

Unpacking the Role of Hashtags on LinkedIn: Are They Still Essential?



8 Ways to "Spring Clean" Your ATS Data and Processes

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DID YOU KNOW?

* Communication with candidates and clients you haven't reached out to in a while will not only start new relationships but also remind them that you are there if they need your services in the future. pg 5

* LinkedIn clarifies that its system "is not designed for virality." This nuanced statement implies that hashtags on LinkedIn don't function in the same manner as on other social platforms. The platform seems to be de-emphasizing hashtags to prevent gaming the system. pg 8

* E-Verify protects jobs for authorized workers and helps employers maintain a legal workforce. pg 9

* Onboarding new employees is a significant challenge, especially for staffing agencies that regularly introduce new staff. Timerack's [Intellipunch technology](#) streamlines this process by eliminating the need for repetitive training on time punching. Employees simply enter a PIN number into the time clock, and Intellipunch guides them through the punching process, saving valuable time and resources. pg 10

* The worst time to try and grow is when you are too busy to handle the growth. The second worst time is when you're slow enough to focus on it... and less is coming in. Lots of things eat hermit crabs, and that shell was your shield. pg 13

* The focus of stay interviews is on the employee's overall experience with your company, including job satisfaction, work-life balance, career development opportunities, and any concerns or issues they may have that could improve their experience and tenure with your company. pg 14

* Typically, promotions are used by consumer goods companies to drive immediate response. From the prize in the box to the BOGO offer, scratch-off discount, and limited-time sales, promotions trigger parts of our brains that cause us to take action. pg 19



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8 Ways to “Spring Clean” Your ATS Data and Processes

By Jennifer Roeslmeier

It’s officially spring and with spring comes spring cleaning! Whether that is cleaning your house, your office, or maybe just cleaning up your everyday practices, spring is an opportunity to start fresh. It can also be an opportunity to clean up your ATS data and processes. Once you onboard with an ATS provider, it’s rare to take the time to re-evaluate your processes and clean up the data in your system. Sometimes this is only done when moving to a new ATS and sometimes it’s not even done then! Taking the time to do this can have instrumental results on your recruitment efficiency and success.

In this article, we will dive into 8 ways you can clean up your ATS data and processes this spring to drive recruiting results.

1. Contact Candidates and Clients You Haven’t Contacted Since Last Spring

Dust off those candidates and clients that you haven’t touched since last spring and start fresh with a sparkling new clean slate. Use your ATS to identify candidates and contacts that haven’t been contacted over the last year and reach out to them. For candidates, it can be a simple text, email, or phone call to check in and see if they are ready for a new job this spring. You can even include a few job opportunities in the communication so they can see what opportunities are available to them.

Also, reach out to those client contacts that you haven’t touched base with over the last year. See if they need help filling positions, note the pain points they may be having in their hiring process, and share what sets your staffing agency apart and how you can help.

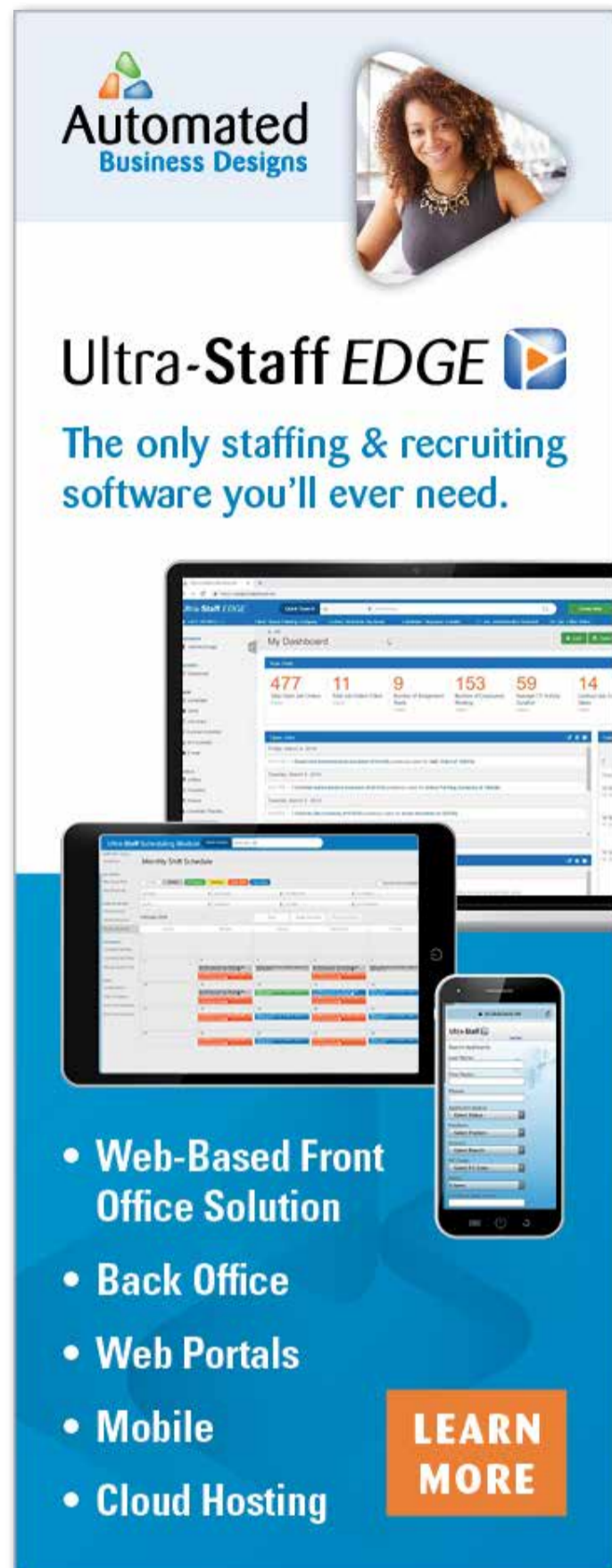
Communication with candidates and clients you haven’t reached out to in a while will not only start new relationships but also remind them that you are there if they need your services in the future.

