

Navigating the Future of Recruiting Communications

Fall Back into Focus: Reset your Recruiting Strategy



What Nobody Tells You About Long- Term Recruiting



Why Staffing Technology Investment Is Your Competitive Edge in Uncertain Times



How to Conquer Your Daily To Do List



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DID YOU KNOW?

* Studies show the advantages of taking breaks throughout the day. A [Slack survey](#) found that people who take breaks throughout the day are 13% more productive. This could include a simple break to get a snack or get a drink, a walk around the office to stretch legs, or even a chat with a co-worker. [Another study](#) from the University of Sydney showed that a 5 minute break can boost performance by 40%. pg 7

* For context, LinkedIn's [2025 Future of Recruiting report](#) notes that many employers are shifting to skills-based hiring late in the year to meet urgent needs. pg 8

* AI tools for staffing firms aren't about replacing recruiters. They're about making every recruiter superhuman. pg 10

* Credibility and honesty in your words and actions will convey your purpose and motivation to others. Actions that inspire, such as using clear communication, having a positive vision, and using motivational techniques will help build your persona as an inspirational leader. pg 13

* Our default comfort levels with technology and communication methods are shaped by when we grew up. Ignoring these generational preferences is akin to speaking a different language than your audience. pg 17



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Maximizing Productivity: How to Conquer Your Daily To Do List

By Jennifer Roeslmeier Mikels

Every day we wake up with a hefty to do list—countless meetings, work projects and tasks that need to be completed, activities and events to attend after work, and even dinner is on the to do list because we all have to eat dinner! When you put your daily tasks and to do list items together, it's a lot to accomplish each day. How do you manage it all?

We all have those days where we feel like we didn't accomplish anything on our to do list, yet we were working all day. How can that be? You can easily get into an endless cycle of this.

At the Staffing World keynote presentation this year, attendees had the opportunity to hear from U.S. Olympic Swimmer, Katie Ledecky. Katie Ledecky is the most decorated U.S. Female Olympic athlete in history. During her keynote she shared the importance of goal setting and writing down your goals. She also shared how she wrote down numbers on water toys that represented her goals and every day at practice she would see those numbers and be reminded about the goals she wanted to accomplish at the next Olympics.

Ledecky's keynote speech got me thinking of our everyday to do lists and goals. The simple task of writing down your daily to do list can help you stay productive and accomplish your daily goals. So, how can we be the most productive each day and accomplish all of our goals? Let's explore a few tips and tricks to get the most out of each day!

Make Your To Do List at the End of the Day

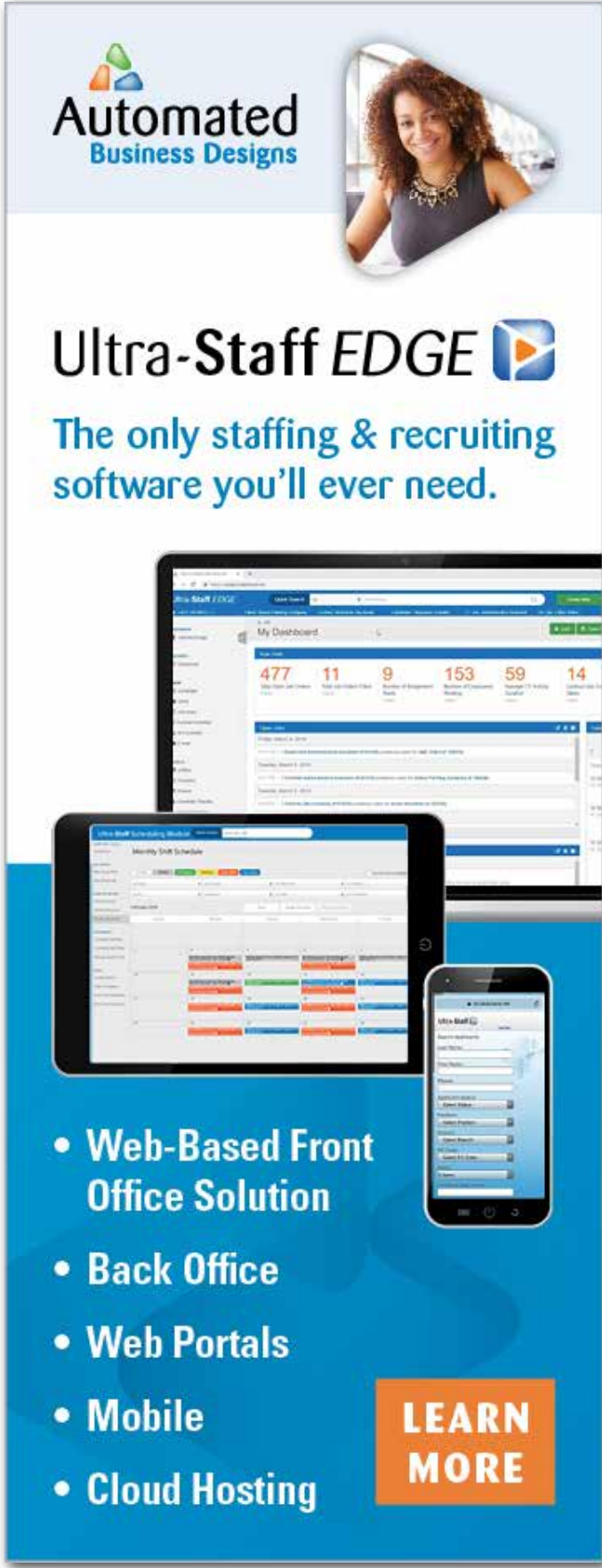
Before leaving the office or signing out of work remotely, make your to do list for the next day. This will set you up for success the next morning. If you don't go into work with a plan, then you will waste precious morning time figuring out what you have to get done. Set your to do list the night before so you can hit the ground running the next day!

