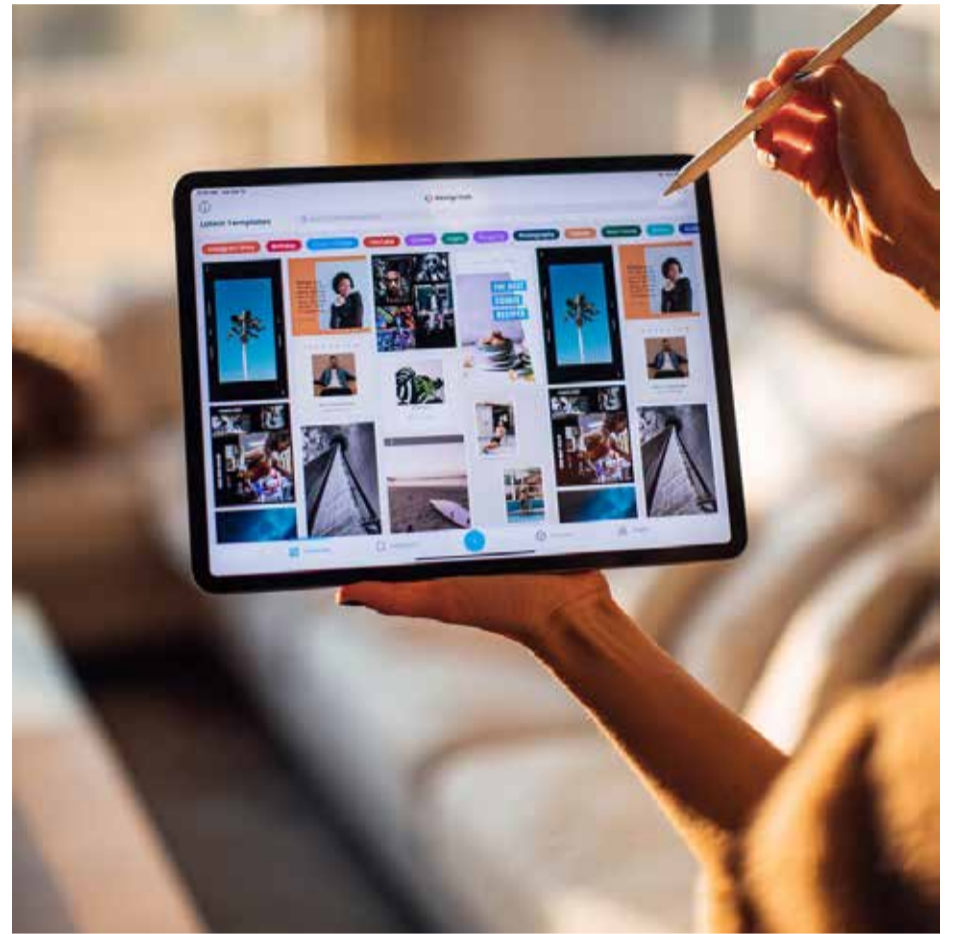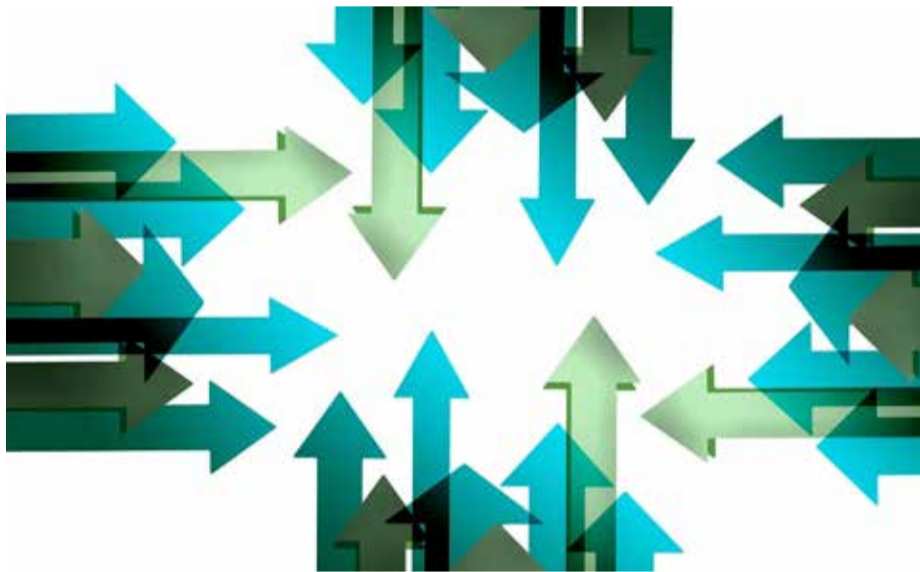# Pros & Cons Of Transferrable Skills

Navigating Highs and Lows in

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Top 3 Healthcare Staffing Software Tools For High Volume Shifts

By Jennifer Roeslmeier Mikels

The healthcare staffing industry continues to be one of the fastest growing industries. According to the iCIMS Insights February 2025 Workforce Report, **the application volume** for healthcare roles increased by 24% month over month in January and is 9% higher than in January 2024. **Healthcare job openings rose** by 25% from last month and inched up 5% higher than January 2024.

The iCIMS report also showed that 2024 saw **the lowest average time to fill** in the last 5 years with healthcare jobs taking 37 days to fill. While this is a record, often in healthcare staffing, especially per diem, you need to fill high volume open shifts *fast* and much sooner than 37 days.

What's great is that healthcare staffing agencies now have access to tools to help automate the process of filling open shifts quickly and efficiently. Staffing Industry Analysts recently published an article about the AI-driven revolution in healthcare staffing and the importance of the self-service experience with minimal human mediation. It even talked about how AI can be used for prediction, such as predicting candidate no-show risk and forecasting potential shift demand.

Overall, the healthcare industry will continue to grow and with today's technology we have the tools at our fingertips to automate traditional recruiting tasks and even predict future demand. In this article though, we are going to focus on the top 3 healthcare staffing software tools for staffing high volume open shifts, including AI and self-service driven tools.

1. AI-Powered Shift Invitations

One of today's top tools is the ability for candidates to "self-assign" themselves to shifts. Imagine a world where you set certain criteria for a shift and automatic invites go out to healthcare professionals to accept the shift on the spot. This technology is now available to help automate the filling of high volume open shifts. So, how does it work?

Recruiters can set up criteria in their ATS for candidates to receive automatic shift invitations. For example, they can set criteria for candidates based on their status, skills, positions, and more. You will also set up certain job criteria so when a shift in your ATS meets the criteria, the shift information will be sent out to candidates to accept. Most likely you can also set up specific days and times you want the invitation to go out, so the invitation isn't going out at bad times, such as in the middle of the night!

Once the invitation is sent to the candidate, the candidate can accept it either in a mobile app or they may receive the invitation within a text, which would allow them to click a link to accept. Both the shift status and the candidate status should both update in the ATS as well, offering the ultimate workflow powered by automation.

The mechanics of how AI-Powered Shift Invitations work depends on how the healthcare staffing software has it setup. This technology is truly a game-changer in healthcare staffing as it eliminates manual recruiting tasks and the time it takes to fill high volume open shifts, especially when you need to fill shifts in a moment's notice.