2. Re-Evaluate Your Codes and Templates

Just as you make a pile of things to get rid of when spring cleaning, you can also get rid of information in your ATS you no longer use to eliminate clutter. Your status codes, other system codes, and email templates are all items that can be re-evaluated. Are there any specific codes you are no longer using or don’t want people to use? If so, remove these codes and keep it simple for your team. You can also pull a report to check on the accuracy of your status codes for candidates, clients, job orders, etc. Are all your statuses correct or were some left unchanged? Cleaning up your statuses will give you an accurate picture of your business.

Templates, such as email and text templates, can also be evaluated. Do you have old templates in your system you are no longer using? Are there templates you have that are not effective? Take the opportunity to remove old and ineffective templates. While you are removing these, see if you have any ideas for new templates that can be added for fresh communication!

3. Evaluate Notes and Information Being Input into the System



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Senior Digital Marketing and Brands Manager at Automated Business Designs E-Mail: Jennifer.Roeslmeier@abd.net Automated Business Designs develops the enterprise class staffing and recruiting software solution, Ultra-Staff EDGE. Designed for temporary, direct hire, and medical staffing, Ultra-Staff EDGE offers a full-featured business solution that includes front and back office, onboarding, web portals, mobile, data analytics, and scheduling. For more information on Ultra-Staff EDGE, visit www.abd.net or schedule a demo to see the difference an all-in-one staffing software solution could make for your business.

Spring cleaning is also a great way to get organized! One way to do this in your ATS is to evaluate the notes and information that is being inputted into your system. It is imperative that everyone uses the system the same and inputs information the same way. Are all notes properly being entered? Or does it seem like notes are missing? When a new job order, client, or candidate is added, is their profile being filled out to its fullest or is information left blank?

Data is EVERYTHING in your ATS. When information is left out, there will be holes in your reporting. Good data in your system though lets you see a complete birds-eye view of your business, what's working and what's not, and helps you make strategic business decisions. That is why inputting [good data in your ATS system](#) is imperative and gives you a competitive edge.

4. Assess Current Processes for Bottlenecks

Now is also a good time to assess your current processes and any bottlenecks you are having. Are there any steps in your recruiting or sales process that can be eliminated and streamlined? What processes are taking the longest to complete? See what current processes aren't working that can be revamped. ATS technology is constantly evolving, so if you have a current bottleneck in your process, chances are there is a better way for it to be done.

5. Ensure You are Taking Advantage of the Features in Your ATS

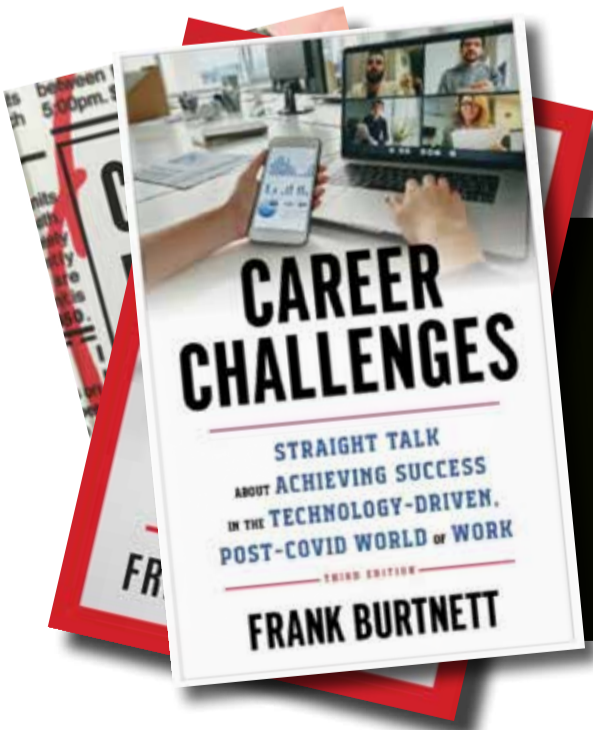
An ATS has A LOT of features. Chances are you aren't taking advantage of all of them. There are probably even tools you didn't even know were available to you! Spring is a great time to schedule time with your ATS provider and see if there are any features you are not taking advantage of. Also, see if there are any new tools that you should be aware of.

Your ATS is extremely valuable to you and is often an underutilized resource. Taking advantage of all the tools available to you will help you maximize your recruiting efficiency.

6. Update Your Internal ATS Handbook and Host Training Session

Once you assess the above ATS items, make sure you update your internal ATS handbook that outlines how everyone should be using the system at your company. If you don't already have an existing handbook, it's important to put one together so everyone has a guide on how to properly use the system. It is also helpful when you hire new employees, so they have a guide to reference.

In addition to updating your internal ATS handbook, spring is also a good time to host an internal training session on using your ATS. Refresher training is important to remind everyone how they should be inputting information and also review best practices when using the system. The more people use the system the same way, the greater results you will see across the company.



