

Implementing AI at Your Staffing Agency in 2024



Adapting to Thrive:
5 Key Strategies for
Staffing Agencies in
2024

Understanding
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Contents



- 5 Implementing AI at Your Staffing Agency in 2024
- 10 Adapting to Thrive: 5 Key Strategies for Staffing Agencies in 2024
- 18 Understanding Different Generations
- 19 How to Supercharge Your B2B Google Search Campaign Results



In Every Issue. . .

- 9 Just Ask Judy ~ **Are Staffing Agencies Still Relevant Today?**
- 12 Ask Coach Mike ~ **How to Motivate Recruiters to Hit Company Revenue Goals**
- 14 Owners Outlook ~ **Repeatable Systems Will Increase Your Profits, Success, And Income**
- 16 Growing Companies ~ **Deep Fakes**
- 20 Trends
- 21 News Releases



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* AI is also being used to train and practice scenario-based role-playing. This allows you to practice scenarios with a candidate or client and the responses they might have back to you. It's a great way for recruiters and sales executives to use an AI software, such as ChatGPT, to role-play different scenarios they might find themselves in. pg 6

* One of job seekers' most significant challenges in the digital era is navigating the complex and often overwhelming job market. Online job boards and networking platforms provide many opportunities but can also lead to information overload pg 9

* The US economy is projected to grow by 1.3% - 2% in 2024, which should lead to increased hiring across various sectors. [OECD Economic Outlook](#) is one source projecting a global GDP growth of 2.7% in 2024, with the US contributing 1.5% to that growth. pg 10

* If every person in your office is working from the same playbook you will all close more deals and details will not fall through the cracks causing deals to blow up. pg 14

* Using deep fakes raises significant ethical and legal questions concerning consent, privacy, and potential harm. There is an ongoing debate about regulating this technology to prevent misuse while allowing for its beneficial applications. The challenge is to balance innovation, freedom of expression, and protection against harm. pg 17

* Employers can improve workplace culture by fostering open communication, providing opportunities for professional development, promoting work-life balance, recognizing and rewarding achievements, and ensuring a diverse and inclusive environment. Encouraging collaboration, offering flexible work arrangements, and addressing concerns promptly also contribute to a positive workplace culture. pg 18



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Implementing AI at Your Staffing Agency in 2024

By Jennifer Roeslmeier

AI. One of the most buzzed words in 2023. You saw it in articles, on the news, in webinars, in sessions, and at conferences. Almost daily you heard about AI and the importance of using it. Now we are in 2024 and AI isn't going away. The buzz of those fateful two letters will keep buzzing about and consume our thoughts.

When some people hear the words "AI", they want it right away, like a shiny new object, without even knowing exactly what it is and how it can help. Then others are tired of hearing about AI, think it's overrated, and want to continue using their current processes that are working well. Lastly, there may be some people that are indifferent about it. It sounds cool to them, perhaps if the mood strikes, they will look further into it.

Which category are you in?

No matter which category you are in, one thing we know is that AI is not going away in 2024 and its capabilities will continue to rapidly advance. While this may sound scary and like AI is taking over the world, there can also be many benefits and advantages to embracing the technology at your staffing agency in 2024. In this article, we will look at what AI is, if AI is just a buzzword and nothing more, how it can help your staffing agency, if you should implement it in 2024 and how to implement it, and lastly, we will look at what to be aware of.

Embracing AI

AI is here and it's here to stay. AI has been one of the most explosive topics in 2023, particularly after the launch of [ChatGPT®](#) in November 2022. Everybody has been talking about it since. While you may not be in favor of the concept of AI, it is not going anywhere, and its capabilities will continue to develop. As staffing companies adapt to incorporating AI into their business, they will see firsthand the advantages of using it.

If you are not in favor or are hesitant about using AI, the first step is embracing that it is here to stay. The second step is being educated on the advantages of using it at your staffing company and the potential ways you could incorporate it into your everyday processes. By embracing and educating yourself, you are doing your due diligence by seeing if this is something you should pursue at your staffing company.


Okay, the Concept of AI is Embraced, but What is AI Exactly?

When you think of the term AI by itself, it is very broad. When someone says you should incorporate AI at your staffing agency, what does that even look like? Let's take a step back and look at what AI is. The **official Britannica® definition of Artificial Intelligence** is the ability of a digital computer or computer-controlled robot to perform tasks commonly associated with intelligent beings. Another definition by [G2](#) defines **Artificial Intelligence Software** as software that imitates human intelligence and performs tasks that require human cognitive skills. Both definitions give us a good understanding and reminder of what AI is.

AI can *further* be broken down into different types of AI, such as **Conversational Intelligence** (Chatbots), **Generative AI** (AI Writing Assistants), **Machine Learning** (Automation of Rule-Based Tasks or Emails), etc. These are a few of the AI categories we will be looking at for this article.

So, is AI just a Buzzword, or Can it Drive Results at Your Staffing Agency?

The big question that staffing agencies and everyone in business are asking themselves is if AI is just a buzzword or if it will drive results. What can AI do for your staffing company?



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Some of the top benefits for including AI into your staffing processes include:

1. Automating Tasks

The most obvious advantage of incorporating AI into your staffing processes is the ability to automate tasks. Whether that is automated emails, text messages, conversational chatbots, etc., tasks can be automated to both eliminate tasks and deliver the right message at the right time to candidates and clients.

2. Saving Time

By automating tasks, you get more time back in your day to focus on the core of your business and strategy. The same can hold true for the rest of the team, whether you are a recruiter or a salesperson, more time can be focused on connecting with candidates and clients, prospecting for new business opportunities, increasing customer satisfaction/retention, and more. The tasks that are being automated can also set you up to do some of these tasks even better.

3. Eliminating Mundane and Repetitive Tasks

By automating tasks, you are given the opportunity to also eliminate mundane and repetitive tasks. Think of your everyday to-do list and the items on it that you would be able to automate. These everyday tasks, such as writing job descriptions, can be automated so you can focus your time on other important items that *can't be automated*.

4. Intelligent Candidate Matching and Prospecting

AI can also be used to identify and rank the best candidate for a job. This goes back to not only saving time, but some may argue its capabilities to match candidates can even be greater than a human's capability. For sales as well, companies are using AI to identify prospects and forecast future opportunities.

5. Training and Role Playing

AI is also being used to train and practice scenario-based role-playing. This allows you to practice scenarios with a candidate or client and the responses they might have back to you. It's a great way for recruiters and sales executives to use an AI software, such as ChatGPT, to role-play different scenarios they might find themselves in.