2. Self-Service Tools for Scheduling Shifts

The second top healthcare staffing software tool for high volume shifts are self-service candidate and client portals. Self-service tools are critical

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

in healthcare staffing, especially when needing to fill high volume shifts quickly. Candidates and hospitals/clinics can have the power of completing tasks on their own by accessing staffing tools at their fingertips.

CANDIDATE AVAILABILITY

From the candidate perspective, giving candidates access to a web portal or mobile app to enter availability will make it easy for recruiters when filling shifts. Whether recruiters are setting up an automatic job invitation or are searching for candidates on the spot, keeping candidate availability up to date will ensure only the candidates available to work will show up in the search.

Self-service tools can also help improve the candidate experience by giving candidates the flexibility to update their availability at any time without needing to reach out to their staffing agency. Their experience will also be improved by only receiving invitations for shifts they are available for.

CLIENT SHIFT SUBMITTALS AND APPROVING CANDIDATES

Hospitals and clinics can also benefit from having access to a web portal when requesting candidates for shifts and approving them. From a portal, hospitals and clinics can submit open shifts to their staffing agency. Additionally, recruiters can submit candidates for review and approval in the portal. Hospitals/clinics may even be able to rank the candidates from the portal.

Giving hospitals and clinics access to self-service tools eliminates back and forth communication with the staffing agency. Shift submittals and candidate approvals can be done through minimal human mediation. Hospitals and clinics work in a fast-paced environment, so the more convenient tools we can equip them with to find staff quickly, the better.

A convenient staffing process equipped with self-service tools can also help retain healthcare staffing clients. If the staffing process is easy, why work with anyone else?

3. Emailing Shift Schedules

The third top healthcare staffing software tool for staffing high volume shifts is the ability to email out shift schedules to both candidates and hospitals/clinics. When you are working in a fast-paced high volume shift environment, having a summary of upcoming shift schedules accessible at your fingertips is important. This helps everyone stay on top of upcoming shift schedules. It can also help decrease no show rates by reminding candidates of their upcoming shifts.

From your healthcare staffing software, see if you can email out daily, weekly, and/or monthly schedules. This provides facilities an overview of who is scheduled to work and provides candidates with a summary of their upcoming shifts.

The emailing of shift schedules is the cherry on top of successfully staffing high volume shifts. Keep everyone in the loop of upcoming schedules to avoid confusion and missed shifts. A quick email summary of shift schedules will ensure everyone is on the same page.

High Volume Shift Scheduling Like Never Before

The healthcare staffing industry continues to grow and evolve. With today's technology, healthcare staffing agencies can transform traditional hiring practices into a new, technologically efficient system. The power of AI shift invitations helps staffing companies find candidates for shifts quicker than ever before. This coupled with self service tools for candidates and facilities, gives them autonomy in the process that improves their overall staffing experience and eliminates those unnecessary bottlenecks in the process. Lastly, emailing the shift schedules from your staffing software will always keep facilities and candidates on top of their schedules, ensuring shifts are staffed and completed smoothly. Change in processes can be scary, but by embracing technology and AI it can provide a huge enhancement to your healthcare staffing business.

*Questions about the Healthcare Staffing Software Features discussed in this article? Contact Us to learn more or schedule a demo of Ultra-**Staff** EDGE Healthcare Staffing Software to see a live demonstration of these tools!*

Read more from Jennifer Roeslmeier Mikels

Top 5 Reasons "The Right Candidate" Isn't Applying to Your Job (and it's not just the coffee in the breakroom)

By Jeremy Sisemore

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.

So, you've posted your job, and you're waiting for that perfect candidate to apply. But… crickets. What's going on? Let's break it down, with a little humor to soften the truth:

1. Most of your dream candidates are too busy *not* looking for a job. Here's the kicker: over 70% of qualified candidates are not actively job hunting. They're in their comfy chairs, sipping their lattes, blissfully unaware of your "amazing opportunity." That leaves about 30% who are on the market. So, if you're hoping they just stumble across your post, you might be waiting longer than a slow Wi-Fi connection.

2. Your job title is as exciting as a wet sponge. "Programmer Analyst" or "Systems Analyst" sounds like it's straight out of 1998. If you want to attract top talent, try titles that actually describe what the job is. "SAP Supply Chain Business Analyst" or "ASP.NET Software Engineer" gets way more clicks than "Mystery Job Nobody Understands." Don't make candidates play job title charades.

3. You're keeping compensation a state secret. Not listing the salary is like trying to sell a house without telling anyone the price. People like to know what they're signing up for. Studies show more candidates apply when they see the compensation, bonuses, and perks upfront. If you're playing "Guess the Salary," you're losing great candidates faster than you can say "competitive compensation."

4. Your job post is basically invisible. If you're posting jobs in the darkest corner of the internet, don't be surprised if no one sees them. A little budget on platforms like LinkedIn and Indeed can go a long way in getting your dream hire's attention. Think of it like online dating—no one's swiping right on a profile they can't even find.

5. Your job description reads like a legal document. If your job post is all about the company and nothing about why a talented person should care, you're missing the mark. Talk about the growth potential, why this role matters, and what exciting projects they'll be tackling. Sell the dream! Because, let's be honest, no one's applying just to help you hit your quarterly targets—they want to know what's in it for them.

Add a bit of humor, a pinch of honesty, and boom—you'll have more candidates knocking on your door. Or at least, you won't be stuck wondering why your job post is gathering dust. Lastly, to better attract the 70% of non-active job seekers, engage a specialty search firm to conduct a true outreach campaign to attract the hidden talent.

About the Author: Jeremy Sisemore, is President of ASAP Talent Services, a VMG Company. ASAP Talent Services is a leading SAP, ERP, and cybersecurity-focused executive search firm. Mr. Sisemore has been one of the nation's leading IT recruiters for over 20 years, is a member of The Pinnacle Society, and is a frequent speaker at recruiting conferences.

Read More By Jeremy Sisemore

Pros And Cons Of Transferrable Skills

by Barbara Bruno

Barb is recognized internationally as one of the top experts in the Staffing and Recruiting Profession.
She has addressed audiences in North America, Asia, Africa and Europe. Barb has developed web based training programs that are distributed in several countries, she writes for numerous publications & authors one of the most widely read online publications, The No BS Newsletter. She has authored several books, created mobile apps & is often quoted as an industry expert.
Barb became a trainer to promote responsible recruiting & to allow owners, managers & recruiters to make more money. 100% of Barb's Top Producer Tutor clients have increased their sales & profits.
Barb also developed Happy Candidates to allow Staffing & Recruiting Firms to focus on the 5% of candidate flow they place, but also provide an amazing resource for the other 95%. The resource has provided many benefits for owners which include: increased referrals, elimination of the greatest time waster (time spent on candidates you won't place) increased sales and dramatically improved word-of-mouth advertising.
Barb has been, is & always will be defined by making a difference in the lives of others including the candidates we can't place on an assignment, contract or job.
Most recently Barb created & launched an easy to use Metric Tool called The Sales Performance Indicator which includes the proven 140 point system. This tool alleviates inconsistent production, helps prioritize activities & predicts trends.
Barb speaks at conferences, conducts webinars & provides in-house training & offers consulting. Her ideas are easy to implement and participants realize a strong return on their investment of time & money. Bottom Line: Her enthusiasm and passion for this Profession are contagious!