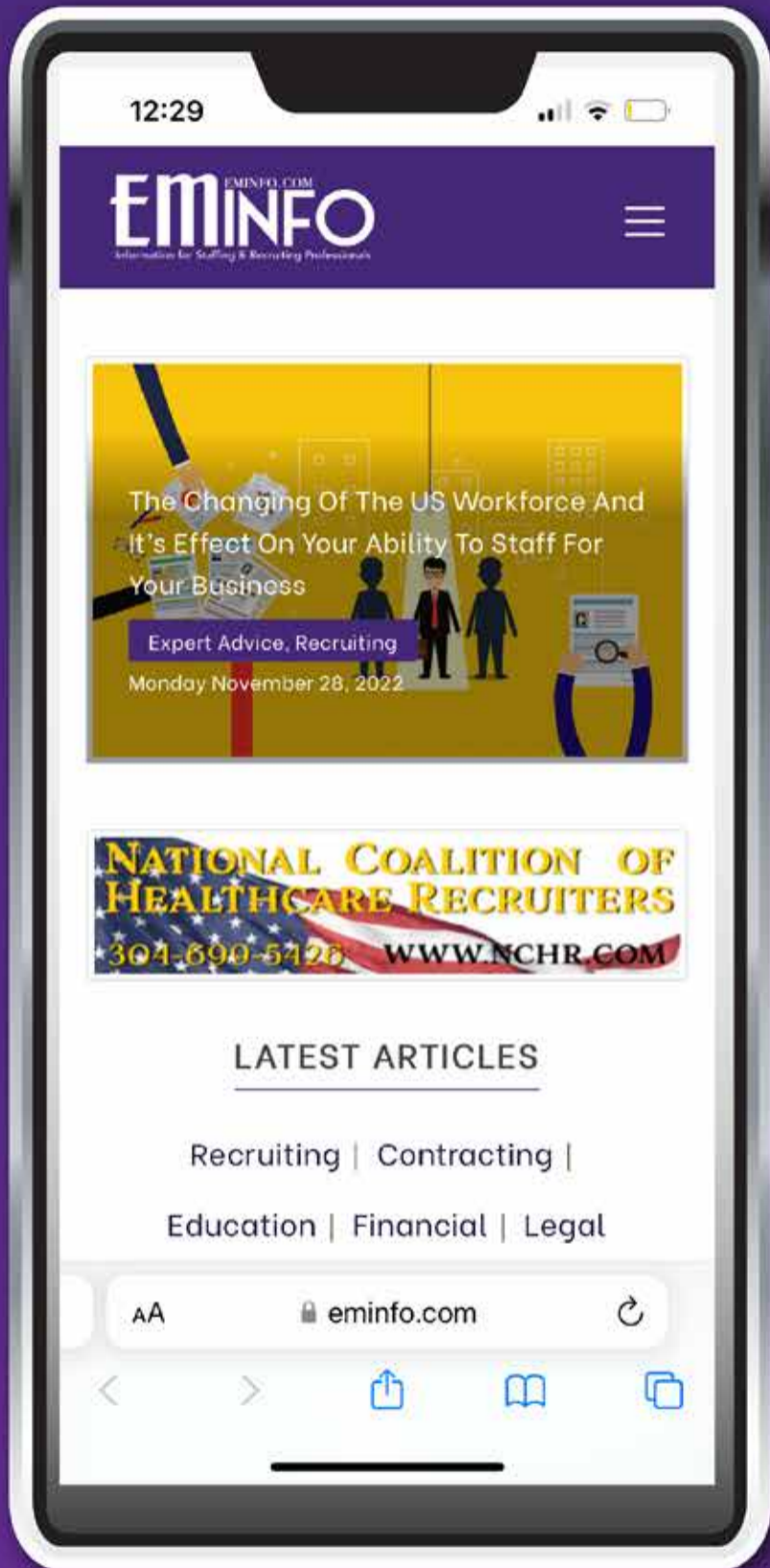
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Topics are drawn from Dr. Burnett's book,
Career Challenges

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.

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7. Create a Training Program for New Hires

If you don't already have an ATS training program for new hires, one should be created. Your ATS training program should be part of your internal onboarding program. To ensure your ATS is being used to its fullest potential, new hires also must receive training on using the system and best practices. This will further ensure accuracy and consistency in your ATS, especially when it comes to reporting as noted earlier.

8. Appoint a Person to be Your ATS Lead

Your last spring-cleaning tip is to appoint an internal person to be your ATS lead and expert. This person knows your ATS inside and out. If any questions arise, they are the point person your internal staff goes to. They can also be the main one that communicates with your ATS provider. Having an internal expert at your company will help questions be answered faster and they can also help ensure the system is being utilized as it should be and to its fullest potential.

Spring Cleaning Has Sprung!

Spring has sprung and so has spring cleaning! While the traditional form of spring cleaning isn't something most people get excited about, taking the time to spring clean your ATS and processes can have big results for your staffing and recruiting company. It will help you:

1. Declutter unneeded information in your ATS.
2. Ensure the system is being used consistently and the way it should be.
3. Pull accurate reporting and analytics to see key insights into your business to make strategic decisions.

Happy Spring Cleaning!

Questions about spring cleaning your ATS? Reach out to [Ultra-Staff EDGE staffing software](#), a complete ATS/CRM solution with back office, web portals and onboarding, mobile, scheduling, and data analytics. [Schedule a demo](#) of Ultra-Staff EDGE to see it first-hand!

Unpacking the Role of Hashtags on LinkedIn: Are They Still Essential?

By Samantha Prost

LinkedIn, the professional networking platform, has undergone significant changes in recent years, particularly in how it treats hashtags. The question on many users' minds is, do you still need to use hashtags on LinkedIn for effective post visibility?

Evolution of Hashtags on LinkedIn

In the not-so-distant past, [LinkedIn didn't support hashtags at all](#). This changed in 2018 when the platform not only activated hashtag discoverability but also actively encouraged users to incorporate them into their posts. The rationale behind this move was to enhance content segmentation. By having users manually categorize their posts, LinkedIn aimed to offer more personalized content to its user base.

The [initial push for hashtags](#) made sense. LinkedIn wanted to create a more structured system, making it easier to connect users with content relevant to their interests. However, as the platform's algorithms have evolved, the landscape of hashtag use has also shifted.

The Current Landscape: Hashtags vs. Algorithm Sophistication

Fast forward to today, and the scenario has changed. [LinkedIn's algorithms](#) have become highly advanced. They no longer solely rely on hashtags for content categorization. Instead, the system looks at the broader context of a post, taking into account various elements, such as the post's content, attached visuals, user behavior and keywords.

LinkedIn's Stance on Hashtags

LinkedIn acknowledges using hashtags can aid viewers in identifying the post's topic and finding related content. However, the platform emphasizes the importance of using relevant hashtags closely tied to the post's subject matter. [LinkedIn states](#), "In addition to hashtags, we also consider conversation topics and keywords to help surface relevant information for professionals looking to advance in their careers."

This indicates that while hashtags can be useful, the system also takes into account conversation topics and keywords within the post. The response from [LinkedIn](#) suggests relevant keywords in the post might already serve the purpose of hashtags.