Writing down your to do list will also help you remember everything you need to get done. It's easy to say "I have a mental note", but with everything going on and popping up in a day, it can easily be forgotten.

Star Off MUST COMPLETE Items on Your To Do List

You probably have a long or on going to do list. Usually at the end of the week, I will create a to do list for the next week that is typically on going for that week. Each day it is important to have a to do list, but also to "star off" the **must complete** items. By prioritizing items each day that must get done, you can help ensure the most critical and time sensitive tasks are being completed.

Finish One Task at a Time



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

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While typically it's a positive trait to be able to multi-task, try finishing one task before going onto the next. Of course, that is much easier said than done with emails coming through that need to be responded to, interruptions at work, and so forth. Unless it is an emergency or something that needs an immediate response, hold off on answering emails until you complete the task at hand. If it is a project that is going to take a long period of time, take breaks throughout to check emails and to get back to people.

By prioritizing one task at a time, it can also help you eliminate stress. Trying to juggle multiple tasks at once can easily get overwhelming.

Time Block

In an ideal world, we would have all of the time in a day to conquer our to do list. In reality though, we have meetings and appointments that take us away from our daily to do list. In between your scheduled meetings and appointments, set aside dedicated time to accomplish each task on your to do list. Scheduling this dedicated time will help you stay on top of your daily goals.

Identify Distractions During the Day

Even if we are the best and most organized planner in the world, we still can't avoid unexpected disruptions throughout the day. Emergencies can arise, unexpected meetings pop up, disruptions from co-workers can happen, notifications pop up on your phone, and

more. It's important to take some time to identify distractions you have throughout the day and how you can avoid distractions.

Today we get a ton of notifications on our phones, much of the time it's something we aren't even that interested in, yet it is a distraction. If you don't need your cell phone for work, put it on do not disturb or put it away from your workspace. Every time a notification comes through, and you look at your phone, it counts as a distraction. It can also lead to a rippling effect—one notification comes in and next thing you know you are scrolling on your phone.

\
Interruptions from co-workers and unexpected meetings also pop up. If you are in the middle of finishing a task and a co-worker needs assistance with something that's not an emergency, you can say you will help them as soon as you are finished. If an unexpected meeting pops up, it's probably important for you to be there. If the meeting though is something you can't contribute much to and you are in the middle of a critical task, let the meeting attendees know you won't be able to make it, but can assist with anything that comes up from the meeting afterwards.

There can be a lot of distractions working at home as well, especially if other people are home. This is where your workspace can become important. If you have a lot of distractions at home, work in a space that is away from the noise and activity to minimize interruptions.

Why is it important to eliminate distractions? Besides the obvious reason of getting distracted, studies have shown that it could take up to [23 minutes](#) to regain focus on what you were previously working on after a distraction. The more you can limit yourself to distractions, the more you can stay focused and finish the items on your to do list.

Take Breaks

Studies show the advantages of taking breaks throughout the day. A [Slack survey](#) found that people who take breaks throughout the day are 13% more productive. This could include a simple break to get a snack or get a drink, a walk around the office to stretch legs, or even a chat with a co-worker. [Another study](#) from the University of Sydney showed that a 5 minute break can boost performance by 40%.

When you get stuck on something, or are feeling a bit overwhelmed, or perhaps you feel like you just need a break, take a break! Even a short 5-minute break can help you recharge and refocus on the task at hand. It might even inspire you with new ideas.

Work in a Space that Inspires You

The space in which you work can also have an impact on your productivity. If you work remotely some or all of the days, think about the environment where you work at home. Does it inspire you? For example, working in a space with no windows is very different than working in a space with windows. Do you dread going to your workspace in the morning? Perhaps that could be a sign to switch it up. Even switching up your location every once in awhile can help boost productivity—instead of working in the office, maybe work in the kitchen, or out on your patio on a nice day. A change of scenery can help keep work fresh and re-energize you to make the day most productive.

To Do List = Conquered

Now you are equipped with a tool kit of tips and tricks to help you maximize productivity and conquer your daily to do list. Whether these are new ideas or perhaps a refresher of what you try to do, hope it helps you accomplish your goals each day, so you never again have to say, "I feel like I didn't accomplish anything today!"



