

Fast Track New Hires and Reinvigorate Underperforming

Tax Savings: 8 Tips for Staffing Agencies



Where Are We Headed?

The Power of Association in Recruiting

2025 Economic Outlook for Recruiting Firms & the U.S. Labor



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DID YOU KNOW?

* You have the tactics to help drive sales growth in 2025. These tactics coupled with your CRM tools can pave the way for success. It all starts with analyzing your trends and opportunities. Next make achievable goals and segment your targeted prospects onto pipelines pg 7

* The indicators are clear: the market is rebounding, and the race for top talent is on.. pg 8

* Regardless of your team's structure, training them on both sides of the process is essential to provide a well-rounded understanding of the business and encourage collaboration across your team. pg 9

* According to the IRS, "Filing a Form SS-8 requesting a "worker status" determination means you or the firm is asking the Service to establish if the services you provide to the firm are those of an employee or an independent contractor." pg 11

* According to Marq Burnett's article in the San Antonio Business Journal² "2024 saw a significant increase in ... dialing back on remote work flexibility, or eliminating it entirely." Marq further notes that "Just 17% of CEOs said they envision traditional office roles being hybrid over the next three years, a substantial drop from 46% earlier.. " in 2024. On January 21, 2025, the incoming administration issued an executive order mandating in-office work for federal employees. pg 15

* If your network consists of people who are more talk than action, it might be time to reevaluate these associations. Prioritize relationships which contribute positively to your professional and personal growth. p19



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How to Drive Staffing Sales Growth with Your CRM in 2025

By Jennifer Roeslmeier Mikels

Staffing sales have been a challenge over the past year, but experts predict that 2025 will be a year of growth. According to Staffing Industry Analysts [January 2025 Jobs Report](#), jobs were up in December with 256,000 new jobs added. The sectors with the largest gain included Health and Social Assistance, Retail Trade, and Leisure and Hospitality. If industry growth continues at this pace, then 2025 can be a year to really drive sales.


So, how can you set you and your team up for success in 2025? In this article, we will look at 7 tactics to help drive revenue growth and how you can use the tools in your staffing software/CRM.

1. Analyze Sales Trends

Start by analyzing sales trends from the past couple of years. You can pull reports within your staffing software/CRM to identify where revenue is coming in from. A few reports to look at:

- **Revenue Trends:** A revenue trends report can provide a high-level overview of your company's revenue trends for that year and previous years. A simple comparison could be to compare sales, revenue, and bill hours from previous years by month. This will help identify revenue trends and can help show if there are any months that trend higher in revenue. Do some industries have more volume in certain months, and can you proactively prepare for that volume by reaching out to those companies to fill their orders?
- **Revenue by Category:** This report can include location, industry, line of business, etc. If you staff both temporary and direct placements, you can create (2) separate reports for each sector. From this report you can identify high performing areas and areas you might want to focus on in 2025.
- **Customer Ranking Report:** This ranks your customers by revenue. This can be an opportunity to capitalize more on the clients who are bringing in the most revenue but also identify clients who aren't bringing in as much. For the clients that aren't bringing in as much, it can be an opportunity to reach out to those customers and see how you can help fill more positions in 2025.
- **Billing by Customer Compared to Years Prior:** This report allows you to pull a report by customer and see how their billing compared to years prior (by month). If some customers used to bill much more, perhaps you can reach out to those customers and see what has changed and if you can help.
- **Client Billing by Location:** A client billing by location report would be useful to identify the part of the country that has the most billing. If you staff only in one state or specific states, you can break it down by county. This will help you identify areas that have high billing. There may be certain areas by industry that have a higher volume of jobs and these could be places you focus on in 2025.

These are just a handful of reports you can pull to help analyze your revenue trends and forecast/predict strong areas to focus on in 2025. You can also use your CRM to identify clients you haven't done business with recently and that could be an opportunity to re-engage with those clients.



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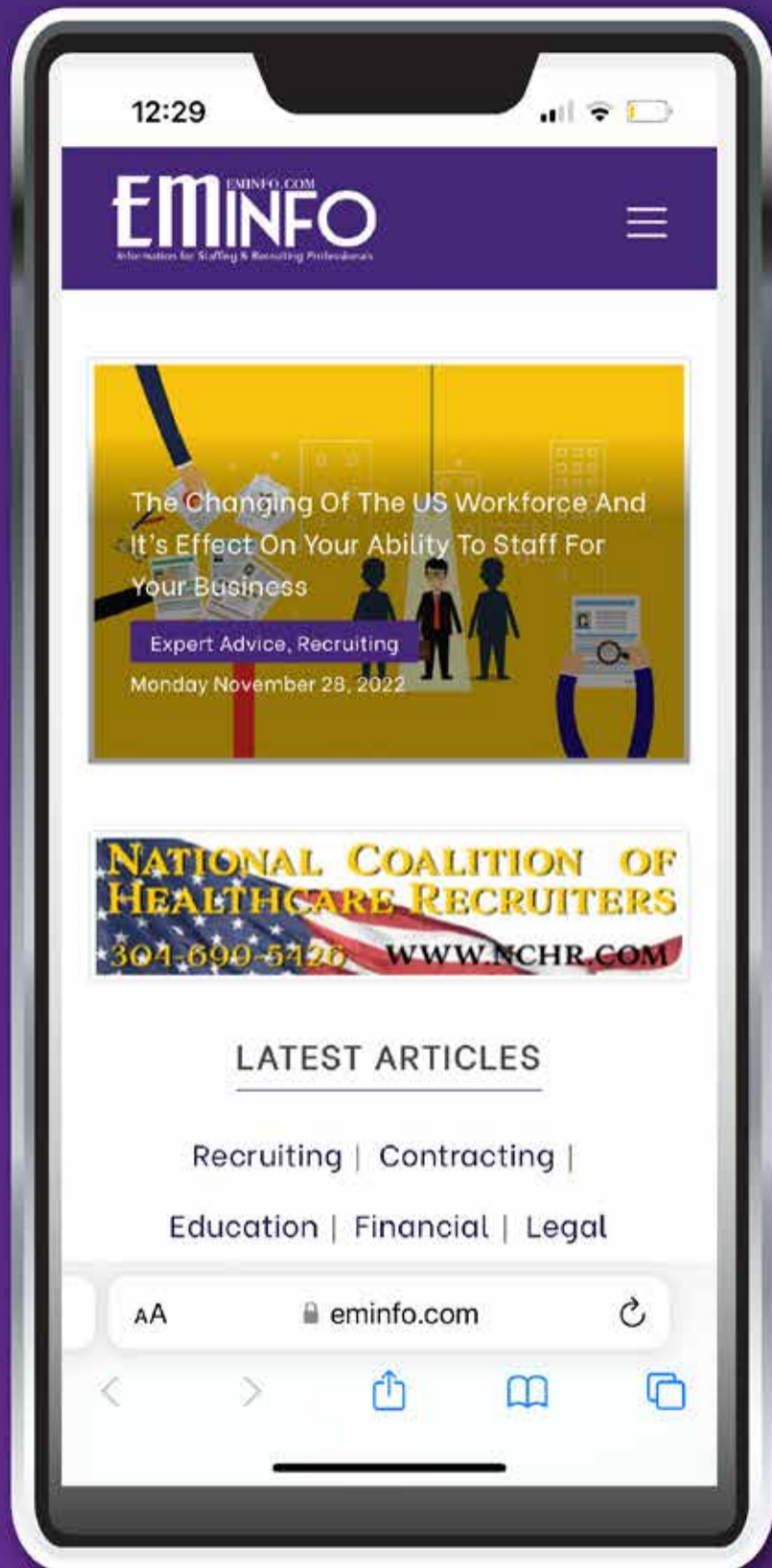
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2. Make Goals and Keep Team Accountable

Once you have your areas of focus in 2025, make sales goals for the team that are [SMART](#). These goals should be both results and activity focused. What are your overarching sales goals for the year? Do you have sales goals based on branch and line of business? Outline these goals.