Strategic Use of Hashtags

LinkedIn further notes that when searching for conversations on a specific topic, users can use topics or hashtags. This implies that while LinkedIn is less reliant on hashtags for maximizing content discovery, users should be mindful of the keywords mentioned in their main post. Tapping into the right conversation streams based on target topics is key.

AI and Trend Analysis

Understanding the prevalent hashtags related to your sector involves following popular pages and people within your business niche. Additionally, users can search for hashtags directly within the [LinkedIn app](#). This approach provides insights into current discussion trends and ensures your posts align with the ongoing conversations in your industry.

Do You Really Need Hashtags on LinkedIn?

LinkedIn clarifies that its system "is not designed for virality." This nuanced statement implies that hashtags on LinkedIn don't function in the same manner as on other social platforms. The platform seems to be de-emphasizing hashtags to prevent gaming the system.

While hashtags on LinkedIn were once a primary categorization tool, their significance has evolved. The platform's advanced algorithms consider the broader context of a post, including keywords and conversation topics. While hashtags can still be strategically used, the emphasis is now on relevant and engaging content. Users need not be overly concerned about hashtags, depending on the context. It's more about delivering valuable content and aligning with the ongoing conversations in your professional sphere.

Ready to optimize your LinkedIn strategy? Contact [Recruiters Websites](#) for personalized insights and best practices tailored to the ever-evolving landscape of professional networking. Let's elevate your LinkedIn game together!

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E-Verify



Dear Just Ask Judy-

What is E-Verify and am I required to do an E-Verify on all my employees?

... **Marie in Maine**

Dear Marie-

E-Verify is a free online service that helps employers confirm the legal eligibility of new hires. It compares information from an employee's Form I-9, Employment Eligibility Verification, to records from the U.S. Department of Homeland Security and the Social Security Administration. E-Verify can provide results in as little as three to five seconds.

It is NOT a background check but just provides an Employment Authorized (match) or Tentative Non-Confirmation (mismatch) result and never provides your employer with any, citizenship, immigration status, or document information about the employee.

Within three business days after the employee's first day of employment the employee must present to the employer original acceptable and unexpired documentation that establishes the employee's identity and employment authorization. This information is used in the E-Verify process. A case cannot be created in E-Verify without a Social Security Number.

E-Verify protects jobs for authorized workers and helps employers maintain a legal workforce. While participation in E-Verify is voluntary for most employers, other employers may be required by state law or federal regulation to use the system. The requirement to use E-Verify varies widely: state-to-state, private to governmental, and by number of employees. To be sure about the requirement to use E-Verify you should check with the jurisdiction in which the employee will be working.

To learn more about the verification process, visit the verification process page at www.e-verify.gov.

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Streamlining Staffing Agency Operations with Integrated ATS and Time and Labor Software

By Lynn Connor

Seamlessly connect staffing agency front-and back-office operations

For staffing agencies, managing time and labor is often a complex puzzle. From Excel spreadsheets to handwritten notes, the traditional methods of tracking employee time are filled with inefficiencies and a high probability of potential errors. These outdated processes create stress and additional manual workload for agency staff and significantly impact margins.

The American Payroll Association shows an error rate of between 1-8% of total payroll in companies that use traditional timecards, and roughly 40% of small businesses incur an average of \$845 a year in IRS penalties as a result of mismanaged payroll processes.

The solution? Embrace automated time and labor management.

By moving away from manual processes, staffing agencies can eliminate human error, prevent time theft, ensure accurate data for payroll calculations, and maintain compliance with labor laws and industry standards. This transition not only protects margins but also allows staff to dedicate their efforts to high-value projects, enhancing overall operational efficiency.

Embracing the Future of Time and Labor Management

Timerack's cutting-edge [time and labor management solution](#) is designed to integrate seamlessly with applicant tracking systems ([ATS](#)) like [COATS](#), bridging the gap between front-office recruitment and back-office payroll and billing processes. This API-driven approach ensures a cohesive operational flow, allowing staffing agencies to manage their workforce more effectively.

Timerack harnesses a suite of integrated tools and advanced technologies, including biometrics, geofencing, AI, and machine learning, to automate and streamline time and labor management. These innovations offer a robust framework for agencies to manage their workforce efficiently, regardless of the scale or complexity of their operations.

Simplifying Employee Time Tracking

Onboarding new employees is a significant challenge, especially for staffing agencies that regularly introduce new staff. Timerack's [Intellipunch technology](#) streamlines this process by eliminating the need for repetitive training on time punching. Employees simply enter a PIN number into the time clock, and Intellipunch guides them through the punching process, saving valuable time and resources.

This technology enables staff to easily punch in and out using a mobile device, laptop, or kiosk, from anywhere, providing flexibility and convenience for a dynamic workforce.

Enhancing Time Tracking Efficiency with Timerack's Advanced Features

In today's fast-paced staffing industry, managing employee time and attendance efficiently across multiple locations poses a significant challenge. Timerack offers a comprehensive solution to this problem through its [cloud-based time clocks and mobile app](#), designed to cater to the dynamic needs of a mobile workforce.

With the integration of advanced security features like facial recognition and biometrics, as well as geofencing technology, Timerack not only simplifies the management of time cards and worked hours but also safeguards against time theft and buddy punching, making it an indispensable tool for modern staffing agencies seeking to optimize their operations.

Time Clocks: Accessibility and Scalability

Timerack's cloud-based time clocks offer a scalable solution for managing employee time across multiple locations. Employees can clock in through a desktop browser, with their IP address confirming their location. This system not only ensures accurate timekeeping but also offers self-service features for employees to manage their time cards and worked hours.

For agency staff, detailed reporting and automated employee management tools provide critical insights and streamline administrative tasks, enhancing operational efficiency.

Mobile App: Catering to a Mobile Workforce

The Timerack mobile app is designed to meet the needs of an on-the-go workforce, offering an intuitive interface and support for multiple languages, including Spanish. It ensures compliance with labor laws, including specific provisions like lunch lockout rules and California meal break regulations.

