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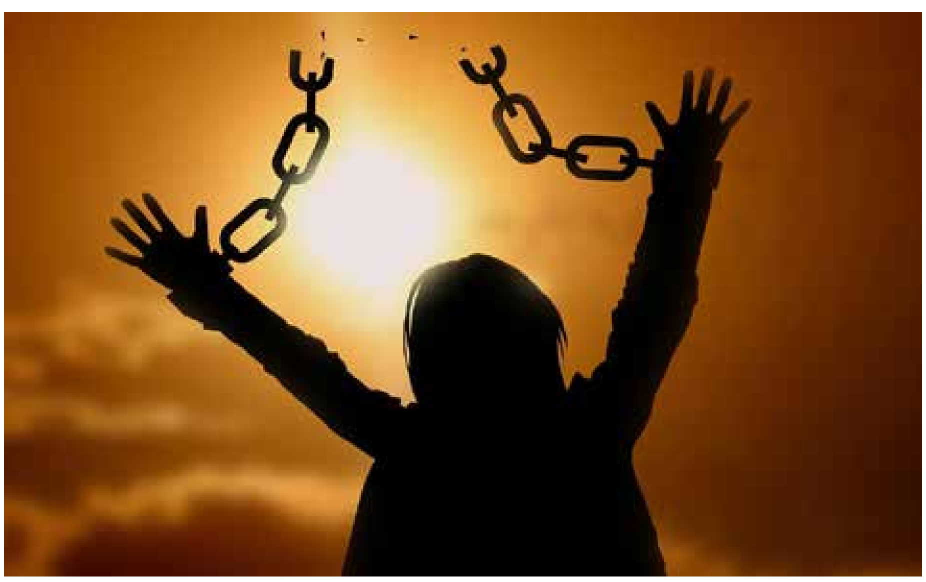
Maximize your Staffing Agencies Bottom line with Tax Credits

Breaking Free from Self-Imposed Limitations in



How to Turn Your Website into a Client Magnet

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Efficient Employee Screening for a Stronger Workforce

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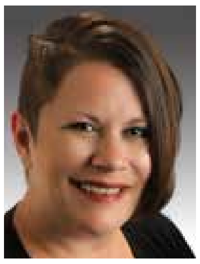




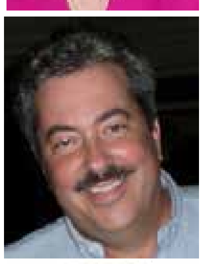


In Every Issue. . .

DID YOU KNOW?

* Remember—guide your visitors where they need to go; anticipate their wants and give them easy access to the answer. Don't make them work for something that you're trying to give away! pg 7

* A staffing firm representative and the job applicant must complete Form 8850 Pre-Screening Notice and Certification Request for the Work Opportunity Credit and either Form 9061 Individual Characteristics or Form 9062 Conditional Certification. pg 9

* It is beneficial for your clients to utilize employees that are not concentrated in one geographical area. pg 11

* Regardless of the activity, the important piece to this is that you are maintaining momentum during the sales process. You should be interacting on at least a weekly basis with every opportunity in your pipeline. pg 12

* WFor a solo operator, 10% profit – hold your brain – it is not that they are 10% profitable, 15% goes into the tax account, 50% goes to the owner's salary, and 25% toward operating expenses. Operating expenses would include research, admin, training, development, and infrastructure costs, like any rent, LinkedIn, all that would go under operating expenditures. pg 13

* Recognize and celebrate your achievements, no matter how small. Each success is proof against the false stories of limitation you've told yourself. Had a good call, celebrate! Made some money, celebrate! pg 15

Events & Trainings

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

MKSSA 2024 Annual Conference
November 14-18, 2024
21c Museum Hotel Kansas City, MO
[Register Here]

Have a Webinar or Virtual Training you'd like to promote?
Contact us Today: 314-560-2627 or Turner@eminfo.com

Searching for New Business? 5 Unique Client Searches to be Thankful for in Your ATS

By Jennifer Roeslmeier Mikels

Searching for new business can be time consuming, yet it is essential for business growth. Did you know you can take advantage of several searches in your ATS to find prospective clients? By taking advantage of these 5 unique searches in your ATS, you can discover new customers and re-engage with former customers. This thanksgiving season, you will be thankful for these 5 searches in your ATS!

1. **Search by Client Industry Code, Status, and Location**

The first search you can conduct in your ATS is searching by client industry code, status, and location (if you are looking to staff in a specific area). The client industry codes will be the codes you set up in your staffing software affiliated with each industry you service. In conjunction, you can search by status to identify companies you are 'actively' working with and companies you are 'inactively' working with. You can perform both searches to see if there are current customers that have job orders coming up and see what inactive clients you can reach out to. These may be former customers or prospective customers you haven't worked with. You can also search by location if you want to target new business in certain areas.

2. **Search by Date Last Contacted**

You can also search by the Date you last contacted a client. This search can be used in conjunction with the above search criteria. Search by Date is useful if you want to identify clients you haven't contacted within a certain period of time. For example, you can search for contacts you haven't contacted within the last 6 months or year. There may even be customers you haven't contacted in years. It's a great search to identify clients you haven't been in touch with and re-engage with them to see if they have job orders you can help with.

3. **Search by Job Orders**

You can also search by Job Order based on specific industries you have served in the past. This will allow you to identify opportunities that you had in the past that fit in-demand opportunities you are looking for today. There may be clients on the list that you haven't been in touch with for a while. There may also be some industries you can re-enter that you stepped away from.

4. **Search By Candidates Employment History**

Another unique search is by Candidate Employment History. You can perform a candidate search and target specific industries candidates have worked in. By doing this, you can identify *new* clients you might not have in your database. You can start off by performing a search for candidates you have added in the last couple of years. This will give you a manageable list to work through. As you go through clients that fit the industries you service, see if they are in your database.

5. **Conduct a Full Text Search**

A Full Text Search is an advanced search feature that scours your database and searches for key terms. You can keep the search broad and search all candidate/client records, job orders, etc, or choose specific areas you want to search a keyword for. For example, let's say you want to search for healthcare customers. If you type "healthcare" in your Full Text Search, you can see all of the clients that have healthcare somewhere in their profile, whether that is in an email, a text message, a note, etc.

Likewise, maybe you want to find healthcare companies that your candidates have worked for. You can use the Full Text Search to search a candidate's profile and resume for the term "healthcare."

Ready, Set, Search!

Hopefully by reading this article you discovered some new searches to be thankful for in your ATS! New business is important and critical for business growth. Sometimes it can be a challenge to find new business, but by taking advantage of some of these unique searches in your ATS you can discover new customers and also re-engage with previous customers. Your ATS can be a powerful tool when used to its fullest. Searching for potential customers is the first step in finding new business. From there, use the capabilities in your ATS to add prospects to a pipeline, divide the list onto your team's daily planner, and have a marketing plan for reaching out to these prospects. Whether that is calling, texting, or emailing these potential customers, having a thought out multitouch plan can help you gain new business in no time.