Next, think about the activities you are going to do to reach these goals. This is where you can use your staffing software/CRM to set and track activities for the team. Determine how many Calls, Connects, Discoveries, and Proposals it takes to win new business. This will help you outline realistic goals and expectations.

Certain staffing software and CRM solutions will help you track individual and team goals with gamification for achieving goals. See if you can track goals/activities on your CRM dashboard so team members can stay on top of their activities and celebrate their achievements.

3. Create Your Target Audience Through Pipelines

Once the goals are set, it's time to create your target audience. Pipelines are a tool you can use to build segmented lists. If you can build pipelines with your staffing software or CRM, you may have a variety of Pipeline options, such as a Contact Pipeline or a Client Pipeline. You may even have a Sales Pipeline option to help you keep track of your Sales Funnel.

For this purpose, you can create a Contact or Client Pipeline of companies that fit your target audience. You can build multiple Pipelines based on their line of business, location, etc. You can decide how you want to segment your Pipelines based on your business and who you want to target. If you have Pipelines in your CRM, you should be able to simply conduct a search with your specific Pipeline criteria and easily bring those contacts/companies over to your Pipeline.

4. Create Multi-Touchpoints and Automate Outreach

After your Pipeline(s) are set, you can begin your outreach. Tailored messaging is important, so your audience can easily identify how you can help their business. Since you already have segments broken out on Pipelines, you can tailor a universal message for each Pipeline.

Multiple touchpoints are also important. It takes an [average of 8 touches](#) to get an initial meeting or conversion with a new prospect. This is why it's important to mix in a variety of touchpoints, including calling, emailing, texting, LinkedIn messaging, and more. Think of different ways you can reach your prospective customers. You want to of course avoid overly bombarding prospects as well, so finding a good, sweet spot is essential so you stay at the top of mind for contacts, but don't come off as a burden.

Automating outreach is also important. Through your

CRM, see how you can automate your texts and emails to create drip campaigns. These campaigns will send out texts and emails at certain times. If a contact acts on your message, then that contact is removed from the list. This is a fantastic way to save time, but also ensure you are staying on top of the contacts in your Pipeline with regular communication.

While automation is key in today's world, we can't forget to also pick up the phone and remember that human touch. As you call prospective clients, set follow ups in your CRM to stay on top of these prospects. These will pop up on your daily planner so you remember when to call next.

5. Track Prospects in Sales Funnel

As leads come in, you want to track them on a Sales Pipeline/Funnel, ideally in your CRM if you are able to. This will allow your top prospects to stay front and center. Once they are on a Pipeline, you can further break them out based on what stage they are in the buying process. For example, Early Prospect, Lead Nurturing, Qualified Prospect, Hot Prospect, Ready to Close. Your Sales Funnel can be broken out based on your Sales Stages.

Having a Sales Pipeline and Funnel will help you nurture prospects to the next stage in the sales process.

6. Forecast Revenue

From the prospects on your Sales Funnel, you will also want to track revenue projections to help you stay on top of potential incoming revenue. Your CRM may have a tool for this to help you estimate Pay Rate, Bill Rate, Mark Up Percentage, Gross Margin Percentage, Fee Percentage, Number of Placements Per Year, Average Salary, etc. Having these numbers for the prospects in

your Sales Funnel will help you project your Temp and Direct Hire revenue for each prospect. It can also help you focus on companies that will be bringing in higher revenue.

7. Go for the Close

As those prospects swirl down your Sales Funnel, don't be afraid to go for the close. You've shown your value. You've been in front of the decision maker. What is there to wait for? Ask for their business and avoid prolonging the process. Often times prospects may sit at the bottom of the sales funnel for too long. If prospects are having a hard time committing, see what is holding them back and how you can overcome their fears. If they are still having trouble committing, then you may reach a point where you have a conversation with them about moving forward or moving on. At the end of the day, you will want to focus efforts on the prospects you can close. Once you do close, last step is to update their status in your CRM as a customer. Congratulations! Take a moment to celebrate with the team!

Take the Wheel and Drive Sales Growth

You have the tactics to help drive sales growth in 2025. These tactics coupled with your CRM tools can pave the way for success. It all starts with analyzing your trends and opportunities. Next make achievable goals and segment your targeted prospects onto pipelines. After this, create your multi-touchpoint campaign, complete with calls and automated communication. As leads come in, track them on a Sales Pipeline/Sales Funnel and forecast revenue for each prospect. Last, drive your sales growth by going for the close and asking for their business.

Have questions on the topics covered in this article? [Contact Us](#) or [Schedule a Demo](#) of [Ultra-Staff EDGE Staffing Software](#) to see a complete front and back office solution with CRM tools to drive growth.

[Read more from Jennifer Roeslmeier Mikels](#)

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2025 Economic Outlook for Recruiting Firms and the U.S. Labor Market

By Jeremy Sisemore

Let's take a walk down memory lane to the wild, wobbly years of 2023 and 2024. After the post-pandemic sugar rush of 2022, when the hiring market was practically bursting at the seams, reality hit recruiters like a soggy pool noodle. The surge of free money fizzled out, and many firms found themselves staring at a half-empty pipeline. Searches were halved (if not worse), and the hiring frenzy cooled to a glacial pace.



Jeremy Sisemore has been one of the leading IT Executive Recruiters throughout North America for the past 20 years. He started his career with MRI and was Rookie of the Year in 2000 and quickly became the go-to resource for SAP, ERP, and Cybersecurity talent acquisition needs nationally. Jeremy billed millions of dollars in placement revenue over 6.5 years with MRI, received a CSAM Certification and became known for public speaking on "best practices" within the recruiting industry. In his career, Jeremy has over \$14 Million in personal production (billings) and has placed IT Executives and Cyber Security talent at all levels up to and including CIO, CTO, CISO levels across all areas of emerging technologies. ASAP Talent serves over 75 major Fortune 500 clients throughout North America and internationally in Singapore, Germany and the UK.

Today, Jeremy is CPC and CERS Certified and has served on the board for The Pinnacle Society for 3 terms in the past 12 years. He speaks regularly at industry conferences such as NAPS, NCASP, The Fordyce Forum, HAAPC, and MASA among others.

Jeremy and his business partner, Erek Gerth, founded ASAP Talent Services in 2006 and were acquired by Veritas Management Group in 2023. Jeremy is the President for ASAP Talent today and runs the division. Jeremy writes industry articles and has been quoted in CIO magazine.

For most, it was a two-year period of tough sledding. Search firms that previously juggled 25 active roles across multiple clients suddenly found themselves working on just six to eight decent searches—and praying for more. Across industries, it wasn't just my firm feeling the pinch; many colleagues shared similar stories of dwindling opportunities and tighter budgets.

But 2025 is here, and folks, it's time to dust off your optimism. The tide is turning, and we're riding a wave of momentum—quite literally.

The Switch Flipped

Just before the U.S. election, my firm's phones started ringing like it was Black Friday for recruiters. Unsolicited calls from clients came pouring in, each with multiple high-quality searches to fill. It wasn't just our best week in years; it was like finding \$20 in your jeans on laundry day—every day for a week! Since then, the floodgates have stayed open, with new clients signing on and fresh opportunities rolling in.

Currently, we're juggling VP and Director-level roles, Manager positions, and specialized individual contributor searches in our ERP/SAP software sweet spot. The buzz is undeniable, and it's not just our firm seeing this—the professional jobs market is heating up across the board. It's time to grab your surfboard and paddle out.

