting, so you can focus on what you do best – running your agency with excellence.



Stop surviving, start thriving. Schedule your demo or call 1-800-888-5894 and empower your agency with COATS in 2024.

An advertisement for COATS Staffing Software. The background is dark 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. On the 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 is the name "Theresa Monroa" and "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 & INVOICE, AP & GL" is written in white, bold, sans-serif capital letters.

5 Ways Your Website Can Generate More Placements—without Increasing Costs

By Samantha Prost

Having a website that effectively generates placements is essential in recruiting. It's as simple as that. A well-optimized website not only serves as your digital storefront but also acts as a powerful tool to attract, engage and convert candidates and clients.

The good news is that you can make your website more effective at generating placements without breaking the bank. We've gathered five strategies to maximize your website's potential and supercharge your placement efforts, all without spending additional money.

1. Optimize Your Website for Mobile

In the digital age, mobile optimization is paramount. A [responsive website design](#) ensures your site displays correctly on all screen sizes, from desktops to mobile devices. With mobile devices being the primary means for people to access the internet, not having a mobile-optimized website can lead to poor user experience, high bounce rates and lost opportunities.

To create an excellent mobile experience, consider a clean, minimalist design, efficient loading times and straightforward navigation. If your website functions smoothly on mobile devices, you'll be better equipped to attract and engage clients and candidates who browse on the go.

Benefits:

- Improved search engine rankings
- Enhanced user satisfaction
- Reduced bounce rates and longer visitor durations

How to Implement:

- Ensure your website's design adapts to different screen sizes using responsive design techniques
- Optimize images and media for mobile devices to prevent slow loading times
- Regularly test your website on various devices to ensure seamless functionality

2. Create Valuable, Targeted Content

Content creation is a critical aspect of your website's effectiveness. [Targeted content](#) is a valuable tool for attracting and engaging your website's visitors. It positions your firm as an authority in the industry and addresses the specific needs and queries of potential candidates and clients.

Consider creating content that answers frequently asked questions, provides insights into the hiring process and offers guidance to employers and job seekers. By providing valuable content that addresses real-world issues, you can build trust and credibility, fostering stronger relationships with your audience and increasing the chances of placement inquiries.

Benefits:

- Enhanced authority and [credibility](#)
- Improved search engine rankings through keyword-rich content
- Reduced bounce rates as visitors find the answers to their queries

How to Implement:

- Conduct thorough keyword research to identify what your audience is searching for
- Develop a content calendar to ensure regular, fresh content is published
- Maintain and update existing content to reflect industry trends and changes

3. Optimize for Search Engines (SEO)

Search Engine Optimization ([SEO](#)) is a foundational strategy for improving your website's visibility in search engine results pages (SERPs). When your website ranks higher in SERPs, you attract more organic traffic, which includes potential candidates and clients.

SEO encompasses various practices, including optimizing on-page elements such as

meta titles, descriptions and headings, as well as off-page techniques like link building. By investing time and effort in [optimizing](#) your website for search engines, you create a long-term strategy for increasing placement inquiries without increasing your costs.

Benefits:

- Increased visibility in search engine results
- Greater organic traffic from individuals actively searching for recruitment services
- A cost-effective strategy that pays off over time

How to Implement:

- Conduct on-page SEO by optimizing meta tags and content
- Build high-quality backlinks from reputable sources
- Monitor your website's performance using tools like Google Analytics and Search Console

4. Enhance User Experience

User experience is a crucial factor in holding the attention of visitors and encouraging them to explore your placement opportunities. A seamless, enjoyable user experience reduces bounce rates and increases the time visitors spend on your website. User experience includes factors such as website speed, navigation, readability and [accessibility](#).

A well-structured website with clear menus, intuitive internal linking, fast loading times and accessible contact forms is more likely to convert visitors into [placement inquiries](#) or job applicants.

Benefits:

- Improved user satisfaction and engagement
- Enhanced conversion rates as users navigate the site more easily
- A better user experience is a positive ranking factor for search engines

How to Implement:

- Create clean, [intuitive menus and navigation](#) to guide visitors through your website
- Ensure quick loading times for your site on all devices
- Make it easy for visitors to contact you with clear forms and contact information

5. Leverage Social Media

Leveraging [social media](#) platforms is an excellent way to promote your website's content and job opportunities, expanding your reach and increasing your visibility. Sharing your blog posts, job listings and industry news on platforms like [LinkedIn](#), [X](#) (formerly Twitter), [TikTok](#) and [Facebook](#) can help you connect with a broader audience.

Social media platforms also provide a space for engagement, allowing you to respond to comments, answer questions, and foster relationships with potential candidates and clients. Your active presence on social media will extend your reach and provide a platform to interact with your audience.

