What to Do If Your Clients REALLY Aren't Hiring Right Now

Surge in Strikes: Economic Impact on Workers Reaches New Height

Headshots for Recruiters: Self-Portrait Photography Basics

Navigating The Top Ten Challenges For Firm Owners Today

How to Re-engage Former Clients & Win New Ones in Recruitment

Contents

In Every Issue. . .

DID YOU KNOW?

* A full front and back office solution also allows you to eliminate steps in your payroll and accounting processes. pg 5

* Creating a professional headshot for a website, especially for recruiters who are often the first point of contact between a company and potential candidates, is crucial. It sets the tone for professionalism and trust.

* The EOR becomes the legal employer of record for workers placed on the behalf of a staffing and recruiting firm. All state and federal reports will go under the EOR's Employers' Identification Number (EIN). pg 8

*The *Toastmasters* report finds that "… the rapid rise of artificial intelligence stands to make core skills more valuable … for professionals looking to advance their career … and confirms that strong communication and leadership skills … remain extremely valued among employers." pg 9

*When I asked, what do you want to hear on a marketing call from recruiters? My recent research validates this. Nothing has changed. We want to hear about talent. We might sound annoyed every once in a while, but we always want to hear about talent. pg 14

* Letting go of what holds you back isn't just freeing; it's empowering. It clears your mind, focuses your efforts, and keeps you on track toward your goals. pg 15

* **Inclusion Training:** Provide diversity and inclusion training for your team and your clients to foster an inclusive culture. pg 17

* When no one is hiring, it's easy to fall into the trap of pulling back and reducing your efforts. But this is the time to double down on relationship building. pg 21

Events & Trainings

The NAPS 2024 Conference
October 27-29, 2024
The Wigwam in Litchfield Park AZ.
Register Here

11th Annual WASS Legislative Conference
November 14, 2024
The Madison Club - Madison, WI
Register Here

Have a Webinar or Virtual Training you'd like to promote?
Contact us Today: 314-560-2627 or Turner@eminfo.com
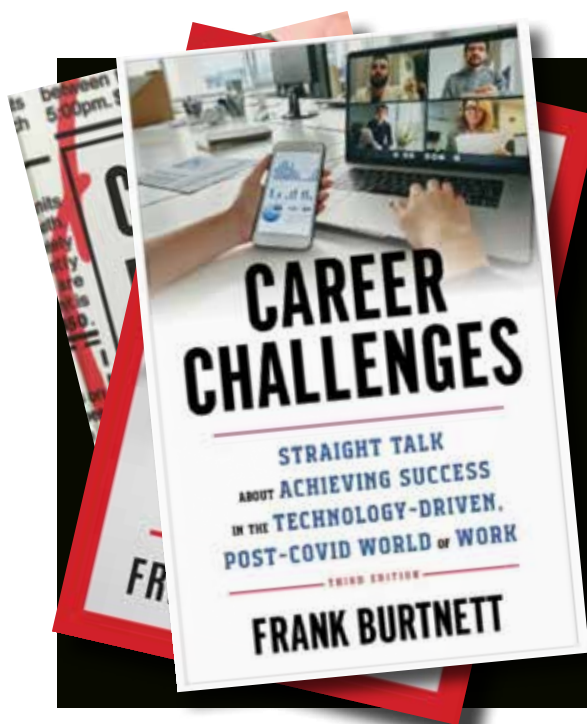
EMinfo readers can receive *20% off* discount by inserting RLEGEN2023

Career Challenges
Straight Talk about Achieving Success in the Technology-Driven, Post-COVID World of Work, 3rd Edition
(Rowman & Littlefield Publishing Group)

Discover the Advantages of Back Office Software for Staffing Agencies

By Jennifer Roeslmeier

Staffing software plays a vital role in a staffing company's operation. Staffing software can help companies be more efficient and streamline tasks to drive business growth. Deciding on the right ATS and CRM solution is often a topic of discussion. Your back office software is just as important though as it's the heart that keeps the whole business circulating. If you currently don't use back office software, you may be wondering what the advantages are to using a back office software designed for staffing, compared to other payroll and accounting solutions. In this article, we will take a deep dive into what back office staffing software is and the advantages of using a back office staffing software solution.

What is Back Office Staffing Software?
The first question to ask is what is back office staffing software? It is simply software designed for staffing that helps manage payroll and accounting tasks. These tasks can include payroll processing, billing, compliance management, general ledger management, accounts payable and receivable, reporting, and more. **Back office solutions that are integrated with a front office solution** give staffing companies a bonus advantage, as it completely streamlines a staffing company's business workflow.

If you are not using a back office staffing solution, you may be using a third-party solution to handle payroll and accounting. This is certainly a viable option for staffing agencies. The power of **staffing specific back office software** though can help take staffing companies to the next level and drive business growth.

Key Advantages of Implementing Back Office Staffing Software
Back Office staffing software that is fully integrated with a front office solution can bring instrumental results to staffing companies from improving overall efficiency and accuracy to cost savings and financial insights. We will look at all of the advantages that come with a back office staffing software solution.

Greater Efficiency and Visibility
A fully integrated front and back office solution allows information to flow between the two systems, eliminating double data entry. Information that is processed in back office can also be viewed immediately in front office for full transparency. For example, payroll checks, W2's, client invoices, and more could all be viewed in front office. Greater visibility of back office information in front office lets the whole team see what has been processed without the need to interrupt the back office team with questions. It also eliminates the need to toggle back and forth between solutions. Another advantage is great customer service in the event that a customer or employee calls to ask about their invoice or check.

Elimination of Steps
A full front and back office solution also allows you to eliminate steps in your payroll and accounting processes. Since all information flows from front to back office, time is saved by eliminating the need to export and upload spreadsheets into a third-party system. All information in front office is readily available in back office for payroll and accounting.

Industry Specific Needs Addressed
Staffing has very specific needs that can't be addressed through non-staffing specific payroll and accounting software. For example, if you place both direct hire and contract workers, you need multiple invoice formats to successfully process them with clients. Other staffing specific situations could be a company having multiple EIN's, Branches, and line of business requirements. Staffing specific back office solutions are designed to accommodate these unique needs.

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.

Cost Savings

Staffing companies can also save money. All costs of an outside payroll and accounting service can be eliminated, including cost per check or W2. By bringing back office tasks in-house, you can eliminate the number of solutions used and save on costs by using one system for everything.

Real-Time Financial Insights and Reporting

Back office staffing software provides real-time financial reporting and insights for strategic decision making. A full front and back office solution opens the door for even greater insights into your business. Back office data flows into front office giving front office users visibility into profitability, hours worked, billing, gross margin, sales analysis and more. Again, all information that is processed in back office automatically populates to front office for instant insights. Users and managers with the appropriate security can have access to this information to improve company profitability.

A front and back office integration also allows staffing and recruiting companies to run advanced reports, such as general ledger reports, sales analysis, gross margin reports, client billing, commission reports, and revenue forecasting. These reports give "big picture" reporting insights into your business to see how you are financially performing, what areas are good to focus on for continued growth, and what areas need improvement. Having access to these reports at your fingertips eliminates the time spent manually pulling information from different databases to build reports. This can cause errors and inaccurate reporting.

Enhanced Candidate and Client Experience

Streamlined back office operations allow staffing companies to better serve candidates and customers. Back office solutions that integrate with a full staffing software suite can give candidates and customers access to self-service tools through a Web Portal. This can include access to view paychecks, W2's, 1099's, invoices, and more. These self-service tools give your candidates and customers the power to access any of their information, at any time. Best of all, they are seeing your company branding each time they log in.

Choosing the Right Back Office Software for Your Agency

We reviewed the benefits of using a back office staffing software solution, but how do you choose the right system for your staffing company?

You will first want to **assess your staffing agency needs.** Make a rubric of must haves and nice to haves as you assess staffing software solutions. This will be a guide to you as you see back office demos. Once you see all of the benefits of an integrated solution, you can determine if this is something that is right for your company. You can see if your current ATS provider has an integrated back office, if not, it may be worth shopping around for a complete front and back office solution for your staffing business.