What AI Looks Like in Staffing

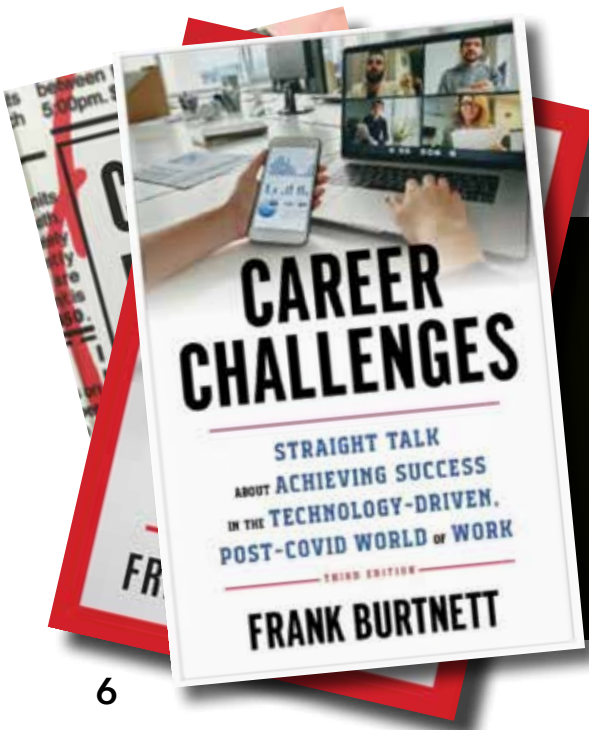
As we can see, AI might not just be a buzzword and it can have some direct impact on staffing businesses and their processes. So far, we explored some of the overall benefits AI can have. In this section, we will take a look at some more specific examples of ways you can use AI at your staffing company.

1. Writing of Job Descriptions and Emails

AI can be used to write job descriptions, emails, email templates, etc. It takes time to come up with creative and enticing job descriptions and emails. AI can do that work for you. The job description and email might not be exactly what you are looking for, but it could always give you a good template to start with and you can make any specific adjustments needed. If you are looking to start small, you could give it a try through free AI tools, such as ChatGPT or the [Grammarly®](#) AI Assistant tool. If you are a [HubSpot®](#) user, HubSpot also has AI tools to write emails, blogs, social media posts, etc.

2. Automated Emails and Text Messages

Emails and text messages can also be automated based on certain rules and scenarios you set. Candidates and clients can receive messaging based on actions

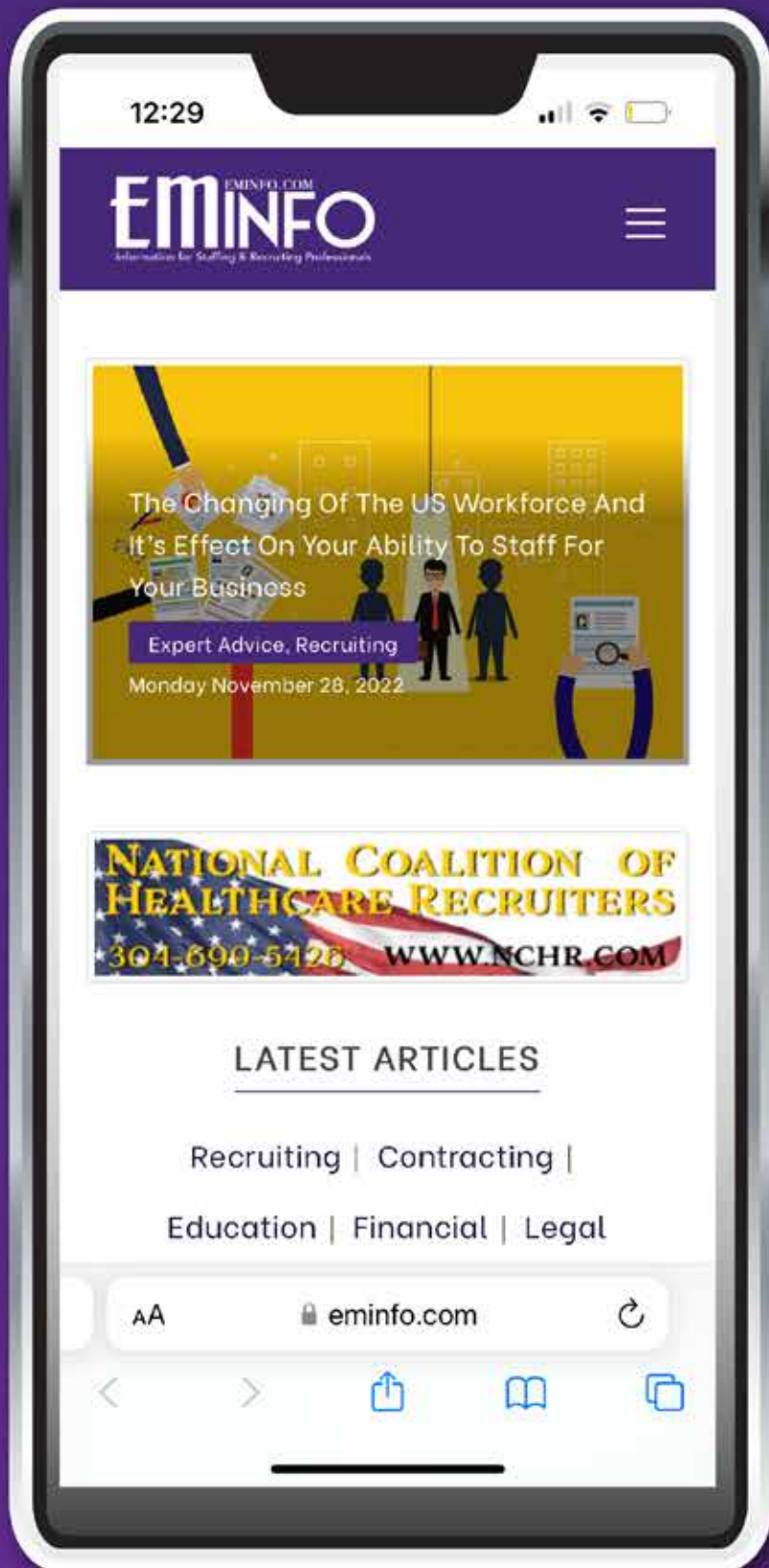


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they take or based on where they are in your process. A candidate can automatically receive a text message reminder about their assignment the day before their first day and they can receive a check-in text after their first week of work. All your communication can be meaningful and relevant by creating this automation. It also can save the team many hours by eliminating writing and sending messages one at a time. Instead, rule-based messages are set up once, and automation does all of the work.