Benefits:

- Extended reach to potential candidates and clients
- The ability to interact with your audience and build relationships
- The potential for content to be shared across platforms, enhancing your visibility

How to Implement:

- Create and maintain an active and [consistent](#) on relevant social media platforms.
- Share a variety of content, including [blog posts](#), job listings and industry updates
- Engage with comments and messages promptly to build relationships with your audience or in [industry groups](#)

By implementing these five strategies, you can maximize your website's potential for generating placements [without incurring additional costs](#). A website that's optimized for mobile devices, enriched with useful content, highly searchable on search engines, and effectively uses social media becomes a powerful tool for attracting candidates and clients. By implementing these strategies, your website transforms into an efficient platform that consistently generates new business. Moreover, it solidifies your firm's reputation as a reliable industry expert.

For more personalized assistance in optimizing your recruiting website, consider reaching out to [Recruiters Websites](#). We specialize in creating websites that drive results for recruiters and are here to help you do more with your resources. Contact us today to take your placements to the next level.


Blueprints
FASTER, EASIER
AND AFFORDABLE
WEBSITES FOR
RECRUITING FIRMS

GET STARTED



Owner's Outlook

Eleven Strategies To Increase Your Profits In 2024

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!

It is important for you to anticipate trends instead of reacting to them. Anticipating a trend allows you to proactively make informed decisions based on facts. The Staffing and Recruiting Profession is extremely time intensive. If you are a working owner, you have three full-time jobs: business owner, manager and producer.

As a business owner, it is vital to set time aside every week to do exactly that, **work on your business**. If your entire day is spent working your desk and managing and training your employees, there isn't time to become aware of trends, market changes, or issues that could have a dramatic impact on your company. Your goal should be to become a proactive, informed entrepreneur vs. a reactive one.

Never forget, you are in business to generate profits, not provide jobs for your employees. Too often owners spend much too much time trying to save employees who are struggling rather than focus on the high achievers who should be training, mentoring, and nurturing throughout their career.

Today I want to share eleven specific strategies to increase your profits in 2024.

STRATEGY ONE: Manage by numbers vs. emotion.

Staffing and recruiting is a numbers game. Numbers don't lie and take the emotion out of making difficult decisions.

- Track individual stats and ratios.
- Know which results individuals need daily to achieve or surpass goals set.
- Tie goals into the WIIFM (What's In It For Me) of your team, people do things for their own reasons.
- Mandate ten goals with action items that are dated and posted by their phone.

STRATEGY TWO: Set minimum standards of performance.

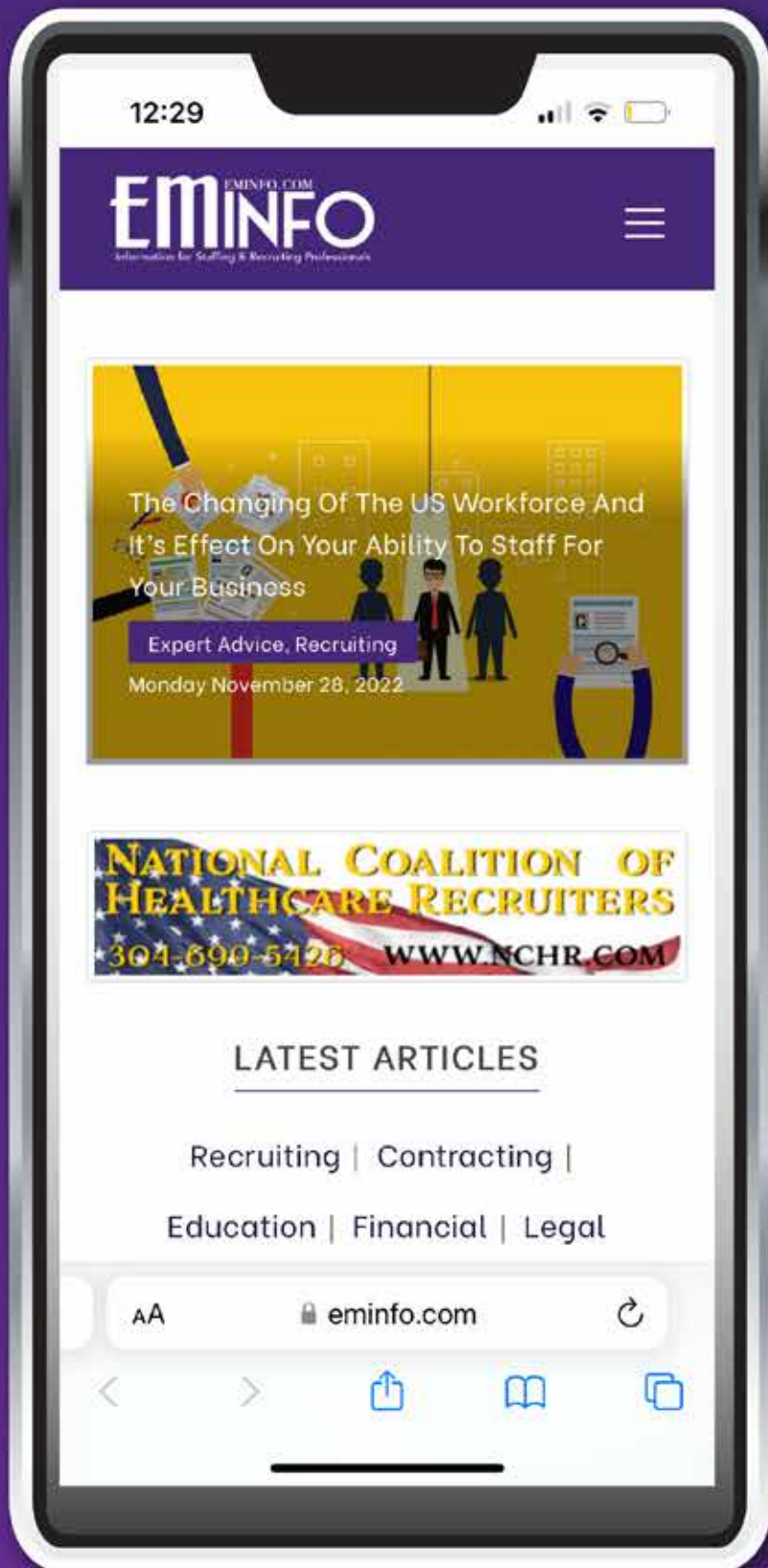
- Provide minimum standards of performance during your hiring process.
- Review minimum standards at the beginning of each year.
- Include daily, weekly, monthly, and quarterly standards.