As you view demos, **evaluate the user friendliness of the software and ask about support services**. If you encounter a problem while processing payroll, will you be able to get immediate help? We all know the importance of processing payroll on time, so if any issue were to arise, support being readily available is critical.

Lastly, be sure to **involve all of the key people that will be users of the system** in demos and the decision-making process. They will be the ones using the system every day, so it will be important that they find the software easy to use. They will also be less likely to resist change if they are able to have input in the system they use.

Overcoming Challenges in Implementation

Switching to a new software solution is always a major change. There are many moving pieces involved. There are certain steps though you can take to help ensure the transition goes smoothly.

The first hurdle you may encounter is **resistance to change**. It's important to inform the whole team why the change is being made and how it will benefit everyone. It will also be beneficial to **appoint one person to be the main lead and point of contact** with the software provider. This is the go-to-person that the software company will be in contact with during the implementation process. This will eliminate too many people being involved and help the implementation process go smoothly.

Training is also essential. Be sure not to skip training and involve all users in the training with the software provider. All software solutions have best practices for using the system, but a back office solution is especially complex. It is essential to have everyone using the system be properly trained so it is understood how to best use the software for success.

Lastly, be sure to **set realistic timelines**. You don't want to have too aggressive of a timeline for the transition where you don't have the time to properly implement the new system. See what the software provider suggests as a timeline and follow their lead as they are the experts in implementing back office solutions.

Back Office for Your Staffing Agency

As you can see, there are many advantages to using a back office staffing software solution. Your entire front and back office workflow can be streamlined to increase your staffing company's overall efficiency. Manual tasks can be eliminated, and time can be saved, so more time can be dedicated to placing more candidates and growing business. Let's also not forget about all of the reports and analytics that become available in order to see key insights into your business. If you currently aren't using a back office staffing software solution, now is the time to reevaluate your back office processes and consider transitioning to a fully integrated front and back office solution.

*Ready to make the transition to a complete front and back office staffing software solution? Schedule a demo of Ultra-**Staff** EDGE and see first-hand how your staffing company can capitalize on growth by making the transition.*

Headshots for Recruiters: Self-Portrait Photography

By Cole Windler

Having a professional headshot is more than just a nicety; it's a necessity as first impressions are increasingly made online. For recruiters, whose job revolves around making connections and fostering relationships, a headshot is more than just a photo; it's a visual handshake, a way to say "hello" before words are even exchanged. It's the first step in building trust and rapport with potential candidates and clients. Yet, despite its importance, the process of getting that perfect headshot can often seem daunting, especially if you're aiming to do it yourself. Where do you even start?

That's where we come in. Think of us as your friendly guide, walking you through the journey of capturing a headshot that not only looks professional but also embodies your personality and the ethos of your company. From choosing the right gear and setting up your space to nailing the perfect pose and expression, we'll cover all the bases. Our goal is to demystify the process and show that, with a little preparation and some insider tips, creating stunning headshots for recruiters is something almost anyone can do.

So, let's get started and turn that daunting task into an achievable project that puts your best face forward in the digital landscape.

Prepare Your Gear

· **Camera:** Use the best camera available to you. A DSLR or a mirrorless camera is ideal, but a smartphone with a good camera will also work.
· **Tripod:** Stabilize your camera (or phone) with a tripod to avoid blurry images.
· **Remote Shutter or Timer:** To take your photo without assistance, use a remote shutter or the camera's built-in timer.

Choose the Right Location

· **Natural Light:** Opt for a location with plenty of natural light, near a window (north-facing is ideal!). Avoid direct sunlight, which can cause harsh shadows.
· **Background:** Use a simple, uncluttered background. A plain wall or an office setting that's not distracting works well.

Consider the Time of Day

· **Golden Hour:** If possible, take your photo during the golden hour (shortly after sunrise or before sunset) for a warm, flattering light.
· **Avoid Midday Sun:** Direct midday sunlight can be too harsh and unflattering.
· **Dress Professionally**
· **Wardrobe:** Choose that reflects your role and position. Solid colors work better than busy patternWhen in doubt, dress more professionally than less.
· **Grooming:** Ensure your hair, makeup (if applicable) and facial hair (if applicable) are clean and neatly done.

Set Up Your Camera

· **Focus:** Use autofocus with face detection, if available, to ensure your face is sharp.
· **Framing:** Frame the shot from the chest up, leaving some space above your head. This focuses attention on your face and expression.
· **Level:** Generally, the camera lens should be at about eye level for head and shoulder portraits, chin level to chest level for three-quarter length shots, and chest level to waist level for full-length portraits. Avoid extreme angles—either looking down or looking up.

Pose and Expression

- · **Posture:** Stand or sit up straight with your shoulders back. Pose in a way that's comfortable for you.
- · **Smile:** A genuine smile creates a welcoming and friendly impression. Practice in the mirror to find a smile that feels natural and confident.
- · **Eye Contact:** Look directly at the camera lens to mimic eye contact with the viewer. Your professional purpose is people. Headshots for recruiters should reflect that.

Take Multiple Shots
- · **Variety:** Take several photos with slight variations in pose and expression. This gives you options to choose the best shot.

Editing
- · **Minimal Edits:** Use photo editing software to make slight adjustments to lighting, contrast and cropping. Avoid heavy retouching that makes the photo look unnatural.
- · **Consistency:** If you're updating a team page, aim for consistency in style and background with other headshots.

Feedback
- · **Get Opinions:** Share a few of your best shots with colleagues or friends to get their opinions on which photo best represents you professionally.

Technical Specs for Web Use
- · **Resolution:** Ensure the photo is high resolution for clarity but optimized for web use to ensure fast loading times.
- · **Aspect Ratio:** Most websites use a square or circular crop for headshots, although some will use a traditional 4:6 or 5:7 ratio. Make sure your photo looks good in a variety of formats.

Creating a professional headshot for a website, especially for recruiters who are often the first point of contact between a company and potential candidates, is crucial. It sets the tone for professionalism and trust.

At Recruiters Websites, we literally want you to put your best face digitally forward. Your headshot is often the first impression you make on potential candidates and clients. Taking the time to create a professional and inviting photo can significantly impact your personal brand and, by extension, your company's image. By following these best practices, recruiters can produce high-quality, engaging headshots that foster trust and professionalism.

JUST ASK Judy

Where Are All the Jobs?

Wondering where the hot jobs are for 2024? The latest trends in the constantly shifting labor marketplace can be seen by looking at recent statistics for indicators such as in-demand job titles, fastest-growing careers, fastest-growing cities, desired skill sets, and remote work opportunities. This article will review data for these categories and try to provide recruiters with guidance on how to better focus their efforts on making more placements! A look-ahead will give us a glimpse of the hot careers expected for the coming year and forecast trends in job growth through 2032.

In-Demand Job Titles

According to US News & World Report[1], the Top Five Best Jobs for 2024 are:

· Nurse Practitioner
· Financial Manager
· Software Developer
· IT Manager
· Physician Assistant

USN&WR notes that "… with an increased demand for health care and health care support roles, nurse practitioner captured the No. 1 spot this year." The jobs listed offer median annual salaries between $99,000 and $128,000. The aging Baby Boomer segment of the population helps to fuel this demand, along with increasing health awareness overall. Increasing complexity in the business world creates high demand for financial managers capable of leading firms through the competitive challenges of the marketplace. The growth of AI and Cloud-based applications have led to insatiable demand for software developers, programmers, and IT managers. Huge data centers are sprouting up around the country and these projects require skilled design, engineering, programming, and operating personnel to bring them online.