*Questions about the search capabilities in your ATS? Contact Ultra-**Staff** EDGE staffing software to learn more about the searches in this article!*

Read more from Jennifer Roeslmeier Mikels

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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.

How to Turn Your Website into a Client Magnet

By Emily Blattel

Many times, we hear from recruiters that their website isn't really that important. Especially for business development. It's the ***relationships*** and ***personal connections*** that actually get client leads, not a bunch of words and pictures on the world wide web.

And, maybe they're right. Maybe their websites ***aren't*** doing a good job of attracting employers and converting them to prospective clients.

But that doesn't mean a good website won't.

Imagine your website not just as an outdated, dog-eared digital brochure, but as a powerful lead generation machine. By strategically optimizing your content, design, structure and back-end search engine visibility, you can attract your ideal clients organically, ensuring they find you exactly when they're searching for your specific recruiting services.

The Invisible Matchmaker

A search engine optimization (SEO) strategy is constantly working behind the scenes to help connect you with your perfect clients. By strategically incorporating relevant keywords throughout your website content, you ensure your firm pops up at or near the top of search engine results when potential clients are hunting for your expertise. Think of it as planting little breadcrumbs all over the internet, leading qualified leads straight to your digital doorstep.

But SEO is more than just keywords. It's about creating a website that's easy for search engines to crawl and understand. This means optimizing your website's structure, images and code. That's where a professional team that understands the search algorithms ***plus*** knows how to make changes under the hood is your ringer.

Stand Out from First Click

First, the design: A website with a clunky, outdated design screams "amateur hour" and sends potential clients running. Instead, invest in a professional and user-friendly design that reflects your brand identity and resonates with your target audience. Think clean lines, clear navigation and visuals that convey professionalism and trust. It should reflect your brand and make people want to stick around. Even better if you can work a web designer who understands the idiosyncrasies of recruiting and can offer best practices and advice based on years of experience working with other recruiters … (now, who could that be?).

Next, content: Forget generic stock photos and self-congratulatory mission statements. Your website should be a treasure trove of valuable and informative content that positions you as a thought leader in your industry. Give people something they actually want to read. Case studies, blog posts, industry insights—make your website a go-to resource. **But don't just write anything.** Your content should be high-quality, informative and engaging. Think about what your audience wants to know and deliver it in a way that's easy to understand and digest.

Turning Visitors into Clients

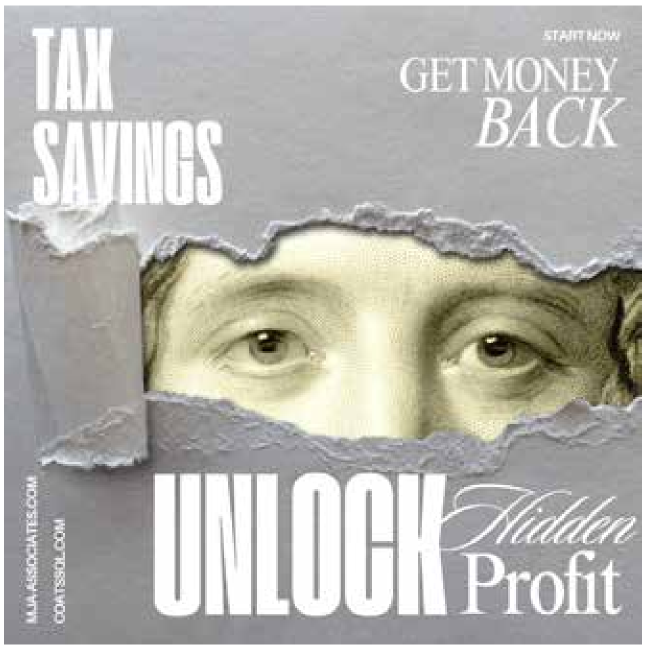
But a great looking website is just the beginning. Once you've lured visitors in, you need a clear strategy for converting them into paying clients. That's where compelling calls to action (CTAs) come in.

Think of CTAs as friendly nudges, guiding visitors towards taking the next step. But don't just slap a "Contact Us" button on your homepage and call it a day. Use relevant CTAs throughout your website to guide visitors towards the desired action, whether it's downloading a resource, scheduling a consultation or requesting a quote. Remember—guide your visitors where they need to go; anticipate their wants and give them easy access to the answer. Don't make them work for something that you're trying to give away!

Your website is a powerful tool. Don't let it go to waste. By focusing on proven best practices and the most up-to-date tools and techniques, you can transform your website into a client magnet—and finally attract a steady stream of high-quality employers who are ready (and eager!) to partner with you. Stop chasing clients; let your website do the heavy lifting and watch your recruiting firm thrive in the digital age.

Ready to unleash the potential of your website? Contact Recruiters Websites today to learn more about our website design and SEO services specifically tailored for recruiting firms.

[Read more by Emily Blattel]



Unlock Hidden Profit: Maximize your Staffing Agencies Bottom line with Tax Credits

By Lynn Connor

As we approach 2025, many businesses prioritize efficiency improvements for each new year. However, cost reduction and tax credits are often overlooked as primary objectives.

Working with MJA & Associates through the staffing agency we owned, I can share from personal experience that this change was one of the few that PUT MONEY BACK in our pocket and into our operational budget.

It sounds daunting at first, including forms for each applicant to complete to see if they qualify for a tax credit and sending data to MJA. However, it’s actually a one-time set up and afterwards the process runs itself. Two vendors integrated with COATS Staffing Software - Efficient Hire and MJA - handle forms, reports and qualification.

Given the potential for future changes, it's important to note that these tax credits for staffing agencies are available at least through the end of 2025. If you haven't already, I recommend exploring this opportunity and learn how to avoid common mistakes in using these credits as well.

Jennifer Abandonato, with MJA & Associates shares this article below regarding tax credits that staffing agencies can take throughout the year.

Many staffing firms qualify for tax credits. For instance, the Work Opportunity Tax Credit (WOTC) is a federal tax credit available to employers who recruit and retain veterans, food stamp recipients, and other individuals from target groups that historically faced barriers securing employment. The program creates economic opportunities that lessen the burden on other government assistance programs.

Discover common mistakes staffing firms make when processing tax credits and how to avoid them.

Overlooking Relevant Credits and Tax Law Changes

Staffing firm representatives should regularly visit IRS.gov to learn about tax credit eligibility and tax law changes. For instance, firms can receive

tax credits of up to $9,600 per qualified new hire in a WOTC target group:

- If the employee works at least 400 hours during the first year of employment, the tax credit amount is equal to 40% of the employee's qualified wages.
- If the employee works at least 120 hours but less than 400 hours, the staffing firm can claim a credit equal to 25% of the employee's qualified wages.
- The tax credit cannot be claimed for rehired employees.