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By Lynn Connor

Fall Back into Focus: Reset your Recruiting Strategy

Autumn can be a tricky season for staffing. Candidates are wrapping up summer vacations, businesses are pushing to hit Q4 goals, and the holidays are looming. Without a plan, agencies risk losing momentum just when clients need strong support. That's why it's essential to reset your recruiting strategy now. These fall recruiting tips will help you stay proactive, organized, and ready to deliver before the holiday dip.

Why Fall Recruiting Matters

While January often gets credit as "hiring season," the reality is that many companies make critical staffing moves in the fall. Budgets need to be spent, projects must finish on time, and retail, logistics, and healthcare prepare for seasonal spikes. Staffing agencies that take advantage of this window can build strong client relationships and lock in placements before year-end.

For context, LinkedIn's [2025 Future of Recruiting report](#) notes that many employers are shifting to skills-based hiring late in the year to meet urgent needs.

Fall Recruiting Tips for 2025

Refresh Your Candidate Database

Don't wait until November to scramble for talent. Instead, clean and update your candidate pool now. Verify availability, confirm skills, and note any new certifications. This simple step ensures your database is ready for rapid placements.

Leverage Seasonal Hiring Trends

Industries like retail, e-commerce, logistics, and healthcare surge in fall. Analyze last year's demand to anticipate client needs, and align your recruiting push where opportunities are highest. Recruiterflow's [2025 recruitment trends](#) highlight seasonal spikes as one of the biggest drivers of agency growth.

Prioritize Q4 Hiring with Better Organization

Recruiters often lose valuable time chasing down candidate details or client updates. Using tools like **COATS notes and tagging**, your team can prioritize Q4 hiring more efficiently. Mark candidates who are holiday-ready, flag top clients with urgent needs, and keep recruiters focused on the hottest opportunities. For example, see how agencies are streamlining with COATS in [How the Fastest Agencies Fill Jobs Before Competitors React](#).

Re-Engage Past Candidates

Fall is a great time to re-connect with silver-medalist candidates—those who were strong fits earlier in the year but didn't get placed. A quick check-in may uncover availability for current roles.

Align with Clients' End-of-Year Goals

Meet with your clients early in the season to review their Q4 plans. Offer workforce solutions that match their timeline—whether that means short-term seasonal staff or prepping pipelines for January. [SelectSoftwareReviews](#) found that over 50% of staffing leaders expect year-end hiring spikes to intensify in 2025.

Keep Recruiters Motivated

As the year winds down, recruiter burnout can spike. Celebrate process wins, set achievable team goals, and maintain clear communication. A focused team now means stronger placements through the holidays.

One of the simplest but most powerful ways to reset your strategy is to use COATS' internal **notes and tagging** features. These tools allow recruiters to:

- Quickly identify which candidates are available for seasonal or last-minute roles
- Flag top clients with urgent needs
- Organize communication trails for better follow-through

By prioritizing with COATS, recruiters spend less time digging through records and more time connecting the right people with the right opportunities.

Fall recruiting isn't about doing more work—it's about doing the right work at the right time. With these fall recruiting tips, you can reset your approach, support clients through year-end crunches, and set your agency up for a strong start in 2026. Combine proactive planning with COATS tools to keep your recruiters sharp and your placements steady all season long.

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Betting Smart: Why Staffing Technology Investment Is Your Competitive Edge in Uncertain

By Mandy Wittschen

Freeze spending. Cut costs. Wait it out.

Sound familiar?

During economic downturns, these are the default moves many staffing firms make. And on the surface, it makes sense – when times are tight, caution feels like the safe play.

But here's the problem: Safe doesn't win the race.

As I wrote in my recent Staffing Recession Survival Playbook post:

"Economic uncertainty isn't just a test of resilience; it's an opportunity for reinvention. While others retreat, you can advance, building capabilities that position your firm for explosive growth when markets recover."

And right now? Strategic staffing technology investment is one of the most effective ways to stay lean, competitive, and future-ready.

Why Now Is the Right Time to Invest in Tech

When your competitors pull back, it creates a vacuum – one you can fill with better systems, sharper tools, and a smarter martech stack.

But it's not just about "keeping up." It's about building resilience, driving down cost per placement, and making smarter, faster business decisions with AI tools for staffing firms.

Here's what's fueling the shift:

- Rising client expectations for speed, compliance, and data-driven results
- Shrinking margins – especially in high-volume sectors like industrial staffing
- Candidate demand for faster communication and better experiences
- And most importantly: the risk of falling behind is growing every day

Want to come out of the downturn stronger than before?

Now's the time to double down.

In my playbook, I argued that the firms that thrive are those that "pivot deliberately while others panic." Technology is one of the smartest pivots you can make.

AI Tools for Staffing Firms: Beyond the Buzz

AI is already transforming how staffing agencies operate. Here's where smart firms are seeing real ROI:

AI-Driven Matching & Sourcing

This echoes one of the strategies I shared in my earlier post:

"Candidate sourcing: AI-powered tools can scan thousands of resumes in minutes, identifying qualified candidates your recruiters might miss."