Fastest-Growing Careers

The fastest-growing careers projected through 2032 by the US Bureau of Labor Statistics[2] are shown below. The 2023 Median Annual Pay for each category is included:

· Wind Turbine Technicians ($61,770)
· Nurse Practitioners ($126,260)
· Data Scientists/Statisticians ($108,020/$104,110)
· Information Security Analysts ($120,360)
· Medical and Health Services Managers ($110,680)

The proliferation of wind energy farms is fueling the demand for service technicians and other design and technical support personnel. Nurse Practitioners and Medical and Health Services workers appear again in this list for reasons cited above. Similarly, the tsunami of AI, Cloud, and Data Center projects drives the bright future for Data Scientists/Statisticians and Information Security Analysts.

Fastest-Growing Cities

People go where the jobs are and this has led to the migration of people seeking employment and a better life. Axios[3] cites the fastest growing cities, by change in population from 2022 to 2023, to be:

· Atlanta, GA (Up by 2.4%)
· Fort Worth, TX (Up by 2.2%)
· Raleigh, NC (Up by 1.9%)
· Henderson, NV (Up by 1.8%)
· Charlotte, NC (Up by 1.7%)

Cities losing out on the population Merry-Go-Round are:
· Memphis, TN (Down by 0.8%)
· New York, NY (Down by 0.9%)
· Philadelphia, PA (Down by 1.0%)
· St. Louis, MO (Down by 1.6%)
· New Orleans, LA (Down by 1.6%)

Over the long haul, say the next ten years, Axios expects the fastest growth to be in:
· Fort Meyers, FL
· Killeen, TX
· Port St. Lucie, FL
· Daytona Beach, FL
· Tallahassee, FL

Recruiters can focus their efforts on the growth areas and perhaps score some placements from the new arrivals. Of course, with additional people moving into an area, and likely seeking new employment, growth in secondary services can be expected. There may well be opportunity in these service industries as well.

Desired Skills Sets

As far as what skills sets are in highest demand, we learn from PRNewswire[4] that *Toastmasters International* cites the following skills as most important for job seekers:
· Communication
· Customer Service
· Leadership

The *Toastmasters* report finds that "… the rapid rise of artificial intelligence stands to make core skills more valuable … for professionals looking to advance their career … and confirms that strong communication and leadership skills … remain extremely valued among employers." In support of this, Morag Mathieson, *Toastmasters'* 2023 – 2024 International President, says that "even as artificial

intelligence transforms the way companies do business and employers hire, communication and leadership remain an integral part of keeping the human connection that enables them to thrive." Recruiters should keep this in mind when vetting or coaching their candidates and emphasize to them the importance of acquiring or improving these critical skills.

Remote Work Opportunities
While many firms are requiring their employees to report to the office, a large share of workers are and will continue to work remotely. An interesting article by Emma Lee of Hubstaff[5] cites some of the most popular remote jobs in 2024 and illustrates their estimated annual salaries:

- Digital Marketer ($77,381)

- Customer Service Representative ($39,098)

- Sales Representative ($76,681)

- Data Analyst ($82,640)

- Social Media Manager ($64,845)

- Software Developer ($94,832)

Emma's article details the specific functions and skills that each of these positions entail. The article is well worth reading for this detail. Recruiters can improve their chances of making a successful placement by understanding these factors and carefully matching candidates and employers.

Keep current with these trends in the marketplace and you will have more successful placements. Make a habit of accessing readily available information such as the Bureau of Labor Statistics website and share what you learn with your clients. If you have any questions or if I can be of help growing your business, please feel free to call me. I am always happy to help!

Judy Collins CPCC
President, Judy Collins Staffing Resources, LLC
1102 Cordillera Trace
Boerne, Texas 78006
713-858-2677
judy@jcsrllc.com

[1]AXIOS, *Fastest-Growing Cities*, May 17, 2024.
[2]U. S. News & World Report, January 9, 2024.
[3] U.S. Bureau of Labor Statistics, *Fastest Growing Occupations*, April 17, 2024.
[4]PRNewswire, "*Communication Tops the List of Most In-Demand Skills in 2024*," May 7, 2024.
[5]Hubstaff/Blog, Emma Lee, "*Discover the Highest Demand Remote Jobs of 2024*," March 8, 2024.

Overcoming Cultural Latency: How Video Technologies Support Today's Hybrid Workplace

By Colin Farquhar

Video technologies are emerging as critical tools for overcoming cultural latency in the digital workplace in today's fast-paced business landscape. The robustness and reliability of video technology, particularly internet protocol television (IPTV), creates unique opportunities to deliver consistent messages and shared experiences across global facilities, bridging the gap between remote and in-office employees through improved communication and collaboration.

IP video technology is increasingly recognized as important in facilitating remote training and development sessions for employees, enabling efficient recruitment processes through remote interviews, and enhancing employee communication with live streaming and on-demand corporate programming.

Additionally, it supports performance management by allowing personalized feedback sessions and promoting employee engagement through virtual events and on-premises activities promoted through digital signage.

Here, Colin Farquhar, senior vice president of enterprise IP video, and Kerry Lindsay, vice president of human resources at IPTV specialist: VITEC, offer their insights on video and its impact on talent recruitment, management and retention.
Why "cultural latency" is essential to modern enterprise

Cultural latency refers to the speed at which an organization's culture evolves in response to internal and external forces. Understanding cultural latency can help assess how well companies keep up with changes in market demands, workplace expectations — and even the introduction of new disruptive technologies.

It is about ensuring that the workplace culture aligns with the values and experiences of the employees.

In today's dynamic business environment, where technology and remote work are prevalent, reducing cultural latency becomes crucial for organizations to create an inclusive and cohesive team. It helps employees feel connected, valued, and part of a team, regardless of location.

Maintaining and developing a cohesive culture can be challenging in any environment, but especially in remote work environments, where the opportunities for organic connections and interactions are limited.

Managing cultural latency effectively is important for recruiting and retaining top talent, as employees seek organizations that align with their values and promote a sustainable and inclusive team.
Enterprise technologies can help to influence organizational culture

Enterprise technologies, especially video communications technologies like IPTV, are playing an increasingly important role play in influencing organizational cultures. By leveraging video technology, organizations can bridge the gap and foster employee collaboration, communication, and a sense of belonging.

IPTV offers a critical tool to leaders who want to convey cultural consistency across their

organizations. This is especially important for organizations with multiple facilities spread across geographies and for leaders who want to support today's hybrid workforce.

Digital signage systems, for instance, can display information about meetings and visiting clients or colleagues. They can also alert staff about exciting developments in regional offices or deliver corporate news from around the world.

With IPTV leveraging existing information technology infrastructures, leaders can deliver a common experience to employees, regardless of location.

Centrally managed IPTV systems make it possible to develop effective global communication strategies in which messages can be delivered to the growing variety of screens – mobile devices, tablets, computers and wall displays – to keep everybody on the same page.

Video technologies can significantly impact recruitment and retention

Video technology can showcase the company culture and work environment to potential candidates. Through video presentations, virtual tours, or employee testimonials, organizations can provide a more immersive and authentic experience, helping candidates better understand the company's values and atmosphere. This can attract candidates who align with the company culture and increase the likelihood of finding the right fit.

Video technology can support remote onboarding and training processes, especially in a hybrid or remote work environment. It allows new hires to connect virtually with their colleagues, managers, and mentors, fostering a sense of belonging and integration into the company. Video communication tools also facilitate knowledge sharing and collaboration, enabling employees to learn and grow more effectively.

In terms of retention, video technology can enhance employee engagement and satisfaction. It enables remote or distributed teams to stay connected and collaborate seamlessly, fostering a sense of teamwork and camaraderie. Video meetings and conferences can also provide

opportunities for employees to share their ideas, contribute to decision-making, and feel valued within the organization.

Finally, video technology can support ongoing professional development and training initiatives. Organizations can provide virtual training sessions, webinars, or access to online learning platforms, allowing employees to upskill and stay updated with industry trends. Investing in employee growth and development increases job satisfaction and loyalty.

Video plays an important role in supporting people in the office

It is interesting how the habits formed to support the shelter-in-place workforce continue today. This is especially true because most people are now familiar and comfortable with video platforms.