Improper Documentation and Missed Deadlines

Thorough documentation must be submitted by the deadline to efficiently process the tax credit applications. For instance, a staffing firm representative must obtain certification that an employee is a member of a targeted group to claim the WOTC:

- A staffing firm representative and the job applicant must complete Form 8850 Pre-Screening Notice and Certification Request for the Work Opportunity Credit and either Form 9061 Individual Characteristics or Form 9062 Conditional Certification.
- The staffing firm has 28 calendar days from the new hire's start date to submit Form 8850 and either Form 9061 or Form 9062 to the designated local agency within the state where the firm is located and the employee works.
- The staffing firm representative can review the Instructions to Forms 8850, 9061, and 9062 and the Department of Labor's Employment and Training Administration's website to determine whether additional forms are required to obtain certification.

After receipt of certification from the designated local agency, a staffing firm representative must track each eligible employee's hours and file Form 5584 Work Opportunity Credit with the firm's annual tax return. The representative can review the Instructions to Form 5884 for additional information. They also should keep copies of the forms and supporting documentation submitted to the state workforce agency in case of an audit.

Not Seeking Assistance from a Tax Credit Processing Firm

Staffing firm representatives who attempt tax processing on their own face significant challenges and risks:

- The steps to qualify for and receive tax credits can be overwhelming.
- Processing large volumes of new hires takes substantial time.
- Application errors prolong the process and delay receiving tax credits.

In contrast, working with an experienced tax credit processing firm helps staffing firms navigate the process and maximize savings:

- Experienced professionals stay current on tax credit eligibility and tax law changes.
- ax processing professionals ensure the documentation is accurately completed and submitted by the deadline.
- Staffing firms reduce their federal tax liability.

Get Help with Processing Tax Credits
Partner with MJA & Associates to efficiently and accurately qualify for tax credits to strengthen your staffing firm's bottom line. Contact us to start the process today.

If you would like more details as to how MJA integrates with COATS Staffing Software to make this process seamless, contact COATS.

JUST ASK Judy

How To Add Intrinsic Value To Your Recruiting Firm

Recruiters who focus mostly on direct hire placements are the major force in the search and staffing industry. Making successful direct hire placements is very lucrative and has made possible a good living for many recruiters. Even if you have been very diligent in investing your direct hire earnings into income-generating assets, this article may be of interest to you. In recent years many recruiters have not managed to squirrel away a nice nest egg, and the ideas presented here may be of some help!

The big challenge as you start thinking about winding down your work career is what level of income can we expect to have every month? Or alternatively, what can you expect to sell your business for when you retire? Selling a thriving business that has been good to you is an attractive proposition. The big question then becomes: Can you sell your business? Does it have any intrinsic value?

If your business has a high proportion of direct hire placements versus contract placements, or worse, no contract placements at all, your business only has your good reputation as the re-sale value. Once you have made a direct hire placement and collected your fee, the deal is done until your client notifies you they have another direct hire position open. You undoubtedly have tremendous Goodwill value because of the excellent job that you have done for your clients in the past and your candidates no doubt esteem you for the help you have given them. Monetizing this Goodwill and high regard is likely to be difficult if you are not there.

To add intrinsic value to your firm I suggest you adjust the proportion of direct hire versus contract placements to add more emphasis on contract. The rationale for this is that contract hires generate a lucrative income stream. Some contract placements which may start out as a short 90-day assignment may last for much longer. And while each individual contract hire may pay you only a few dollars per hour, the total earned from a large contract book of business can be substantial…and on-going.

Another reason to consider this approach is that in the process of making a direct hire placement you have probably vetted many candidates, culling them out until the right match is found. You already have these people in your database, you already know about them, and by making contract placements you can put them to work for you.
You can take advantage of the opportunity to offer contract personnel to your clients to fill a temporary need, to “test run” a candidate, or to help your client navigate uncertain times when they may be unwilling to make a direct hire commitment, but still need to get the work done. There is no risk to your client, in that the contract hires can be terminated at any time with no ramifications to their in-house unemployment rating.

Temp and contract hires can fill an employer’s immediate need until direct hires are found and may ultimately result in a direct hire if the candidate works out for the long term. You can earn a conversion fee if the temporary employee becomes a direct hire, so you win either way! In the meantime, you earn an income stream while the candidate is on the assignment. You must include the conversion fee terms in your agreement with your client!

Be sure to make your clients aware of the temp and contract option as a means of getting people working quickly with minimum long-term risk. Contract placements can reduce overall labor costs and benefits burden, minimize the risk of maintaining direct hire staff, and provide the labor to move the client’s projects forward. All parties can benefit from this: the employee is working, the client’s labor needs are served, and you are receiving income.

And don’t worry about the hassle of dealing with all the fine details such as on-boarding, collecting time sheets, processing payroll, tax reporting, benefits, and the like: Employer of Record (EOR) service providers can do all of this for you! Typically, the EOR will do all the follow-on work for you and pay you your profit on a weekly basis after accounts receivable have cleared. Some providers actually pay your profit in advance, making the deal even sweeter.

Once you have established the habit of making contract placements whenever you can, you will find that you have an ever-growing income stream. Depending on your level of availability, over time this income can become significant. When it comes time to sell your business, it is this income stream that a potential buyer will be interested in. Since your book of contract business represents a series of payments over time, a buyer can do a Net Present Value (NPV) analysis of the income stream and attach a monetary value to your business along with the value of the Goodwill you have established. A potential buyer will then enjoy the on-going income stream and can continue growing it by making further contract placements. Periodically have your CPA do an NPV analysis for you to keep you appraised of how you are doing.

So how do you get started? I suggest you develop a marketing strategy to educate your clients and candidates about temp and contract placements. This strategy should spell out what benefits can be expected to accrue, what responsibilities you, as the recruiter working with an EOR, will have, and what is the role of the EOR. Temp and contract placements provide your clients with options to solve their labor needs. There may be opportunities for out-of-work applicants to be put back on the job. There is a huge source of potential business, both direct hire and contract. There is a large pool of applicants who have been laid off and are willing to go back to work on a contract basis. You, as a business partner, have a unique opportunity to match up these workers with new contract-friendly companies. Stay alert to these opportunities and help both your clients and candidates understand how they may benefit.

You should get set up in advance with an experienced and reputable EOR. Fully vet the EOR and ask for references. You are making a business decision that will reflect on you. Make sure in advance the EOR can cover certain work titles, has different mandatory state licenses, and is set up to be the employer in the states that you will be doing business in. After you have made the first couple of placements, you will feel more confident, and your clients will start to realize the benefits you offer them.

Key to your marketing effort is staying in close touch with your clients and ensuring that they understand that you are here to help them with all their labor needs. Ask your EOR for a summary of the advantages to contract placements so you will have your talking points handy! Keeping communications open is vitally important. Pick up the phone and touch base with each of your clients. Keep your name in front of your clients so that they think of you as being on their team and vitally interested in their well-being. If you don't call them, you may lose out to your competitors who do call. Remember that turmoil in the labor market can easily translate into the upset of many long-standing recruiter/client relationships. Get in front of this and take action to maintain your standing with your clients. Uncertain economic times are stressful for everyone.