STRATEGY THREE: Have a precise exit plan.

If you do not have a specific exit plan, you are probably making mistakes today. You must know where you're going to get there.

- Review your current realities.
- Write down your exit plan.
- Conduct a gap analysis to show you what needs to be done.

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STRATEGY FOUR: Personally generate less than 30% of the revenue of your company.

- Replace yourself as your top producer, focus on growing your business.
- Teach others what you know.

STRATEGY FIVE: Know the 20% that provides you with 80% of your results and the results of your business.

- Determine your greatest strengths.
- Always ask, "Is this best use of my time?"

STRATEGY SIX: Conduct Revenue Modeling

- Determine your highest margin temp and contract business.
- Determine your highest profit direct business.

STRATEGY SEVEN: Add temp, contract, or direct to your business model.

- If your exit plan is to sell, you should strongly consider adding temp or contract to your direct business.
- Consider partnering with firms that can provide you with an instant back office.

STRATEGY EIGHT: Proper entity structuring will result in you paying fewer taxes.

- Review your entity structuring.
- Consider the benefits of multiple entities.

STRATEGY NINE: Invest in your own growth and education. Add a line item on your P & L for education | training.

- Knowledge and implementation are cutting edge.
- The best investment you can make is in yourself.
- Growth and implementing knowledge are synonymous.

STRATEGY TEN: Update your Training for Rookies and your Tenured Team

Recruiting and sales techniques that worked last year and not effective this year. As a result, your training is probably outdated. Training is **not** the best use of your time or that of one of your high achievers. If your entire team is Not consistently attaining or surpassing goals.

- Click this QR Code to set up a call so we can help you key in on solutions to your problems.
- Imagine the value of us helping you implement these eleven strategies while we help you increase the sales and profits of your current team.

STRATEGY ELEVEN: Remember entrepreneurs have no limits. If you want to enjoy the quickest results possible, change the five people you hang around with most.

- Realize you are your own lottery.
- Think bigger and expect those goals to become reality.
- Never underestimate the Law of Attraction.
- If you want to improve your golf game, don't golf with your friends. Find people who are better than you or have achieved what you are attempting to achieve.

Too many owners jeopardized their business by keeping employees too long and not making difficult decisions. Your people are not your greatest asset unless they are the right people in the right job. It can be lonely at the top, but it can be even lonelier at the bottom (not consistently increasing profits).



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Navigating the Business Landscape

By Michael Neidle



The world is everchanging and one needs to develop strategies to be resilient to deal with different circumstances and use challenges to their advantage. Every crisis opens up an opportunity for those who can steer through it. We will discuss a **strategy** for dealing with these events and conditions, as well as provide some **examples** of how different companies have coped with them. Even if you are in a different industry from the examples given here, they should provide helpful thoughts that one can often apply to their company. There are no guarantees in life, or what the future may hold but having a plan when the winds of change surely will arrive and give one a head start in dealing with them is a competitive edge. There are of course black swan events that are unpredictable and unique. If one sees that something is happening that they have probably never seen before, they can either get out of the way of a hypothetical oncoming train, or jump on it if it's a once-in-a-lifetime opportunity before it passes you by.