The app's security features, such as facial recognition and biometrics, prevent buddy punching and time theft, while geofencing technology ensures employees clock in from the correct locations. This combination of convenience and accuracy makes Timerack's mobile solution an essential tool for modern staffing agencies.

Integrating Timerack with COATS Staffing Software

Timerack and [COATS Staffing Software](#) ensure a seamless flow of data and processes between time and labor management and applicant tracking. This integration simplifies operations, reduces administrative burdens, and sets the stage for staffing agencies to thrive in an increasingly competitive landscape.

By leveraging integrated ATS and [time and labor software](#), staffing agencies can overcome traditional challenges, optimize operations, and focus on growth and profitability. Timerack, in partnership with ATS providers like COATS, offers a powerful solution to transform how staffing agencies manage their most valuable asset: their workforce.



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ASK COACH

Mike
Michael Gionta

QUESTION: Would you discuss your experience and knowledge on hiring recruiters on a base salary plus bonus plus the bonus incentive is progressive, if there is a commission plan incentive at some predetermined objective goal that would move them to straight commission. - *Jim, Houston, TX*

ANSWER: Commission structure is a hot topic for anyone growing their firm. I discuss the nuances of a great compensation plan in depth in the Platinum coaching program and at our live events. With that being said, I can give a brief outline for a recruiter than ran a 360 desk, meaning they marketed and they recruited.



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.

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The base salary would be anywhere from \$25,000 to \$30,000, occasionally \$35,000. In Houston, you know your market better than me. I was in Hartford, CT. Then they got 10% of the first \$10,000 cash in every month and 35% over that. It was that simple. I would actually tell people when I interviewed them that they could get more if they went to work for another firm in the area.

However, they would make more working for me because we really had a process that embedded them with high activity levels early on, and we brought them on as associates. **It was rare that I hired somebody as a 360 recruiter.** Usually, I brought them on as an associate, because they were working on someone else's searches, their bonus level was 5% of the first \$30,000 each quarter, 10% of the next \$15,000 each quarter, and 15% over \$45,000 in the quarter. So base salary plus that.

I had zero motivation to take somebody to straight commission because once you migrate them to straight commission they are already performing. If you are going

migrate them to straight commission you have to pay them a higher commission rate. So as an entrepreneur my goal was to keep my cost of sales to a minimum. At 35% I had to provide tremendous value in training, development, and mentoring, because they could make more elsewhere and they could definitely make more if they went off on their own. I only had one guy in all my time ever go off on his own, and he did it in a very ethical way with me.

But if you get somebody producing, I do not want to take them off the base because if I take them off the base then I have to give them more of a commission. I just would not recommend it. I have never done it. Usually it is the opposite. Usually the recruiter asks once they are up and running. They do not need the salary anymore because they are making \$100,000 to \$150,000 a year as a lot of the people that worked for me did. The \$25,000 base salary was no big deal if they could give that up for a higher commission rate, but I had no motivation to do that.

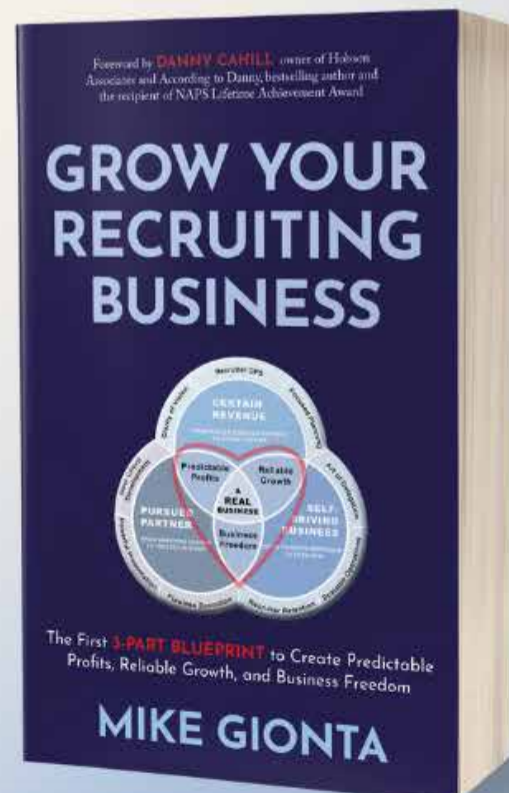
In answering that question, I apologize. I do not have a definitive answer because I have never done it.

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"I've read several books on recruiting and listened to a number of trainers over the years, but Mike is the one that has helped me the most in growing my recruiting practice. Mike and his team have a way of identifying and clarifying the key processes and mindsets to be successful in recruiting. They also present it in a way that breaks it down to help you identify your starting steps, and to keep you going." - Marts King



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Recruiter Growth

By Jason Thibeault

Let's dive into a topic which resonates deeply with the journey of a recruiter – growth. This isn't just about expanding your search firm, it's about the personal evolution you undergo in the process. Expect growing your firm to be a journey of self-discovery. Not always in a good way.

Growth: A Recruiter's Rite of Passage

Think about those times when you're pushing your limits to place the perfect candidate. It's a bit like building muscle, isn't it? There's strain, there's discomfort, but ultimately, there's growth. Remember being a kid on the cusp of a growth spurt? That achy feeling? That's what expanding your adolescent firm feels like – uncomfortable and painful, yet teeming with potential.

The Hermit Crab Analogy: Stepping Out of Your Comfort Zone

Here's a fitting analogy: the hermit crab. As recruiters, you're like these crabs, outgrowing your old shells (comfort zones) and exposing yourselves to risks in the quest for something bigger. Yes, it's daunting. It's a vulnerable journey, fraught with peril, yet steel gets forged in the fire. Hermit crabs, by the way, are entirely unfamiliar with that idiom.

Navigating the Discomfort of Growth

If you accepted growth, you shed your old shell. Of course you're feeling vulnerable, you're naked! Now is the time to nimbly scurry to find a new shell which can support that growth. Growth demands resources. For you, it's not just calories and sleep, but the mental and emotional energy to dive into the unknown. Finding new clients, venturing into uncharted industry territories, and learning to say 'no' to misaligned opportunities – it's taxing, I know. But it's also part of the process.