Get set up in advance with an EOR so that you are ready to fill a contract position as soon as the need arises. Once you have made a placement, your EOR will take up the burden in many ways. They will onboard the new employee, collect the employee's time, get it approved, and make sure the employee is paid on time. The EOR's payroll responsibilities include withholding taxes, making payroll tax deposits, covering workers' compensation, and issuing the annual W-2. Funding of payroll can be included, along with invoicing your client company at your direction. The EOR will monitor accounts receivable and aging of invoices, follow up on missed or skipped invoices, and will make sure you are aware of any collection issues. The EOR will offer benefits packages including medical insurance coverage to ensure you are ACA compliant. The EOR will provide workers' comp (WC) for the employee, making sure the WC policy covers the workers' comp class code in the state the employee is working in, and matches the job description. You can be ready to make placements in any state with this necessary information. This flexibility will enhance your utility to your clients and enable you to match up candidates and positions in the needed locations. Partnering with an EOR will relieve you of the administrative details of making a contract placement so that you can focus on what you do best: find the right candidate for the job!

Screen your applicants to determine if they would be interested in a contract position. Some former full-time workers who are now forced to return to work may prefer the more flexible lifestyle of a contract assignment. They may find themselves back in the candidate pool and looking for assignments that ensure them the desired flexible work arrangements.

It is beneficial for your clients to utilize employees that are not concentrated in one geographical area. For companies being unsure about the future: concerns about limited budgets, projects being put on hold, and further mandated shutdowns and layoffs, contract staffing will minimize their risk. Workers, tired of the burdens and safety concerns for themselves and their families imposed in high population-density cities may opt to pack up and join the exodus to the suburbs, smaller towns, or even rural locations. These folks present another recruiting opportunity when they get settled in their new location and rejoin the labor market.

Finding the optimal direct hire often takes significant time. Temp and contract placements can fill the void and may even result in a good fit for a direct hire. A beneficial side-effect of the vetting process for direct hires is that you will develop an inventory of potential temp or contract candidates. Keep these candidates in mind and propose them when appropriate as alternatives to a direct hire.

So, get started today developing your new marketing strategy with a view to the ultimate sale of your firm. Integrate contract placements into your operation and start building an income stream. Give me a call if you have any questions on how to get started or how I may help you! Visit my new Website at www.jcsrllc.com for further information!

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NAPS Harold B. Nelson Lifetime Achievement Award Winner

Read More By Judy Collins

8 Ways to Combat Disappearing Sales Opportunity Syndrome

by Tom Erb

To paraphrase a famous quote from Douglas MacArthur – "Old deals never die; they just fade away." Odds are, most of the deals that fall out of your pipeline you don't technically ever "lose", they just lose momentum until the deal is eventually gone. This can happen when a client has other priorities pop up, over vacations and holidays, or because the sales person loses focus (or interest) on the deal.

Deals require consistent action in order to move through the sales process. The problem is that during a longer sales cycle (60 days or more), there is likely to be a period of inactivity. Most sales people don't want to come across as a pest, so they just wait a couple weeks, or even months. Unfortunately during that time the prospect often will redirect their attention to new priorities, and the pain they were feeling has subsided (usually because the incumbent staffing firm caught wind they were at risk of losing the account, so they stepped up their game).

But there are ways that you can maintain momentum even during the longest of sales cycles, and do it without coming across as the pushy sales person. Here are 8 ways you can keep communication flowing without irritating the prospect:

- Provide additional information that supports your value, and reinforces that they would be making a wise decision to move forward with you. Case studies, testimonials, and recent client successes are all great ways to keep positive thoughts in the head of your prospect.
- Invite them to an event. Invite your prospect to a webinar or executive breakfast you are hosting, or you are sponsoring an association event. Be careful inviting prospects to sporting events, concerts, or other non-work events. Some prospects will love it, while others might be turned off by the invitation.
- Send them a relevant article. Do a Google search of recent articles that address an issue or topic you have discussed. Then share the link with your prospect with a comment or two on why you are sharing it with them.
- Share a blog that you or someone in your company has written. Don't have a blog? Consider writing one that specifically addresses one of the issues your prospect is having.
- Invite to tour or meet with an existing client. Prospects want to feel confident they are making the right choice – giving them access to one of your clients is one of the best ways to reassure them.
- Ask for their help. Go completely away from the topic of their business and instead ask them to share their expertise. Request their feedback on a question or issue you have that is unrelated to your deal.
- Share something personal. Did they mention that they love animals? Share a web article you just happened to run across (after you Googled it of course). Let them know that you saw it and thought of them.
- Send them a relevant business book. While sending flowers, a gift basket, or other gifts may be misconstrued by some as a bribe, receiving a relevant business book is almost never viewed that way. Look for something that is consistent with your value proposition, or with a topic that is near and dear to your prospect.

Regardless of the activity, the important piece to this is that you are maintaining momentum during the sales process. You should be interacting on at least a weekly basis with every opportunity in your pipeline. Above are eight ways that you can stay in front of your prospect without being perceived as pushy, or by just making meaningless status update calls and emails.

Editor's Note: With a career spanning over 25 years, Tom Erb has established himself as one of the top subject matter experts in the talent acquisition profession.
Read More by Tom Erb

Profit First - Why Smart Recruiters Pay Themselves First

QUESTION: I started listening to *Profit First.* So far, so great. What do you find to be the percentage split between income, profit, operating expense, and owner pay? Obviously, it varies on total revenue, but I expect the ratios are similar. Historically, I have been that guy, finding it, placing it, billing it, spending it, rinsing, and repeating. I started with the mindset of three bank accounts for 13 years, an operating account, taxes, and savings, but I was not committed to the savings portion. My accountant said, pay the taxes monthly so you don't need a separate account, the scarcity mindset.

The Role of Accountants in Financial Strategy
I love my accountant. I do not go to him for strategic moving forward business decisions because everything is expensive. They look at everything, even though they understand the concept of investment. I don't want to say they are that close-minded. I find accountants look at everything as an expense.

Analyzing Profit Margins in Recruiting Firms
What I did when I went through this is we went through a bunch of P&Ls of different sizes – I went through some of mine when I owned my recruiting firm, our coaches, our recruiting firm owners, and they pulled up some of theirs, and we looked at what we would define as usual or good.
For a solo operator, 10% profit – hold your brain – it is not that they are 10% profitable, 15% goes into the tax account, 50% goes to the owner's salary, and 25% toward operating expenses. Operating expenses would include research, admin, training, development, and infrastructure costs, like any rent, LinkedIn, all that would go under operating expenditures. That spectrum, for example, goes all the way down to a trillion-dollar office; the owner's salary is 13%, and their profit is 15% because now they are off a desk and they are leveraging. They are making a lot more money and just making a smaller percentage.

Implementing Profit First in Your Recruiting Business
The main thing here is, for those who are not clients, the concept of the book *Profit First*, and I'd recommend it for everybody, by Michael Michalowicz. If you just type *Profit First* into Amazon, it is probably the first book that comes up. It's a bestseller.