"Can't find talent, hire people with transferrable skills." Need to staff an entire department fast, leverage transferrable skills." Identifying and hiring individuals who have transferable skills sounds like a great idea and seems like it would be a great strategy. After all, everyone brings life experience and both hard and soft skills to the table. It's just a matter of identifying how those skills could work for you, right?

The reality is that most recruiters and hiring managers are under extreme pressure to fill open jobs and do not have the bandwidth or time to consider how transferable skills could impact their ability to fill open requisitions with top talent. The other side of this equation are candidates who are unaware of how to showcase their transferable skills and abilities through their resume, CV, or LinkedIn Profile.

If you're serious about being open to presenting candidates with transferable skills to fill jobs faster with the best talent, here are some specific pros and cons to consider.

PRO: Recruiters are often the first to identify the benefits of hiring candidates with transferable skills

CON: Without the buy-in of 100% of the individuals involved in the Hiring Process, qualified candidates with transferable skills will be screened out

SOLUTION:
Set up meetings between recruiting and your clients | hiring managers to explain how they will benefit by embracing transferable soft skills.

1. Larger candidate pool
2. Candidate will become engaged and retained
   a. Learning new industry/profession
   b. Professional development
   c. Increase marketability
   d. Understand performance objectives

PRO: Every candidate has transferable talents and abilities (hard and soft skills) that can be utilized in many different jobs and career paths

CON: While hard skills are easy to identify and qualify, there is no formal classification System to grade proficiency levels of soft skills

SOLUTION:
Quantify hard and soft skills on a scale of 1 to 5, 5 being the highest

PRO: Removes the importance and focus of specific job titles

CON: Job titles vary greatly from industry to industry which can be misleading

SOLUTION:
Recruiters and hiring managers must break down the job to identify core hard and soft skills needed to perform the job and achieve performance objectives.

PRO: Transferrable skills can be identified by utilizing assessment tools

CON: Assessment tools are a cost factor and can delay the hiring decision

SOLUTION:
Identify assessment tools that can identify both soft and hard skills. Practical skill assessment tests are the most effective for hard skills. Skill assessment tests also allow candidates to demonstrate they can perform specific tasks.

Personality assessments are excellent for identifying soft skills. We have utilized the DiSC assessment tool for years when hiring recruiters. We have proven that individuals who score a high "I" influencer, have become our most successful team members.

PRO: Veterans have incredible transferable skills that would benefit your company

CON: It takes time to understand transferable skills, but if hiring Military is part of your company culture and core values, it is well worth the time.

SOLUTION:
There are great tools that translate codes from the Military into skills and responsibilities in the private sector. Bookmark these tools to understand how military experience translates into transferable skills you can utilize.

Some examples of the resources include Military Skills Translator (military.com), Military Skills Translator (VA.gov), Military to Civilian Occupation Translator (careeronestop.com) or Crosswalk that translates codes from military into skills and responsibilities.

PRO: Candidates from the same industry/profession will have specific industry knowledge and it's easier to identify their transferable skills into another role.

CON: You greatly limit your candidate pool if you only consider hiring someone with transferable skills from your same industry

SOLUTION:
With the exception of highly skilled specific Scientific, IT or Engineering roles, most job requirements can be met in the transferrable skills of candidates from other industries. If you hire from your industry, candidates know your industry jargon and you will save some time training the new hire.

However, there is probably fierce competition to hire from the same talent pool as competitors. Your clients won't be faced with the need to match a counteroffer, which increases their cost of hiring. Hiring from outside of a specific industry can provide you with candidates who are more diverse, creative and innovative because they do not fit the specific profile of past hires.

When you weigh the pros and cons of transferable skills, it becomes very apparent that you and your company will benefit greatly by making the changes necessary to identify and hire qualified candidates who possess transferable skills.

Here is a link to a Podcast I know you will enjoy that provides great insights into the topic of Transferrable skills. https://topsourcetalentllc.com/turning-transferable-skills-into-career-assets-with-barbara-bruno/

EMINFO

Grow Your Staffing Agency: Mastering Client Acquisition

By Lynn Connor

Are you tired of struggling to obtain new clients for your staffing agency? Landing new clients and growing your staffing agency takes more than just filling roles and posting job openings. Attracting new clients and expanding your market share requires a strategic approach – one that puts relationships first, shows expertise, and highlights the value you bring. Let's explore proven ways of mastering client acquisition for agency growth.

Understanding Your Target Market
Before you can effectively attract new clients, you need to know who they are. Don't just define your client, niche down. Why? Because pinpointing a specific prospective client list allows for more targeted marketing, builds expertise in a specific area and reduces competition.

What industries do your prospects operate in? Are they the same that you specialize in? Which positions are hardest to fill? Is their screening and onboarding process simple or complex? Can you take these two tasks off their plate? The more specific you can be, the better you can tailor your marketing, sales efforts and ensure you are mastering client acquisition. For example, are you focusing on high-volume light industrial staffing, or specialized executive placements? Your ideal client will be different for each.

In the staffing industry, there are firms that are full-service. Many agencies will supply clerical, industrial, professional and technical employees. Not to mention, they can also offer temporary, temp to hire and permanent placements. Your approach to each of these clients can and should be different.

Full Service Offerings - Staff & Resources
Here's a completely different take on full service and how to make the most of it for your clients and your business, shared by Staffing Industry Analysts in a January article to "Embrace the full-service model. The data clearly shows that clients are moving away from simple staff augmentation toward comprehensive talent solutions. With 59% of companies now using a mixed model of in-house staff and external resources, staffing firms can position themselves as strategic workforce partners rather than just talent providers."

What exactly is meant by a mix of staff and outside resources that your clients may be interested in? Consider expanding your services to "developed service offerings" such as embedded teams (a team of recruiters dedicated to a client, working on-site or remotely,) industry consulting, creative agency support for projects (instead of just filling permanent roles, you're offering a flexible solution for companies that need specific creative skills for a limited time,) and workforce planning and strategy consulting (talent forecasting, skills gap analysis and succession planning.)

Digging deeper, creative agency support isn't about your agency being creative, but about providing creative talent to your clients for their

projects. A good example would be a Web and Digital team made up of Web developers (front-end, back-end, full-stack), UX/UI designers, mobile app developers, e-commerce specialists to complete a project. This demonstrates your expertise and attracts clients seeking comprehensive solutions, a key element of mastering client acquisition.

Building a Strong Online Presence

In today's market, it's pretty much a given that you should have a website, as a strong online presence is essential. Your website should be professional, easy to navigate, and SEO optimized. Create valuable content, such as blog posts (the top 5 mistakes companies make when hiring,) case studies (how Ace increased retention by 40%,) and white papers, that demonstrate your expertise and address the needs of your target clients. This content serves a dual purpose: it establishes your agency as a thought leader and attracts potential clients searching for solutions to their staffing challenges.

You can then share website posted information, i.e. blog posts to social media: Instagram, Linked In, Threads, Facebook and others to attract those clients back to your website. Each post will be more applicable to one platform than another, based on the clientele found on each, giving you the opportunity to fine tune which to choose for each market.

Content Marketing and Thought Leadership

Content marketing is a powerful tool for attracting new clients. By creating informative and engaging content, you can position your staffing agency as a trusted advisor and build credibility within your industry. A necessary aspect of mastering client acquisition. Share your content on social media, through email marketing, and on your website. Participate in industry discussions and online forums to connect with potential clients and showcase your expertise.