For firms in high-skill sectors, AI-powered sourcing platforms like hireEZ and SeekOut can dramatically expand your reach to passive candidates. You can:

- Parse thousands of résumés in seconds
- Match candidates based on skills, past placements, and cultural fit
- Prioritize outreach to the most placement-ready talent

But if your firm specializes in high-volume placements, these may not be the right fit – automation and job distribution tools may deliver better ROI.

Predictive Analytics

Why guess who will ghost or churn when AI can tell you?

- Forecast job seeker behavior
- Identify candidates most likely to complete assignments
- Predict client churn or revenue dips before they hit

Chatbots and Scheduling Bots

Reduce recruiter workload and boost speed:

- Answer FAQs instantly (even at 2 a.m.) (we've built a brand new AI Chatbot – the staffing industry's most affordable one!)
- Pre-screen candidates (check out these amazing new AI screening tools in our Career Portal)
- Automate interview scheduling to shrink time-to-hire

Bottom line? AI tools for staffing firms aren't about replacing recruiters. They're about making every recruiter superhuman.

Manual work is your margin killer.

Spreadsheets, siloed systems, endless emails – it's the death-by-a-thousand-clicks scenario that slows your team and frustrates your clients.

Enter: automation in the staffing industry.

Here's a roundup of the smartest automation tools in which you should consider investing:
Marketing Automation

Using tools like HubSpot, ActiveCampaign, or Haly Marketing's integrated recruiting and sales funnel automation services, you can:

- Nurture passive candidates
- Reactivate dormant clients
- Follow up on job applications automatically
- Build stronger sales funnels to drive more leads
- Send sales alerts when prospects revisit your site
- And so much more

Social Media Automation

With NetSocial, your whole team can share employer branding content – with zero effort. And this ties back to another survival principle I stressed:

"Economic pressure creates the perfect catalyst for operational transformation. While competitors cut corners, forward-thinking staffing firms invest in automation and upskilling – creating competitive advantages that compound over time."

Automation isn't about doing more with fewer people. It's about giving your people the tools to do higher-value work.

Building a Modern Martech Stack for Staffing Agencies

Your tech stack is either your growth engine or your growth roadblock.

The challenge? Many staffing firms still run on:

- Websites that look great – but focus more on recruiting than driving sales (find out if your staffing website is costing you job orders)
- Legacy ATS platforms
- Disconnected CRM tools
- Zero marketing visibility
- Dated client and candidate information
- Manual reporting across departments

That's a recipe for frustration and lost revenue. So what should a modern martech stack for staffing agencies look like?

1. Foundation: Website + SEO

Your site isn't just a digital brochure – it's your top sales and recruiting tool.

How does your staffing website measure up against these criteria?

2. Automated Lead Gen and Recruiting

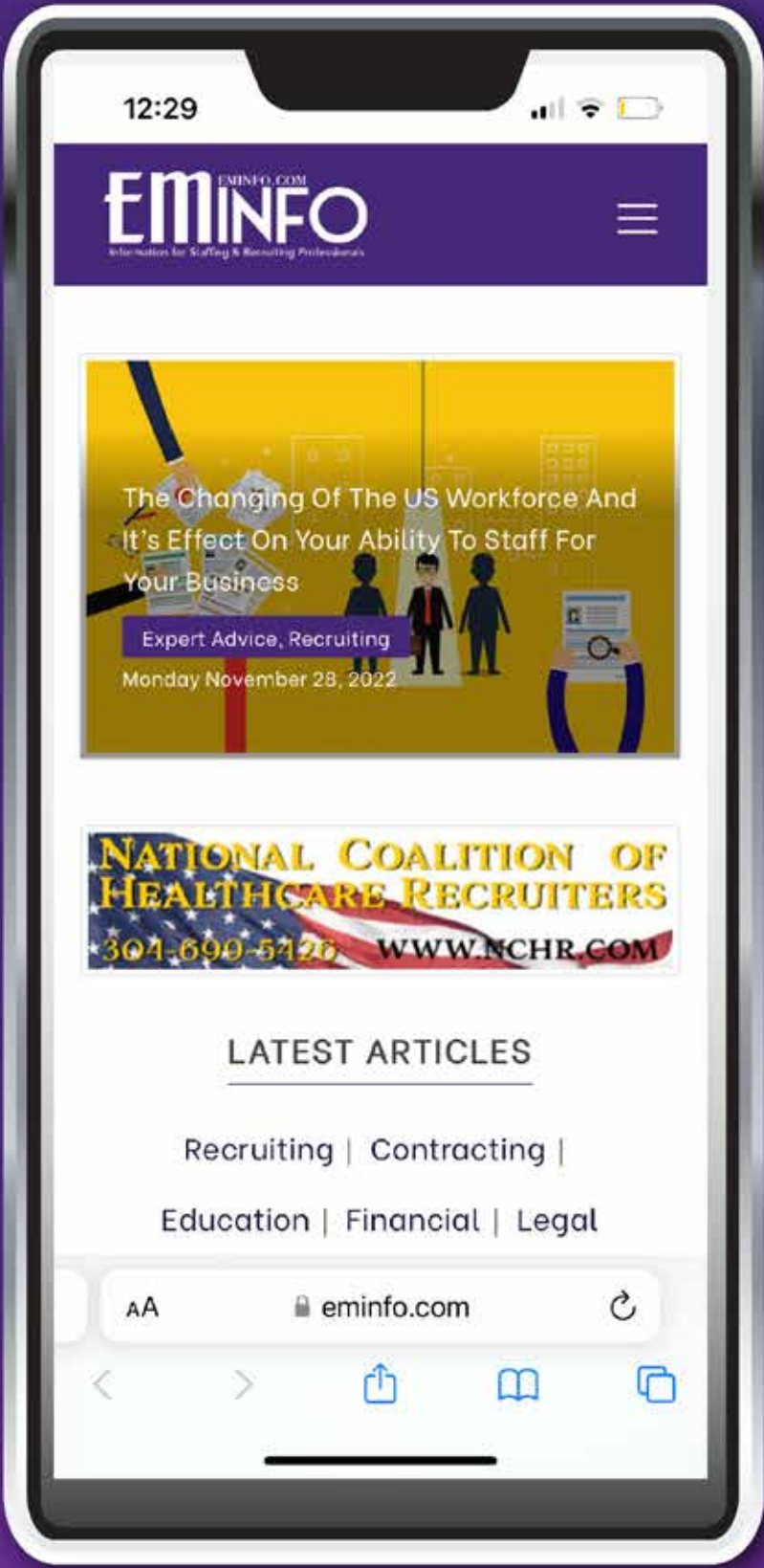
From programmatic job advertising to automated email drip campaigns, your stack should:

- Capture leads 24/7
- Engage both clients and candidates
- Trigger relevant actions based on user behavior

This supports another principle from my playbook:

"Shift marketing spend to proven channels. The spray-

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and-pray approach that worked during boom times will drain your resources without delivering results.”

The right staffing technology investment enables your staffing firm to execute with surgical precision.

3. Insights and Reporting

You need to know what’s working. Our dashboards track:

- Cost per application
- Time to fill
- Engagement on content and job ads
- Talent source performance

With that kind of visibility, you can invest smarter – not just spend faster.

Real Talk: Doing Nothing Isn’t Safer

Let’s be honest. Sticking with “what’s always worked” might feel smart. But here’s what inaction actually gets you:

Rising technical debt (a fancy term for “future pain”)
Poor candidate experience that drives drop-off
Compliance issues (which are getting riskier with AI)
Client attrition to faster-moving competitors

As Jason Leverant wrote in his recent Staffing Success article:

“Inaction isn’t a safer play – it ultimately elevates long-term risk.”

And in my playbook, I closed with this reminder:

“Downturns are temporary. However, the advantages you build during challenging times compound indefinitely. Your future self (and your team) will thank you for the courage to act boldly when others hesitate.”

Where To Start: Smart Staffing Technology Investments for Your Firm

You don’t need a million-dollar budget. You just need a smarter plan. Here’s a prioritized roadmap:

1. Fix the Foundation

Upgrade your website, add mobile-first tools, and integrate chatbots.

2. Build Marketing Automation

Create automations to stay top-of-mind with employers and job seekers, re-engage dormant clients and candidates, nurture relationships, and drive more leads.

3. Modernize Your ATS/CRM

If you’re still relying on legacy software, check out our partners – and don’t forget cloud security.

4. Enhance Visibility and Conversions

Add tools like Talent Showcase to promote MPCs. Layer on SEO, PPC, and reputation management to maximize results.

5. Train Your Team

Even the best tools are useless without adoption. Equip your team with clear processes and AI-enhanced workflows.

Key Takeaways

- Technology isn’t a cost – it’s a multiplier. Especially in lean times, tech helps you do more with less.
- AI and automation give you speed, precision, and scale. You’ll place faster, market smarter, and serve better.
- Your martech stack is your competitive infrastructure. From recruiting to reporting, it either supports growth – or blocks it.
- Doing nothing is the riskiest move. Outdated systems lead to attrition, inefficiency, and missed revenue.
- Tech investment supports every pillar of economic resilience. From retention and visibility to automation and partnerships – my playbook strategies come to life with the right stack.

Ready to Make a SMART Staffing Technology Investment?

Ready to make the kind of investments that pay dividends in any economy?

Contact us at 1.888.696.2900 or visit haleymarketing.com to start building your smarter tech stack



JUST ASK Judy

Ways To Become An Inspirational Leader!



Is it time for you to become an inspirational leader? What does that mean and why should it be important to you? If others perceive your behavior and actions in a virtuous manner, you have every likelihood of becoming an inspiration to others. This article will touch on a few points that may help you to be more successful in business and to enjoy life to the fullest.

Emulate Inspirational People.

Focus on developing the characteristics of those that have inspired you and those that have had a positive impact on the world around you. Look for those who have solid core values and are goal oriented. We all need role models to help us achieve more. Developing these traits is a sure-fire way to inspire those around you.

Lead By Example.

Credibility and honesty in your words and actions will convey your purpose and motivation to others. Actions that inspire, such as using clear communication, having a positive vision, and using motivational techniques will help build your persona as an inspirational leader. It is important not to give up when the pressure is on, and things do not go your way. As the Brits say, "Keep calm and carry on." Be sure to always demonstrate these qualities to maintain a high standard in your work and life.