You pay your profit first. Like you said, you had a savings account. I would move that to a profit account, and $25,000 comes in as a fee; you put $2,500 into the profit account as soon as it comes in. You put 25% into your operating expense account. The profit account is what you are going to use also as your cushion if you have a terrible month. Once you get to X amount of months and have overhead covered, all excess profit can be taken out of that profit account and transferred to your self-employed pension, 401(k), new boat, etc.

P.S. Whenever you're ready... here are 4 ways I can help you grow your recruitment business:
1. **Grab a free copy of my Retainer Blueprint**

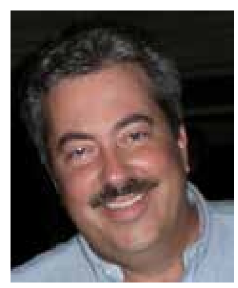
It’s the exact, step-by-step process of getting clients to give you money upfront. https://get.therecruiteru.com/lm

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

3. **Join me at our next event**
3x a year, I run a 3-day virtual intensive, sharing the 9 key areas that drive a 7-figure search firm. Click here to check out the dates of our upcoming event. https://get.therecruiteru.com/live

4. **Work with me and my team privately**
And if you ever want to get some 1:1 help, we can jump on the phone for a quick call and brainstorm how to get you more leads, more placements, and more time. https://get.therecruiteru.com/scale-now

[Read More by Mike Gionta]



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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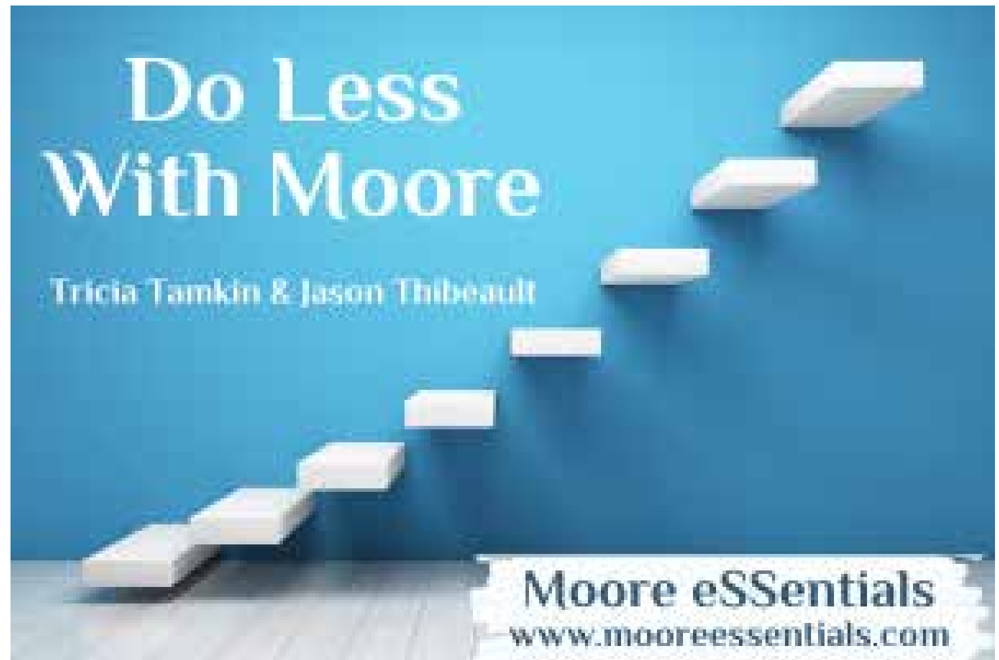
Breaking Free from Self-Imposed Limitations in Recruiting

By Jason Thibeault



The Power of Self-Narrative

In the world of recruiting, the stories we tell ourselves can either propel us forward or hold us back. Many recruiters, without even realizing it, handcuff themselves with narratives of limitation. "I'm not good enough," "I can't compete with the big firms," "I'll never understand this industry like others do." Sound familiar? This mindset is what separates the truly great recruiters from those who merely get by.

Recognizing and Confronting Self-Imposed Barriers

1.**Self-Reflection:** Take a moment to reflect on what you believe is holding you back. Is it a lack of experience, fear of rejection, or perhaps a misplaced belief? Identifying these self-imposed barriers is the first step towards dismantling them. Most people who think "that will never work in my industry," or "I'm just not smart enough" are wrong.

2. **Confronting the Truth:** Often, the limitations we perceive are based more on fear and insecurity than on reality. It's crucial to confront these fears and acknowledge they are self-created obstacles. Being afraid of the water, while I tell you the pool is warm, shallow and shark-free, still requires you to take the plunge. You are in charge of your courage.

Embracing Your Potential

1. **Commit to Your Potential:** Recognize your potential in the recruiting field is vast. Commit to exploring and realizing this potential instead of being bogged down by self-doubt. During the worst recession of my lifetime, open jobs dropped to under 3 million. That's a lot of positions to fill even in the worst of times.

2. **Redefining Your Story:** Start changing the narrative. Instead of telling yourself why you can't, start focusing on why you can. Replace limiting beliefs with affirmations of your ability and worth. Just do the job and don't think about it, until you realize you were being successful all along.

The Journey to Becoming the Best Version of Yourself

1. **Continuous Learning:** Embrace every opportunity to learn and grow. Whether it's keeping up with industry trends, developing new skills, or understanding the intricacies of different roles, view each day as a chance to become a more knowledgeable and effective recruiter. Expect to suck at some things. The parents of the most famous musicians in the world had to sit through some awful grade school band concerts in a gymnasium. Hot Cross Buns, anyone?

2. **Building Resilience:** Rejection and setbacks are part of the recruiting industry. Instead of seeing these as confirmations of your limitations, view them as steppingstones to resilience and eventual success. You can't become a master martial artist without taking some hits.

3. **Celebrating Small Wins:** Recognize and celebrate your achievements, no matter how small. Each success is proof against the false stories of limitation you've told yourself. Had a good call, celebrate! Made some money, celebrate!

In Conclusion

The journey to becoming the best version of yourself in recruiting is ongoing and ever-evolving. By committing to this journey and rejecting the false narratives of limitation, you'll discover that the only real limits are the ones you set for yourself. Break free from these self-imposed restraints, and you'll be amazed at how far you can go in both your professional and personal life. Remember, the stories we tell ourselves are powerful – make sure yours is one of growth, resilience, and unlimited potential.

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.

Read More by Jason Thibeault

Bridging the Staffing Gap: Efficient Employee Screening for a Stronger Workforce

By RJ Frasca

Gone are the days of endless qualified candidates vying for limited positions. Today, industries must grapple with a new and persistent obstacle –staffing shortage. On one hand, companies are managing a staggering 8.8 million job openings, yearning for qualified individuals to fill the void. Conversely, a rising remote work trend, with nearly 20% of the workforce operating virtually, throws a wrench into traditional vetting methods like background checks and drug screening.