The Surfer's Secret

Veteran recruiters know the rhythm of this industry: downturns don't last forever. Those who weather the storm come out stronger, leaner, and ready to capitalize. It's like surfing—you see the wave before it's there, you position yourself, and when the moment is right, you ride it for all it's worth. The Dot Com era and the post-2009 recession boom are perfect examples of this cyclical magic.

Here's the kicker: only about 30-50% of recruiters stick around after a major downturn. The survivors? They're the battle-tested warriors who kept relationships alive, stayed sharp, and prepared to ride the next wave. That's where we are now. If you're ready to work smarter, harder, and with laser focus, 2025 might just be your year to shine.

What's Holding You Back?

Let's talk about mindset. After two tough years, it's easy to feel beaten down. But don't let yesterday's struggles rob you of today's opportunities. The indicators are clear: the market is rebounding, and the race for top talent is on. So, shake off the cobwebs and take action:

- 1. Call your placements.** Every single one from the past decade.
- 2. Reach out to clients.** Remind them that now's the time to hire before their competitors do.
- 3. Proactively market top candidates.** Find those "Most Placeable Candidates" (MPCs) and get them in front of decision-makers.

Big billers aren't "lucky." They're prepared, persistent, and proactive. And they don't sit around waiting for the phone to ring—they make it happen.

Jumping Into the Pool

If mental health has taken a hit, don't ignore it. Motivation can be a game-changer, so start small. Write down inspiring quotes, listen to short motivational clips, and keep them visible. And here's the hard truth: much like jumping into a cold pool, the first few steps are the toughest. Make five calls before 9 a.m. every day. You'll warm up, find your rhythm, and watch your momentum snowball. Recruiting success in 2025 won't be about luck—it'll be about preparation meeting opportunity. The wave is here. Are you ready to ride it?

[Read More By Jeremy Sisemore](#)

Owner's Outlook



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!

Fast Track New Hires and Reinvigorate Underperforming Employees

by Barbara Bruno

Hiring a new team member is an investment of time, money, and effort. But how quickly that investment pays off depends on your approach. What if there were a proven way to get your recruiters producing results faster while revitalizing underperforming employees? Good news: there is.

To maximize the potential of your new hires or reinvigorate employees in a slump, it's critical to have a well-defined process in place. One of the fastest ways to accelerate success is to start by training recruiters to master one side of the placement process, specifically, the recruiting side. This strategy enables them to experience quicker wins and gain confidence, setting the stage for long-term success.

Many firms create Recruiting Specialist positions for this purpose. While some professionals eventually excel at working both the candidate and client sides, others thrive when they focus on one area. Regardless of your team's structure, training them on both sides of the process is essential to provide a well-rounded understanding of the business and encourage collaboration across your team.

Why Focusing on the Recruiting Side Works

Here are ten reasons why starting a recruiter on the candidate side can accelerate success:

- 1. Guaranteed Send-Outs:** Established clients already provide interview times, ensuring candidates get in front of decision-makers quickly.
- 2. Clear Prioritization:** A target fill date helps new recruiters focus on the most urgent job orders, avoiding distractions from low-priority tasks.
- 3. Streamlined Processes:** Senior recruiters know the client's hiring requirements, reducing delays and ensuring smooth operations.
- 4. Proven Systems:** Established clients have tested interview processes, minimizing surprises for new recruiters.
- 5. Cross-Utilization of Candidates:** Candidates sourced for one role may fit future opportunities, creating a valuable candidate pipeline.
- 6. Team Mentorship:** Senior recruiters are more likely to mentor new hires when their efforts contribute to closing positions.
- 7. Collaboration Incentives:** Experienced team members support new hires when it directly impacts their own success.
- 8. On-the-Job Training:** New hires learn critical skills like matching candidates through collaboration with senior recruiters.
- 9. Constructive Feedback:** Senior recruiters provide real-time coaching to help new hires improve their judgment.
- 10. Closing Expertise:** By observing senior recruiters, new hires develop the essential skill of closing deals, understanding that it's a continuous process rather than a one-time event.

Best Practices for Owners

To maximize the potential of your team:

- 1. Define Team Structure:** Decide whether team members will focus on one side of the process or work both sides.

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- 2. Target the Best Business:** Direct your team to prioritize job orders, contracts, and assignments that align with your firm's specialty and offer high potential for success. Conduct Revenue Modeling to provide them with the parameters of your "best business."
- 3. Set Clear Expectations:** Share documented performance standards and review them regularly.
- 4. Track Progress:** Use data to evaluate performance and adjust training as needed.
- 5. Foster Collaboration:** Encourage senior recruiters to mentor new hires, creating a supportive and productive team environment.

Game Plan for Success

Your goal is to ensure your new hires are productive as quickly as possible:

- Focus their efforts on securing send-outs—getting candidates in front of decision-makers.
- Emphasize sustained effort during recruiting calls to surface top talent.
- Teach them to record leads for future business development, setting the stage for when they transition to client-facing roles.

Investing in your team is one of the most important decisions you'll make as an owner of a Staffing and Recruiting Firm. By following these proven best practices, you'll create a system that sets new hires up for early success, helps underperforming employees regain momentum, and ultimately drives your firm's profitability.



If you would like help learning how to conduct revenue modeling or determining training that would provide you with the greatest results, set up a conversation with one of our experts by using the QR Code or call us at +1 219 663 9609. We will focus 100% on your priorities for 2025 and beyond.

Learn more about [Barb Bruno](#)

Tax Savings: 8 Tips for Staffing Agencies

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Tax Savings: 8 Tips for Staffing Agencies

By Lynn Connor

Tax season can be tricky for staffing agencies, with unique considerations for classifying workers and maximizing deductions. With multiple employees working multiple job assignments with varying lengths of time, staffing agencies can face challenges when it comes to navigating taxes. Add in evolving regulations, a myriad of potential deductions and credits, staying compliant and maximizing tax savings

does require a strategic approach.

Here are some top tax tips to help you navigate the complexities of running a staffing agency:

1. Worker Classification: Essential for Compliance

At the heart of tax compliance for staffing agencies lies the critical distinction between employees and independent contractors. Misclassification can trigger significant financial penalties and legal repercussions. It can be difficult for staffing agencies to decide if someone is an employee or an independent contractor. The temporary nature of your short-term jobs and influence from the client company where your member works can make it hard to tell who's really in charge. When workers aren't correctly classified, problems can arise.

The IRS employs a multi-factor test to determine worker status, considering elements such as behavioral control, financial control, and the relationship between the parties. When in doubt, utilize Form SS-8 to obtain an official IRS determination. Firms and workers file Form SS-8 to request a determination of the status of a worker for purposes of federal employment taxes and income tax withholding.

According to the IRS, "Filing a Form SS-8 requesting a "worker status" determination means you or the firm is asking the Service to establish if the services you provide to the firm are those of an employee or an independent contractor."

2. Potential Tax Credits to Consider

Tax credits can be invaluable for staffing agencies seeking to reduce their tax liability. **The Work Opportunity Tax Credit (WOTC)**, for instance, provides a substantial credit for hiring individuals from targeted groups facing barriers to employment, such as veterans, ex-felons, and long-term unemployed

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individuals. Diligent research and proper documentation are essential to capitalize on these opportunities.

In our experience with our WOTC integrated partner via COATS Staffing Software, it's not uncommon for clients, especially those focusing on specific WOTC target groups or with a high volume of placements, to save tens of thousands to even hundreds of thousands of dollars annually through the Work Opportunity Tax Credit. Reliance Staffing & Recruiting was credited with over \$150K for two years through employees living in empowerment zones, long term unemployment and veteran tax credits.

The maximum tax credit is usually \$2,400 per employee. A rate of 25% applies to individuals who work less than 400 but at least 120 hours for the staffing agency. Up to \$24,000 in salary can be considered to determine the tax credit for certain qualified veterans. WOTC tax credits work!