Develop Effective Communication Skills.

How we communicate with each other is supremely important to our overall success. Express yourself clearly and practice active listening skills. Your language should be dignified, professional, and concise. People around you will appreciate and respect you all the more if you set this bar high.

Have An Open-Door Policy.

Make sure that those around you understand that you are approachable and you are ready and willing to listen. Learn to understand the difficulties and issues that concern others. Have empathy and an honest response to others that confide in you. Be available to openly discuss solutions to problems. Learn from the actions of those that you respect how they have implemented an open-door policy.

Build a Solid Team and Recognize a Good Effort.

An inspirational leader can build a solid, high-performance team based on mutual respect and shared goals. It is especially important to recognize a good effort when you see one and this factor will reinforce further positive results. Dole out the credit to those around you that deserve recognition, support them when they need help, and enjoy the results of a virtuous cycle.

Give Back and Volunteer.

An inspirational leader takes the time to give back to their industry and community. There are no activities more satisfying than leading a toy drive for kids, raising money for a worthy cause, or providing pro bono services for those in need, to name just a few. By selflessly helping others you inspire others to do the same!

So, what are the results of being an inspirational leader? Why should I bother to worry about it? From the points above you can see that by practicing some relatively simple behaviors you can very likely enhance your reputation, help build a solid team around you, gain the respect and admiration of your peers, and make a genuine contribution to the world around you. Recognize your own core values, define your purpose, and get started!

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.

[Read More By Judy Collins](#)



Unlock \$10,000 Now - The Hidden Costs of In-House Research

QUESTION: I specialize in placing fractional operational executives, revenue operations, COOs, and chief of staff roles. I serve international markets and am having difficulty finding mobile numbers. What is the most effective method?

Finding Mobile Numbers in International Markets

I have no idea, and I will tell you why. I will tell you where to get them, but I do not know the technique. None of our clients will find any of this in the Learning Library. Why? I do not teach you how to [research](#) because you can hire a researcher for pennies on the dollar of your time, and they will find the mobile numbers.

The Inefficiency of DIY Research

I bet you a lot of people reading this have a lot of great ways to do their own [research](#). However, we have done studies. We found that recruiters are wasting three or four hours a day on LinkedIn gathering phone numbers and looking at profiles at \$150 an hour, which is what a \$300,000-a-year person would make. They would bill \$150 an hour if they were recruiting during that time instead. It means they are spending a minimum of \$300 to \$600 a day doing their own research, and they have a loss of productivity, when for about \$800 a month, they could have somebody 20 hours a week uncovering all of that for them.

So \$300 to \$600 – let's meet in the middle – \$450, a minimum number, there are 22 working days, so \$450 x 10 is \$4,500. Close to \$10,000 a month in lost opportunity is what recruiters are spending on the cost of doing their own research versus [outsourcing](#) that for \$800 a month and then making another \$10,000. Basically, they invest \$800 to \$1,000, and they get \$10,000 back. You put in \$1,000 and get \$9,000 back, provided you do the work.

Expert Training for Research

If you are hellbent on doing your own research, Tricia Tamkin of [Moore Essentials](#) is the best trainer on the subject. I send my clients to her and Jason Thibeault, who are partners. If one of our clients hires an internal researcher, I want them to be trained by Jason and Tricia.

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>

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](#)

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.



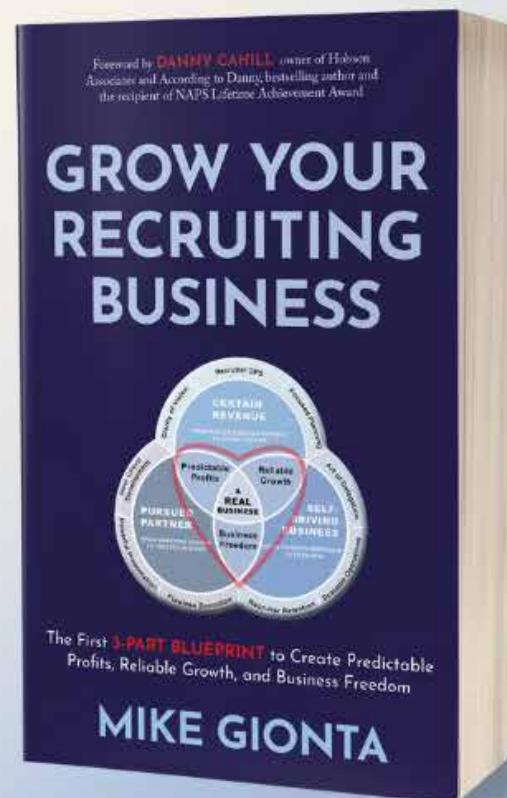
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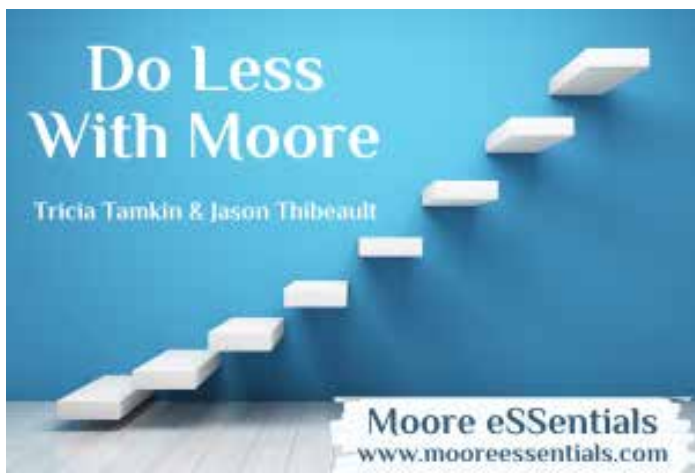
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"I've read several books on recruiting and listened to a number of trainers over the years, but Mike is the one that has helped me the most in growing my recruiting practice. Mike and his team have a way of identifying and clarifying the key processes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