Pro Tip: Our partner, [Sense®](#), is a vendor in the staffing industry that you can partner with for automated email and text messaging. Sense connects directly with [Ultra-Staff EDGE](#), so all of the candidates and contacts in your database are automatically connected and all notes are logged within Ultra-**Staff EDGE** when a message is sent.

3. Chatbot

A chatbot can come in handy when a recruiter isn't available to talk, for example, during after-hours. A chatbot can be set up on your website to field candidate or client questions that are coming in. This way, no messages are missed, and you can continue to engage with candidates and clients outside of work hours. Some chatbots also can screen candidates, so when the recruiter begins work the next day the candidate from the night before was already pre-screened. Chatbots can also be used during working hours if no one is available to chat or at least to start a conversation to gather information before directing it to a person to speak with. Chatbots can also be used to communicate with more people if multiple inquiries come in at once and you don't have the bandwidth to field the communication. Many vendors offer chatbots, including our partner Sense and HubSpot.

4. Candidate Matching and Ranking

If you want to save your recruiters time from going manually through hundreds of resumes, AI tools can sort through resumes, identify which candidates are a match for a position, and rank them. This can save hours, especially if you have many applications coming in each day.

5. Identifying Prospects and Forecasting

There are also AI tools that can be used for sales to help identify qualified prospects and assist in the sales planning process by forecasting new deals, renewals, etc. These types of tools can help sales teams plan and target the right prospective customers.

6. Pre-Screening and AI-Powered Interview Tools

AI can also be used to pre-screen candidates and schedule interviews. In the interview through certain platforms, notes and interview summaries are put together. These types of tools save time pre-screening candidates and scheduling interviews. It also saves time after the interview with the automatic notetaking and summaries being provided.

Should You Implement AI in 2024?

We reviewed the benefits of AI and some of the specific use cases in staffing. While we reviewed a handful of benefits and scenarios for using AI, there are many different use cases and ways AI can be used that might not even be covered in this article. The big question though that it all comes down to is if you should implement AI in 2024. Many experts say if you don't implement AI in 2024, you will fall behind and that it will

soon become a necessity to implement it.

When deciding whether to implement, think about your goals. What would be the main reasons you would implement AI into your processes? What challenges, problems, or efficiencies are you looking to improve? This will help give you an idea of what kind of AI services you would be looking for. It's important not to implement AI just because you feel like you should implement it. See how it would fit into your processes and if it makes sense to implement.

How to Implement AI at Your Staffing Company

After you define the reason for implementing AI and your goals, find a vendor partner that can help you meet your goals.

If You Want to Start Small

If you want to start small with a free tool, you can easily adapt ChatGPT into your processes. It can be used as an AI writing assistant for job descriptions or emails. It can also be used as a training and role-playing tool. Implementing a free tool like ChatGPT, Grammarly, or Google's® new [Bard](#) AI tool, are ways you can implement AI without any upfront costs or strings attached.

If You are Looking to Implement a Robust AI Tool

If you are looking for an AI tool with more bells and whistles, you can use a reputable software review site like [G2®](#) to look up vendors that offer the AI tools you are looking for. I would also recommend reaching out to your local staffing association and associations like the [American Staffing Association](#) and the [National Association of Personnel Services](#) to see if there are any staffing-specific AI vendor partners you could work with. A staffing-specific AI tool could offer staffing and recruiting tools tailored more for your business.

Outline Specific Policies and Procedures

Before implementing any AI tool at your company, it will be critical to outline a plan for using it and policies and procedures. You want everyone to use the technology correctly and not abuse it, for example, using an AI writing assistant tool for EVERYTHING. Specific use cases and procedures must be outlined to ensure everyone is using it the same way and to ensure transparency. This will also help protect your staffing agency from ethical issues that could arise and biased data (see below section for more information on ethical and biased data concerns with AI.)

What to be Aware of Before You Implement AI

With any new technology, but specifically AI, you want to be aware of the drawbacks and AI-related laws to ensure you stay compliant. Before you implement AI, be sure you are aware of the below.

1. Remember It's Not a Human Voice

When using AI as a writing assistant, it's important to remember it is not a human voice and that they also don't work at your staffing agency. Proofread everything and modify it if necessary. Does it sound like a human voice? Are there any specific details missing that are important to include that an AI writing assistant wouldn't know to include? AI is great, but it is certainly not perfect. It's important to still use our human brains to proofread and identify details that are missing.

2. Transparency

Depending on what kind of AI tools you are using, each tool is machine-trained differently. Sometimes it may be unclear where/ how the information was gathered and if it is accurate. Going back to an AI writing assistant tool, if you ask it to write a job description for a clerical position, it certainly will do that, but it gathers and improves its response based on history and previous information gathered. This is why it's important to proofread everything if using it as a writing assistant and use your knowledge as a staffing professional if something doesn't sound right.

Another example is if you are using it for pre-screening and candidate/job matching. It's hard to know if the AI tools are disqualifying candidates incorrectly. If you see many candidates being qualified that *aren't qualified*, that would be an indicator that something might not be working correctly. However, it's possible an AI tool would *disqualify* a candidate that you would normally qualify. You won't know if this happens unless you are also "double checking" the AI tools work.

3. Lack of Creativity

AI is trained and uses machine learning to gather information. AI is not creative and won't think outside of the box. You can use AI to your advantage to gather ideas and information, but it won't necessarily be the most creative thinker in the room.

4. Ethical Concerns

There are some ethical concerns with AI, including copyright concerns and data privacy violations. The sources AI uses to generate information can be unknown in certain circumstances generating concerns for copyright risks. There can also be data privacy concerns if personal information is gathered in a data set.

5. Biased Data

Another major concern with AI is biased data being gathered. AI is based on large data sets and patterns, which could potentially lead to discriminatory results. It's important to be aware of this when using AI and monitoring results. If your AI-generated data seems skewed in any way, it may be affected by biased data.

6. It's an Investment and Trial

As with any new product, you have to see what works. After implementing an AI tool, see if it is driving the results you are looking for and meeting your goals. If not, you can take a different direction and try a new strategy.