A national staffing agency saw over \$100,000 in tax savings in one year by using the WOTC tax credit for veterans. This company specialized in placing veterans in manufacturing roles, they implemented a WOTC program that integrated with their applicant tracking system and because they checked for their eligibility during the onboarding process (which was automated) they claimed this large credit on this portion of their new hires. They then expanded their recruitment efforts and offered support services for their veteran candidates.

The amount of savings depends on factors like:

- Number of eligible new hires: The more WOTC-qualifying employees they hire, the greater the credit.
- Targeted groups hired: Some target groups have higher credit amounts than others.
- Employee retention: The credit is sometimes tied to the employee working a minimum number of hours.
- Proper documentation and claiming: Accurate and timely filing is essential to receive the credit.

Research and Development (R&D) Tax Credit: If a staffing agency develops new software or innovative processes for recruiting or matching candidates, you might qualify for this credit.

Employer-Provided Child Care Credit: If a staffing agency offers child care assistance as a benefit to placed employees such as information and referrals, a tax credit can apply. Staffing firms can provide lists of licensed childcare providers, information on different types of care (e.g., daycare centers, home-based care), and resources for evaluating quality.

Disabled Access Credit: If your staffing agency makes improvements to your office to make it more accessible for employees or candidates with disabilities, look into claiming this credit. Some examples include installing ramps, widening doorways, or upgrading restrooms.

3. Record-Keeping

Organized and accurate record-keeping is critical in the staffing industry. Maintaining comprehensive records for each temporary employee such as their classification, wages, taxes withheld, garnishments, liens, benefits provided, and any other relevant information can keep your staffing agency from paying penalties and interest on payroll taxes. This not only facilitates tax preparation but also provides an audit trail if needed.

For the staffing industry, payroll includes not just wages paid to temporary workers, but also employer-paid taxes, benefits (if offered), and any internal payroll costs. Since staffing agencies exist to place workers, this is naturally the biggest outlay and is why your software system has to be highly capable of tracking all data needed for each temporary employee you place.

4. Navigating Payroll Taxes

Staying on top of federal and state payroll tax requirements is, of course, essential. Every staffing agency should understand the nuances of withholding, reporting, and depositing taxes accurately and on time. Understand your state's unemployment tax rates and regulations which can vary significantly and also change yearly. Report wages and pay unemployment taxes accurately and on time.

Using a staffing industry specific payroll software (such as COATS Staffing Software) to automate these processes and minimize errors should be at the top of your list to implement this year. Having the ability to manage payroll end-to-end including generating employee pay statements, preparing tax forms and encouraging employee self-service reduces errors and saves your team a lot of time. This should be standard practice and automated, the easy part of your daily operations.

5. Maximizing Deductions for Employee Benefits

Many employee benefits offer tax advantages for staffing agencies. Health insurance premiums, retirement plan contributions (more typically provided in higher level or tech staffing firms), and educational assistance programs are often deductible expenses. Structure your benefits programs strategically to maximize these deductions and reduce your overall tax burden.

For example, using a traditional 401(k), both the staffing agency and the employee benefit from tax advantages. Employees can reduce their current taxable income by contributing pre-tax money, which lowers their immediate tax bill. And, a staffing agency can deduct their own contributions to employee accounts, including any matching funds they provide. When the employee and employer benefit, it's nice to see tax savings for both and can encourage retirement readiness.

6. Home Office Deduction

If you maintain a dedicated home office space used only and regularly for your staffing business, you may be eligible for the home office deduction. Track expenses related to your home office, such as the portion of your office based on your home to deduct for rent, utilities, and repairs. Consult with a tax professional to determine your eligibility and ensure proper documentation.

7. How is your business classified?

Ensure your staffing agency is properly classified for tax purposes. This can affect the types of deductions and credits you can claim. Consult a tax professional to verify that your business structure—whether it's an LLC, S corporation, or C corporation—is optimized for tax savings.

While there's no one-size-fits-all answer, S corporations are often a favorable choice for profitable staffing agencies. This

structure can offer a balance of tax benefits and liability protection. There are definitely pros and cons to each, each firm needs to review them in detail and carefully consider your specific circumstances.

8. Leverage Section 179 Deduction:

Take advantage of the Section 179 deduction that allows firms to deduct the full purchase price of qualifying equipment and software purchased or financed during the year. This can significantly reduce your taxable income.

This deduction allows staffing firms to immediately expense the cost of a wide range of equipment and software. For example, computers, laptops, and servers that most likely are the backbone of your IT infrastructure are included. It also covers specialized software, such as applicant tracking systems for staffing firms (COATS) or design software for architects. Office furniture like desks, chairs, and filing cabinets also qualify as well as telephone systems, including VoIP and traditional phone equipment, and vehicles used primarily for business purposes.

By prioritizing these key tax considerations, staffing agencies can establish a solid foundation for compliance and tax optimization. Having professional guidance from tax advisors or legal counsel specializing in the staffing industry offers support.

The American Staffing Association (ASA) is a great resource for staying in the loop on a wide range of regulations that affect the staffing industry. They keep members updated on important things like employment and tax laws and industry-specific regulations. They also have webinars and conferences where you can learn from experts about complex tax issues. It's like having a friend who knows all the tax rules for staffing.

The next ASA conference will take place in Washington, D.C. on May 8th through May 9th, 2025 The ASA Staffing Law and Compliance Conference has been held for years and has been a key event for the staffing industry, evolving and adapting to address the constantly changing legal and regulatory landscape.

[Read More by Lynn Connor](#)

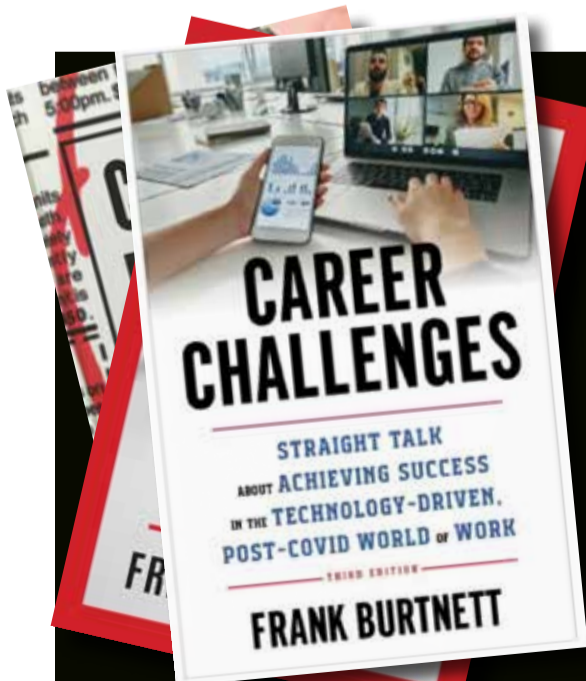


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JUST ASK Judy

Where Are We Headed?



With so much change happening so rapidly it is hard to know where we are headed! It is exciting as well as a bit daunting. But never fear, the winds that are blowing will most likely sweep recruiters to new heights of success and are harbingers of good things to come! Recruiters who watch the trends and are alert to new opportunities can take advantage of this new paradigm. This article will touch on a few of the indicators of potential good times to come!

Tax Reductions

An important spur to business activity and profitability is the very likely extension of tax reductions introduced in the Tax Cuts and Jobs Act of 2017 and set to expire at the end of 2025. Cementing or improving these tax reductions will be a big factor in stimulating business activity, and, correspondingly, the need for people to do the work. Improving consumer confidence will lead to more discretionary spending and the collateral effects of this spending will ripple through the labor marketplace as firms hire more staff to keep up with demand. Recruiters can be kept busy making placements!