Networking and Relationship Building

Networking is crucial for building relationships and generating leads. Attend industry events, conferences, and trade shows to connect with potential clients and learn about their needs. Set specific goals for each event (e.g., connect with 5 new potential clients). Prepare an elevator pitch. Follow up with contacts after the event.

Join relevant industry associations such as the Chamber of Commerce or the American Staffing Association and participate in local business groups as well. The power of personal connections is more powerful than you may realize.

Digital Marketing and Social Media

Leverage digital marketing channels to reach a wider audience. Use targeted advertising on LinkedIn, Google Ads, and other platforms to reach decision-makers in your target industries. Actively engage on social media platforms, sharing valuable content and connecting with potential clients.

Commenting on others posts with valuable, educated input can establish your knowledge in your industry. You should find new followers from those who sought out your social media account or website through the comments you've made that they appreciated. LinkedIn is particularly important for B2B lead generation in the staffing industry.

Referral Programs

Implement a formal referral program to incentivize existing clients and candidates to refer new business. Word-of-mouth marketing is incredibly powerful, and referrals can be a valuable source of new clients contributing significantly to mastering client acquisition.

For many staffing agencies, employee referral is actually their number one source of new employees. Employees refer friends and family to your staffing firm to typically work at the same company they are assigned to when their experience is a positive one.

Use this same power for clients. Businesses like to know others in their specific industry are utilizing your firm to staff their company. It's similar to when solicitors go door-to-door in your neighborhood, you are more apt to be interested when they share that 3 people you know down the street are buying what they are selling.

Sales and Business Development

Your sales team plays a critical role in mastering client acquisition, or they should! Train them on value-based selling, focusing on the benefits your agency provides to clients, not just the price. A good value based example is

to share that your firm specializes in finding candidates with the specific skills you need to reduce your training time and get them up to speed quickly. But don't just list the benefits, instead personalize your outreach to potential clients, researching their company and their specific needs before asking for an appointment.

You worked hard to schedule a sales call with a prospect, don't waste it! In client meetings, prioritize their needs, pain points, and how your firm can help. The more you know about these areas before you meet with your potential client, the better you will be able to personalize the benefits your firm has to offer. This is what will set you apart from your competitors who go on a sales call and list their attributes and benefits before even knowing what the prospect is interested in.

Client Retention and Expansion

Don't forget your existing clients. Providing excellent client service is essential for building strong relationships and encouraging repeat business. Happy clients are much more likely to tell others about your firm and expand their use of your services.

Full service staffing firms can take advantage of expansion quite easily. If you have industrial employees working for a client, share that you also provide clerical employees. If you employ temporary staff with a client, share the ability for your client to hire permanently. Think of the increase in business if you become the "try before hire" staffing agency for all new hires for your client. Share the benefits of temp to hire with your client by also noting both the client and employee have this time period to ensure the role is a good fit for both parties.

Stay in regular communication with your clients, providing updates on industry trends and identifying opportunities to expand your services. Sharing relevant articles, tips or potential cost saving ideas shows you value their business and its success.

Suggest regular check-ins with clients, even when there are no open positions. Send a monthly newsletter with industry insights and updates. Offer regular reviews of their staffing needs.

Data and Analytics

Monitor website traffic to understand where potential clients are coming from and which pages resonate most. Lead generation metrics reveal the effectiveness of your lead magnets and outreach efforts. Conversion rates show how well you're turning leads into qualified prospects and ultimately, clients. Critically, calculate client acquisition cost (CAC) to ensure your spending is generating profitable returns.

Analyzing this data allows you to refine your targeting, messaging, and sales processes, maximizing your ROI and driving sustainable growth. For staffing agencies, this might mean analyzing which job boards or social media platforms yield the best candidates and clients, or which service offerings have the highest conversion rate. Data-driven decisions are key to mastering client acquisition.

COATS Staffing Software can streamline the hiring process, analyze costs, assess candidate qualifications, and gather client feedback, enabling data-driven decisions for increased efficiency and profitability.

Let's summarize with a quick list of topics we touched on:

Key Takeaways

- Define your ideal client profile.
- Build a strong online presence.
- Create valuable content.
- Network and build relationships.
- Leverage digital marketing.
- Implement a referral program.
- Focus on value-based selling.
- Provide excellent client service.
- Track your results.

Ready to grow your staffing agency? Contact COATS Staffing Software to learn how our software along with our partners can maximize your marketing and client sales.
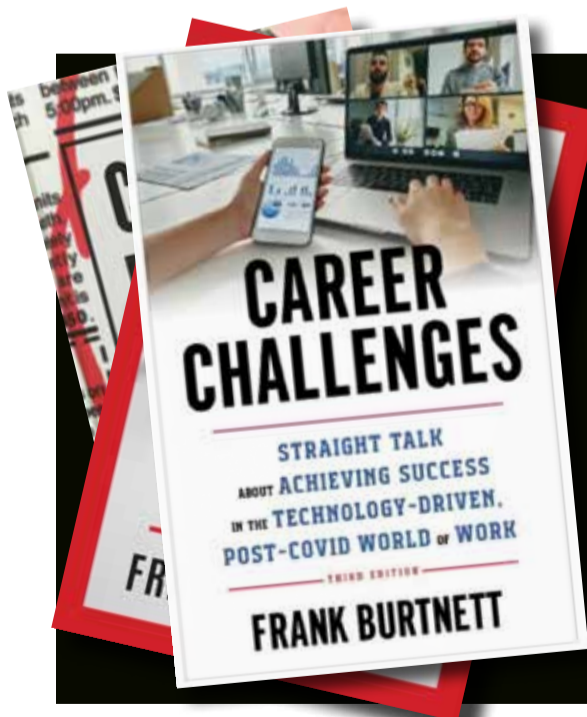
JUST ASK Judy

Will Manufacturing In The Us Make A Come-Back?

A hot topic which should be of great interest to all recruiters is "*Will Manufacturing in the US Make a Come-Back?*" If the answer proves to be a resounding *Yes*, or even a partial, but significant, *Yes*, then recruiters stand to benefit from the economic activity generated and the associated job placement opportunities! On one side of the equation are existing *reshoring* trends and the recent tremendous efforts being made by the current administration to encourage domestic manufacturers to open up shop at home or to return previously *offshored* manufacturing operations to the USA, as well as to lure foreign companies to the USA for new ventures. On the other side of the equation are serious and thorny roadblocks to achieving the desired goal. This article will address what is going on and try to devine a likely outcome.

An article by Mark Crawford[1] originally written in 2019 and updated in early 2023 noted the existing and growing trend of reshoring in which American manufacturers are increasingly coming back to the US from lower-cost countries. He attributes this trend to several factors: cost advantages of manufacturing abroad are diminishing, while the risks of unstable supply chains, poor product quality, shipping delays, and the threat of global trade wars are growing. Mark explains that US-based manufacturing eliminates the problems cited above and that manufacturing can enjoy the benefit of tax cuts and business-friendly incentives, workforce development, and cost advantages of the application of high technology to improve efficiency and productivity.

Noting that Mark's article was written a few years ago, it is heartening to see that trends that started in the recent past are continuing, and indeed, accelerating. David R. Yates and Laura Hammargren[2] wrote in January of this year that "there is a growing push towards onshoring, driven by both government policy and the desire for supply chain resilience." The article further notes that the efforts currently underway to improve domestic manufacturing, while imposing initial higher labor and production costs, "… is expected to strengthen the long-term stability and independence of the US supply chain." The boon for recruiters in all this is that "… onshoring also hopes to spur economic growth and job creation within the country."