This combination of labor shortage and scattered talent creates a complex hiring ecosystem for recruiters, staffing agencies, and HR professionals. The cost of a bad hire can be financially threatening, wasting resources and disrupting workflows, with the average cost per new hire sitting at more than $4,700. An employer and their staffing agency's success strategy hinges on having a robust, efficient, affordable, and continuous employee screening strategy.

While a resume paints a self-portrait of an applicant's qualifications, it often lacks the depth and accuracy needed for informed hiring decisions. This is where employee screening offers crucial insights beyond what a resume may reveal. Background checks can verify a candidate's education, training, employment, and criminal history. It will also help identify any red flags, such as terminations for cause or gaps in employment. By providing this complete picture of a candidate's background, these checks can help employers make more informed hiring decisions while pivoting when risks are alerted.

The Hidden Threat: Resume Fraud and the Power of Smarter Screening
Hidden beneath the flurry of applications lurks a significant portion of resumes containing embellished or fabricated information. A recent ResumeLab survey revealed that 70% of Americans have admitted to bending the truth on their resumes at least once, with 37% saying they lie frequently. This puts companies at risk of problematic hires and potential legal consequences. Fortunately, thorough screening conducted by accredited firms streamlines recruiting workflows while ensuring qualified candidates are accepted.

Traditional screening methods often fall short; manual processes are time-consuming and error-prone, while generic background checks offer limited insights. This can lead to mismatched placements, increased turnover, and reputational damage for both the employer and the staffing agency. To truly bridge the gap, staffing agencies must embrace an efficient employee screening solutions provider that acts as a partner and is critical to achieving scalability, accuracy, and cost-effectiveness.

Advanced screening solutions offer a variety of benefits, including:

- **Precision and Speed:** Modern screening solutions leverage automation and technology to streamline workflows. Automated reference checks, skills assessments, and verification tools significantly reduce turnaround times, enabling agencies to evaluate a larger pool of candidates swiftly. This speed is crucial in a competitive market where candidates receive multiple offers concurrently.

- **Pre- and post-employment screening:** By implementing both pre- and post-hire screening, employers can ensure compliance with industry regulations, protect sensitive data, and uphold their reputation by fostering transparency and trust. Continuous monitoring also supports a proactive approach to risk management, enabling employers to address concerns promptly before they escalate into more significant issues.

- **The Urgency of Efficiency:** Efficiency is not just about speed; it's about maximizing resources. Streamlined screening processes allow staffing agencies to handle higher volumes of candidates without sacrificing thoroughness. The impact of automated systems verifying credentials, conducting reference checks, and flagging potential red flags instantly frees up valuable time for agencies and hiring managers to remain strategic.

- **Deeper Insights:** Beyond basic background checks, sophisticated screening solutions delve deeper, often offering insights into a candidate's soft skills, personality traits, and cultural fit. This comprehensive assessment helps identify individuals who possess the necessary skills and align with the company's values and work environment, leading to greater job satisfaction and reduced turnover.

- **Compliance and Security:** Efficient screening solutions prioritize data security and compliance with evolving regulations. This assures employers and candidates that the process is fair, consistent, and adheres to legal requirements. Think of background checks as an investment in safety, not just compliance. Just as you verify a candidate's ability to perform the job, ensuring they are who they say they are is equally important. Overlooking these steps can damage reputation, employee and customer safety, and the bottom line.

- **Cost-Effectiveness:** Advanced solutions eliminate manual tasks, minimize administrative costs, and optimize workflows, allowing agencies to focus on building relationships and providing value-added services. Also, by reducing hiring mistakes and improving retention, efficient screening ultimately leads to cost savings for agencies and their clients.

Building Trust and Transparency

The benefits of efficient employee screening extend beyond immediate talent acquisition. Building trust and transparency fosters a positive candidate experience, increases the likelihood of successful placement, builds trust with clients, and enhances competitive edge. This differentiation is critical for success in today's tight labor market. But a one-size-fits-all approach won't do. Different roles require different checks, and modern solutions allow for customization. Partnering with a staffing agency equipped with modern, user-friendly technology keeps businesses and candidates informed, accelerates the onboarding process, and enables confident hiring decisions.

Hiring managers working alongside well-equipped agencies can craft comprehensive screening programs that attract the most qualified candidates, reducing hiring time and optimizing workflows. This frees HR to focus on other crucial tasks, with confidence their screening process is in good hands. From verifying qualifications to criminal records and health status, employee screening fosters a safer, more positive workplace culture while minimizing costly turnover rates.

The modern workforce landscape is evolving rapidly, driven by remote work, changing demographics, and developing skill sets. By embracing efficient and comprehensive employee screening strategies, staffing agencies can become trusted partners in navigating this complex talent pool.

About the Author

RJ Frasca is Vice President of Channels & Partnerships at Shield Screening, a leading full-service employment screening company specializing in providing quality and dynamic background screening solutions to meet the demands of today's job market. Frasca brings decades of marketing and product management experience in employee screening to his role at Shield Screening, enabling strategic foresight into emerging industry trends and positioning him as one of the most authoritative thought leaders in the industry.

The Dangers of Using WordPress Websites vs. Custom-Built Solutions

By Tom Allen

In today's digital landscape, WordPress has become a popular platform for website creation due to its ease of use, vast library of plugins, and accessibility to beginners. While these benefits may seem appealing, using WordPress—especially in its most basic, plugin-heavy form—can come with significant risks, particularly for businesses seeking long-term reliability, security, and scalability. In contrast, a custom-built website using PHP, designed in-house without the reliance on public plugins, offers a much more secure, optimized, and tailored solution.

1. Security Vulnerabilities

WordPress
One of the primary dangers of using WordPress lies in its widespread use of third-party plugins. WordPress's open-source nature allows developers to create and distribute plugins, which makes it easy to enhance website functionality. However, these public plugins can be a significant source of vulnerabilities. Hackers frequently target WordPress sites due to their popularity and the large number of poorly maintained or insecure plugins. A single outdated or unpatched plugin can expose the entire website to cyberattacks, malware, or data breaches.

- Outdated plugins: Many plugins are developed by independent developers who may stop updating them, leaving known vulnerabilities unaddressed.
- Backdoor access: Malicious plugins can grant hackers access to your website's backend, where they can install malware or manipulate your content.
- Exploitation of zero-day vulnerabilities: Due to WordPress's widespread use, hackers quickly exploit newly discovered security flaws in plugins and themes.

Custom-Built Websites
A custom-built website avoids the risks associated with third-party plugins. Since everything is developed in-house, developers have full control over the codebase and can enforce strict security measures. Custom websites are designed specifically for your business needs, meaning there's no reliance on external code that might introduce vulnerabilities.

- Controlled environment: Only trusted code is used, significantly reducing the attack surface.
- No reliance on third-party plugins: Security is maintained by the development team, who can implement and update security protocols as needed.
- Custom-built security features: Developers can integrate advanced security measures tailored to the specific needs of your website.