Your Next Steps with AI

We've unpacked a lot in this article! From embracing the fact that AI is here to stay, learning how it can help and be used in staffing, to implementing it and knowing what to be aware of. The next step for implementing AI is up to you.

Want to learn more about how you can implement AI at your staffing agency in 2024? [Contact Ultra-Staff EDGE Staffing and Recruiting Software](#) to learn about tools available to you.

JUST ASK *Judy*

Are Staffing Agencies Still Relevant Today?



In the rapidly evolving landscape of the modern job market, the role of staffing agencies has been a subject of ongoing debate. With the rise of online job boards, social networking platforms, and artificial intelligence-driven hiring processes, some might question the relevance of staffing agencies in today's digital age. However, a closer examination reveals that these agencies continue to play a crucial and adaptable role in connecting job seekers and employers. In this blog post, we will explore why staffing agencies remain relevant in today's job market and why they continue to be valuable resources for job seekers and companies.

Navigating the Complex Job Market

One of job seekers' most significant challenges in the digital era is navigating the complex and often overwhelming job market. Online job boards and networking platforms provide many opportunities but can also lead to information overload. Staffing agencies have evolved to address this challenge by offering personalized guidance and support. Experienced recruiters help job seekers identify suitable positions based on their skills, experience, and preferences. This personalized approach saves job seekers time and effort, ensuring they apply to roles that align with their career goals.

Tailored Job Matching

Staffing agencies excel at the art of job matching. While automated algorithms can suggest potential job matches, they often need more human touch and a nuanced understanding of a candidate's aspirations and strengths. Staffing agencies bridge this gap by conducting in-depth interviews and assessments, allowing them to make more accurate and insightful matches between job seekers and employers. This personal touch increases the likelihood of a successful placement, benefiting both the candidate and the company.

Access to Hidden Opportunities

Not all job openings are publicly advertised. Many companies prefer to work with staffing agencies to fill positions discreetly or to access a pool of pre-screened candidates. These hidden opportunities can give job seekers a competitive advantage as they gain access to roles that may not be available through traditional channels. Staffing agencies have established relationships with various organizations, enabling them to connect job seekers with exclusive opportunities that align with their skills and ambitions.

Flexibility in Employment

The nature of work has undergone significant transformations in recent years, with a growing emphasis on flexible and temporary employment arrangements. Staffing agencies excel in this domain, as they specialize in connecting job seekers with temporary, contract, or project-based positions. This flexibility is invaluable for individuals seeking short-term opportunities, freelancers, or those exploring new industries. Staffing agencies bridge job seekers and companies seeking specialized skills for specific projects, promoting a win-win scenario for both parties.

Expertise in Industry Trends

The job market is not static; it evolves with technological advancements and changing economic landscapes. Staffing agencies maintain relevance by staying attuned to these shifts and understanding industry trends. Recruiters possess insights into the demands of different sectors, ensuring that candidates are well-prepared for interviews and have the necessary skills to thrive in their chosen field. This translates into a streamlined hiring process for companies, as staffing agencies provide pre-screened candidates equipped to contribute effectively from day one.

Mitigating Hiring Risks

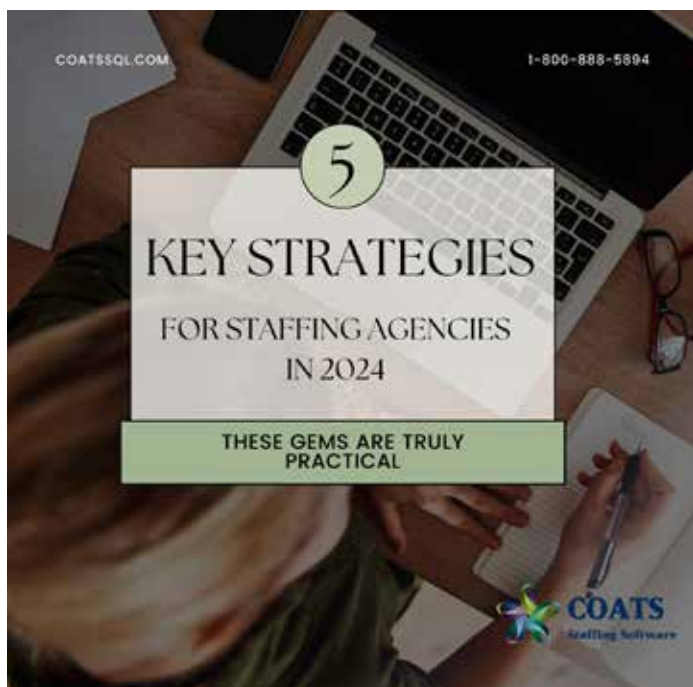
Hiring decisions carry inherent risks, as selecting the wrong candidate can result in productivity losses and increased costs. Staffing agencies mitigate these risks through thorough background checks, reference verifications, and skills assessments. This diligent approach minimizes the chances of a mismatch between the candidate and the company's culture or job requirements. By taking on the responsibility of vetting candidates, staffing agencies offer a layer of assurance to employers, enabling them to make more informed hiring decisions.

Evolving with Technology

Contrary to the notion that staffing agencies are outdated, many have embraced technological advancements to enhance their services. These agencies leverage AI-powered tools to streamline recruitment, such as resume parsing, candidate matching algorithms, and video interviewing platforms. By harnessing technology, staffing agencies can focus on the human aspect of recruitment while using automation to handle administrative tasks efficiently.

Conclusion

In a world where technology has reshaped the job search and recruitment processes, staffing agencies have survived and thrived. Their adaptability, personalized approach, and in-depth industry knowledge have made them a relevant and valuable resource for job seekers and employers. Staffing agencies are navigators in the intricate job market, providing tailored job matches, access to hidden opportunities, and expertise in industry trends. As long as there is a need for personalized guidance, expert insights, and efficient job matching, staffing agencies will continue to play a pivotal role in shaping the future of work.



Adapting to Thrive: 5 Key Strategies for Staffing Agencies in 2024

By Lynn Connor

How is the staffing industry fairing as we move into 2024? The answer is complex and nuanced. While there are certainly positive indicators, there's always potential challenges to consider. Par for the course in the staffing industry, actually.

What factors have a large effect on staffing agencies? For starters, "the unemployment rate edged down to 3.7 percent in November, and the number of unemployed persons showed little change at 6.3 million," according to the [U.S. Bureau of Labor Statistics](#).