Embracing the Unknown

The worst time to try and grow is when you are too busy to handle the growth. The second worst time is when you're slow enough to focus on it... and less is coming in. Lots of things eat hermit crabs, and that shell was your shield. It's uncomfortable, but remember, growth isn't supposed to be easy. It's supposed to challenge you, push you, and ultimately, transform you. It's easy to get scared and dash into the old shell, resigned to staying in your lane.

Getting Resourced: Your Key to Growth

But what if you knew how to navigate this? Imagine not retreating to your old ways but instead gathering the resources you need. This isn't just about financial means; it's about emotional and mental fortitude, the energy to persevere, and the wisdom to recognize growth opportunities.

If you've gathered those, have you gathered the mentors, advisors, supporters, and teachers you'd want to help light the way? That's how you navigate best, with help. With a plan. Knowing it will be difficult.

The Growth Conundrum: Pain vs. Progress

There might be moments of doubt, when the sheer magnitude of this expedition into growth seems insurmountable. It's more time, effort, and insight than you've ever invested. Yet, ask yourself—does this path, strewn with challenges, lead to the growth you seek? If so, then every step, every struggle, is a testament to your commitment to evolution.

Embrace the Growth, Own Your Comeback

It's time to be that hermit crab. Endure the growing pains to unlock new potential in your recruiting career. Envision the comeback – emerging resourceful, resilient, and successful. People will notice your growth, and they'll be curious about your journey.

In the canvas of your career, periods of change and growth are the best part. They are when you change the color of the paint, grab a fresh brush, and add needed depth to the scene. It's an invitation to embrace the rigors of transformation and to emerge not just successful, but profoundly changed into a more formidable, well-rounded recruiter. Ready to take on this challenge?

If you're ready to step up your recruiting career, explore Moore eSSentials Group Coaching, and receive a 10% discount when you enter this coupon code: EMINFO2024. If you want to talk with Jason directly, text him at 630.779.0371, but make sure to identify yourself and reference this article.

Owner's Outlook

Are You Conducting Stay Interviews?

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!

Retaining your top producers and high achievers is becoming more challenging. So how do you make sure your team members are happy? One great way is to have someone conduct stay interviews. This is extremely important for Millennials and Gen Z who want to be heard.

Stay interviews and performance reviews are both effective, but they serve different purposes and are conducted at different times. Let's discuss the purpose, timing, focus, and outcome of both processes so you can determine if this is a process you want to implement.

Stay Interviews:

- **Purpose:** Stay interviews are proactively conducted to understand why your employees like working for your Staffing and Recruiting Firm.
- **Timing:** Stay interviews are often conducted on a regular basis, such as quarterly or semi-annually, regardless of whether an employee is experiencing performance issues and are more effective when conducted by someone other than the employees direct report.
- **Focus:** The focus of stay interviews is on the employee's overall experience with your company, including job satisfaction, work-life balance, career development opportunities, and any concerns or issues they may have that could improve their experience and tenure with your company. It is also wise to conduct a stay interview off premise (i.e. over coffee or lunch).
- **Outcome:** The goals of stay interviews are to identify potential areas for improvement and address any issues that may be impacting employee retention before they escalate. Whether you can implement areas that are addressed or not, providing feedback and an update is critical to the success of the stay interview process. If they are extremely satisfied in their job, this is a great time to have them make a video on their phone that you can use for recruiting purposes for your business.

Performance Reviews:

- **Purpose:** Performance reviews are conducted to evaluate an employee's job performance and provide feedback on their strengths, areas for improvement, and progress toward goals.
- **Timing:** Performance reviews are typically conducted annually or semi-annually. Most companies implement an annual review.
- **Focus:** Performance reviews focus on specific job-related criteria, such as job responsibilities, key performance indicators, skills, and competencies. They assess how well your employee has met expectations and goals. It can be very effective to have your employee rate themselves in specific areas on a scale of 1 to 10 and you do the same. The day of the review you share your evaluations. This will show you if you and your employees are on the same page when it comes to their performance and your expectations.

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- **Outcome:** The outcome of performance reviews often includes setting new goals, discussing career development opportunities, providing constructive feedback, and determining any necessary actions or next steps to improve performance. If you decide to put someone on probation, this is the time you should also share a plan of action and monitor progress daily to ensure their success.

In summary, stay interviews are aimed at understanding and addressing factors influencing employee retention, while performance reviews are focused on evaluating job performance and providing feedback for improvement. Both are important and contribute to the overall success and satisfaction of your employees.



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MIDSIZED Growing Companies STAFFING

RECRUITING Companies SMALL



Innovation

By Michael Neidle

Innovation is the life blood of most all companies. Well managed organizations encourage their team to be creative and seek out opportunities to grow and keep ahead of the competition.

In a fast changing world, innovation has almost become critical to survival today for many companies. It was not that long ago that simply keeping things together and running an efficient business was enough to grow and remain profitable. This is no longer the case for more and more companies. The Internet, social media, computers, international competition, changing regulations and many other factors has led to the need to be relevant or become obsolete.

This is not just the case in high tech, but can be found everywhere as companies from Blockbuster and Ritz Camera Centers to Circuit City and Aloha Airlines, not to mention some 50,000 much smaller companies per year, who have gone bankrupt during the last few years. We will continue to go over modern management practices such as market analysis, metrics and pricing issues; but innovation is a different animal. It can not be quantified or so easily taught. It is an environment that when the right people are there, something just clicks and new ideas come out that can turn a small company into something really special.

We have seen this with large companies such as Microsoft with Gates and Allen, Apple with Jobs and Wazniak and Google with Page and Brin. But there are thousands of people every day who have made just enough of an innovative difference to keep their employer ahead of the competition every day. It does not come out of the R&D lab and be worthy of a patent to be called innovative. It might be a twist to a volume discount program just innovative enough to win you a large client, or listening closely enough to a client's complaints to create an innovative solution that sets you apart from the competition.