1. **Uncertainty in Business: Strategy:** Nothing remains the same forever and the rate of change is more rapid than ever before. Let's start this discussion with the option of diversification and being agile. This means having a varied revenue stream and being able to deal with changing market conditions. This is the hallmark of successful companies. To do this start by doing market research; listening to and paying attention to a wide range of trusted sources and experts and getting an early read on emerging trends. **Examples:** During the dot-com bubble, companies like Amazon diversified from e-commerce into cloud services and Blue Horizons which has ensured them sustained growth. When IBM could no longer rely on the revenue from large mainframe computers, their first foray was into personal computers which did not work out, but they sold it off for a lot of cash. They then acquired PWC management consulting operations and then the business of the future Artificial Intelligence (AI).
2. **Economic Downturn and Major Recession: Strategy:** Recessions happen every 10 years or so. Some are moderate while others can result in full-blown depression. Sometimes the government helps out, but at other times is rather powerless. As noted above, be alert to early warning signs and act quickly when you see the proverbial water starting to recede in front of a tidal wave and then start moving to higher ground. Focus on cost control, operational efficiency, cost/benefit analysis, liquidity, and always striving for a diversified client base or portfolio. Then try to identify those sectors with potential growth during downturns or at least hold their own and survive when it's all over. **Examples:** Procter & Gamble has thrived in normal times by acquiring or marketing trusted name brands like Tide, Charmin, Pampers, and Crest. Berkshire Hathaway invested in what it knew was recession-proof like Coca-Cola and Costco but passed on what it did not know like hi-tech. Recently it sold off what it believed was either overvalued or not positioned for the future like GM and P&G (which it believed was too pricy in a recession).
3. **New Technology and Competitiveness: Strategy:** Embrace innovation and invest in emerging technologies as long as you can have the risk tolerance associated with new tech like AI and even further down the road quantum computing. If that is something, that is a space you can truly do. Foster a culture of continuous learning and hire, retain, and motivate the best and the brightest. **Examples:** Apple's consistent innovation in consumer electronics has kept it at the forefront of the tech industry and has brand loyalty second to no one. Lockheed is known to be the most advanced aerospace company having developed the SR71-Blackbird, the 5th gen F-22, and runs the secret "Skunkworks" for DOD's futuristic projects.
4. **Inflation and Deflation: Strategy:** Diversify your investments and risks. Stay ahead in products for a new economy. Be flexible and adjust your pricing strategies to ride out the economic cycle. Maintain a flexible and secure supply chain. **Examples:** Nestle's ability to navigate inflation by having a trusted brand name and adjusting product sizes and prices while maintaining quality. Manpower Group, which started as a low-end commercial temp staffing company, is one of the largest staffing solutions providers, having made strategic acquisitions and diversified across many staffing specialties and market segments.
5. **Cost Control: Strategy:** Seek sustainable operational efficiencies, apply cost/benefit analysis before axing businesses, and have flexible win-win comp plans, automation operations, etc. **Examples:** Toyota is recognized as the largest automotive company, with a highly efficient production line system that provides quality vehicles at a competitive price. Altria is surprisingly one of the most profitable manufacturing companies, as measured by profit per employee. It is best known for Phillip Morris cigarettes and to survive in a declining and unbeloved product, one must have great cost control. It has used its cash flow to invest in smokeless products and other industries.
6. **Retention on Key Employees and Clients: Strategy:** Prioritize employee satisfaction, offer competitive compensation, and benefits, have a career path, and value their input as trusted team members. This may be harder to do in declining economic conditions. Maintaining strong client relationships is critical to retaining clients as your clients are your competitor's prospects. Be conscious of their needs and be part of their solution by staying close to them and being

Growing Companies

proactive in how you can continue to increase their performance in trying times. **Examples:** Google's employees have many perks and emphasize self-actualization with free time to explore their ideas is a workplace culture that has retained top talent. Apple and Tesla have done a great job in retaining brand loyalty with an enthusiasm for almost every new product or variation they introduce. Although Tesla has won the loyalty of their customers, one wonders if their mercurial and controversial CEO may eventually compromise this loyalty.

7. New Government Regulations and Legislation:

Strategy: Stay informed, engage in proactive compliance measures, and advocate for business-friendly policies. If you are a large company, you can have company lobbyists, otherwise, having an active and well-connected trade association is advisable.

Examples: Pharmaceutical and many other industries adapting swiftly to changing FDA regulations and even helping to write them. And the power of campaign contributions should never be underestimated. Smart companies and associations contribute to both candidates to cover their bases.