As far the economy is concerned, [J.P. Morgan is hoping for a boring year](#) sharing that "our baseline U.S. economic forecast for 2024 can be summed up by the number 2024 – 2% growth, 0 recessions, 2% inflation and unemployment staying at roughly 4%." They see economic growth for 2024 slowing considering a surprisingly strong last year.

A slower economy can make it challenging to partner with clients who are willing to pay a staffing agency enough to provide temporary employees a good wage, then securing not only talent but the right talent for each role along with [changes in legislation](#) and employment law while keeping up with technology to run your daily operations - it's a lot!

Overall, while there are some challenges to consider, the outlook for the staffing industry in 2024 is generally positive. The strong economy, low unemployment, and skills gap suggest that there will be continued demand for staffing services. However, it is important for staffing agencies to be aware of the potential challenges and to adapt strategies accordingly.

Let's review some positive staffing industry indicators for 2024:

- Economic growth: The US economy is projected to grow by 1.3% - 2% in 2024, which should lead to increased hiring across various sectors. [OECD Economic Outlook](#) is one source projecting a global GDP growth of 2.7% in 2024, with the US contributing 1.5% to that growth.
- Low unemployment: The unemployment rate is currently at 3.7%, near a historical low, which means there is a *strong demand for workers*.
- Skills gap: There is a growing skills gap in many industries, making it difficult for companies to find qualified candidates. This *creates opportunities for staffing agencies* to help companies fill their talent needs. Industry-specific reports and surveys: Many research organizations and trade groups within specific sectors like IT, healthcare, and manufacturing provide valuable insights into the evolving skills landscape and the widening gap between talent and required skills. Examining these reports for your target industry can offer further evidence for your statement.
- Increased use of temporary and contract workers: *Companies are increasingly turning to temporary and contract workers* to fill short-term needs and to also test-run potential employees before hiring them permanently.

Staffing Industry Challenges for 2024:

- Wage inflation: Wages are rising faster than inflation, which could put pressure on staffing agencies' margins.
- Political uncertainty: The upcoming presidential election and other political factors could create uncertainty in the economy, which could lead to businesses being hesitant

to hire.

- **Technological advancements:** Automation and other technological advancements could lead to some job losses, which could impact the demand for staffing services.

Here are some additional insights from staffing industry experts:

- "The staffing industry is expected to grow at a rate of 3.2% in 2024, which is faster than the overall economy." - **American Staffing Association**
- "The demand for temporary and contract workers is expected to continue to grow in 2024, driven by the skills gap and the need for flexibility." - **Staffing Industry Analysts**
- "Staffing agencies that can adapt to technological advancements and provide value-added services will be the most successful in 2024." - **Staffing Industry Review**
- Instead of simply reviewing the data and predictions for the upcoming year, let's proactively review recruiting strategies.
- After all, overcoming the skills gap and competing with direct employers are key obstacles in recruiting. Managing the high volume of candidates and maintaining a positive candidate experience can also be a regular struggle.
- By understanding the current landscape and deploying strategic tactics, you can transform your agency into a talent magnet.

Here are some ideas to up your recruiting game:

1. Embrace niche expertise: Forget generic job descriptions. Today's candidates crave jobs that leverage their unique skills and passions. Dig deep into your existing clientele, identify in-demand skillsets, and see if you can build niche recruiting expertise. Become the go-to agency for a specific industry or role, attracting both top talent and specialized clients.

2. Go beyond the job board: The days of posting and hoping are over. Actively source candidates where they congregate: online communities, professional groups, social media platforms.

Engage with influencers in the sectors that you specialize in, build meaningful relationships, and position your agency as a trusted career partner.

3. Craft irresistible employer branding: Your brand is your story. Tell it loud and proud! Showcase your company culture, highlight employee success stories, and emphasize the unique perks and benefits you offer. Many job candidates will check reviews of a company before even accepting an interview, so your online presence matters. Make candidates feel valued and excited about joining your team. This isn't focused on nearly enough and future generations care about your company brand, culture and mission.

4. Master the candidate experience: The hiring process shouldn't feel like an obstacle course. Streamline your application process, prioritize timely communication, and provide clear feedback at every stage. Make candidates feel respected and informed, even if they're not offered the job. So many applicants get discouraged from not getting any feedback whatsoever, don't let this be your agency. Candidates will remember, and they have friends.

5. Leverage technology: Tools are your allies in the fight for talent. Explore [applicant tracking systems](#), [candidate relationship management platforms](#), and AI-powered sourcing tools. Automate tasks, gain valuable insights, and make data-driven decisions to optimize your recruitment efforts. Consider offering AI-powered services as an add-on to your existing staffing software. This can differentiate you from competitors and attract clients looking for innovative solutions.

Attracting top talent isn't just about filling positions; it's about building long-term relationships. Create a compelling employer brand, invest in candidate experience, and leverage technology. Artificial Intelligence has its place in staffing and recruiting but it absolutely cannot replace the human component in this industry.

Ready to revolutionize your recruitment game in 2024? [COATS Staffing Software](#) has the technology needed to handle your daily operations. With powerful automation tools, data-driven insights, and a focus on candidate engagement, COATS empowers you to attract, qualify, and onboard top talent with ease. [Let's talk!](#)

The advertisement features a dark background with abstract green and blue light patterns. At the top, the text "ONE, AND DONE" is displayed in large, white, bold, sans-serif capital letters. On the left side, there is a logo consisting of a stylized, multi-colored flower or star shape above a dark blue rectangular box containing the word "COATS" in white, bold, sans-serif capital letters, with "Staffing Software" in a smaller white font below it. On the right side, a large white quotation mark is followed by the text "THANK GOODNESS WITH COATS I CAN DO IT ALL. YOU GUYS ARE THE ABSOLUTE BEST IN THE INDUSTRY." in white, bold, sans-serif capital letters. Below this text, in a smaller white font, is "Theresa Morris, Cleveland Employment Agency". To the right of the quote, 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.

Mike

Michael Gionta

How to Motivate Recruiters to Hit Company Revenue Goals

How much do you share with employees regarding sales numbers? Specific to the overall revenue target or just the number of placements tracked by first-time interviews, marketing presentations, and recruiting presentations? Most curious people will be good at basic math, but as an owner, I've held revenue targets tightly.

Thoughts?

Trevor.

Well, Trevor, you might want to discuss that with your mindset coach. It is a great question. **I did not share profit and loss statements with my recruiters.** I am not saying I should not have because there is still a debate. I did say **here is our goal as a company.** First, let's discuss how to motivate your recruiters to hit the company revenue goals.