By Tricia Tamkin

What Nobody Tells You About Long-Term Recruiting

Once you've been a recruiter for a decade, you know how to close. You've made it through recessions, tech shifts, and unreasonable hiring managers. You don't need another pep talk or a post romanticizing freedom. What's more helpful at this stage is the parts no one talks about. These are the things successful recruiters don't post as hero stories or thought-leadership threads. First-year recruiters aren't even able to see these things, let alone address them. We see these show up in years three through ten, and they can either shut you down or propel you forward.

Autonomy comes at a cost. Owning your desk, clients, and revenue streams feels powerful. And it is. But that freedom brings with it a constant mental burden. This isn't about how many hours you're working, and it's not just about managing risk. It's about carrying every decision on your own. Pricing, positioning, growth strategy, software, capacity planning, candidate selection, partner selection, taxes, staff management... every single question and decision lands squarely on you. Autonomy becomes heavy. We have to figure out what not to care about and how to stay focused on what actually drives our businesses forward.

Infrastructure matters more than anticipated. The absence of built-in support isn't obvious right away. When you leave a firm, you don't just lose the logo. You lose the backend tools, administrative coverage, hiring compliance, access to volume-based software pricing, and that easy sense of legitimacy with larger clients. This rarely seems urgent, until it suddenly is. The choice you face is whether to slow down and build the foundation properly, or keep going and risk everything resting on fragile workarounds. Either way, you will eventually pay for the gap. Better to address it early.

Structure doesn't appear magically. If you came out of an agency or even a team-based environment, your time had boundaries. There were meetings on the calendar, performance expectations, and deliverables that forced momentum. Once you go solo, the rhythm disappears. Your calendar opens up. Time expands. And that's when most people lose focus. You feel busy, but your pipeline is thinning. You're working, but nothing is compounding. What you need is a process. It does not need to be rigid, but it has to be intentional. Without structure, your growth is a guessing game.

Isolation is real and hard. It looks like making every decision in a vacuum. When you're a solo, you lose friction. No one pushes back on your assumptions. No one offers a better option. No one flags the red flags you've stopped noticing. Silo'd silence can be dangerous. Without tension or challenge, you start drifting. The decline is subtle, but it shows up in strategy, pricing, and long-term planning. You stay in motion, but the direction gets fuzzy. You don't need more advice. You need proximity to other operators who understand your context and will speak plainly.

Eventually, the core question changes. It's no longer "Can I make this work?" You've already answered that. The real question becomes "Is this still worth doing, and what am I optimizing for now?" Once the mechanics are second nature, the challenge shifts. The work becomes about protecting focus, tightening strategy, and preserving energy for what truly matters. You don't need to prove anything anymore. You are doing it to create options. And once you see it that way, the path becomes a lot clearer. The fastest route to this next level is coaching with Moore eSSentials. (Sorry, not sorry.)

Beyond 360: The Adaptive Recruiter: Navigating the Future of Recruiting Communications

By Jon Bartos

The world of recruiting is undergoing a seismic shift. In an increasingly candidate-driven market, the days of one-size-fits-all communication are long gone. To thrive, recruiters must evolve into “Adaptive Recruiters,” mastering the art of personalized outreach that resonates deeply with diverse individuals. This future hinges on a dual-lens strategy, meticulously tailoring both the communication channel and the message content to the recipient’s generational context and DISC behavioral profile.

The Generational Lens: Shaping the Channel

Our default comfort levels with technology and communication methods are shaped by when we grew up. Ignoring these generational preferences is akin to speaking a different language than your audience.

- **Generation X** (approx. 45-60): These independent and resourceful professionals prefer formal communication. **Email** remains their go-to for documented exchanges, while **phone calls or in-person meetings** are valued for substantive discussions and decision-making. They respect boundaries and prefer scheduled, focused interactions over constant pings.
- **Millennials** (approx. 30-44): The “digital bridge” generation, Millennials expect responsiveness and appreciate efficiency. While **email** is used for detailed information, **texting or instant messaging** is embraced for quick updates and scheduling. **Video calls** (Zoom, Teams) are also popular for building rapport through non-verbal cues. They value convenience and can manage a multi-channel approach if it is organized.
- **Generation Z** (approx. 18-29): True digital natives, Gen Z lives on their mobile devices. Their preferred initial contact channels are often **instant messaging platforms** (Slack, Teams, WhatsApp, DMs), favoring speed and informality. **Short video snippets or voice notes** can create a personalized connection, and a mobile-friendly interface is non-negotiable. They expect near-instantaneous, actionable communication and will quickly disengage from slower, traditional methods.