8. Natural and Man-Made Disasters: **Strategy:** Develop robust disaster recovery plans and have a reliable backup system, ensure your employee safety particularly if your company can be in any way considered to be a target for some politically unfriendly group, and invest in resilient infrastructure. If you are in a part of the country subject to weather or climate extremes. **Examples:** Hurricane Katrina prompted companies to reassess their disaster preparedness. The wildfires on the west coast of the US, Canada, and around the world have seen the impact of global warming. Then there are record flooding events and extreme cold in areas like Houston that knocked down power lines and caused extensive damage. These events have resulted in huge insurance rate hikes if you can even buy it.

9. New Trade Regulations and International Treats :

Strategy: Diversify suppliers and understand regional trade dynamics. We have embargos with Cuba, the occupied parts of Ukraine, North Korea, Syria, and Iran. Advocate for fair trade policies with your representatives and lobbyists. And of course, we have active wars in the

Ukraine, the Middle East, and possibly one simmering in the Pacific with China. **Examples:** The CHIPS Act will help secure high-end Integrated circuit semiconductors for critical defense and commercial applications and national security which almost exclusively have been produced by Taiwan. New plants in Arizona and Ohio are being built at taxpayer expense to be more self-sufficient. This is due to the threat of war between China and Taiwan, which will involve us. This situation also pertains to rare earth metals which almost exclusively have been mined in China. But new deposits have been found in the western US. Harley-Davidson's global manufacturing strategy is to navigate changing trade dynamics.

10. Politics in the United States. **Strategy:** For the first time since the Civil War, we are facing the possibility of losing our constitutional government unless we find a way to find a way out of this existential threat, predicated on if a certain former administration were to regain power, the ramifications of this would be too disruptive to consider. Significant changes to the law, domestic harmony, and tranquility, the economy, foreign relations and worldwide stability, and of course the normal transaction of business. The strategy should be to avoid this by having the courts prevent such a situation. Long gone would be the days of the days of compromise some 25 years ago. **Examples:** changing from a democracy (or in our case, it is called a representative democracy, or a republic) to a dictatorship or authoritarian rule, would be unprecedented in the US. We can only reflect on cases where this has happened like in Germany, Italy, Cuba, Venezuela, Haiti, and too many more cases to name. Once a country moves to a dictatorship or autocracy, it rarely returns to a democracy. As James McHenry (1753-1816), the Maryland delegate to the Constitutional Convention said, "You now have a republic, if you can keep it". Or Winston Churchill who said, "A Democracy is the worst form of government, except all those other forms that have been tried from time to time".

In summary, navigating the business landscape given all the elements one has to deal with is a complicated chore, but given how others have dealt with these elements may provide some helpful insights.



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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The Impact and Importance of AI for Recruiters

By Jason Bote Thibeault,

known human

This isn't going to be some surface-level gimmicky article which turns out to be written by artificial intelligence. I, Jason Thibeault, am writing every word. Real time for me.

Full disclosure, I use spell check and autocorrect. Sometimes Grammarly. The E key is worn on this keyboard, so I can't promise I won't copy the whole article into an AI to look for anytime I missed an E. Also, if my hand starts hurting, I'll switch to voice-to-text. But I swear I **am** writing it.

I also use Navigation in my car, even when I know the way to race the time. I sit next to a window and ask Google for the weather. My thermostat decides the most energy efficient heating schedule. Algorithms even tell me what to buy.

We could do any of those for ourselves, but the technology makes us faster. And way more of it than you think is powered by artificial intelligence.

AI is rapidly changing the way we work, and for people using it well, it makes their work much more rapid. Even in recruiting, we're already using it for decision making, task automation, and content creation.

I'll start with the last one. Have you ever thought about the amount of content a recruiter needs to write to be successful?

Job Ads. A well written job ad is better than a bad one, which is better than a job description, which is better than nothing! We use a Fast Formula to turn a company's formal legal job description into an inviting job ad in seconds.

Job Descriptions. While we're at, ever have a client need them from you? It happens. Generate them in seconds with AI assistance. We've even had our recruiter clients sell the results back to their hiring managers!

Emails. We send a lot of them in this business. And the less generic they are, the better they perform. Without any advanced techniques, we've generated step-by-step cadences of multi-point messaging, injected with humor which has been proven to get candidates' attention.

Website. All of the pages of a website and weekly blog content can be written in minutes. When we started teaching AI to recruiters, we proved you could generate 600 word blogs in under five minutes. This article is about two-thirds of that so far, and has taken me about 20 minutes. That was in 2020. In 2023, people are using these various AI tools to generate entire websites in minutes, selling the website, and monthly content subscriptions for *thousands*.