So how does one create this environment? First of all this is more of an art than a science. But there are well managed companies like Google that set 20% of their peoples' time aside to work outside the box to create their own next big idea. They select and then surround bright employees with other such people and things happened to make them the innovative leader they have become.

Be sure however that free time does not become play time. This is where the chemistry has to have the right elements, mixed under the right conditions for the reaction to take place. Google takes great pains to select the right people, inculcates them with their philosophy, exposes them to the latest ideas, places them under a good group and watches for innovative concepts to percolate. You may not be high tech but the same formula can work anywhere.



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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Ahhh Spring has arrived.... How Connecting with Nature Can Make You More Successful at Work

By Sue Bhatia

Embracing the natural environment is important for your well-being and success.

We all work hard because we have an internal desire to succeed. If you want to boost your level of personal success and jumpstart your productivity at work, it is crucial for you to take time to connect with nature. In today's society, many people have lost touch with their relationship to the natural environment, and the value, inspiration and goodwill that comes from spending time outdoors. Connecting with nature is not only wonderful for your well-being; it leads you down a serene path to success.

When you take the time to connect with nature, the process of working smarter becomes much clearer. Start thinking about how you can work smarter. When you do this, it is much easier to get your work done in a timely manner because you are now managing your time more efficiently.

How to Work Smarter

In order to start working smarter, you must [first define what success means to you](#). If you are constantly updating your to-do list, that is a great start, however, you should start timing yourself to make sure you are actually crossing items off your list in the appropriate amount of time. By doing this, you stay on task and no single item on your list will end up derailing your daily progress.

Sticking to a to-do list is sometimes easier said than done. Interruptions are bound to happen. When they do, try "leaving yourself a note" to remind yourself where you were when you were interrupted and what still needs to be done to complete the task at hand. According to [Forbes](#), this allows you to "jump back in" to the task "without wasting time backtracking to remind yourself where you left off and what you planned your next step to be."

Whether it is an early hike on a Saturday morning or yoga in the park one evening after work, use this time in nature to help define what success means to you and how you can work even smarter than you already are. By taking this time to connect with the elements and be a part of something bigger than yourself, you can jumpstart your creative flow.

Benefits of Connecting with Nature

Natural environments have positive impacts on people's mental health and well-being. Studies consistently show that natural settings link to much stronger developmental benefits for children, as reported by [Purdue Extension](#). We never stop developing. As a working adult, you should continue applying these same principles to your life. While technology is a wonderful thing, it can distract us from the wonderful, natural environment that surrounds us. Spending more time outdoors is good for the mind, body and soul.



You do not even have to travel outside your neighborhood to feel the benefits of nature. There are plenty of easy ways for you to connect with the natural environment without having to leave your neck of the woods. Spending time in the elements can be beneficial for you as an individual, and as a group when you are having quality togetherness with your family and friends. If you have a local park close to you, start by taking a walk. You can gather with some family and friends and make it a group activity by having a picnic, playing games/sports, exercising, etc. If you know of any good local hiking trails nearby, you can easily extend your walk to the park and make it more of an adventure. If you have a bicycle, you can see even more of your natural environment easily by looking into your local bike paths. Those bike paths could open the door to even more natural beauty that you may have easily been overlooking. Eating healthy foods and spending time in your local community can be done simply by going to a local Farmer's Market as well. If the sun has already set, there is still time to get outdoors. You can connect with nature long after the day is over. When the night sky is illuminated, it is a magical sight and the brilliance of stargazing will humble you with the overwhelming power of the natural environment.

Find the Time to Connect with Nature

While we know the benefits of connecting with nature will help us succeed, finding the time to do so can be a challenge. Our lives are busy, and it can often seem like there are not enough hours in the day to get our to-do lists completed. Do your best to set aside a few moments for yourself each day. Early morning sunrises do the trick for some, while stargazing in the evening works for others. No matter when you spend time in nature, it is time well spent. Take this time to jumpstart your productivity and boost your level of personal success. You deserve it!

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If you are breathing, you've seen promotional offers before (okay, maybe not that last one).

For decades, marketers have relied on promotional offers to close deals. Special offers. Limited time savings. Limited quality offers. You get it, right?

But how about staffing? Would promos work in our industry?

In a word, yes! But let's talk about why they work.

It's psychology, of course.

As humans, we LOVE a deal. Remember when you were a kid (at least for those who are old enough), and cereal companies would put a prize in the box?

The prize was complete junk, but you immediately dug through all the cereal to find that plastic thing-a-ma-bob at the bottom of the box. (And then your mother yelled at you to clean up the cereal you spilled...or maybe that was just me!)

Anyway, we love getting something extra.

We love feeling special.

We love winning.

And in modern language, we also have a huge problem with FOMO.

Promotions work because they make us feel special.

They make us feel rewarded. And they create a sense of urgency—we don't want to miss out!

Typically, promotions are used by consumer goods companies to drive immediate response. From the prize in the box to the BOGO offer, scratch-off discount, and limited-time sales, promotions trigger parts of our brains that cause us to take action.

Most often, promotions are about freebies or discounts. But in staffing and recruiting, a freebie or discount can be a risk. It can cheapen your services. Or set an expectation that you will always offer discounted prices.

And in staffing, freebies and discounts don't directly benefit the buyer of staffing services (their company gets the benefit, not the individual), and that is not nearly as strong a motivator.

For promotions to work in staffing, you need to get inside the head of your ideal customer.

How do they think? How are they measured in their job? What matters most to them?

The better you understand the buyer, the easier it is to design promotions that resonate.

- If I'm selling to a hiring manager, they may appreciate an offer related to the speed of supplying qualified candidates or something that makes the hiring process easier (they hate the disruption that hiring causes!).
- If I'm selling to HR, they might appreciate a promotion related to free educational content or better customization of onboarding or reporting. Or maybe something that helps them better present the candidates to the hiring managers they serve.
- If I am selling to a small business owner, they are very likely to appreciate a discount because they often perceive staffing and recruiting as too costly.