Easing of Regulations

The new federal administration will undoubtedly continue to whittle down the morass of federal regulations, following the practice begun in 2017. Reduced regulation of businesses, large and small, will lead to increased economic activity. Businesses stifled by over-regulation will have the confidence to expand their operations, open new locations, and move into different markets.

Creation of a Business-Friendly Environment

The factors cited above along with the promise that we will see serious reductions in energy costs, inflation controlled, and law and order re-established will create a business-friendly environment for retail, service, and manufacturing firms, all of which should increase the demand for personnel. A countertrend is the continuing drag on retail posed by the growing trend of shopping online.

The Coming Manufacturing Renaissance

In addition to the factors above, we are likely on the cusp of a surge in the growth of domestic manufacturing industries with incentives set to encourage domestic firms to invest in new plant and equipment and lure foreign firms to move their operations to the US. These incentives include reduced corporate tax rates, accelerated depreciation, cheap and available energy, and expedited approvals of permits. Another benefit for foreign investors is the avoidance of threatened tariffs on imported goods. Every plant that gets built requires materials, design and construction services, and operating staff. The collateral effect of a new plant means growth in the area with new homes popping up, along with service industries, schools, and on and on and on.

A \$500 billion private investment over four years was announced January 21, 2025, for the construction and operation of new data centers, the first of which will be sited in Abilene, Texas.¹ The economic activity generated by this project alone will be tremendous! This project, with others like it, will spur the need to expand the electric power generation and transmission system. And this need will spur the production of more energy supplies. Two more major areas of growth!

The Continuing Battle Over Remote vs Office Work

Many workers enjoying remote work may soon face the requirement to return to the office, reversing the trend during the Covid pandemic. According to Marq Burnett's article in the San Antonio Business Journal² "2024 saw a significant increase in ... dialing back on remote work flexibility, or eliminating it entirely." Marq further notes that "Just 17% of CEOs said they envision traditional office roles being hybrid over the next three years, a substantial drop from 46% earlier.. " in 2024. On January 21, 2025, the incoming administration issued an executive order mandating in-office work for federal employees. This may present opportunities for recruiters to place workers who prefer to change jobs in order to stay with the remote work option.

The Rising Tide of AI

None of us can ignore the growth in Artificial Intelligence (AI) and its tentacles spreading into every aspect of our lives. AI, of course, is just a tool, a tool to be used to increase one's productivity. Recruiters should make themselves aware of the benefits and the risks of using AI and apply it with discretion in their business. Citing Marq Burnett again, "... companies should perform due diligence on tools and vendors – and be careful when using AI with human-resource functions."

So, What to Do?

I noted in a previous article³ that "The times they are a-changin'." Well, the changes cited above are exciting and point to good times ahead for the search and staffing industry. There should be a wave of business activity which will present great opportunities to recruiters. Watch these trends and act accordingly to position your firm to maximize your profitability. You can prepare your firm for this coming wave if you 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.

If you would like to discuss any of these ideas or would like help defining a business strategy, please feel free to give me a call or contact me at judy@jcsrllc.com, or visit my new website at <https://www.jcsrllc.com> for more information.

¹ Coggins, Madelin. "AI executives praise Trump's Stargate Project: 'This is a very large investment that affects all of humanity.'" Fox News, January 21, 2025.

² Burnett, Marq. "10 Things to Watch in 2025." San Antonio Business Journal, January 10-16, 2025, Vol. 39, No. 2.

³ Collins, Judy. Keep Updated!" <https://www.jcsrllc.com>, November 21, 2024.

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Flip Marketing - A Proven Method to Enhance Business Development Results

QUESTION: I have had a lot of success setting up recruit calls with chief revenue officers for flip marketing. I have landed a number of clients in the past, and I am having some awesome conversations. My challenge is that I need help getting the conversation to a place where I can flip the topic.

I usually start with, what sort of opportunity would look good for them? Then, I take the conversation from there with several qualifying questions, such as big company, small company, and what their roles would be. Then, questions like, what attracted you to your current company? What do you like about it? Why would you leave? But I end up recruiting them in a lot of the cases. Is there a track you can share around it?

Introduction to Flip Marketing for Recruiters

This is a very common problem in flip marketing. For everyone's benefit, I will just step back and talk about the concept of flip marketing, how I found it, and how our clients find it today as one of the most effective ways to get new clients. [Flip marketing](#) is turning a recruiting call into a marketing call. How do we do that ethically? There are a number of ways to do it.

Utilizing High-Level Searches

One is you have a high-level search already for a C-level, B-level, or anyone in a hiring position, a manager, anyone in a role to hire, or has an existing search. Or maybe you have a class D search, meaning there are six recruiters on it, they are only paying 15%, and you have to go through HR. It is a relevant, real search. On a search like that, I have really no expectation that I'm going to fill it, but it is my door to a candidate where we can have an intelligent conversation.

Engaging Candidates Without Openings

The third venue is you don't have an opening for a high-level person. You can approach them under the concept of: "Hey Rob, I have no idea what's going on in your career right now. I just wanted to see if you are open to hearing about something down the road that could be potentially stronger than your current situation. I don't have anything right now, but I wanted to get your thoughts on what it would take for you if you were ever going to leave your organization and what that would look like."

They might tell you a little bit. Here is how. In that call, my gut feeling is that what Rob is doing is being a great recruiter, following that line of the pain points and the friction in their company, and then opening up that and creating more awareness around that.

Whether you're looking for help to push through objections on your own marketing calls, or looking for a resource for your team... [Grab the FREE Overcoming Objections Skill Drill Here.](#)

Initial Candidate Conversations

In a [flip marketing](#) call, where your goal is really not to fill the search, in that category where you are one of six recruiters or you do not have

anything today, very early in the conversation, from the point of – are you open to having that conversation? – most of the time, they will say, well, I’m always open, or I can’t complain; I want to pick up on those words. I don’t even want to talk about what they would want to see in their next opportunity if they say I am always open.

“Always open? Let’s do this, Rob; if you are ever going to make a change, let’s find out what you love about what you’re doing now. Let’s start there. What do you really like about your role now?”

I go right into, why are you happy? Where in a recruiting call we are going into a mode of, what is left unsatisfying? Where are your dissatisfactions?

Deepening the Conversation

In a flip marketing call, we are, if we can, we go straight to, what do you enjoy about your current role in your current company? “Hey Rob, if you’re going to make a change, there are going to be certain things that you’re doing now that you’re going to want to do more of. What are those things?”

“Well, you know, what I love about my role now is blank, blank, blank, and blank.”

Here is where, again from a standpoint of questioning, you want to help them go deep.

“How so? Say more.”

When they talk about how they love leading their team, the people on their team are fantastic; ask, “What is it about your existing team that makes them fantastic? Rob, what role did you play as a leader in cultivating and creating that culture?”

Now, they are bragging about themselves a little bit, and they are bragging about their team, and their focus is on what they enjoy.

Understanding Their Commitment

I’ll say, “What are the things, Rob, that keep you at your existing company? What are some of the reasons? What are some of the things that attracted you originally, and why do you stay?”

I stay in that mode. I stay in that mode as long as possible and from the standpoint of digging as much about what they love. Depending on the candidate, because every candidate has a different level of satisfaction, I will say something to the effect of: “You know, Rob, you are not going anywhere. You love it there.”

“Well, you asked me, Mike, if I was open.”

“Yeah, I know; I’ll keep you aware of anything.”

And again, I’m not even going down the track of what would you like to hear more about? Because they’ve probably already talked about that. What I want to do is go, it sounds like for these reasons, and I just feed back to them in their words, as much as possible, the things they loved about their existing opportunity.