Ugh, why do we do this when an AI could have given a thousand-word draft in a minute? I could have spent the last twenty minutes editing that content into something, funny, charming, and yet still driving home the importance of learning AI before this new technology outpaces you. We say not to worry, you will never be replaced by AI. You'll be replaced by a recruiter *using* AI.

Yet here I am, not using it.

Let me tell you something we did recently. We built an objector into ChatGPT. Its job was to come up with the recruiter's best response to any objection entered. Then we tested it in a live roleplay. As fast as our experienced recruiters could tell it reasons why their candidates weren't interested, it gave fantastic responses faster than we could read the script back. Imagine never being at a loss for words.

Or perhaps it's a better assistant you need. Someone you can bounce ideas off of, someone who can evaluate them on everything from legality to professionalism. Someone who can generate entire new business plans and ideas *with* you.

There's a trend right now, on places like Instagram and TikTok, to put in an amount of money you currently have, like \$250 and ask for the best business idea from ChatGPT with that limitation. These (typically) young people then follow what the AI has told them to do, make some AI side hustle and post short videos about it. Our internal AI Prompt Engineer "wrote" the first book about ChatGPT. ChatGPT, his coauthor, wrote every single word, and he did it over a weekend.

Some of our clients are now "writing" entire business books based on Fast Formula we developed. Don't expect a one-step process with something as grand as that. With work, you can spit out a book in a week. That's fast enough to scare Stephen King.

We can also make it check your Boolean search strings or look at the content of a person's LinkedIn profile and determine the person's personality profile and the best ways to approach and interact with them. Want a new technology explained like you don't have an engineering degree? Heck, you can continue the conversation, asking questions until you have a great understanding. AI covers an enormous range of tasks, from the most tedious to the most advanced.

Bard, Google's AI, can do all of what I've talked about here. And so can ChatGPT. We aren't talking big new expensive software, but stuff with free access levels. And there are about a thousand other AI tools available to you right now. I shouldn't even say that in writing, because there will be more before you read this.

I stepped away during my writing, for about ten minutes. I taught my stepson how to tie his tie, as he was heading out on an anniversary date. No one asked me, I wanted a writing break... People should be able to step away from daily tasks sometimes and do that.

The fact that he learned the Half Windsor, did it to the right length himself after a couple of tries, and I put away my own example tie in less time than it has taken to write this article proves why people are turning to it. Spend more time on the things that matter. Family. Health. Revenue Generation.





There is a world of mundane tasks, each of which need either specialized software or human assistants to get done. Even in its infancy, AI is showing a high school level ability to get things done.

Maybe you can remember when Caller ID killed answering the phone. Or when suddenly you needed to go online to learn more, and even that changed to "there's an app for that." Our candidates are using AI. Our clients will be and *should be*. They're talking about it, and people are using it for everything from legitimate business to scams. Just like 2010 was too late to not have a website, 2024 is too late to start integrating AI into your business.

For all our EMInfo readers, if you're ready to jump on the AI bandwagon and really learn from myself and Tricia Tamkin how to optimize your desk with artificial intelligence, go to <https://mooreessentials.com/ai/> and enter coupon code **EMINFO** for 50% off class. This coupon expires on May 15, 2023.

What Are Employers' Top Hiring Challenges?

Exclusive findings from the 2024 Robert Half Salary Guide

 <p>Finding professionals with required skills</p> <p>55%</p>	 <p>Finding good matches with company culture</p> <p>50%</p>	 <p>Finding candidates willing to work on-site</p> <p>46%</p>	 <p>Meeting candidates' salary expectations</p> <p>46%</p>
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Get more tips to strengthen your hiring and compensation strategies at roberthalf.com/salary-guide.

Source: Robert Half survey of more than 2,000 hiring managers at companies in the U.S.
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NEWS RELEASES

New Staffing and Recruiting Podcast Launches: The Staffing Buzz Network, an Ultra-Staff EDGE Original Podcast

This month Automated Business Designs, developers of Ultra-Staff EDGE Staffing and Recruiting Software, launched The Staffing Buzz Network, an Ultra-Staff EDGE Original Podcast. The Staffing Buzz Network will dive into the latest staffing industry trends and news to help staffing professionals stay ahead of the curve and gain valuable insights they can apply to their staffing business.

Each show an expert in the industry will be invited to share their insights on the latest buzz in the staffing and recruiting space. From new legislation affecting the industry, the latest job report news, to hot staffing technology, key topics will be covered to help staffing professionals stay ahead of the competition. The Staffing Buzz Network is designed for staffing and recruiting professionals who want to stay up to date with the latest in the industry.