In a news release[3] on February 19, 2025 Jay Timmons, CEO of the National Association of Manufacturers (NAM), cited several issues that will enhance the state of manufacturing in the US explaining that "… uncertainty is the enemy of investment …" and that to keep the momentum of manufacturing going the message from the government should be "… we want you to invest here, hire here and succeed here." Jay noted that the certainty from the federal government should come in several forms:

· Preserving tax reform

· Regulatory clarity and consistency

· Permitting reform

· Energy dominance

· Workforce strategy

· Common sense trade policy

Mr. Timmons further noted that the NAM was actively working with the congress to deliver this message and to work to achieve its agenda. Success with this agenda will very likely result in a significant increase in hiring activity in the manufacturing sector. Recruiters should watch these trends and be alert to opportunities as they arise!

Since the new federal administration assumed power, we have seen evidence that many actions are being taken to incentivize domestic manufacturing. Some examples include:

· Apple announced plans to invest over $500 billion in the US over 4 years, including the establishment of a new plant in Texas. This investment is expected to create around 20,000 jobs, focusing on the production of AI servers and other technologies.[4]

· Intel Semiconductor in December 2024 announced plans for a $28 billion semiconductor fabrication plant in Ohio. The move is intended to revitalize US semiconductor manufacturing, address supply chain and national security concerns.[5]

· OpenAI announced in January 2025 a joint venture with Oracle and Softbank which calls for the private investment of $500 billion over 5 years in data centers in the US, with the first data center planned for Abilene, Texas. It is expected that hundreds of thousands of American jobs will be created.[6]

- Eli Lilly in February 2025 announced plans to establish "mega-sites" for manufacturing in the US over the next 5 years. The move is expected to generate 10,000 construction jobs and 3000 permanent jobs.[7]

These are just a few examples of virtuous trends we can see in US-based manufacturing. The fallout from this activity should result in many opportunities for recruiters to make placements in these, and supporting, industries.

Now for the other side of the equation! In an excellent article by Guankai Zhai[8] of the Forbes Business Council, it is noted that "several entrenched challenges make the goal of bringing manufacturing back to the US easier said than done." Guankai identifies several culprits that present hurdles in reshoring manufacturing:

Cost of Labor and Production.

Typical manufacturing labor rates in the US average about $30/hour compared to about $7/hour in China and even less in developing countries. Cost of production is higher in the US due to stringent regulations, environmental compliance, and workplace safety. Other countries are not so constrained.

Supply Chain Complexity.

The global supply chain has evolved over the last decades and reshoring of manufacturing will require "a complete overhaul of these well-established supply chains."

Skilled Labor Shortage.

As manufacturing declined in the US, so did the pool of skilled labor needed to make it happen. Displaced workers retired or transitioned into other careers. With younger workers often choosing service-oriented careers, there is a shortfall in skilled manufacturing workers.

Capital Investment and Infrastructure.

To reestablish manufacturing in the US significant investment is needed for new facilities or retrofitting of existing plants and for new higher-technology equipment to enable successful competition with foreign firms. Infrastructure to support this new wave of manufacturing similarly will require significant investment in transportation, energy supply, and telecommunications.

Economic and Trade Policies.

Manufacturing is highly sensitive to tariff policies, trade agreements, and tax incentives, all of which, combined, can make or break a manufacturing endeavor. "Policymakers need to strike a delicate balance to create an environment conducive to manufacturing without imposing undue burdens on businesses."

Technological Advancements and Automation.

Automation and AI investments are needed to help transform American manufacturing. These investments are significant and require ongoing refreshment for manufacturing to stay competitive. Of course, automation and AI will offset some positive impacts by displacing some workers.

So, where does all this lead us? My reading of the tea leaves is that there is an excellent chance that US domestic manufacturing will enjoy a renaissance. While the obstacles cited above are daunting, we are witnessing a federal administration that is hell-bent on achieving this goal. We are witnessing in just the first few weeks of 2025 pro-business administration initiatives on tariffs, tax policy, accelerated depreciation for new plant and facility investment, and use of the bully pulpit to encourage investment. The president has verbally made the offer to foreign firms: bring your manufacturing to the US and enjoy no tariffs and no taxes. From the president's previous administration we already know that regulations are likely to be greatly streamlined. I am cautiously optimistic that the dynamic approach being taken by the new administration will vastly improve manufacturing in the US. For recruiters, this should be a boon. Stay tuned!

To take advantage of this potential wave of new placements, both direct-hire and contract, recruiters should follow the developing trends, stay agile, and be prepared to act. You should get set up in advance with an experienced and reputable EOR to handle contract placements. 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, for which you can earn a conversion fee.

I suggest that recruiters do all they can to support the present administration's efforts to reinvigorate US manufacturing. Together we can help bring on the much-desired renaissance!

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.

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Read More By Judy Collins

The Role of Digital Identity Verification and Credentialing in Ongoing Employee Screening

By RJ Frasca

In today's increasingly digital workplace, employees need easy access to their verified credentials more than ever. Whether a nurse needs to show proof of licensure at a hospital or a repair technician demonstrates their qualifications to a customer at home, having secure, accessible, and verifiable credentials on hand is essential.

Traditional methods of carrying paper documents or relying on disconnected digital records are outdated and fraught with challenges such as forgery, loss, and inefficiency. By adopting comprehensive digital identity verification and credentialing systems, employers can empower their employees to maintain and present their essential credentials seamlessly while on the job.

The Rising Need for Enhanced Verification Methods
Misrepresentation and falsified credentials are not rare occurrences—they're alarmingly common. A recent ResumeLab survey found that 7 in 10 U.S.-based workers admitted to lying on their resumes, with 37% confessing to doing so frequently. Additionally, 33% admitted to lying once or twice, and only 15% claimed they had never considered lying. These statistics highlight the ongoing need for accurate and reliable verification of professional credentials throughout an employee's tenure.

Take a Baltimore County resident and Pikesville High School's former athletic director, who managed to gain employment in several schools using fake resumes and false identities. This illustrates the critical need for continuous, reliable verification of credentials, not just at the hiring stage, but as an ongoing practice within the workplace.

Digital Identity Verification is a Key Solution
Digital identity verification offers a robust solution to the challenges posed by traditional methods. By leveraging technologies such as multi-factor biometrics and blockchain, digital identity verification ensures that an applicant's identity is accurately established at the outset of the hiring process. This approach enhances security and streamlines the overall workflow, making it faster and more reliable.

Digital credentialing securely stores and verifies an individual's qualifications and certifications. Digital credentials are made tamper-proof and easily verifiable, ensuring that the information presented by job applicants is both accurate and trustworthy. This emerging technology offers several critical benefits:

1. **Efficiency and Speed:** Digital credentials can be verified almost instantly, significantly reducing the time required to vet candidates. This efficiency is crucial in fast-paced hiring environments where time is of the essence.
2. **Cost Savings:** Traditional verification methods are slow and expensive, often involving administrative fees and costs associated with accessing official records. Digital credentialing, on the other hand, reduces these costs by automating the verification process and eliminating the need for manual checks.
3. **Enhanced Security:** Emerging digital identity verification vendors that leverage blockchain technology ensure that digital credentials are secure and immutable, meaning they cannot be altered or falsified. This level of security is vital for maintaining the integrity of the hiring process, particularly in industries where compliance with regulatory standards is critical.
4. **Portability:** Digital credentials are easily portable, allowing employees to share their verified qualifications when working on the road without the need for repeated verification. This portability empowers employees to use their credentials to make the most of the skills they have developed.