I remember the first time I set a goal of \$2 million, and we had done \$1.1 million. This was the late 1990s – when I first really started adapting metrics. I could not do it with the existing team in place, but we hired a bunch of people in the 4th quarter. I had a peer group that said the plan was too aggressive. It worked out to 16 interviews a week. We were already doing 12 or 13, and the new people had not yet begun producing.

This is a little deeper than your question, but I share this because I want to show how I thought. **If you are growing a team, you will do less in the 1st quarter and more in the 4th quarter because you are ramping up production.** For us to say we will have 16 interviews a week over a year to hit \$2 million, this is what we have to do. We will not go from 10 to 16 interviews/week next week. In the 1st quarter, it was, okay, I have got these new people that came on in November, they are going to be producing a couple of interviews a week, and I might lose one, so we are going to go from 10 to 14 straight away if my production from my existing recruiters does not change.

We ended up doing in that year \$2.5 million. Not only did we blow through the 80% or 90%, but I also kept using the revenue we were producing to fuel the investments in my firm on the marketing side with search associates that fueled the growth. **That was the year I became completely comfortable falling back and trusting metrics versus waiting for placements to happen and waiting for the money to come in before investing in our growth.** I just said, okay, at our current 10 interviews a week, it is going to produce this much revenue. As these people come on board, it will go to 14 interviews a week. That is going to create this kind of revenue. I had to sell myself.

To your question, what do you share? I shared all of it with them. It motivates them because they are not responsible for the 16 interviews. I am. They are responsible for their 2 interviews. They would all say their goal was 2 interviews a week.

But now, here is how it ties into the bigger picture. Last year at The RecruiterU, we started the President's Club, which rewards the \$300,000 and over producers. We are going to go to Punta Cana this year. Now the owners pay for that, just like I did when I was a franchisee. **It helps to tie a reward of going on a trip to their production goals.** I could sit down with somebody. Let's say you were averaging \$240,000 or \$250,000, and \$300,000 is the qualifier. Say, okay, if you want to

Ask Coach Mike

go on the trip this year, you need another \$60,000 in production. If your average fee is \$20,000, 3 placements times 8 interviews is 24 more interviews per year or one more interview every 2 weeks. I need to know if you want that because then I can take 0.5 off my goal of 16, knowing I can count on you, Mr. or Ms. Recruiter.

I am answering this question in such a long-winded way, Trevor, because I get to **tie how much their production contributes to growing the team.** You may want to consider doing that. We have many clients, especially in Platinum - [Platinum is the group of owners that want to scale](#) - that run short-term contests to spike first-time interviews.

Several clients have mini-trips where they go away for a long weekend to a resort. They say the office has to get X interviews, and each recruiter has to get at least Y interviews. If the office succeeds, based on the number of interviews - never based on billings (you have to know in your soul that the interviews always lead to the placements)- for a 4 to 6-month contest.

Net, net, net, **to answer your question, share the revenue goals.** I am not saying share the profit and loss. I am not saying don't share the profit and loss. **Here is the vision for the firm this year. Here is our revenue target, how many people I need to hire, where I need your help, and where I need your commitment. It was incredibly motivating for team members when they could produce individually yet feel like they were part of something bigger.**

That is a great question.



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.



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Owner's Outlook

Repeatable Systems Will Increase Your Profits, Success, And Income

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!

High achievers in sales create, implement, and repeat a successful sales process. In the staffing and recruiting profession there is a placement process that all but guarantees success.

To become and remain successful and profitable in the staffing and recruiting profession, it is important to implement consistency and repetition.

It does not make sense to keep reinventing the wheel. Once you have identified a system that works, you need to keep repeating the process. If every person in your office is working from the same playbook you will all close more deals and details will not fall through the cracks causing deals to blow up.

Here are some additional benefits:

- Easier attainment of goals set
 - o You will know your numbers and ratios
 - o Daily result standards will be clear
 - o Systems all but eliminate inconsistent production
- Expectations are clear for
 - o Clients
 - o Candidates
 - o Supervisors
 - o You
- Consistent work environment
 - o Systems insure everyone is on the same page
 - o You can jump start new hires
- Fair work environment
 - o Everyone plays by the same rules
 - o No favorites
- Improved morale
 - o Systems improve consistency
 - o Consistency improves morale
- Clear standards and core values
 - o Systems provide clear standards
 - o Systems reflect the core values of ownership
- Increased sales and profits
 - o Systems prevent details from falling through the cracks
 - o Systems will help you close more business

Planning

This is the number one common denominator of top producers in our profession. They are well planned and know exactly what they are going to do when they start their day. Mandated planning greatly increases proper use of time to focus on results-oriented activity.

Recruiting

You must know all the resources provided for you to help with your recruiting efforts. You should identify at least one new resource for candidates every quarter throughout your entire career. The better your recruiting strategy, the higher caliber of top talent you will represent.

Marketing

Before you make your marketing presentations, you should have answers to the following four questions:

- What is the marketing plan of your office?
- Where are your highest margins of profits?
- Where are you earning your highest fees?
- Where has your office made placement in the past 18 months?

Referrals

You could double or sometimes triple your referrals if you learn to focus on asking for referrals. Some areas included in this process include:

- Identify supervisors from past employers
- Ask for three personal references
- Compensate both candidates and clients for referrals

Tracking

Most of you are using an ATS (Applicant Tracking System) or another system to track and retrieve information on candidates and clients. These systems should be used identically by 100% of the people in your office for consistency and the ability to pick up where someone else leaves off.

Touch

It is important to touch your database of clients and candidates at least bi-monthly. This keeps your name in front of them and will help you establish TOMA (Top Of Mind Awareness) when they are ready to utilize your services.

Follow up

Your most difficult job begins after a candidate accepts an order, contract, or assignment. With the incredible competition for top talent, it is important to have a consistent follow up process after someone accepts a position and they begin their new job.

This follow up process includes both your candidates, as well as your clients. Your follow up process can be marketing as part of your value added services. The better you get at following up, the less you will have to deal with fall offs.

You owe it to yourself to determine what processes provide you with the greatest results.

Follow the advice provided to you today, duplicate these processes and you will experience increased sales and success.