We see office workers use video for face-to-face communication on-site but in different locations within a facility. Video enables real-time collaboration, making it easier to discuss and solve problems, hold team meetings, and have one-on-one conversations. This helps to foster a sense of connection and teamwork among employees.
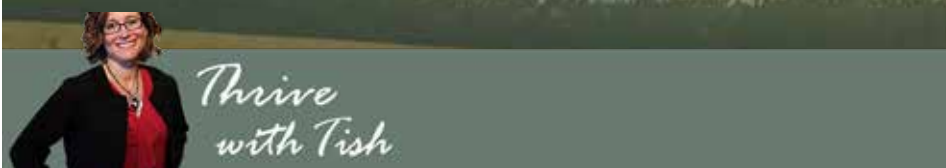
Video is also used to display important information and updates on large screens throughout the facility. This includes those related to fostering organizational culture — like key messages, mission statements, and even personal celebrations like birthdays. It keeps employees informed and engaged with what's happening in the organization.

Even when employees are right next to each other, video technology is used to share screens, collaborate on projects, share ideas, and brainstorm solutions.

The variety of video applications — and fluency with which video is used — is made possible with IPTV because it uses a common infrastructure that ensures a consistent experience within and across different facilities.

How to Re-engage Former Clients and Win New Ones in Recruitment

Question: I do a lot of MPC business development calls. I am struggling with what to say to (1) a former client I have not talked with in a while and really don't have a strong MPC and (2) what to say with no MPC to a brand-new client. -Sharon

The Power of Email in MPC Business Development

What we are finding, and one of the things we teach at our event, is that emailing to the same hiring manager the MPC presentation, closing with "What's a good time for us to go into more depth on this candidate?" is a great strategy.

It is something you can use to get more people on the phone. It is not about teaching them to engage in a dialogue via email; it's about getting them on the phone. We found many people with the Most Placeable Candidate (MPC) approach for business development are replying well to emails. I am not saying, Sharon, to stop your calls, especially if they don't return the email; that is a great way to go in with the same presentation into a voicemail or to try to get them live.

Engaging Former Clients with Limited MPC Options

If you don't have that most placeable candidate, I asked this question 20-something years ago when I started. I'd go, I have some good candidates, but I don't have a great candidate right now.
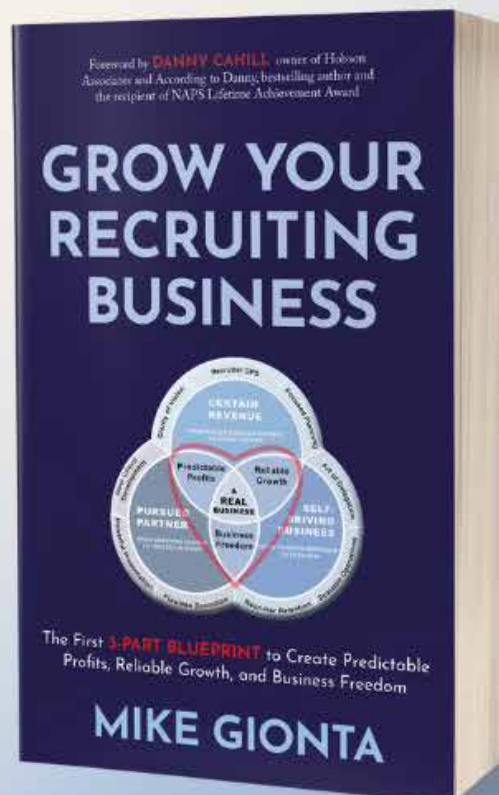
Then my trainer at the time said, well, then you go to an OPC, an only placeable candidate. I had some candidates who looked really good on paper, but they may not interview well. You will know that in each one of your

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.

niches. Remember, you don't need to place this candidate, the purpose is to get the hiring manager on the phone and diagnose their need.

That's what I would recommend, Sharon, is take that above-average candidate who is not quite A+, might be B+, and find their biggest accomplishments as it relates to what you know your hiring managers want to hear about or the level of technical experience or technical knowledge, the alphabet soup, and use that.

Crafting Compelling Candidate Presentations

Remember, you want to come across as competent and strong, so you want to have really good language around that. My verbiage was always, "Hey Sharon, in a recent engaged search [by the way, if you have a signed fee agreement, that is an engaged search] I uncovered an individual who **(fill in the blank with their biggest accomplishment)**. When's a good time for us to go into more depth on this candidate?"

Not, "We specialize in the widget space; we started the business in 1972 with our founder, third-generation." – Most people tune out.

"Sharon, Mike Gionta, in a recent engaged search, I uncovered an individual who is 173% of quota over the last year, and 87% of that was new business development." Boom, boom. I hit two things the VP of Sales will actually care about.

Find out what that is in your above-average candidate and use that to get them on the phone. I would do that with a brand-new client, too. Find the best available candidate to market to somebody.

Insights from Hiring Managers and HR Professionals

I have interviewed hiring managers, conducted panels with hiring managers at conferences. I have conducted panel interviews with HR people outside my niche.

When I asked, what do you want to hear on a marketing call from recruiters? My recent research validates this. Nothing has changed. We want to hear about talent. We might sound annoyed every once in a while, but we always want to hear about talent.

I asked, when we present talent, and you don't call us back. And the response was, when you present talent, I don't necessarily need it, but I like that I heard about it.

The little subtlety here, Sharon, is even if you are leaving it in a voicemail or an email, you are marketing that you are the source of this type of talent. It's keeping you top of mind even when they don't need you.