Mitigating Risks and Enhancing Trust
The integration of digital identity verification and credentialing into pre-employment screening processes is a significant step forward in mitigating the risks associated

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with hiring. By ensuring that all credentials are thoroughly vetted and verified, organizations can protect themselves from the dangers of fraudulent hires and maintain a workforce built on trust.

Furthermore, these technologies contribute to a more transparent job market. Employers can trust that the credentials presented by job seekers are genuine and have been verified by a reliable source. This trust reduces the operational risks associated with hiring and ensures that qualified and honest individuals fill job positions.

The impact of these technologies is particularly pronounced in highly regulated industries such as healthcare, financial services, and education, where compliance with stringent regulations is mandatory. By leveraging digital identity verification and credentialing, organizations in these sectors can enhance their compliance posture and avoid the severe penalties associated with non-compliance.

The Future of Employee Credentialing
As the job market continues to evolve, the adoption of digital identity verification and credentialing systems will become increasingly important. These technologies not only address the current challenges faced by employers and job seekers but also lay the groundwork for a more efficient and secure hiring process in the future.

The future of employment screening lies in the widespread adoption of digital technologies that streamline processes, reduce costs, and enhance security. Digital identity verification offers a promising foundation for creating a more transparent and trustworthy job market. These technologies enable the creation of verified credentials that are tamper-proof, easily accessible, and secure, paving the way for a new era of employment screening.

The integration of digital identity verification and credentialing into employment screening processes is not just an innovation; it is a necessity for the future of work. By embracing these technologies, organizations can build a more efficient, secure, and reliable workforce, ensuring that the individuals they hire are truly qualified and trustworthy.

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

What to Look for When Hiring Recruiters

QUESTION: How do I know when to hire a recruiter and what should I look for?

ANSWER: For those of you who have been around me long enough to know that my model for hiring is not what most of us were taught because I failed at it miserably. **I bring people on as search associates where I train them in the role of recruiting first**.

I do not know what your motivation is, but if you want to hire a recruiter and you have the cash flow, I would hire two. It only takes 10% or 15% longer to train two people than it does one, and if it is your desk in the firm, Stephanie, I would have them work on your stuff. If not, I would have them work with established recruiters in your office under a very tight accountability structure and very tight parameters.

First, I would train them the art of recruiting, candidate development, how to find and identify passive candidates. You pay them a smaller commission, 5% on 10% and a base salary.

What do you look for? The people that worked best for me were people that when I interviewed them I could uncover areas in their background where they worked somewhat independently of management. Even though I had very strict accountability structures in place with my people, they still needed independent drive. **I wanted to uncover whether their passionate desire was to have control over their own income**.

I remember asking one person and I was not convinced. The person was going to have to leave a pretty hefty salary for my really low crappy salary, plus the commission, so I asked, 'Why would you leave guaranteed income?'. He looked at me and his face got a little red. I will never forget it. Absolutely true story.

He said, "Last year I worked my ass off Mike and you know what I got? I got a 3% raise. The guy next to me who is a total slacker, guess what he got. Yea, 3%. I am not staying there."
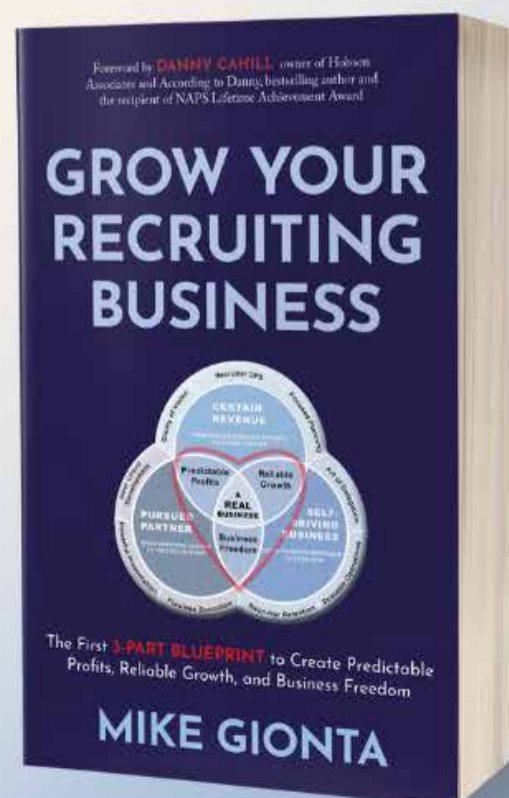
P.S. Whenever you're ready... here are 4 ways I can help you grow your recruitment business:

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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Navigating Highs and Lows in Recruiting

By Jason Thibeault
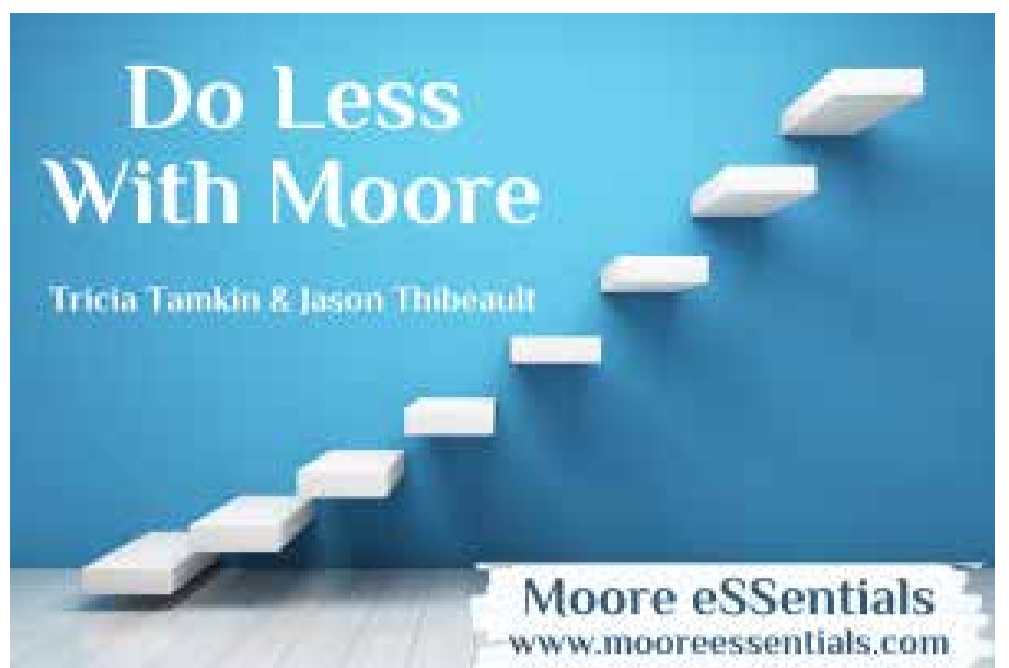
Managing Expectations During Ups and Downs
In the rollercoaster world of recruiting, experiencing peaks and troughs is part of the journey. One moment, everything aligns perfectly – candidates are a perfect fit, clients are satisfied, and your network is thriving. Then, seemingly out of nowhere, you hit a slump. Maybe it's a shift in the economy. Or a pandemic. Maybe your industry just had a marvelous technological revolution – it doesn't matter how. Roles are hard to fill, clients are dissatisfied, and your network seems unresponsive. It's during these fluctuating times that managing your expectations and perceptions becomes crucial.