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MIDSIZED Growing Companies STAFFING RECRUITING SMALL



Deep Fakes

By Michael Neidle

Deep fakes, a technology that uses artificial intelligence to create realistic-looking images, videos, and audio recordings, have become increasingly sophisticated and prevalent. They can be used for various purposes, ranging from entertainment to more serious applications like misinformation or identity theft. Here are some examples that have been used, as well as hypothetical scenarios where deep fakes could potentially be employed. Even experts have had difficulty telling what is real and what is not. This technology didn't begin until 2017. Almost any technology can be used for good or for evil. Amazingly, only porn is illegal nationally, but for other purposes, is banned in only nine states as of now.

Real-World Examples of Deep Fakes

- 1. Entertainment and Film Industry:** Deep fake technology has been used to rejuvenate or recreate actors in movies and TV shows. For example, in "The Mandalorian," a younger version of Luke Skywalker was created using this technology. Also, a younger version of Harrison Ford, and Tom Cruise to River Phoenix.
- 2. Political Misinformation:** There have been instances where deep photo fakes were used to create videos of political figures saying or doing things they never actually did. These can be particularly dangerous as they can spread misinformation and influence public opinion. Some are clearly used to misinform voters, as in the photo of Trump, while the Biden one is an obvious spoof.



- 3. Video Manipulations:** Celebrities and just regular folks have been targets of deep video fakes, where their images are superimposed in inappropriate or compromising situations, often without their consent. It has gotten to the point where even teens have used this technique to embarrass others; it's that easy to do today.
- 4. Art and Historical Recreation:** Artists and researchers have used deep fake technology to recreate historical figures or imagine how they might look and sound, based on paintings and descriptions.

Hypothetical Examples of Deep Fakes

- 1. Education and Training:** Deep fakes could be used to create realistic training videos, where historical figures or experts (who are no longer alive) deliver lectures or training sessions.

- 2. Corporate Misrepresentation:** In business, deep fakes could create fake announcements from CEOs or other key figures, potentially impacting stock prices or causing corporate disruption.
- 3. Legal and Judicial Scenarios:** Fabricated evidence in the form of deep fake videos or audio recordings could be used to incriminate or exonerate individuals in legal cases falsely.
- 4. Social Engineering and Fraud:** Deep fakes could be used in sophisticated phishing schemes, where fraudsters impersonate trusted individuals to extract sensitive information or money.

Ethical and Legal Considerations

Using deep fakes raises significant ethical and legal questions concerning consent, privacy, and potential harm. There is an ongoing debate about regulating this technology to prevent misuse while allowing for its beneficial applications. The challenge is to balance innovation, freedom of expression, and protection against harm. In summary, while deep fakes offer exciting entertainment, art, and education possibilities, their potential for misuse in spreading misinformation, manipulating public opinion, and conducting fraud is a serious concern. It's crucial for both the public and professionals to be aware of the capabilities and risks associated with deep fake.

Think of the consequences for you and your company

Whether it's for trying to damage one's brand or reputation, either way, you might not want to be the victim of a real fake. Unfortunately, It's awfully hard to undo things once they are seen (try not to think of the proverbial pink elephant). Think of a deep fake or your product not working in an ad or in an online video. There might not be a good way to try to correct it, as any attempt will likely only draw more attention to it.



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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Understanding Different Generations

Why is it important to understand the different generations in your office? And how do you avoid not using those labels but accepting that the age difference can be a blessing not a curse.

Labeling generational groups helps identify and understand common characteristics, experiences, and trends within specific age ranges, aiding sociological and cultural analysis. It provides a framework to discuss and study shared values, behaviors, and influences that shape each generation's worldview.

Employers can improve workplace culture by fostering open communication, providing opportunities for professional development, promoting work-life balance, recognizing and rewarding achievements, and ensuring a diverse and inclusive environment. Encouraging collaboration, offering flexible work arrangements, and addressing concerns promptly also contribute to a positive workplace culture.

Another interesting relationship with generational timelines is the technology preferred in communications. Say you are trying to reach out to a certain individual, choosing the right method could be critical in getting a response. Phone messages versus text messages. Social media preferences. This list can be long and conflicting. What you are trying to convey in your message is also important in which media you choose. But that is another topic to be addressed in a future EMinfo article.

American Generation Timeline

Generational names... do they fit? see NPR.org (<https://www.npr.org/2014/10/06/349316543/don-t-label-me-origins-of-generational-names-and-why-we-use-them>) note the date of publication 2014 - almost exactly 10 years ago! More needs to be added...

American Generations Timeline Though there is a consensus on the general time period for generations, there is not an agreement on the exact year that each generation begins and ends.

GI Generation Born 1901-1924

They were teenagers during the Great Depression and fought in World War II. Sometimes called the greatest generation (following a book by journalist Tom Brokaw) or the swing generation because of their jazz music.

Silent Generation Born 1925-1942

They were too young to see action in World War II and too old to participate in the fun of the Summer of Love. This label describes their conformist tendencies and belief that following the rules was a sure ticket to success.

Baby Boomers Born 1943-1964

The boomers were born during an economic and baby boom following World War II. These hippie kids protested against the Vietnam War and participated in the civil rights movement, all with rock 'n' roll music blaring in the background.

Generation X Born 1965-1979

They were originally called the baby busters because fertility rates fell after the boomers. As teenagers, they experienced the AIDS epidemic and the fall of the Berlin Wall. Sometimes called the MTV Generation, the "X" in their name refers to this generation's desire not to be defined.

Millennials Born 1980-2000

They experienced the rise of the Internet, Sept. 11 and the wars that followed. Sometimes called Generation Y. Because of their dependence on technology, they are said to be entitled and narcissistic.

Generation Z Born 2001-2013

These kids were the first born with the Internet and are suspected to be the most individualistic and technology-dependent generation. Sometimes referred to as the iGeneration.

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How to Supercharge Your B2B Google Search Campaign Results

By Erin Helms

If you're using a Google search campaign as your paid media to attract new client prospects, you know the right message at the right time is critical.

The average cost-per-click for a B2B Google search campaign has been slowly increasing over the years as more companies turn to Adwords to attract new business.

So how can you retain your competitive edge without spending more money?

Use Customer Match

I regularly ask my clients if they have a customer list we can use in Google, sometimes annoyingly so. You may be familiar with using a list in Facebook ads to reach your target audience. Google started giving access to this feature in select accounts roughly mid-2022, and it's now available to most campaigns.

With Google Customer Match, you can use your offline and online data to reach and re-engage with your existing client base. Cookies will eventually be a thing of the past; that isn't new news. Customer match will keep your message in front of those warm leads you worked hard to collect and remind past clients what an excellent service you've provided. The cost-per-click on a Customer Match list is often much lower, helping you stretch your marketing dollar further.