Transitioning to a Marketing Call

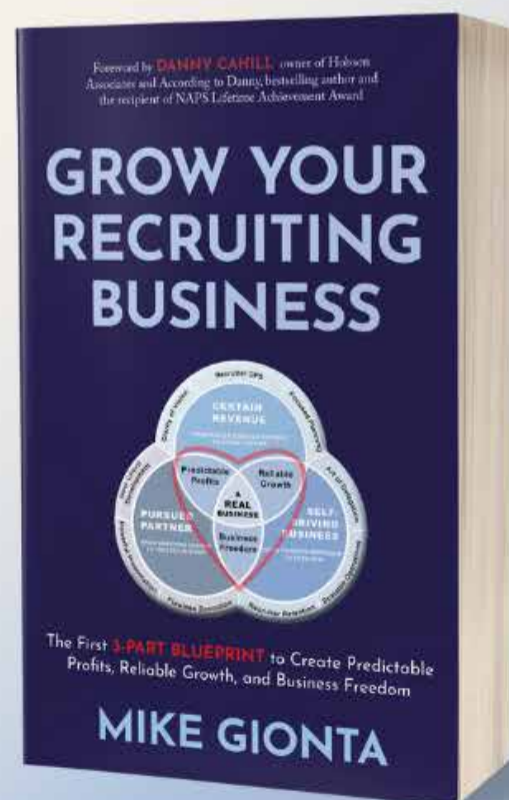
And again, especially if you’re in the mode of, I don’t have anything right now, “I’ll keep you aware of stuff, but it doesn’t sound like your horizon is short term.” “Mike, you’re probably right. But keep me in mind.”

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Absolutely. This is where we talk about flipping it from a recruiting call into a marketing call.

“Hey, Rob, unlike all the other recruiters, we don’t just place vice presidents, VPs of sales, chief marketing officers, chief revenue officers. We also build the teams underneath them. And unlike many of our retained brethren, much of our bread and butter is in those professional positions. Here are a couple of the titles we place and excel at.”

Differentiating Your Approach

Remember, you want to go slow here because they’re in a mode of being recruited. I promise that 98 percent of the recruiting industry does not make this call. I believe I’m the only one who trains it, or our company is the only one who trains it. Since it is not a common approach, this is a huge way to differentiate yourself. You have to realize that in the hiring manager’s mindset, they were being recruited, and now they are being marketed to, so you have to be very slow in that transition and let their brains catch up.

Again, “Unlike a lot of the other recruiters out there, we don’t just place VPs of Sales, Chief Revenue Officers, Chief Marketing Officers, we also help build the teams underneath them, and we excel in roles like blank, blank, and blank. I loved all the things you said.”

Here is where I am going to reiterate the things they told me they loved.

“I love how you told me that you’re in a company where the culture is that you set very high expectations, you leave people alone, and it’s up to them to come ask for help, but you provide the coaching and mentoring. Talking to candidates in that space every day, I know there is a market for that. My question to you, Rob, is what do I need to do to earn the right to help you build your team?”

I will say that again slowly.

“What do I need to do to earn the right to help you build your team?”

I do not ask if they have any openings. I promise they will tell you about them if they do. They will say something like:

“So, you place like C-level salespeople? Do you work like Los Angeles and Chicago?”

All day long. All day long. I will say, “What is your need in Los Angeles or Chicago?”

Taking the Search Opening

That is how you get into the mode of taking the opening. To sum this up, the keys are you have to stay out of recruit mode and into the mode of identifying the things they love, amplifying those, summarizing those, and then using that to transition to:

“What do I have to do to earn the right to build your team?”

When you ask that question, if they say something like, “Stay in touch, Mike.”

You want to be: “I’m happy to do that, but what insights or information can I bring back to you that will help you grow your business?”

The reason they will say, stay in touch, is again because recruiters are not asking those questions. It is a huge differentiator.

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>

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Will your existing organization and/or personal style allow you to implement any resolutions or changes that you would like to make in 2021?

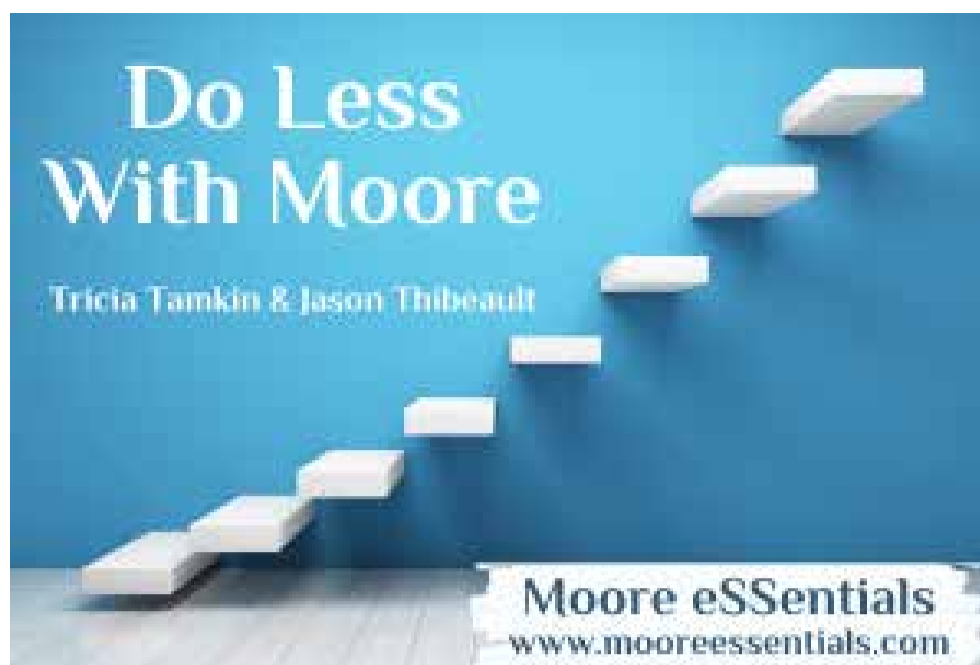
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The Power of Association in Recruiting

By Tricia Tamkin



Choosing Your Circle Wisely

In recruiting, as in many aspects of life, the company you keep can significantly influence your trajectory. Tony Robbins says you're the sum total of the five people you spend the most time with. Surrounding yourself with action-oriented individuals, rather than those who merely talk about potential achievements, is crucial. This principle is especially true in the competitive world of recruiting, where action, persistence, and results define success.

The Impact of 'Talkers'

1. **Draining Energy and Focus:** Individuals who consistently talk about what they could do, without ever taking action, can drain your energy and divert your focus from your own goals. They often foster an environment of complacency and unfulfilled potential. Words are easy. Actions speak louder than words.

2. **Distancing for Growth:** If your network consists of people who are more talk than action, it might be time to reevaluate these associations. Prioritize relationships which contribute positively to your professional and personal growth. Be your own "helicopter parent" insisting you have friends on the debate team rather than the kids vaping in the parking lot while revving their parents' cars. I get how one group seems more fun; the other is more likely to result in your future success.

The Value of 'Doers'

1. **Inspiring Action and Determination:** People who actively pursue their goals, take risks, and demonstrate a commitment to action can have an inspiring effect. They encourage a mindset of possibility and achievement. Their growth inspires the growth of those around them, and can cause positive competition.

2. **Encouraging Growth and Learning:** Action-oriented individuals often provide valuable insights and learning opportunities. In recruiting, this might mean learning innovative candidate sourcing strategies, understanding market trends, or refining client engagement techniques. Would you rather have someone by your side who can share great tips to work more efficiently, or one who wants to talk about their night?

3. **Contributing to Goal Achievement:** By aligning yourself with doers, you position yourself in an environment conducive to reaching your own goals.

Their drive and commitment can motivate you to elevate your standards and efforts.

Cultivating a Network of Doers

1. **Selective Networking:** Actively seek out and connect with professionals in the recruiting industry who are known for their results and innovative approaches. Attend industry events, join professional groups, and engage in forums where doers congregate. When those groups aren't productive, take a break from them. They may be great again in a few years, stay with the doers.