2. Performance Issues

WordPress
While WordPress provides a vast array of plugins and themes that allow for flexibility and customization, the excessive use of these can dramatically slow down your website. Plugins often come with unnecessary scripts, styles, and code that bloat your site, leading to slow loading times. Performance is further affected by the fact that WordPress is a generalized platform, meaning it carries overhead to accommodate various types of websites.

- Heavy reliance on plugins: The more plugins you use, the slower your site becomes due to excessive HTTP requests and database queries.
- Unoptimized code: Many plugins and themes are not optimized for performance, adding additional load on your server.
- Shared hosting limitations: Many WordPress sites are hosted on shared servers, meaning they may suffer from performance issues when traffic spikes occur.

Custom-Built Websites
Custom-built websites are designed from the ground up with performance in mind. Every feature and functionality is coded specifically for the needs of the site, eliminating unnecessary bloat. This streamlined approach results in faster load times, optimized database interactions, and reduced server load.

- Lean codebase: Only the necessary code is included, ensuring optimal performance.
- Better resource management: The website is fine-tuned for the hosting environment, whether it's a dedicated server or cloud infrastructure.
- Scalability: Custom-built sites can be easily scaled as your business grows, without the limitations imposed by WordPress plugins or themes.

3. Customization and Flexibility

WordPress
While WordPress offers a high degree of customization through plugins and themes, it is still limited by the framework's core architecture. Customization options often depend on plugin compatibility, which can lead to conflicts when different plugins try to modify the same features. Furthermore, businesses that require highly specialized functionality often find that WordPress's ecosystem cannot fully meet their needs without excessive modification, leading to higher development costs.

- Plugin conflicts: Multiple plugins may interfere with each other, breaking functionality or causing the website to crash.
- Rigid structure: WordPress's core code and database structure can restrict how much customization is possible, especially for complex websites.

- Dependence on third-party developers: Extensive customization often requires hiring developers familiar with WordPress, which can be costly and still limited by plugin capabilities.

Custom-Built Websites
A custom-built website offers complete flexibility and control over every aspect of your site. Developers can implement highly specific features, workflows, and integrations that align perfectly with your business's unique needs. You are not constrained by pre-built plugins or themes, giving you the freedom to innovate without limitations.

- Tailored solutions: The website is designed and built specifically for your business, ensuring that all features and functionalities are aligned with your goals.
- Seamless integration: Custom solutions can integrate seamlessly with your existing systems, such as CRM, ERP, or inventory management tools.
- Future-proofing: Custom-built websites are more adaptable to future changes, allowing for easy updates and expansions as your business evolves.

4. Long-Term Maintenance and Costs

WordPress
At first glance, WordPress appears cost-effective, especially for small businesses with limited budgets. However, the hidden costs of ongoing maintenance, security patches, plugin updates, and performance optimization can add up over time. Additionally, as your site grows, the need for more advanced hosting, security measures, and custom plugins will increase the overall costs.

- Frequent plugin updates: Keeping all plugins and themes up to date to prevent security breaches requires constant monitoring.
- Developer fees: When things break or don't work as expected, you may need to hire a WordPress developer to resolve issues or build custom functionality.
- Performance upgrades: To maintain optimal performance, especially for high-traffic sites, upgrading your hosting plan or server configuration becomes necessary.

Custom-Built Websites
While a custom-built website may have a higher upfront development cost, it offers more predictable maintenance and lower long-term expenses. Since everything is developed in-house, your development team can implement updates and improvements without the need to rely on third-party plugins or external developers.

- Streamlined maintenance: Custom websites require less ongoing maintenance because the code is optimized from the start.
- Reduced risk of costly issues: With no third-party plugins to break or become obsolete, you avoid unexpected crashes or functionality issues.
- Control over updates: You control when and how updates are implemented, reducing the risk of downtime or compatibility problems.

While WordPress offers a quick and easy way to launch a website, its reliance on third-party plugins, potential security vulnerabilities, and performance issues make it a risky option for businesses seeking long-term success. A custom-built website, developed in-house without the use of public plugins, provides superior security, performance, flexibility, and long-term cost savings. For businesses that prioritize control, scalability, and reliability, a custom-built solution is a far safer and more efficient choice.

By investing in a custom website, you ensure that your online presence is built to withstand the demands of your business, free from the limitations and risks associated with WordPress and its plugin-based ecosystem.

Read More by Tom Allen

TRENDS

GROUND ZERO
UNLOCKING YOUR EMPLOYMENT POTENTIAL

NEWS RELEASES

Crelate's "The Full Desk Experience" Podcast Wins Three Prestigious MarCom Awards

Crelate, a leading recruiting and Crelate, a leading recruiting and staffing platform, is proud to announce that its podcast, "The Full Desk Experience," has been honored with three MarCom Awards. This recognition highlights the podcast's excellence in marketing and communication within the staffing and recruiting industry.

The Full Desk Experience, hosted by Kortney Harmon, secured the following accolades:

1. Platinum Award for Informational Single Episode: "FDE Express | The Great Tech Purge"

2. Gold Award for Educational Single Episode: "Greater Efficiency with AI in Staffing & Recruiting Panel"

3. Honorable Mention for Industry Focused Single Episode: "Industry Spotlight with Joanie Bily"

The MarCom Awards, administered by the Association of Marketing and Communication Professionals (AMCP), is one of the oldest, largest, and most respected creative competitions in the world. Since its inception in 2004, MarCom has become a benchmark for excellence in the marketing and communication industry, attracting about 6,500 print and digital entries from dozens of countries annually.

"We are thrilled to receive this recognition from the MarCom Awards," said Kortney Harmon, Director of Industry Relations at Crelate. "These awards validate our commitment to providing valuable, insightful content to the staffing and recruiting community. 'The Full Desk Experience' podcast is a testament to our dedication to discussing critical topics around people, processes, and technology in our industry."

The podcast's Platinum Award-winning episode, "FDE Express | The Great Tech Purge," scored between 90-100 points, placing it among the highest-rated entries in its category. The Gold Award-winning episode on AI efficiency in staffing and recruiting scored between 80-89 points, while the Honorable Mention for the industry spotlight episode with Joanie Bily scored between 70-79 points.

AMCP, the industry's preeminent third-party evaluator of creative work, has judged over 325,000 entries since its formation in 1994, ensuring that these awards represent the highest standards of excellence in marketing and communication.

To learn more about The Full Desk Experience, visit: https://www.crelate.com/blog/full-desk-experience

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

7 in 10 Workers Say Companies Should Reconsider 40-Hour Workweek: FlexJobs Survey

58% of People Feel Pressure to Overwork, 34% "Stressed" or "Burned Out" in Current Job

Guaynabo, PR, October 22, 2024 – According to FlexJobs'® 2024 Workforce Wellness Report, the majority of workers (70%) said that companies should reconsider the 40-hour workweek. Released today, the survey revealed that 28% of respondents said they experience a daily pressure to overwork beyond their regular hours, with another 30% stating they feel pressured to overwork at least weekly (12%) or a few times a month (18%).