Bob Pettke, Chief Sales Officer with Ultra-Staff EDGE staffing and recruiting software and host of The Staffing Buzz Network brings 15 plus years of staffing experience to the show. Prior to joining the Ultra-Staff EDGE team, Bob wore many hats in staffing, 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. Now Bob works on the technology side of the industry to help staffing companies streamline and grow their business with the latest staffing technology.

"Through The Staffing Buzz Network, I hope to give staffing professionals a channel to not only stay connected with what's happening in the industry but also inspire them with new ideas they can apply to their staffing business," commented Bob Pettke, Chief Sales Officer with Ultra-Staff EDGE and host of The Staffing Buzz Network. "Whether you want to watch each show, listen on your commute to work, or tune in at another part of your day, I hope you can join us!"

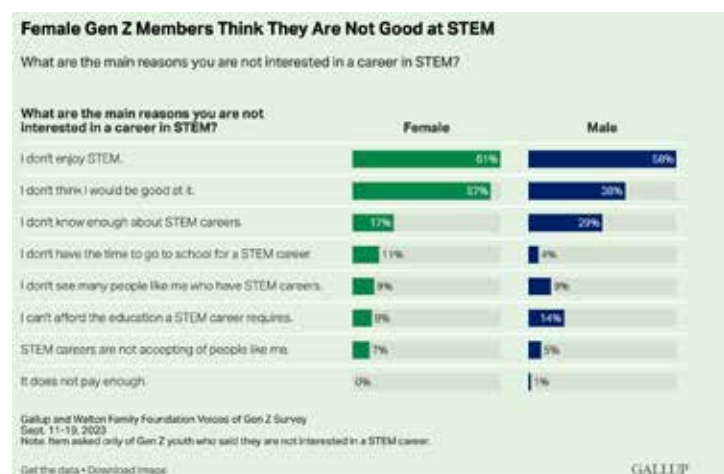
The Staffing Buzz Network is available on all of the major podcast platforms and also on the Automated Business Designs YouTube Page. Follow The Staffing Buzz Network today to catch the latest episodes!

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 <http://www.abd.net> to learn more and follow Automated Business Designs on LinkedIn to stay up to date with the latest news.

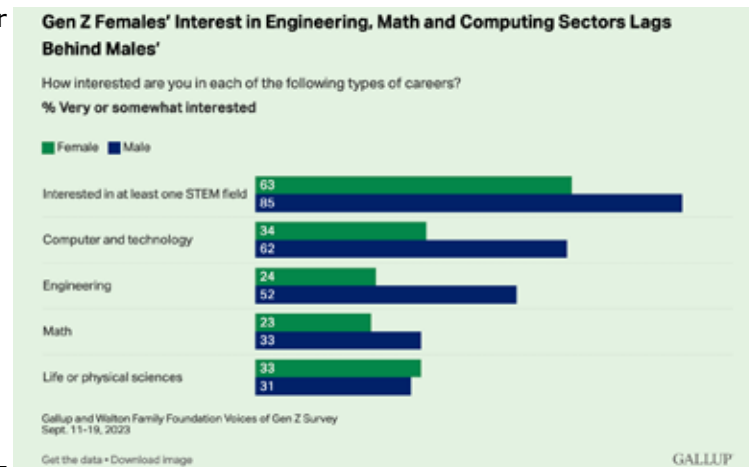
STEM Gender Gaps Significant Among Gen Z

Male members of Generation Z in the U.S. are more interested in STEM fields than their female counterparts, according to the latest data from the Gallup and Walton Family Foundation Voices of Gen Z survey. When asked about their interest in occupations related to life and physical science, technology, engineering, and math, 85% of males born between 1997 and 2011 state they are very or somewhat interested in at least one of these sectors, compared with 63% of females.



Jul 24

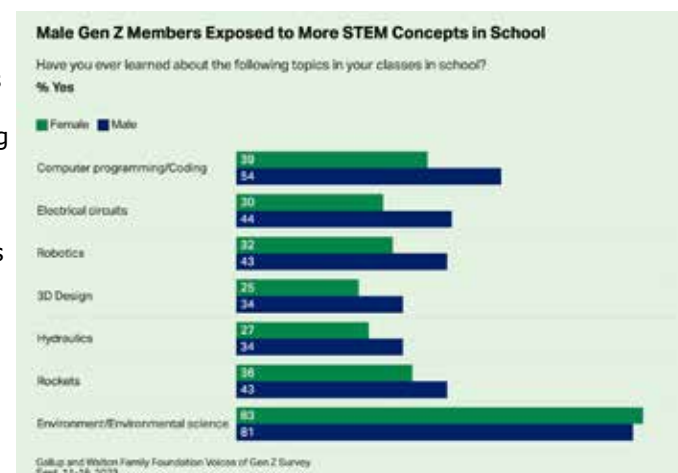
The fields with the largest gender gaps (28 percentage points each) in reported interest are engineering and computers and technology. Males are also 10 percentage points more likely than females to be interested in math careers. Interest in life and physical science careers is essentially the same for females and males (33% vs. 31%).