The Danger of Unrealistic Expectations

1. **Emotional Rollercoaster:** Allowing your emotions to ride the waves of your successes and failures can lead to unrealistic expectations. When things are going well, you might become overly confident, and when they're not, you might fall into despair. We like to think of a successful placement as a surprise and an interruption to our workday. We expect a call to be unreturned. Then when these things happen, they are a pleasant surprise, but we are also not side-tracked by the good or the bad.

2. **Disappointment and Frustration:** If your expectations are not grounded in reality, you're setting yourself up for disappointment. In recruiting, things rarely go exactly as planned, and being mentally prepared for this is essential. The game we play is more like tennis than bowling. Both sides are moving, and the goal isn't to make it easy for you.

The Importance of a Disciplined Mind

1. **Quieting the Noise:** Learn to quiet the internal chatter that can lead you astray. This means not getting carried away with success or bogged down by setbacks. A quiet mind allows for clearer, more rational thinking and decision-making. The opposite is a gambling addict. One of those routes leads to more financial success and unless you're currently at a poker table, you know which one.

2. **Focusing on Facts:** Base your strategies and decisions on facts, not emotions or wishful thinking. In recruiting, this means analyzing market trends, understanding client needs, and realistically evaluating candidates. Sometimes it means being the voice of reason for client or candidate expectations which are simply unrealistic.

Developing a Strategic Approach

1. **Devise a Strategy:** Instead of reacting impulsively to the ups and downs, develop a well-thought-out strategy. This could involve diversifying your recruiting niches, enhancing candidate engagement techniques, or strengthening client relationships. It should include an action plan down to daily activity.

2. **Executing the Strategy:** Once your strategy is in place, execute it with diligence and adaptability. Be prepared to make adjustments as new information and opportunities arise. You aren't learning and growing if the daily activity you thought you needed day one hasn't shifted by day 30.

Separating Stories from Reality

1. **Recognizing Mental Narratives:** Be aware of the stories you tell yourself and recognize them for what they are – stories. This awareness is crucial in separating fact from fiction in your professional life. Think of the stories you might tell yourself if a client doesn't call you back. They didn't like your proposal, you priced it too high, etc. The fact may be they haven't had time to even see it yet. How you choose to act next will be based on how you frame it.

2. **Gaining Control:** By understanding that these narratives are not reality, you gain control over your actions and reactions. This control is key to maintaining consistency and resilience in the face of the inevitable ups and downs of the recruiting industry. If you are going to make up a story, make it a good one!

In Conclusion
Remember, the path to success in recruiting is rarely linear. Learning to manage your expectations and quiet your mind during both the highs and lows is essential. Focus on the facts, devise a strategic approach, and execute your plans with a clear mind. You can't be jumping at shadows if you want to be ready for the real challenges. (Haven't you seen even one horror movie?) This disciplined approach will help you navigate the complexities of the recruiting industry and steer you towards long-term success.

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.

GROWING COMPANIES

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The Role of the Disruptors

By Michael Neidle

In the Election Disputers

The 2024 U.S. presidential election serves as a fascinating backdrop for exploring the dynamics of leadership, communication, and influence, not just in politics and running the country and how this might be applied in the corporate world. The strategy and dynamics of the two teams, the red and blue. We will look at this election and how it was shaped and in turn it has shaped culture, priorities, strategies, and our future. We will then see how this was applied to businesses with abbreviated case studies. Elections have consequences which business can learn from. In the election we saw two teams that were polar opposites and how one succeeds and the other one fails. The blues team said that everything was pretty good, and no major changes were needed, while the red team said it wasn't, which played to the anxieties of their red team audience and acted. This was a feedback loop to intensify these feelings that something needed to do be done to disrupt the status quo. That is knock down and replace "the system" that got them here and restart the race in which they were losing. This required a disruptor in chief, and they found him.

The blue team got high on their own supply, Gen X might say. They figured that if they knew that whatever their faults might have been, the alternative of the red leader in charge was just too risky a move in putting the red team's leader in charge of the system and levers of power. While those other guys, the red team strategists, figured out how to win which was feeding their base raw meat, getting revenge and being the iconoclast, or the disrupters. The blue team looked inward, and they had all the answers. A cardinal sin in politics is to believe those too close to things, or insular to their own staff and hangers on, to not see the forest from the trees right in front of trees. That was asking those leaning towards the reds, but still open to a better and a less radical path forward. That is really listening to red teams' complaints and finding a common cause with the blues solution uniting the reds and the blues together and bind the wounds. The blues should have scrubbed any test markets data and demographics to confirm that most of the respective teams wanted to stop the enmity and not be sucked into a radical way forward. But this did not happen, and the reds won the contest.

The reds didn't foresee the consequences of winning. They knew what they wanted and assumed that this was what their leader wanted as well. It was like the genie in the bottle dream and be careful in what you wish for as there may be unforeseen consequences of granting ones wishes. There is no delete key on the genie once he was summoned. The blues figured that the red team knew of this parable and would not open the bottle and stay at home and vote (in fact 1/3rd of the electorate did stay at home). But much of the red team's cause was real as in bread-and-butter issues. They were talking about the prohibitive price of groceries and the inflated cost of living. When most of the reds said they did not have $400 put away for an emergency, they literally meant it. They wanted a new manager for the country, the current one did not hear them, and a new team manager could not do worse.

This did not register with the blues. They had the endorsement of the celelb's and rock stars, and their events that were much a blast then a political event. The blue team did not think they needed to make the country great AGAIN, it was already great. Those not making it were unfortunately dismissed as not large enough to matter anyway. But the reds found their voice in a different type of rock star. An angry old man who denigrated "the others" like the insult comic of old, relieving their crowd of their animosity as anyone at one of their rallies can attest to, venting against the privileged college graduates whose loan was forgiven and proud of limited education, wearing that AAA badge of honor.

Disruptors in Business

Now consider the disruptors in business who place their future on bringing something new to the market. The disruptor might look like a start-up trying to shake up a tired industry where innovation is sorely lacking, and the presence can be welcomed by their consumers. But of course, the entrenched companies resisted the entrance of the new kid on the block. They were the mossbacks holding down innovation however they could. With fostering prohibited legislation, raising the cost of entry, buying political allies, etc. And only the best or the most headstrong can be successful, breaking things to become noticed, these were the disrupter we saw in politic. They don't have all that much to risk if they are a startup, so their risk/reward ratio is extremely high. It is shoot for the moon or perish in trying. It is in someways like the reds team leader trying to get minority to vote for him, and said "what the hell do you have to lose anyway'?" It could be nothing or everything. Disrupters may use unconventional marketing techniques or channels, new business strategies, create an entirely new industry, bring a fresh approach to

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tired service or product, create a value-added service to a commodity market, make life easier for a busy person, first listening to customers whose vendors have not listened to them and are open to a better solution to their problems and addressed their pain points. Here are a few real-life examples,

First is Amazon who in the early 1990's thought that of all things a mail order book service would be a good idea, like the invention of the printing press was hundreds of years ago (in 1439), invented a better one when others thought that there were plenty of perfectly good scribes sitting around and doing nothing. Now of course, they do a little bit more than shipping books. Today they are the leader in the $260 billion cloud software services business. Then he owns The Washington Post and acquired UPS for overnight delivery of most anything including filling and delivering prescription. They acquired Whole Foods catering to those college graduate who were too busy to shop. With AWS they are the leader in cloud services offering some two hundred internet services with global data centers, larger than Alphabet (Google), and Meta (Facebook). For good measure they, Bezos liked Musk, has its own rocket and satellite in Blue Origin, and more recently entered the robotics market. It's not bad for someone who sends books to people; and now has a market cap of $3,000,000,000 market value. He has been as big a market disrupter as Apple.