Fantastic question. Thank you very much. If you like what you heard and you want to learn more go to therecruiteru.com.
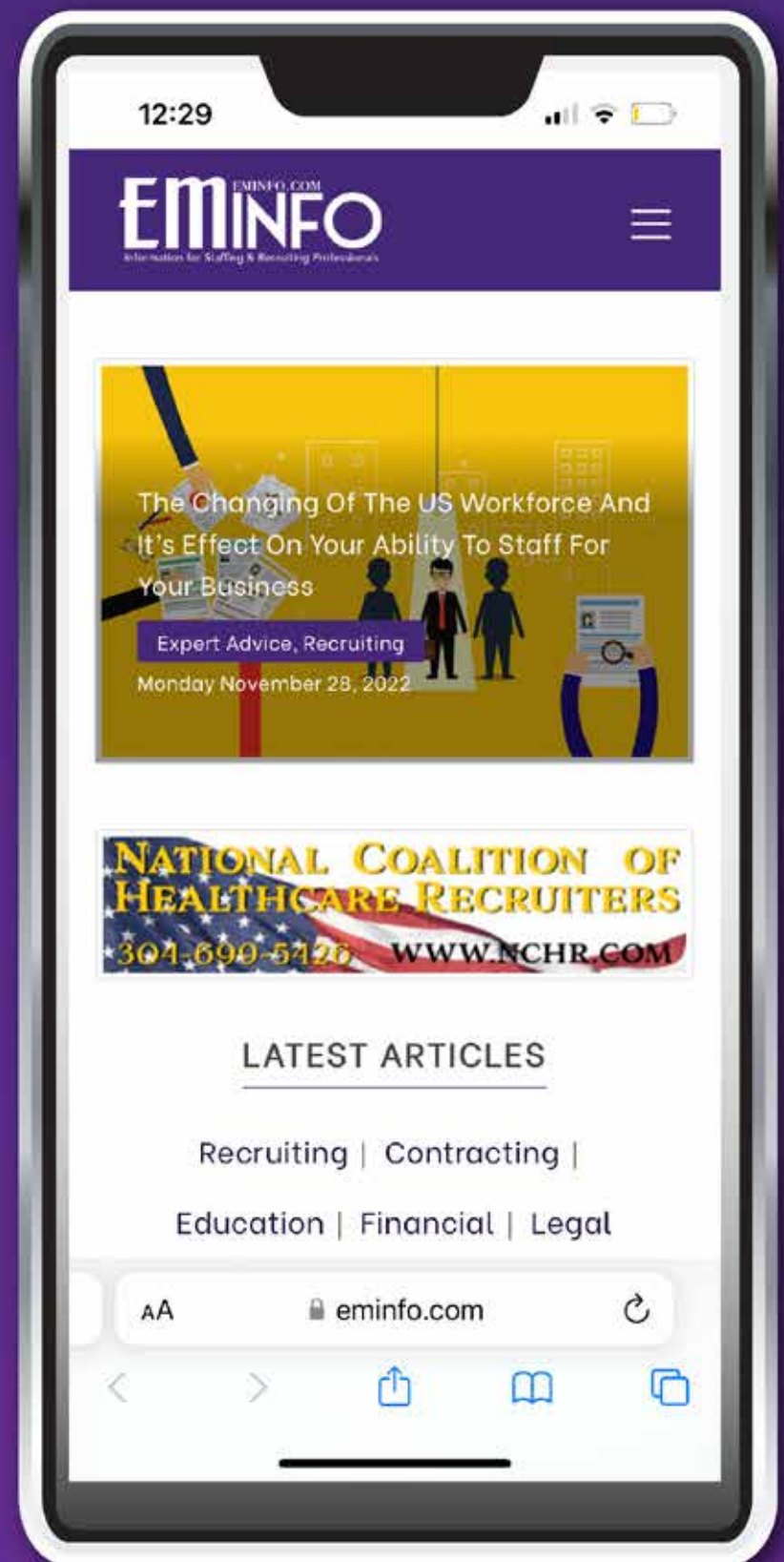
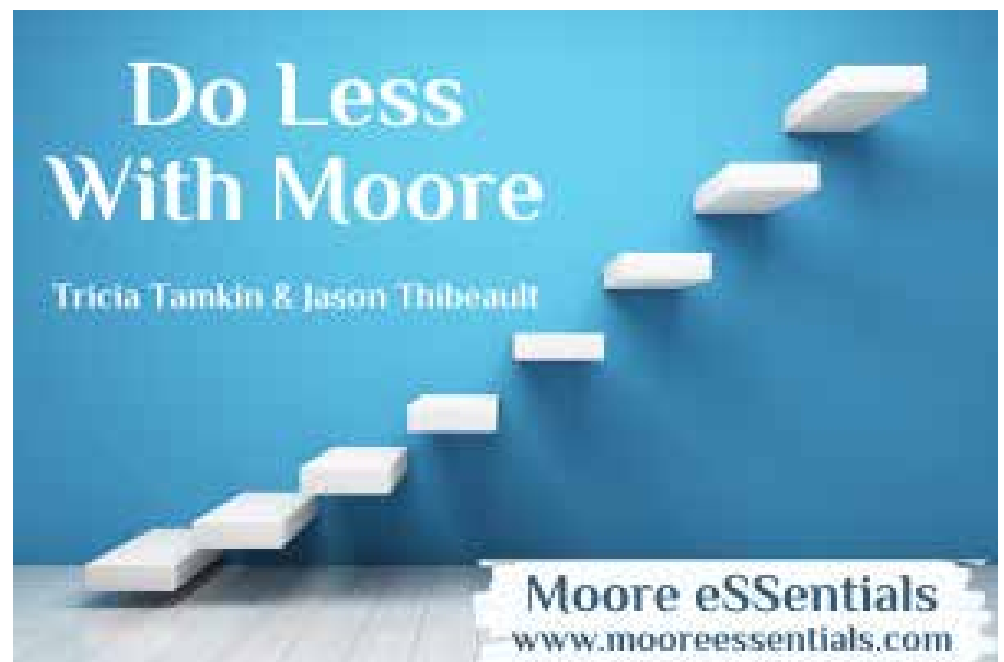# Letting Go: A Recruiter's Guide to Focus and Clarity

By Jason Thibeault

Do Less With Moore

Tricia Tamkin & Jason Thibeault

Moore eSSentials
www.mooreessentials.com

Embracing the Art of Letting Go in Recruiting
In the high-stress, high-stakes world of recruiting, it's easy to become bogged down by anxiety and frustration. These emotions are not just distractions; they're obstacles on your path to success. Recognizing what's worth your energy and what's not is crucial. Let me tell you, as a recruiter, you need to master the art of letting go.

Why Letting Go Matters
You're on a mission. You're building a career, shaping your life, and striving to make an impact in the recruiting world. Every minute spent fretting over trivialities or dwelling on setbacks is a minute stolen from your goals. Remember, winning, building, and becoming in this industry is challenging enough without the added weight of unnecessary stress.

The Unproductive Burden of Negative Emotions
Anxiety, frustration, nervousness - these aren't just unpleasant feelings. They're productivity killers. They cloud your judgment, impair your decision-making, and, most importantly, they sap your energy - energy that you could otherwise invest in sourcing the perfect candidate or nailing that client pitch.

The negativity also impacts those who need your positivity most. Picture a negative recruiter who had a candidate accept a counteroffer. They aren't going to celebrate with that (former) candidate, and the people in their household may be in for a rough evening. No one needs that.

How to Let Go
 1. **Identify the Triggers:** What sets off your anxiety or frustration? Is it a difficult client, an elusive candidate, fear of failure, income, or internal pressures? Recognize these triggers and evaluate. There's an action plan in them somewhere!

 2. **Assess and Act:** Ask yourself, "Does worrying about this help me achieve my goals?" If the answer is no, it's time to let it go. If the problem is fixable work on that. If it's not fixable, what is the purpose of worrying about the inevitable?

 3. **Focus on What Matters:** Redirect your energy towards actions which contribute to your goals.

Concentrate on building relationships, honing your skills, and expanding your network. Worry energy can literally be turned into planning, training, calling…

 4. **Embrace a Positive Mindset:** Replace negative thoughts with a focus on solutions. Stuck on a tough role? Switch roles. Shift your thinking to creative sourcing strategies. You'd be better off going for a walk with headphones in terms of your health, happiness, and even coming to a "spontaneous" solution.

The Power of Positive Letting Go
Letting go isn't about indifference; it's about intelligent allocation of your mental and emotional resources. It's about knowing what deserves your attention and what doesn't. In recruiting, this isn't just good advice; it's a survival strategy.

Imagine the positive recruiter where their (former) candidate accepts a counter. They celebrate the increased salary and title with their candidate, strengthening that relationship. Six months later their new friend has some jobs to fill…

In Conclusion
Letting go of what holds you back isn't just freeing; it's empowering. It clears your mind, focuses your efforts, and keeps you on track toward your goals. Remember, in the fast-paced world of recruiting, you don't have the luxury of time to dwell on the inconsequential. Let that stuff go, focus on your mission, and watch as your career trajectory shifts from the mundane to the extraordinary.

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.

Expert Essentials

Owner's Outlook

Navigating The Top Ten Challenges For Staffing And Recruiting Firm Owners Today
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!

This article will provide insights into how economic uncertainty and the gig economy are reshaping our industry, emphasizing the need for you to adapt and implement strategies to manage these challenges.

1. Talent Shortage and Skills Gap

· **Stop Posting and Praying:** It just doesn't work in the current talent driven economy. Require your team to complete networking and recruiting presentations daily.

· **Upskilling and Reskilling Programs:** Offer training programs for candidates to learn new skills or enhance existing ones, making them more attractive to employers. This is especially effective for light industrial temp firms.

· **Advanced Recruiting Skills to Recognize Transferrable Skills**: Identify potential candidates with transferable skills who may not have experience in a specific industry but can quickly adapt to new roles and become an engaged and retained employee.

· **Upgrade Your Candidate Referral Program:** If at least 40% of your placements and fills are not referrals, it's time to upgrade your referral program.

2. Technological Disruption

· **Invest in AI and Automation:** Implement AI-driven tools for smarter candidate sourcing and screening processes. Automation can help streamline repetitive tasks, allowing recruiters to focus on actions that are "best use of their time!"