Google Customer Match has some asset requirements, so review the restrictions and rules before haphazardly uploading a list on your own.

Use Call-Tracking Features

Believing that contact form completions or talent request forms are the only way to measure leads from your PPC campaign is a fool's assumption. With call extensions, we can measure how many users tapped "click-to-call" directly from your ad on their mobile device.

Giving the user the option to click-to-call directly from your ad saves them the hassle of visiting your site, finding your number, and dialing it up. It shortens your prospects' path to conversion and gets your phones ringing. The average CPC on a call-extension is also lower than clicks on the Headline, helping you stretch your dollar a little further.

Call extensions are one of many ways to get your phones ringing. Google has several related options for capturing phone leads, including Call Ads, Local Ads, and Call Forwarding scripts. The "best" option will depend on your goals, budget, and overall strategy.

Evaluate Your Impression Share

Google Adwords gives each campaign an Impression Share (IS) number. How Google determines this number has many factors, but for simplicity's sake, we can consider this number your market share (i.e., how frequently your ad shows to a user when they search for the keywords you are bidding on).

Spend smarter - not harder. Get more bang for your buck by evaluating your overall campaign IS and your keyword-level IS. You can improve your IS and show your ads more often by revising your geo-targeting. For example, do you need to cast a wider net? Can you reduce your geo-targeting at all?

You can also improve your IS by refining your keyword lists (bidding on every version of a keyword you can think of is an outdated strategy). You can also revise your ads to improve your ad relevance score, which is one of the complicated factors that impact your overall ad rank - and IS.

Spending more on ads is sometimes the best option, but if your market is competitive and you're not willing to sacrifice targeting, it might be the only way to show your message more often after exhausting other optimization strategies.

Work with the staffing industry specialists!

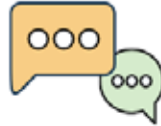
Google Adwords is a complex and ever-changing channel, and keeping up with PPC best practices and new strategies is time-consuming. The [PPC team at Haley Marketing](#) is an enthusiastic group of data geeks, and we'd love the opportunity to manage your Google campaign. [Contact us](#) today to discuss your digital marketing needs.

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NEWS RELEASES

Revealed: The states with the highest rate of drug use across America

- Analysis of survey data finds that Vermont has the highest percentage of adults who had used illicit drugs within the past month
- Alaska had the second highest rate, while Oregon was third
- Opioid misuse is highest in Arkansas, followed by Alabama and Louisiana
- Vermont is the nation's drug use capital, new research has found

The study by experts in addiction treatment Curednation.com analysed data from the latest Substance Abuse and Mental Health Services Administration drug use survey to discover the rates of illicit drug use in each state.

The research revealed that Vermont has the highest rate of illicit drug use in America, with 24.93% of people aged 18 or over confirming they had used illicit drugs in the past month. In addition, the state had the highest rate of 12 to 17 year olds who admit to illicit drug use, with 12.52% saying they had done so in the past month. Cocaine use in the state was also the highest in the country, as 3.31% of people said they had used it in the past year – nearly double the national rate of 1.86%.

Alaska placed second in the list, with 22.91% of respondents saying they had used drugs in the previous 30 days. Marijuana use is also second highest in Alaska, with 22.52% of people saying they had used it in the past month – only Vermont had a higher rate. However children aged 12 to 17 in Alaska were most likely to admit they had used marijuana in the past year, with 18.29% saying they had done so – nearly double the national average of 10.47%.

Oregon placed third for its levels of illicit drug use, as 21.89% of people said they had engaged in it in the past month, while Colorado had the fourth highest percentage, with 21.15%.

Conversely, Texas had the lowest percentage of people aged 18 and over who reported illicit drug use in the past month, with 9.03% of people claiming to have done so. Alabama had the second lowest rate, with 10.04%, while South Dakota's rate of 10.43% was third lowest.

The study also looked at the percentage of adults misusing opioids, which include heroin, fentanyl, codeine and morphine, and found the highest rates in Tennessee, where 4.94% of respondents said they had misused opioids in the past year. Arkansas had the second highest percentage at 4.6%, while Alabama (4.35%) and Louisiana (4.27%) also some of the highest rates in the nation – considerably higher than the national average, which was found to be 3.44%.

People in Nebraska reported the lowest rates of opioid misuse, with 2.5% of people surveyed saying they had done so in the past year. Florida also had low rates of misuse, on 2.74%, and Idaho's percentage was 48th overall, on 2.81%.

Commenting on the study, Trent Carter, Founder of Curednation.com said: "This data offers a fascinating insight into the prevalence of drug use across society, and there are clear differences across the nation in the rates of illicit drug use, and the most commonly used substances. This highlights the fact that drug use affects millions of people directly, and millions more indirectly, so it's important to remember that if you or a loved one is struggling with addiction, there are ways to get support and help which can put them on the path to recovery."

The study was conducted by Curednation.com, which provides telemedicine opioid treatment services through a team of caring and experienced clinicians who will work with you or your loved one to create a personalized, at-home treatment plan that fits your unique needs.

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Letter From The Editor

When I started working on this editorial it was a winter gray cold day but fast forward we are now experiencing sunshine and a nice warm up. Gives meaning to an old saying; "this too shall pass." I really try to look for the bright side in the shorter days of winter by finding inspiration through work. Telling myself to stay motivated and move forward.

Here at EMinfo we have lots of projects going on behind the scenes. It's hard to keep up with how fast technology is changing. ChatGPT is pretty incredible. Hopefully, you have interacted with ChatGPT on your own, figuring out the best use of this tool for you personally and professional. Basically, it is a search tool that can answer questions with some intelligence. ChatGPT is open AI with human like responses.

Remember it is just a tool. Before ChatGPT we were doing research thru Google, which as a search engine would scoured the Internet for content that provided answers to questions written in the search bar then spewed out links to relevant articles on the subject. Unlike Google, ChatGPT responds with full sentences of information that addresses your questions. It's really quiet amazing, although I did ask it a few less general questions and its reply was, "I'm not aware of any specifics for this as of my last knowledge update." A gentle reminder this is simply a data driven AI brain. Like Google, as users continue to add data the responses to a variety of questions will grow exponentially.

Deciding on what ways you can use this tool to help you with some of the tasks in your business is the key. Entering the scene are lots of experts that are willing to do this for you and charge you a lot! Be bold and try it out for yourself. You will be glad you did.

Happy recruiting...

Pat Turner



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