What are examples of promotional offers you can use in staffing?

- Free salary guide or compensation benchmark report.
- 10% off the mark-up on your next contract staffing hire of 3 months or more.
- Free custom onboarding program.
- Your 3rd direct hire is free.
- For every order placed in December, we'll donate \$50 to the Human Fund.

The key to an effective promotion is to offer relevant value—then limit the ability to get that value (either a time limit or quantity limit).

Want more ideas for creating promos and IRRESISTIBLE OFFERS? Download our [Marketing Best Practices Guide](#). We outline more than 70 offer ideas (but fair warning—some are a bit off the wall!).

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Recruitment Leader NPWorldwide Announces Kerry Crockett as President and COO America's least productive states - Missouri takes tenth

NPWorldwide, a member-owned recruitment network with headquarters in Grand Rapids, Michigan (USA), has announced the appointment of Kerry Crockett, MBA, CPC, CAE, CMP Fellow, DES, as its new President and Chief Operating Officer. Crockett succeeds Past President Dave Nerz, who will retire June 30, 2024 after an 18-year tenure.

Crockett, who was most recently CEO of the Insurance Accounting and Systems Association (IASA), brings a wealth of experience to the role. She has a long track record of success in team building, product development, strategic planning, international event planning, event profitability, membership growth and sponsor recruitment. She earned an MBA from the University of Phoenix and a bachelor of science from the Medical College of Georgia at Augusta University.

"We are fortunate to have someone of Kerry's caliber and experience leading NPWorldwide," said departing Chairman Jim Lyons.

"Kerry Crockett comes to us with a wealth of experience and a proven record of success in leading diverse teams and developing innovative strategies. She embodies the spirit of enthusiasm and pragmatism, ensuring that even in the most fluid situations, focus and constructiveness are maintained," commented incoming Chairman Pam Robison. "We are at the cusp of a new chapter full of potential and promise. With her at the helm, we anticipate a continuation of the formidable leadership exemplified by her predecessor, Dave Nerz, while also looking forward to the fresh perspectives and strategic directions she brings. Kerry's decisive leadership is well-acknowledged, sharpened with an acute sensibility towards multicultural engagement—a trait that harmonizes perfectly with the diverse fabric of our global membership."

Crockett expressed her excitement and honor to lead NPWorldwide, saying "NPWorldwide is well-positioned to offer its members the resources they need to enable growth across the board. It's an exciting time to be a part of NPWorldwide, and I look forward to getting started." The announcement signals a new era for NPWorldwide as the company looks to capitalize on its position as a recruitment leader.

The board believes that Crockett's operational and communication skills, combined with her strong leadership abilities, will help the company deliver improved execution and financial performance.

About NPWorldwide. NPWorldwide is a global recruitment network facilitating placements between its member firms. The recruitment network has more than 550 member offices across 6 continents. For more information about NPWorldwide membership, please visit www.npaworldwide.com or www.npaworldwideworks.com.

2024 NPWorldwide Board of Directors Elected

The membership of NPWorldwide has elected a new slate of representatives to its board of directors. The election was held during the organization's virtual annual meeting. Other highlights included an update on market conditions and challenges.

"As president of NPWorldwide, I am delighted to welcome our newly-elected Board of Directors members," said Kerry Crockett. "Each individual brings a unique blend of expertise and passion to our organization, embodying the spirit of collaboration and innovation that defines our community. I have no doubt that their insights and leadership will drive us forward as we continue to empower recruiters worldwide. Together, we are poised to embrace the opportunities and challenges ahead, further solidifying NPWorldwide's position as a leader in the global recruitment industry."

The individuals elected to the NPWorldwide board of directors include the following:

Pam Robison, J. Gifford, Inc. (Tulsa, Oklahoma, USA), automatically acceded to chairman after completing a 1-year term as chair-elect

Jenn Anderson, Prestige Recruiting Firm (Largo, Florida, USA), was elected to a two-year term as a director for the Americas

Melanie Johnson, Sunrock Recruitment (London, United Kingdom), was elected to a two-year term as director for EMEA

Parvathy Krishnan, Cucumber Consultants (Hyderabad, India), was elected to a two-year term as director for Asia

They join immediate past chair Jim Lyons, LHI Executive Search, secretary/treasurer Patti Steen, The Pelsten Group and directors Phil Chappel, P. Chappel Associates (Practice Groups), Patrick Long, Provision People (Americas), and Andrew Thoseby, 1st Executive (Australia/New Zealand).

The NPWorldwide board of directors is responsible for providing strategic leadership and direction to the member-owned global recruitment network. Each person on the board of directors also owns and operates a member recruiting firm. As board members, directors develop an annual budget, determine organizational objectives, and set policy.

About NPWorldwide. NPWorldwide is a recruitment network facilitating placements between its members. The network has more than 550 member offices across 6 continents. For more information, please visit www.npaworldwide.com or www.npaworldwideworks.com.

Letter From The Editor



As daylight increases, we get excited to get outside and enjoy warmer weather. Along with longer days there are increases in seasonal staffing. Staffing and recruiting professionals, juggle a lot of balls and are getting busy this time of year.

Owners need to reach out to their staff and find out what they want to see happen in the next quarter. Help them with goal setting, reviewing what they wanted at the beginning of the year with where they are now. Consider working around some extra time off so they can enjoy summer. Happy employees make your business more successful.

In this issue, authors have offered some ideas that may help. Recognize what you can implement to motivate, encourage and help others achieve a good work-life balance. Being proactive versus reactive allows you to find solutions before problems get too large to easily solve.

Understanding the difference in the work culture by creating a safe zone that perhaps some of the hot topics like politics, race and other disruptors are not allowed to be discussed. Keep a productive work zone and positive environment. Encourage a time on the phone without interruptions, then perhaps offer some games that create comradery and winning rewards like leaving early on a Friday.

"Remember, if you do what you love, you never work a day in your life!"

Happy recruiting and staffing this month.

Pat Turner

Don't miss out!

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