· **Continuous Technology Training:** Regularly update the training of staff to keep pace with new technologies, ensuring your team can effectively utilize advanced tools.

· **Technology Integration**: Seamlessly integrate new tools with existing systems to ensure smooth operations and data consistency. Make sure your team knows how to utilize your current ATS or CRM.

3. Regulatory Compliance

· **Regulatory Compliance Training:** Conduct regular training sessions to keep staff updated on the latest employment laws and regulatory requirements.

· **Watch the New Non-Compete Rulings:** A recent law passed prohibits non-compete contracts from being held up in court. The jury is out of this one!

· **Join Local, State, and National Association:** They will keep you informed of changes that affect your business.

4. Economic Uncertainty

· **Flexible Staffing Models:** Develop a range of staffing solutions, including temporary, part-time, and contract roles, to quickly adapt to changing economic conditions. If you are only doing flexible staffing and not direct hire, you are leaving money on the table. If you are only doing direct hires and not flexible staffing you are also leaving money on the table.

We offer Training that can greatly help you add these segments to your business model. Use the QR Code to schedule a call with one of our experts.

·   **Diversified Client Base:** Place at different levels within your niche. Place the supervisors of who you currently place.

·   **Proactive Client Engagement**: Regularly review client needs to anticipate changes in their staffing requirements.

5. **Client and Candidate Expectations**

·   **Personalized Communication:** Use technology to tailor communication and ensure a personal touch in all interactions.

·   **Feedback Loops:** Establish mechanisms for regular feedback from clients and candidates to continually improve service delivery.

6. **Competition from Gig Economy Platforms**

·   **Unique Value Propositions:** Highlight the benefits of comprehensive vetting, support, and post-placement services that your staffing firm provides over gig platforms.

·   **Specialized Services:** Focus on niche markets or specialized roles where deep expertise and personalized service are crucial.

·   **Hybrid Models**: Incorporate some elements of gig economy platforms, like faster placements and flexible roles, into your business model.

7. **Diversity and Inclusion**

·   **Strategic Sourcing for Diversity:** Actively source candidates from diverse backgrounds through targeted outreach and partnerships with diverse organizations.

·   **Bias-Free Recruitment Tools:** Implement tools and procedures that minimize unconscious bias during the recruitment process. Suggest panel interviews.

·   **Inclusion Training:** Provide diversity and inclusion training for your team and your clients to foster an inclusive culture.

2. **Cybersecurity Risks**

·   **Regular Security Audits:** Conduct regular security audits and penetration testing to identify and address vulnerabilities.

·   **Data Protection Policies:** Develop strict data protection policies and ensure they are followed by all employees.

·   **Obtain Copies of your Database:** If utilizing Cloud Technology, make sure you are the only company on the "cloud" and receive copies of your database at least bi-monthly. We once had a Crypto-Virus destroy nine months of data.

2. **Cost Management**

·   **Budget Reviews and Adjustments:** Regularly review budgets and costs to find efficiencies and reduce expenses.

·   **Investment in Automation:** Reduce long-term costs by investing in automation to streamline operations.

·   **Assign a Non-Revenue Generator:** Have a non-revenue generator review your expenses annually and put out bids. Bonus this person on the "savings."

3.   **Remote Work Dynamics**

·   **Collaborate Often:** Utilize digital tools and platforms specifically designed for remote collaboration of your internal team. Realize remote workers need to be monitored and managed consistently and often.

·   **Mandate the Use of your ATS or CRM:** Train your team on the best practices for utilizing your ATS and all resources you provide. Track your ROI.

·   **Geographically Diverse Talent Pool:** Take advantage of a broader talent pool by recruiting candidates regardless of geographic location, expanding the scope, and diversity of available talent.

Implementing these solutions will help you and your management team effectively solve current challenges, so your sales and profits can continue to improve.

Watch What You Say

By Michael Neidle

The Crucial Elements that Bind Us Together Are Communication and Honesty

In a world rife with misinformation and fleeting commitments, the currency of trust and honesty is more valuable than ever; this is our so-called post-truth era; our definition of these terms is often what one says it is and is not taken as the coin of the realm or at face value. It used to be said that everyone is entitled to their opinion, but in some circles numbering up to a hundred million people, language, values, honesty, morality, etc., people are entitled to their own opinions, but now their own facts. As in the 1984 novel, ignorance is strength, and freedom is slavery. When facts are fungible, and there is no true north, our nation's foundational pillars will be gone. The unspoken social contract will disappear when an individual's word and deed can no longer be honored. Replacing this will be distrust and skepticism, and the fair application of the rule of law will be upheld for the privileged, well-connected, and the rich.

The Weight of Words in Action

Honesty manifests itself most clearly through the congruence of words and actions. When people say they will do something and follow through, it strengthens their reputation and builds confidence among those they interact with. This is especially crucial in high-stakes environments like politics, international relations, and business, where promises and commitments are often public and highly scrutinized.

Political and International Commitments: The Paris Agreement on climate change is a notable example. Nations worldwide publicly committed to taking specific actions to combat climate change, with tangible targets and timelines. The nations that have been transparent about their progress and challenges in meeting these commitments have maintained higher levels of trust internationally.

A more recent example of not watching what you say is, of course, "The Saga Kristi Noem," the governor of South Dakota., who was supposedly on the short-list as a potential Vice President on the 2024 ticket headed up by the prior President of the United States, Donald Trump. When she said in her book "No Turning Back" tells how she killed her 14-month-old puppy and then followed this up by shooting her goats. This, in an apparent way, endeared herself to Trump by coming across as the next best thing to the former governor of Alaska, Sara Palin, who once said that a gun is no more dangerous than a cricket bat (when in the right hands).

Kristi Noan is not the only one jockeying for the VP slot. Kerri Lake, the unsuccessful run for governor of Arizona, has been an uninvited guest at Mar-A--Logo many times to get to see Trump, and security has needed to turn her nicely around.

To Look Macho as to Business Integrity: In the business world, Elon Musk's handling of Tesla's production targets showcases the impact of honest commitments. Despite skepticism, Musk has been relatively open about the challenges and setbacks in meeting production goals, which has helped maintain investor confidence even during turbulent periods. But then he goes against common sense action to rid himself of racists, homophobes, and the like and rid them of "X."

Personal Integrity: On a personal level, consider a leader who promises to improve workplace culture and commits to specific measures like regular feedback sessions and transparent communication channels. By following through, the leader not only improves morale but also earns the trust and respect of the team.

The Danger of Being Dishonest and Unprincipled

However, the communication landscape is often marred by instances where commitments are made with the intent to deceive. Such dishonesty can have far-reaching consequences, eroding trust and undermining relationships.

Misleading Political Promises: A historical example is the broken promises made to Native American tribes in the United States, such as the Treaty of Fort Laramie in 1868. The U.S. government failed to uphold the commitments made in the treaty, leading to significant distrust that has lasted generations.

More recently, the Supreme Court has tarnished its once-stellar reputation for fairness, impartiality, and settled law by overturning the Roe decision when the newest appointees to the bench committed to refraining from overturning well-established precedents and not intervening in obvious racially gerrymandering decisions.

Deceptive Business Practices: Anyone can promise you the bag in his hand is full of diamonds and another precious gem, but anyone with an IQ above freezing understands this can only scam with a bag of common rocks. Nevertheless, this nonsense is acceptable in the law. It is called "puffery," and it's essentially like bragging. For example, if you join our gym, after 30 minutes, you will turn into the Hulk, as most humans understand this. But theft, cheating, and being unprincipled are very different from puffery.

• Several years ago, Volkswagen cheated on a pollution emissions test, which cost the company $20 billion and damaged its reputation.

• The deregulation of the airline industry almost 50 years ago created chaos. This industry was guaranteed a profit under the price and profit umbrella of the FAA safety guidelines. Ewel managed legacy carriers like UA, AA, and DL did just fine. But those under poor management did not (TWA, PanAm) and were slow

to adapt. Their proverbial bones were picked over the survivor. Then, new companies formed with low costs in every element of the business and bought idle planes, which were mothballed and repurchased at pennies on the dollar and no no-frills; the great shakeout happened. Eventually, there was a shakeout that we have today.