Apple also with a market value of three trillion dollars, disrupting the corporate mainframe and minicomputer market with the first Apple I and II computers and the Apple Mac Book series. They disrupted other industries from cameras and photography, The US snail: "mail postal market, and then there is all of the seedling that fell from the apple tree. like Apple watches and iPhones, Apple store, iTunes, the Apple Garage Band, Apple TV and more coming down the pipeline. Steve Jobs' legacy is that of the disrupter. And their customer loyalty is amazing, and even with Jobs gone, the company keeps finding new industries for Apple to take a bit out of.

Then there was the Diners Club card, the first of dozens of other credit cards invented in 1950. This when cash was a perfectly good legal tender the best way to buy things. But the people who bought things, as well as the bank who issued them and the merchants who had products or services to sell. This is now a $200 billion business, who earn money on every transaction from the buyer as well as the merchant.

Next on the list is Uber, who was the first into what was he successor to the taxi industry. Which is $55 billion in just the US. It faced extreme political pressure from the taxi industry, but succeeded, nevertheless

Netflix rapidly grew to number one in the streaming service, which is a $85 billion industry. YouTube was actually the first streaming company in 2005 and was acquired a year later, by a company now known as Alphabet. The second largest player is old friend Amazon. Interestingly YouTube only started to monetize this in January of this year,

Conclusion and Relation to Staffing

There will always be disrupters in every field and disciplines. Progress would be very difficult with them, its survival of the fittest, even though the put other out of business.

Below are the top 10 list of disrupters in staffing

A small business to franchisees and global corporations[

Direct Hire (Perm) from employee to hiring company pai

Temp as a couple of weeks fill-in clerical job to an order of magnitude higher than DH, and then Temp to Hire

Jo's from classified ads in the paper to various Job Boards

Sourcing candidates from onshore to offshore

Working with hiring managers to job portals VMS/MSP

Contingent workers to project management and SOW

Full time employment to gig workers as a lifestyle

Working on premises to working remotely

Right to work to temps joining a union

What do you think is the next disruption to the staffing industry?

Given the evolving nature of staffing, one must be flexible to be relevant in whatever the job market needs. The future of employment is always evolving, with factors like: AI, AIG, robotics, needing new skills for new industries. The best job security will be their ability to learn new skills for a new industry and be a fast leaner. And be connected to others, as has always been. It is unlikely that in the near future man will be left out of the equation

9 Future of Work Trends for 2025

1 Expertise gap intensifies as retirements surge and tech disrupts

2 Organizations redesign to prepare for technological innovation

3 Nudgetech experiments bridge the widening communication gap

4 Employees embrace bots over bosses in the pursuit of fairness

5 Organizations must define fraud vs. fair play when it comes to AI

6 Organizations shift focus to inclusion and belonging with unexpected benefits

7 AI-first organizations will destroy productivity in their search for it

8 Loneliness becomes a business risk, not just a well-being challenge

9 Employee activism drives adoption and norms for responsible AI

Gartner.

HireVue's 2025 AI Report Shows the Majority of HR Leaders Trust AI Hiring Decisions

57% of Workers Believe AI in Hiring Would Reduce Bias

-- HireVue, the global leader in skills-based hiring, today released its 2025 Global Guide to AI in Hiring, revealing how articial intelligence (AI) is reshaping hiring at a rapid pace. Based on insights from more than 4,000 HR leaders and employees worldwide, the report highlights a shift from AI experimentation to full-scale implementation. AI adoption among HR professionals surged from 58% in 2024 to 72% in 2025.

Importantly, the gap between candidate and HR leader perceptions is closing as candidates embrace generative AI as a partner in their personal race for employment.

Tired of Sifting Through AI-generated Content, Skill Assessments are Taking Off

Talent acquisition leaders are being inundated with AI-generated applications, pushing teams to embrace validated skill assessments to ensure the quality of hires. Forty-one percent of HR pros say their companies use skill assessments in their hiring process. While brought on by necessity, the change is welcomed with growing condence in AI's ability to fill critical needs:

- **AI trust is rising:** Condence in AI systems grew from 37% in 2024 to 51% in 2025, reecting increased comfort with AI-driven hiring recommendations.

- **Productivity is soaring:** HR leaders report 63% greater productivity, with 55% automating manual tasks and 52% improving business efciency.

- **AI enhances, not replaces, human decision-making:** A 53% increase in trust in AI-powered hiring recommendations signals that AI is being used as a decision-support tool, not a final decision-maker.

"AI research continues to advance, enabling models to achieve new levels of predictive performance," said Dr. Lindsey Zuloaga, Chief Data Scientist at HireVue. "At HireVue, we're harnessing this progress to uncover job-relevant skills data while delivering a faster, more seamless experience for candidates. Resumes have never told the full story of a person's potential, and by using HireVue's technology to validate skills, companies can consistently identify more qualied talent than ever before."

Candidates Are Using AI and Want Fairness

Candidates view AI in hiring with optimism, and there is growing trust in the potential for these tools to reduce bias:

- 57% believe AI use in hiring would reduce racial/ethnic bias, a 6% increase from last year.

- 45% of workers see racial bias as a signicant issue in hiring, while 41% view it as a minor one.

These findings indicate a shift in perception, as candidates increasingly see AI as a tool that canenhance fairness if implemented responsibly. However, skepticism remains, reinforcing the need for transparent AI processes and clear communication about how hiring technologies are used.

Despite increasing AI adoption, concerns remain about misinformation (51%), job replacement fears (51%), and security risks (47%). The report urges HR leaders to prioritize transparency and ethical AI use by:

- Positioning AI as a decision-support tool, not a decision-maker

- Clearly communicating AI's role in the hiring process

- Partnering with ethical vendors that offer explainable AI solutions

For more insights into AI's growing impact on hiring, download the full report here.

Letter From The Editor

Today, AI is top of the mind, as is content creation that is rapidly taking over our Internet. The ability to share information has just been accelerated to warp speed. In 2003 LinkedIn was launched becoming a major change in business communications. Not to copy the fast-growing world of Facebook (Meta), candidates and recruiters were adapting to the idea that a business profile on a media platform would be a good thing for career development. Headhunters were fast to recognize this platform as a great way to find good candidates and clients.

In her article, Barb Bruno writes about transferable skills and shares how communication skills are a top priority to clients. We invite you to click on her video link to hear more.

Mentioning the link to her video represents another change to communication as you listen and/or watch the video that may help with business development. How we get the information is not as important as how we accept and apply new ways of streamlining the hiring processes. In this March EMinfo, authors share some insights that might help tie it all together and set you on a fast paced success process in today's constantly changing world.

As always happy recruiting….

Pat Turner

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