2. **Collaboration and Mentorship:** Consider opportunities for collaboration or mentorship with these individuals. Learning from their experiences and perspectives can provide invaluable insights into achieving success in recruiting. When you find people you feel are actively learning and growing, ask them how. Only those who are can, and will, tell you. That's your tribe.

The Outcome of Your Associations

Remember, the people you surround yourself with can significantly shape your professional journey in recruiting. By choosing to associate with doers – those committed to action and results – you enhance your own prospects for success. Embrace the influence of action-oriented individuals, and let their drive and success inspire and propel you toward your own recruiting goals.

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 Tricia directly, call her cell on 630.240.4454. She answers her phone.

[Read More by Tricia Tamkin](#)

TRENDS

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NEWS RELEASES

Seeking Better Pay, Bartech Staffing reports that A Majority of Workers Plan to Switch Jobs in the Next 6 Months Despite Being Satisfied with Current Role

- Just over half will look for new employment in the first half of 2025
- Nearly 3 in 4 plan to switch jobs within the next 12 months
- Pay tops all factors for wanting a change, but a better work-life balance is also important

Bartech Staffing, a leading staffing and recruiting firm powered by Impellam Group, is excited to announce the release of its highly anticipated 2025 "What Candidates Want" report. This comprehensive report provides valuable insights into job candidates' evolving priorities and preferences in today's dynamic labor market.

Facing a soft labor market and reduced job mobility, most workers say they are ready for an employment change in 2025. Reflecting on growing restlessness in the workforce, the "What Candidates Want 2025" report reveals talent wanting better pay and benefits during what many have been calling a white-collar recession.

The desire for change comes even as most people say they are satisfied with their current job. A majority (57%) say they plan to look for a new role within the next six months, and a staggering 71% will do so in the next 12 months. Meanwhile, 51% say they are content with their job, and just 22% say they are not. This disparity may result from slower wage growth and increasing job stress as employers seek to do more with less.

"With hiring having slowed over the past 18 months, it's not surprising people are anxious and ready for change. What is notable is that most people we surveyed are satisfied with their current job, but, as we've seen in the past, there is interest in roles that are more financially and intellectually rewarding," said Erica Leone, SVP of Bartech Staffing. "We are committed to closely following this trend and the impact on employers as the labor market recovers."

Among those most likely to look for new roles are older workers (55+). More than 3 in 4 say they plan to make a change in the next 12 months. Conversely, the youngest generation (under 25) are the most satisfied in their jobs, with a majority (54%) expressing such a sentiment.

Seeking more money and work-life balance

The reasons for wanting a change are varied, with higher pay cited by 76% as the most compelling driver. Beyond financial rewards, many also want a better work-life balance (59%) and opportunities to advance their career (50%). Flexible work arrangements are more important to women than men (45% vs. 25%).

These are among several considerations important to talent when choosing prospective employers. Companies need to keep their recruitment process streamlined, transparent, and aligned with candidate expectations. A majority say companies should enhance the quality and

speed of communications during the hiring process, and 63% want no more than two stages of interviews. Fewer than 1 in 4 say three stages are acceptable.

"A satisfying and transparent talent experience is necessary to attract and win in-demand talent, even during a softer labor market. The impression that a company makes on candidates is long-lasting and resonates beyond one or two economic cycles," said Erica Leone. "We found that employee reviews are the most used source of information when candidates are researching a prospective employer, so it's critical for organizations to consistently maintain positive touchpoints with their talent."

The "What Candidates Want" 2025 report is compiled from a survey of 570 North American engineers, technical, and professional talent in the fourth quarter of the year. In addition to gauging their appetite for job change, recruitment process expectations, and preferred work arrangements, talent were also asked about the impact of AI, DE&I progress in the industry, and career priorities. For more insights into the sentiments of candidates, the full report is available here.

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About Bartech Staffing

Bartech Staffing is a recruiting innovator and premier staffing firm, that is powered by Impellam Group. As a strategic partner to domestic, global, and multinational companies that hire engineering, technical, and professional talent, Bartech's approach is centered on building strong, personalized relationships with clients and candidates.

Ultra-Staff EDGE Named a High Performer in the G2 Winter 2025 Report by Real Users on G2

Automated Business Designs is proud to announce that Ultra-Staff EDGE has been named a High Performer in Staffing, Applicant Tracking System, OnBoarding, CRM, and Candidate Relationship Management by G2, the world's largest and most trusted software marketplace. In addition to these accolades, Ultra-Staff EDGE earned 8 additional awards in the G2 Winter Reports, including High Performer of the Americas for CRM and Highest User Adoption for Staffing.

This recognition is based on the responses of real users for each of the Staffing, Applicant Tracking System, CRM, OnBoarding, and Candidate Relationship Management related questions featured in the G2 review form.

Ultra-Staff EDGE achieved High Performer, High Performer of the Americas, and Highest User Adoption recognition by receiving positive reviews, from verified users compared to similar products in the above categories. For inclusion in the report a product must have received 10 or more reviews.

"Only about 10% of all vendors on G2 appear in our quarterly Market Reports," said Sydney Sloan, CMO of G2. "Congratulations to Ultra-Staff EDGE for earning a coveted spot in our reports this season, a recognition powered by the authentic reviews of their customers." Learn more about what real users have to say on Ultra-Staff EDGE's G2 Product review page.

About G2

G2 is the world's largest and most trusted software marketplace. More than 80 million people annually — including employees at all Fortune 500 companies — use G2 to make smarter software decisions based on authentic peer reviews. Thousands of software and services companies of all sizes partner with G2 to build their reputation and grow their business — including Salesforce, HubSpot, Zoom, and Adobe. To learn more about where you go for software, visit www.g2.com and follow us on LinkedIn.

About Ultra-Staff EDGE

Automated Business Designs (ABD) develops the staffing and recruiting software solution, Ultra-Staff EDGE. Designed for temporary, direct hire, and medical staffing, Ultra-Staff EDGE allows you to seamlessly stay connected with clients and candidates through a robust all-in-one solution that includes front and back office, web portals, onboarding, mobile, data analytics, scheduling, and a labor dispatch module.

The AI Gap: New Survey Reveals Enterprises Are Lagging in the High-Stakes AI Adoption Race

Nearly 40% of Employees Say Their Organization Is Falling Behind Competitors Due to Slow Adoption

A striking new survey from Unily uncovers an alarming truth: despite the excitement around AI as a transformative force, many enterprises struggle to adopt the technology in meaningful ways. The result is a growing gap between AI "haves" and "have nots," where enterprises adopting AI tools for their people are making quicker gains than those without. Additionally, employees who are open to using AI tools increasingly want more exposure to them and may even choose employers who are early AI adopters over those who are slower to adapt.

The differences between companies and employees that embrace AI and those that don't include a downstream impact on Organizational Velocity. Organizational Velocity is defined as the ability to make sharp pivots, accelerate decision-making, and eliminate operational friction necessary to harness AI's full potential within the workplace.

Unily's report, The AI Reality Check, measures employee perspectives at the heart of the AI conversation. The survey of 800 workers from some of the largest enterprises in the world uncovered a key insight: organizations must move faster, with clearer strategies and stronger governance, to see the benefits of AI.

A False Start for Enterprise AI

While AI has been well recognized for its potential to transform enterprise growth, innovation, and efficiency, the survey findings show that

employees are uncertain about AI's role within their organization. Only 20% of employees recognize AI as a "must-have" for business competition, and 36% believe that more AI adoption would have no impact on their company's performance.