• In the staffing industry, the IT services group of Tata Consultants, several senior executives accepted bribes to provide jobs to their candidates. who were fired, amounting to over $1 million) last year.

International Relations: The Yalta Conference post-World War II saw promises made by the Soviet Union about the freedom and independence of Eastern European nations. The subsequent establishment of Soviet influence in these regions reflected a stark deviation from the commitments made, affecting U.S.-Soviet relations for decades.

Addressing the Grey Areas
Not all situations of dishonesty are outright lies. Often, commitments are made based on circumstances that change unpredictably, requiring a reassessment of feasibility and intent. In such cases, the honesty of the initial commitment may be questioned, even if the change in circumstances is legitimate.

Adaptive Business Strategies: For instance, a company may commit to not laying off employees but then face an unexpected economic downturn. The subsequent necessary layoffs, though contradictory to the original promise, might be a responsible decision given the new circumstances.

Remedies and Resolutions

When promises are broken, or honesty is in doubt, individuals and organizations can pursue several remedies. Legal and written documents often serve as binding agreements that provide a framework for accountability. Contracts, treaties, and official records are traditional methods of ensuring that parties adhere to their words.

Legal Recourse: In business, contracts are essential for delineating each party's responsibilities and commitments. The contract's breach allows for legal recourse, including penalties or mandated performance of the agreed-upon duties.

However, there are scenarios where legal remedies are impractical or insufficient. The law might offer little solace or resolution in personal relationships and informal agreements. In such cases, the damage to relationships and trust can be significant and irreparable.

Ethical and Personal Remedies: Beyond legal solutions, fostering a culture of accountability and integrity can be equally powerful. This involves setting clear expectations, providing regular feedback, and creating environments where honesty is valued and rewarded.

Conclusion
The alignment of words and actions is crucial in all spheres of life. From international diplomacy to personal interactions, the integrity of one's commitments shapes the trust and credibility one holds. While legal and formal remedies provide a safety net against dishonesty and being unprincipled, the ultimate remedy is fostering a culture where honesty is practiced consistently and valued deeply. In doing so, we enhance our personal and professional relationships and contribute to a more transparent and trustworthy society.

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.

Surge in Strikes: Economic Impact on Workers Reaches New Height

By Trevor Fandale

In 1768, a group of tailors in New York took a stand against their employers, who were implementing wage cuts, leading to insufficient earnings to support a family. Fast-forward to 2023, and the United Auto Workers (UAW) initiated a strike, citing inadequate wages to cover living expenses. Despite the vast time gap, the issues and outcomes of these strikes were remarkably similar—improved pay and working conditions were the primary demands.

In 2023, the United Auto Workers (UAW) strike was not an isolated event. It was part of a more significant wave of labor unrest that saw over 150,000 UAW workers, 80,000 members of the Writers Guild of America (WGA) and Screen Actors Guild-American Federation of Television and Radio Artists (SAG-AFTRA), 75,000 healthcare professionals, and United Parcel Service (UPS) workers on the verge of a strike. If it had occurred, the potential UPS strike would have been the largest labor stoppage in U.S. history.

2023—The Year of the Strike

You'd think that 2023 was the year of the strike, breaking labor dispute records—and in part, you would be right—but the number of striking workers increased, not the number of strikes. The number of labor stoppages was relatively the same as in past years, if not slightly lower. It was the number of striking workers that broke records. CNBC reported a much higher number of striking workers: "Some 362,000 workers have gone on strike so far in 2023, compared with 36,600 over the same period two years ago."

The surge in strikes in 2023 can be attributed to a combination of factors. Decades of wage stagnation and a recent shift in unemployment rates have created a labor market where workers realize their increased bargaining power. According to CNN, the inflation-adjusted annual wages of the top 1 percent of income earners rose by 145 percent in the last 40 years, while the average yearly salaries of the bottom 90 percent grew by only 16 percent. This disparity in wage growth, coupled with a low unemployment rate (3.9 percent in April 2024), has led to a situation where workers are demanding better pay and working conditions.

Perceptions Have Shifted

Alongside the tight labor market, there has been a notable shift in perceptions about strikes. The BBC reported a significant rise in support for the 2023 strikes from working families and individuals with no personal stake in the strikes. "There was a shift among U.S. workers about what's acceptable in terms of conditions to accept, about their worth in the workplace, and about standing up for themselves when those two things don't match up." This shift in perception clearly indicates the changing dynamics in the labor market.

It has been common in many sectors to see workers taking on overtime to compensate for a decline in buying power, and it is also expected to find employers pushing their workers into taking overtime because employers do not want to pay for new workers. These circumstances are why the UAW argued for a 36 percent pay rise throughout the next four years and shortened work weeks. At UPS, one of the significant demands was for safety equipment. And long working hours and safety conditions are issues that resonate with the American public.

In considerable measure, Americans agree that what striking workers want is justified. Data shows that nearly 60 percent of Americans agree worker pay should increase as CEO pay climbs and that a company must provide strong worker protections, even if consumers have to absorb some of the costs. More than 50 percent of U.S. adults supported the labor stoppage regarding the UAW strike.

Conclusion

Perhaps enough is enough when it comes to what workers are willing to put up with, and this feeling is not just restricted to unionized workers—American workers across the board realize that the answer to getting ahead is not to work harder and longer for pay that won't cover the costs of living. The American workforce is pressuring employers to acknowledge the financial burdens they face, and if they don't listen to their needs, there will be increasing support for work stoppages.

Since the tailor's strike in 1768, wages have been the foremost issue. Today, UAW, Kaiser Permanente, and UPS are the vanguard for wage increases to ease the burdens of the bottom 90 percent—this should never be a zero-sum equation. Employers and employees are interdependent; when one prospers, so should the other. There is a win-win scenario that resides in organizations having processes in place for open communication, which can result in each side understanding the issues of the other.

[Every strike involves compromise](#), but thoughtful and constructive bargaining will always lessen the negative impact. Workers will be happier with their pay and working conditions, and the public will feel much better about the economy's future.

Trevor Fandale is President of Huffmaster. He joined the company in 2016 as Vice President of Finance, bringing with him a strong background in financial analysis and strategic planning. Trevor has provided executive assistance to develop short and long-term company goals, plans, and development strategies. Trevor's expertise and vision have been invaluable to the company's success.

What to Do If Your Clients REALLY Aren't Hiring Right Now

By Brad Bialy

This topic was initially discussed on InSights, a show under the Secrets of Staffing Success podcast, hosted by Brad Bialy and Matt Lozar.

Encountering periods where it feels like no one is hiring is not just a possibility—it's inevitable.

These droughts can keep staffing professionals up at night. Hiring is the lifeblood of the staffing industry. It's understandable to feel uneasy when the job orders dry up. But the staffing companies that survive and even thrive through the tough times are the ones that remain focused, consistent and proactive no matter what the market brings (or doesn't). Here's what's working for them:

Confront Reality, but Stay Optimistic

As Brad Bialy puts it, "The industry as a whole is down 20%. Times are a little bit tough right now in 2024." This shared challenge across the industry suggests that while you may be facing a tough time, you're certainly not alone. The first step is accepting the situation without letting it dampen your spirit or drive, knowing that your peers are facing the same challenges and your team is there to support you.

Keep the Communication Channels Open

When no one is hiring, it's easy to fall into the trap of pulling back and reducing your efforts. But this is the time to double down on relationship building. Brad Bialy says, "If no one is hiring right now, we need to do more than we've ever done to get in front of those people so that when they are hiring, they know who to call." Every outreach, every connection, becomes an opportunity to solidify relationships that will pay dividends when the market turns.

Sharpen Your Value Proposition

In times of hiring freezes, differentiate yourself by emphasizing your unique value proposition. Matt Lozar advises, "Focus on your messaging, employee value proposition, testimonials, and case studies." These elements showcase the unique benefits you offer, making it easier for potential clients to understand why they should choose you when they're ready to hire.