These findings are based on a Gallup Panel web survey, conducted Sept. 11-19, 2023, with 2,006 U.S. Gen Z youth aged 12 to 26.

Gen Z Females' Low STEM Confidence a Driver of Gender Gap

Among Gen Z youth who note they are not interested in pursuing a STEM career, 60% say it is because they don't enjoy STEM and 48% because they would not be good at those roles. While young males and females are about equally likely to say they don't enjoy STEM, confidence in one's own STEM ability differs significantly by gender.



Gen Z females are nearly 20 points more likely than males to say they are not interested in a STEM career because they don't think they would be good at it. By contrast, males are more likely to say they don't know enough about STEM careers.

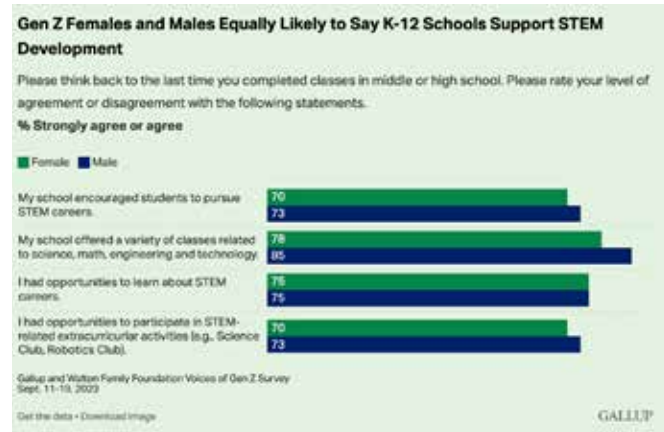
This difference in exposure is not necessarily a result of schools more heavily encouraging males than females to pursue STEM. Indeed, nearly equal percentages of Gen Z males and females say their schools encouraged them to pursue STEM careers, provided opportunities to learn about STEM careers and supported participation in STEM-related extracurriculars. Rather, as has been noted in the research literature, this disparity in exposure is likely a product of females being less inclined to take STEM-related coursework and join extracurricular activities that prepare students for careers in technical fields such as physics and computer science.

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Implications

Women make up half of the total college-educated workforce in the U.S. but only 34% of the workforce in science, technology, engineering and math sectors. Women are especially underrepresented in fast-growing STEM fields such as computer science. The findings from this study show that despite much investment in STEM education -- including in initiatives to reduce disparities in STEM participation by gender -- significant gender gaps persist.

The underrepresentation of girls in STEM has significant implications for society as a whole. At a fundamental level, increasing girls' interest in STEM and their representation in high-growth STEM sectors is critical for strengthening the U.S. economy, as bolstering the pool of qualified candidates for in-demand STEM roles and reducing the gender pay gap can promote economic growth.

More work must be done to increase girls' exposure to STEM, cultivate their STEM learning throughout secondary and postsecondary schooling, and remove barriers that hinder their pursuit of STEM careers.

Letter From The Editor

2024 New Year Resolution... make your well-being a priority!

"In 2024, I resolve to prioritize my health by incorporating regular exercise, maintaining a balanced diet, and practicing mindfulness. I commit to fostering a healthier lifestyle to enhance my overall well-being."

Consider these strategies to hold yourself accountable to your New Year's resolution:

1. **Set Specific Goals:** Break down your resolution into specific, achievable goals with clear deadlines. This makes progress measurable.
2. **Create a Plan:** Develop a detailed plan outlining the steps you'll take to achieve your health goals. This could include a workout schedule, meal plans, and mindfulness practices.
3. **Accountability Partner:** Share your resolution with a friend or family member who can offer support and hold you accountable. Regular check-ins can keep you on track.
4. **Track Progress:** Keep a journal or use apps to track your progress. Celebrate small victories, and analyze setbacks to adjust your approach if needed.
5. **Reward System:** Establish a reward system for reaching milestones. It could be a treat, a small purchase, or any other positive reinforcement that motivates you.
6. **Incorporate Habits:** Integrate your health-related activities into your daily routine. Consistency is key, and habits are more likely to stick when they become part of your everyday life.
7. **Stay Flexible:** Be open to adapting your plan if you encounter obstacles. Life can be unpredictable, so having a flexible approach will help you navigate challenges without giving up.

Remember, building healthier habits is a gradual process, and setbacks are a natural part of the journey.

Stay committed, be patient with yourself, and celebrate the progress you make along the way.

Remember, taking care of yourself will make you better able to take care of others.

Happy Recruiting...

Pat Turner



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