Lack of Governance Stalls Adoption

Despite AI's potential, many employees feel limited by a lack of organizational support. According to Unily's research, 52 percent of employees say their organization has no known AI policy, and 18 percent indicate that their company only has vague, informal policies. A quarter of respondents say they would use AI tools more frequently if they understood their organization's policies around AI. This policy vacuum is a dangerous oversight with two potential outcomes:

Paralysis: Employees hesitate to adopt AI tools without clear approval or guidance from their employers.

Shadow AI: Employees turn to unsanctioned tools to meet their AI needs, presenting a major compliance and security issue. According to the survey data, 9 percent of employees admit to inputting sensitive data into AI tools their employer hasn't sanctioned, and 11 percent aren't sure if they have.

AI Confusion Creates an Employee Divide

The AI landscape is rapidly diverging, with workforces divided between the "AI adopters" and the "AI resisters." As a result, a two-speed workforce is emerging - While over half of the surveyed employees rarely or never use AI tools, 27 percent are eager adopters, embracing new AI tech "right away," yet 32% have never used an AI tool at work. For nearly 10 percent, AI has already become a game-changer, "dramatically increasing" their productivity. On the flip side, almost 10 percent resist AI adoption altogether unless forced.

AI Lethargy Greatly Impacts the Bottom Line

Unily's research shows that enterprises that put off AI adoption are losing out to faster-moving competitors, which has both immediate and long-term implications for the organization's financial health. Nearly 1 in 5 employees say their organization is actively falling behind, and 26 percent don't even know what their company is doing with AI. Moreover, 11 percent of survey respondents said that their companies are already losing deals to competitors using AI.

Creating a New Workplace with Intentional AI

In Unily's research, employees point to several barriers within their digital environments that reduce Organizational Velocity and, in turn, slow AI adoption:

One-third say that outdated digital workplaces inhibit organizational speed and agility

Thirty-four percent say they feel overwhelmed by too many apps and tools

Over half say they want to see AI used to simplify the digital workplace

The data signals that enterprises that focus on integrating AI capabilities into the flow of work will claim the advantage, with 56% of employees reporting they would use AI more if it were better integrated into their workflows.

The survey messages are clear: companies that neglect AI risk losing productivity, competitive standing, and their most forward-thinking employees. For those businesses that do act, however, a future of accelerated decision-making, empowered teams, and greater overall Organizational Velocity is at hand.

"We conducted this survey to better understand how the largest enterprises are faring in this AI adoption race. The results show that the gap between AI leaders and laggards is growing, and the stakes are higher than ever," said Chris Ciauri, CEO at Unily. "This report is a call to action for enterprise leaders to act quickly and decisively today or risk getting left behind in this fast-changing AI world."

"AI innovation is racing ahead, but companies struggle with policy and process," adds Ciauri. "This gap leads to missed opportunities, security risks, and a less engaging employee experience. Our latest research shows employees are eager for AI but encounter organizational friction that impedes full adoption. The future belongs to enterprises that successfully embed governed AI capabilities into the flow of work to accelerate decision-making and increase Organizational Velocity."

Gap Year Expert shares his Guide on Cultural Attitudes to Career Breaks

About 82% of employees globally were at risk of burnout last year, with 40% citing exhaustion as a contributing factor, according to the 2024 Global Talent Trends report.

Taking a break from work—a real pause to recharge, chase a dream, or figure out life, however, means different things depending on where you are in the world. Some cultures make it easy, even expected, while others see it as risky or indulgent.

Gary Clark, [Director at SIA Austria](#), a global provider of gap year ski courses, says: “In places where sabbaticals are encouraged, you’ll find a stronger focus on personal growth and overall happiness. But where they’re frowned upon, work often dominates life—and that’s not sustainable in the long run. It’s easy to think of work as the default, but when you step back



Views Around the World: Cultural Attitudes to Career Breaks

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In this article, we’ll look at how different cultures view taking a career break, from Scandinavia’s built-in flexibility to Canada’s growing embrace of sabbaticals and why stepping back can sometimes be the smartest move.

Sweden: business ventures over burnout

Sweden is one of those places where taking time off isn't just accepted—it's built into the system. Swedish workers, for example, can take a leave of absence – up to six months off from their jobs to start a business. And they still have the right to return to the same role afterwards. It's not paid leave, but that kind of safety net can make all the difference if you've got a solid idea and want to give it a shot without risking everything.

But this fits into Sweden's way of thinking perfectly, which is balancing big ideas with everyday life. Sure, starting a business isn't easy—it comes with plenty of hurdles—but having the option to return to your old job gives people the courage to try. It's a reminder that good policies can spark both creativity and better mental health at the same time.

Denmark: family time or "me time"—you choose

Over in Denmark, it's all about flexibility and work-life balance. Parents get generous leave options and can split them however they want. It's not just about having kids, though. The country offers the most flexible (and generous) leave options that cater to various personal needs, compared to most countries. It could be anything, from caring for a loved one, recovering from burnout, or even just taking a breather – the system works to put mental wellbeing and sustainable living first.

Why? Because Denmark values happiness and sees it as directly tied to productivity. When people have time to deal with life, they come back to work feeling better—not just for themselves but for their teams too. If people tell their managers they're stressed and need a break, they'll actually listen instead of suggesting to 'push through it.'" That level of understanding is rare but makes a massive difference.

Canada: sabbaticals are catching on

Canada, with its massive wilderness and work-hard-play-hard mentality, is starting to embrace sabbaticals in a big way. It's not a legal right like in Sweden, but more companies are offering these extended breaks as part of their benefits. Giving people time to reset often leads to better long-term performance.

And what do Canadians do with that time? For some, it's about adventure—taking ski instructor courses in the Rockies or tackling their first black diamond runs. It's no surprise given the Canada's snowy playground. Others use the time to explore passions like art or writing or even reconnect with family.

Gary Clark says: "Sabbaticals offer more than just skill-building. People rediscover themselves—whether it's through learning to teach skiing or simply immersing in nature. The mental clarity gained often brings fresh ideas and purpose back to their lives. And a good sabbatical policy isn't just a perk—it's an investment in people. Offering time off to recharge isn't just something generous – It's practical and forward-thinking."

How it plays out elsewhere

Not every country is on board with this idea. In the U.S., for example, taking time off is often seen as a career risk, even if you're burned out. In parts of Asia, career breaks can carry a stigma, particularly in industries where loyalty is prized above all else. That doesn't mean change isn't happening—it's just slower in some places than others.

Conclusion

The way we approach career breaks says more about us than we realise. Countries like Sweden and Denmark make space for people to take care of themselves or try something new, without fear of losing their jobs. Canada, on the other hand, is showing that even without formal policies, cultural shifts can drive change. The truth is, stepping back can be transformative, no matter where you live. It gives people a chance to breathe, to think, to rediscover what drives them.

Learn more at <https://www.siaaustria.com/ski-instructor-course/>

Letter From The Editor



Don't miss out!

Is AI-powered recruiting something you need to consider? Are you in the know? Lots of talk about entering the skills, requirements and location thru an AI Chat program that POOF you have a list of highly qualified candidates to sift thru and find the ones that will meet your clients' needs.

Wait just one minute. Aren't you doing this already? And what are the issues you are having to solve?

First and foremost, we need good communication skills to reach out to people and ask them personal questions. That's what good recruiting is all about, right? But breaking the barriers in place that doesn't allow you direct access you don't know nor even met isn't easy. Lots of good suggestions are in articles in this issue as well as online like this one [Beat the Cold Call Blues](#) from Coach Mike.

Second, my personal tip, ask and then listen. Knowing it's hard to stop talking, give a pause, take a breath and wait for those you called to talk. Listening is a lost art. In today's world, everyone is speaking but know one is listening. If we don't pause we won't hear.

As we enter the second month of this year, what resolutions have you continued? I'm asking. ...Pause...

We'd love to hear more from you so don't hesitate to reach out to us at turner@eminfo.com

Happy Recruiting....

Pat Turner

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