Explore and Resolve Pain Points

Even if companies aren't hiring, they're likely facing challenges that you can help solve. Engaging with current and potential clients about their pain points demonstrates your genuine care and positions you as a solutions provider, not just a service. As Brad Bialy notes, "There has to be a pain point there... What can you really, really do to diversify yourself?"

Stay Consistently Visible

Visibility is key. In a market where hiring isn't happening, your presence, whether through social media, content marketing, or networking events, keeps you in the minds of decision-makers.

Somebody's going to be hiring; your job is to ensure that when that moment comes, your staffing company is the first they think of. Until the market recovers, keep your firm top of mind:

- **Update Your Approach:** Transition to a sales approach that combines digital and traditional techniques. Incorporating blogging, SEO, PPC, social media, and email into your strategy will keep your outreach current and appealing.
- **Focus on Relationship Building:** Turn every interaction into an opportunity to build relationships. This approach ensures your staffing company remains the first choice for clients when the market rebounds.
- **Ramp Up Networking and Social Selling:** Network and build your brand through LinkedIn and other social platforms. Combining virtual and face-to-face networking enhances your social selling impact.
- **Get Creative with Communication:** Explore digital tools like texting, direct messaging, WhatsApp, Slack, and video emails. Integrating AI can refine writing quality, audience targeting, and timing for your outreach efforts.
- **Make the Most of Content Marketing:** Use content marketing to assert your authority, set your brand apart, and enrich sales interactions. Tailor your message to meet your audience's needs wherever they are.
- **Encourage Personal Branding:** Promote personal branding among your salespeople and recruiters. A strong personal brand not only aids sales efforts but also amplifies your firm's overall market presence.
- **Be Ready to Pivot:** Embrace flexibility and adaptability as your guiding principles. Quick adaptation to market shifts and client requirements is crucial for continued success, especially in unpredictable times.
- **Leverage AI for Efficiency:** Adopt AI early to stay ahead in sales productivity and market competition. Use AI for in-depth market and industry research, sales email optimization, training, and enhancing your website's user experience.
- **Optimize Lead Generation:** Employ advanced lead generation tools for precise targeting and integrate them with automation to fine-tune your marketing efforts based on prospective clients' needs.

The challenges of 2024 should be seen not as obstacles but as opportunities for growth and innovation. Use downtime to explore new services or business models that can offer additional value to your clients, such as consulting services or training programs for their existing workforce. By focusing on communication, refining your value proposition, and exploring innovative solutions, your company can navigate the tough times and emerge even stronger.

Want more insights? Sign up for our Smart Ideas Newsletter!

TRENDS

WORKFORCE TRENDS FOR 2024

5

1. Labor market tightness will persist.

2. Hiring conditions will eventually return to "normal," as 2024 progresses.

3. Former AI skeptics will finally embrace the tech for recruiting and hiring.

4. Employers will upgrade their TA tech.

5. Data use keep rising among TA teams.

Plant Vogtle Ribbon-Cutting: Exceptional Union-Built Clean Energy Project

Brent Booker, General President of LIUNA – the Laborers' International Union of North America – made the following statement today:

LIUNA is proud to join the ribbon-cutting ceremony for Plant Vogtle today, the first nuclear power plant to come online in the United States in decades.

This remarkable project exemplifies the value of strong union-employer partnerships in large-scale construction. The dedication and collaboration between unions and contractors enabled the plant's successful completion, achieving outstanding safety metrics and operational excellence despite numerous challenges and setbacks.

Over nine thousand LIUNA members and fellow tradesmen and women worked in partnership with contractors and Southern Company to complete Plant Vogtle over the last decade. The 5 gigawatt Plant is the largest construction project ever undertaken in Georgia and stretches over 3,100 acres along the Savannah River. The project maintained a world-class safety record accruing tens of millions work hours without a single lost-time incident or fatality.

LIUNA members are celebrating the final construction milestone for Plant Vogtle, a model for union-built clean energy projects that will provide carbon-free energy for Georgians for the next 80 years.

The half-million members of LIUNA – the Laborers' International Union of North America – are on the forefront of theconstruction industry, a powerhouse of workers who are proud to build the United States and Canada.

Terracon Names Dennis Antenucci Construction Quality Director

Terracon, a leading national consulting engineering firm comprised of engineers, scientists, architects, facilities experts, and field professionals, announces Dennis Antenucci has been named construction quality director.

With more than 30 years of experience, Antenucci will serve clients with transportation and infrastructure projects in the Pacific Northwest (PNW) to ensure a high level of quality standards is met. His expertise includes managing quality assurance and quality control programs for transit, airports, bridges, schools, overpasses, and defense facilities across North America and overseas.

"Dennis's appointment reflects our commitment to delivering exceptional quality to our clients," said Ty Alexander, P.E., Terracon's PNW Regional Manager. "His leadership will surely enhance our transportation sector, allowing us to serve our clients better and expand the region's capabilities."

Terracon is an employee-owned, multidiscipline consulting firm comprised of more than 6,000 curious minds focused on solving engineering and technical challenges from more than 175 locations nationwide. Explore with us by visiting terracon.com.

Letter From The Editor

We've covered the virtual versus in office topic before in EMinfo and other thought leaders have written about their own hybrid work model. Another emerging change is gas cars versus EV's, we are an evolving society and believe it or not the electric cars and virtual work both have their pros and cons. We like choices and we definitely have different opinions. Sharing those views and acknowledging others can create a successful company with a work-life balance culture as well as helping the surrounding community.

Below are some prominent examples of several major U.S. companies who have embraced remote work and are open to hiring more virtual employees.: (we respect that some of these business models are works in progress)

1. **Microsoft**: Microsoft has adopted a flexible work policy, allowing employees to work from home up to 50% of the time without manager approval, with the possibility of full-time remote work for some roles.

2. **Google**: Google has implemented a hybrid work model, with plans for employees to spend approximately three days in the office and two days working remotely. Some roles are also designated as fully remote.

3. **Amazon**: Amazon has embraced a flexible approach, allowing many employees to work remotely and offering remote job opportunities across various departments, particularly in tech and corporate roles.

4. **Facebook (Meta)**: Meta has announced that many employees can request to work from home permanently, especially those in technical roles. The company supports remote work as part of its future vision.

5. **Twitter**: Twitter was one of the first major companies to announce that employees could work from home indefinitely if their roles allow it, continuing this policy post-pandemic.

6. **Salesforce**: Salesforce has adopted a "work from anywhere" approach, allowing employees to choose between working from home, the office, or a combination of both.

7. **Apple**: Apple offers a hybrid work model with a combination of remote and in-office work, allowing for some flexibility depending on the role and team requirements.

8. **IBM**: IBM supports remote work for many of its employees and offers numerous remote job opportunities, especially in consulting and technology roles.

9. **Dropbox**: Dropbox has declared itself a "Virtual First" company, where remote work is the primary mode, and physical office spaces are transformed into collaborative hubs for occasional use.

10. **Spotify**: Spotify offers a "Work from Anywhere" program, allowing employees to choose their preferred work location, whether it's from home, in the office, or a combination of both.

These companies recognize the benefits of remote work, such as increased flexibility, access to a wider talent pool, and potential cost savings, and have adjusted their policies accordingly. Many privately held companies have also embraced similar models but with respect to security not all are able to implement the work from home model. Also, their money is tied up in commercial buildings which they need to occupy or sell.

Nothing is simple and easy but when communities are built with respect and new ideas, many human capital improvements are possible. Doing research by asking "what is working and what isn't", can help define the best fit for your company, clients and candidates.

As we celebrate our freedom this month, give some thoughts to how you can share with those around you; feel free, feel respect and feel personal growth is always possible.

Happy recruiting….

Pat Turner

Don't miss out!

Like us on Facebook!

https://www.facebook.com/EMinfo