Amid growing debates on remote work and evolving workplace dynamics, FlexJobs conducted the survey of over 3,000 U.S. professionals to gain greater insight into workers' experiences and explore how today's work landscape is impacting their health and wellness, career choices and perspectives on the future of work.

Majority of Workers Want Shorter Workweek, Flexible Schedules

FlexJobs' survey found only 11% of respondents prefer to keep the standard, five-day workweek in place, compared to the 89% in favor of more flexible working arrangements like compressed schedules and four-day workweeks. Of these respondents:

- *32% prefer to follow a four-day workweek.*
- *32% opted for a flexible schedule with the ability to*

choose their working hours.

- 25% want a performance-based arrangement, where hours are based on goals.

"The findings in FlexJobs' survey highlight the prevalence of unhealthy 'hustle culture' and the pressure to overwork," said Toni Frana, Lead Career Expert at FlexJobs. "It's critical that employers focus on developing organizations that prioritize work-life balance over burnout in order to foster healthier, more productive and engaged teams heading into 2025," Frana added.

Overworking, Toxic Bosses Named Top Workplace Stressors

In addition to the more than half (58%) of respondents who indicated they feel pressured to work beyond regular hours, 80% said they have endured a toxic work environment because they were afraid of losing their job.

Workers cited "excessive workloads" (34%), "toxic bosses" (31%) and "unrealistic expectations from managers" (31%) as the three biggest stressors they are currently experiencing at work. Other top reasons shared were:

- Job insecurity (29%)
- Work-life boundaries (24%)
- Difficult co-workers (23%)
- Layoffs (23%)
- Changes within the organization (22%)
- Lack of time (21%)

Whether a result of these challenges or tolerating a toxic work environment for job safety, over a third of respondents said they felt "stuck" (37%), "frustrated" (37%), "stressed" (34%) or "burned out" (34%) in their current job––a notably higher rate than those who stated they felt "engaged" (11%), "enthusiastic" (8%) or "excited" (7%) in their role. Workers also reported feeling:

- Dissatisfied (33%)
- Disengaged (26%)
- Bored (21%)
- Satisfied (17%)
- Indifferent (16%)
- Ambivalent (11%)
- Content (9%)

Workplace Stress Causing Difficulty Sleeping, Unhealthy Eating Habits

As a result of workplace stress, nearly three-quarters of respondents (72%) said they have experienced difficulty sleeping or changes to sleep patterns, over half (54%) have turned to comfort eating or unhealthy snacking, and 48% have demonstrated irritability or a shortened temper.

Other unhealthy behaviors or coping mechanisms workers said they have developed as a result of work stress were:

- Procrastination or avoidance of tasks (47%)
- Physical symptoms like headaches (46%)
- Difficulty concentrating or making decisions (44%)
- Excessive caffeine consumption (39%)
- Negative self-talk or rumination (38%)
- Isolating oneself from friends and family (32%)
- Increased screen time or reliance on social media (25%)
- Increased alcohol intake (20%)

Many View Remote Work as the Remedy for Better Mental Health

The shifting priorities of work-life balance in the workforce are also reflected in respondents' views on paid vacation time and flexible jobs—namely remote and hybrid workplaces.

More than half of respondents (62%) to FlexJobs' Workforce Wellness Report said they plan to take or have already taken all of their paid vacation time in 2024. Conversely, only 34% have not.

In addition to paid time off, nearly all respondents agreed that remote and hybrid workplaces are the best working arrangements for their mental health.

56% said a remote only environment was best for their mental health.

43% agreed that a hybrid workplace, mixing remote and in-office work, was better for their mental health.

Only 1% said being in office full time and not working remotely at all was best for their mental health.

Additionally, the survey showed respondents were not only interested in remote environments, but more specifically, work-from-anywhere arrangements that were free of any geographic or location restrictions.

In fact, over half (58%) said they would accept a pay cut for the option to work remotely from anywhere. Of these respondents, 31% would take a salary decrease of five percent, and 19% were willing to accept up to a 10% cut. For the option to work-from-anywhere, workers said they would also exchange:

Fewer chances for professional development (24%)

Forgoing company-sponsored health insurance (14%)

Increases in working hours (14%)

Retirement-focused company contributions (12%)

Decreased vacation days (12%)

20% pay cut (8%)

For more information, please visit https://www.flexjobs.com/blog/post/workers-want-change-to-40-hour-workweek or contact Shanna Briggs (shanna.briggs@bold.com).

Methodology: Demographic breakdown of the 3,099 respondents: Gender: women (75%), men (22%), prefer not to identify (2%), prefer to self-describe (1%); Generation: Gen Z (4%), millennial/Gen Y (26%), Gen X (45%), baby boomer (24%), silent generation (less than 1%); Education: less than a high school degree (less than 1%), high school degree or equivalent (8%), some college but no degree (19%), associate's degree (10%), bachelor's degree (38%), graduate degree (24%); Career level: entry-level (12%), experienced (53%), manager (19%), senior-level manager (11%), executive (5%); 28 percent had children 18 or younger living at home with them. FlexJobs created the survey, which was promoted to general audiences and its subscribers/members primarily through social media and newsletters. FlexJobs used a multiple choice and multi-select question format via SurveyMonkey's online platform. The survey ran from August 5-18, 2024.

Letter From The Editor

"In today's world, we live in chaos or should I say a complex society? Exactly what does that mean and how can we use a system that helps us organize to make more sense.

Complexity" and "chaos" are often used interchangeably but actually describe distinct concepts in science, systems theory, and philosophy.

Complex systems consist of many interconnected parts that interact in non-linear ways. Despite their intricacies, complex systems exhibit patterns, adapt over time, and can show resilience or robustness. Examples include ecosystems, economies, or neural networks.

Chaos, on the other hand, refers to systems that are highly sensitive to initial conditions where small changes lead to vastly different outcomes. Although chaotic systems have an underlying order, their behavior is unpredictable in the long term. Weather, for instance, is a chaotic system that follows physical laws but is incredibly difficult to predict precisely over extended periods.

In short, complexity involves structured, adaptable patterns in interconnections, while chaos entails unpredictable outcomes within deterministic frameworks. Both concepts help explain intricate phenomena across disciplines but in different ways. In recruiting the question is how you try to make heads or tails out of the clients needs in order to match the right candidate to the correct job?

As a recruiter, you need to ask basic questions once a job order is received to understand the client's true needs vs wants then analyse the potential candidate's needs and wants. Many trainers or authors in this issue offer tips and tools to uncover the layers that are necessary to understand how to match the talent with the job.

Heading to educational events or participating in training offered by talent leaders can help you navigate the systems and better communicate between both client and candidates. Education is key. If you live in Missouri or Kansas you might check out MKSSA event Nov. 14-15. (See the event page in this issue to connect.)

Preparing and working with systems that organize and help rather than working in chaos is the ticket to success.

Happy Recruiting....

Pat Turner, Editor

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