The DISC Lens: Shaping the Message

Beyond the channel, the content and tone of your message must align with an individual’s core motivators and decision-making style. This is where the DISC model becomes invaluable.

- **Dominance (D-Style): Focus on Results and Action.** D-style individuals are direct, decisive, and impatient for results. Your message should be brief, specific, and confident, highlighting ROI, achievements, and clear outcomes. Avoid excessive social pleasantries and offer options rather than mandates. For a D-Gen X prospect, a short, bulleted email outlining guaranteed metrics for their pain point, followed by an offer for a “10-minute maximum” next step, will be highly effective. For a D-Millennial, a concise LinkedIn DM stating a competitive advantage immediately (“We cut time-to-hire by 30%. Free 15 min review next Tuesday?”) bypasses clutter and gets straight to the point.
- **Influence (I-Style): Focus on Vision and Collaboration.** I-styles are outgoing, enthusiastic, and driven by relationships and recognition. Your message should be positive, engaging, and social, emphasizing big-picture vision, team culture, and collaboration. Use testimonials, success stories, and lively language. An I-Millennial or Gen Z would respond well to an engaging channel like a voice note or short video message attached to an email, focusing on the strategic partnership and exciting future state your services enable, mentioning social proof or a mutual connection.

- **Steadiness (S-Style): Focus on Stability and Support.** Patient, cooperative, and valuing harmony, S-styles prioritize stability and a supportive environment. Your communication should be calm, thoughtful, and supportive, stressing low-risk solutions, clear precedents, and team cohesion. Never rush an S-style; allow time for reflection. For an S-Gen X prospect, a steady, patient email cadence emphasizing your firm's consistency, reliability, and minimal disruption will be more effective than flashy promises. For an S-Gen X or Millennial candidate, consistent, scheduled email or phone check-ins that convey trust and emphasize work-life balance and job security are key.
- **Conscientiousness (C-Style): Focus on Accuracy and Detail.** Reserved, systematic, and analytical, C-styles demand accuracy, quality, and logic. Your message must be detailed, logical, and factual, providing data, processes, pros/cons, and structured information. Avoid hyperbole. A C-Gen X or Millennial prospect will appreciate a detailed, structured email with attachments like process maps, case studies, and SLA details. The call to action should invite them to review the data and schedule a follow-up for technical questions. For a C-Gen Z or Millennial candidate, a detailed email with a formal interview agenda, panel names, and competencies, along with a comprehensive offer package including breakdowns of every benefit, will resonate.

Professional Tendencies: When Role Predicts Style

- While every individual is unique, certain professional environments and job demands tend to attract and reward specific behavioral profiles. Recognizing this offers a valuable shortcut in the initial assessment of a prospect or candidate. For instance, roles centered on persuasion, competition, and immediate results, such as **Sales, Business Development, and Entrepreneurship**, frequently draw individuals with high **Dominance (D)** and **Influence (I)** traits (DI or ID styles). These personalities thrive on closing deals and engaging with others. Conversely, professions demanding precision, data analysis, and adherence to standards, such as **Accounting, Engineering, Data Engineers, Scientific Research, and Quality Control**, often attract those with high **Steadiness (S)** and **Conscientiousness (C)** traits (SC or CS styles). These individuals are motivated by accuracy, stability, and reliable processes. Recruiters can leverage these tendencies to immediately calibrate their initial communication channel and message tone, ensuring a higher rate of engagement from their target audience.

Overcoming Communication Clashes

The biggest pitfall for recruiters is defaulting to their own communication style. This often leads to friction and missed opportunities.

- **The D-C Conflict:** A D-style prospect wants the bottom line immediately, while a C-style needs all the data first. The adaptive recruiter offers the headline (results) to the D-style but immediately provides the option for a full, detailed analysis for the C-style. This acknowledges both preferences without alienating either.
- **The I-S Conflict:** An enthusiastic I-style recruiter might overwhelm a patient S-style candidate with rapid, high-energy messages. The solution is to deliberately throttle the pace, shifting from multi-channel blitzes to scheduled, consistent check-ins that prioritize building trust and demonstrating support.
- **Generational Channel Misalignment:** A formal email response to a Gen Z candidate a week later is a death knell. For younger generations, **speed is professionalism**. Even if detailed information follows later, a quick **text or IM acknowledgment** within hours is essential to show responsiveness and keep them engaged.

The Future is Adaptive and Influential

The future of recruiting communication is not about new technologies alone; it is about the intelligent application of these technologies, informed by a deep understanding of human psychology. By consciously integrating generational context to choose the right channel and DISC profiles to craft the right message, recruiting firms can:

- **Reduce Friction:** Messages feel relevant, not generic.
- **Accelerate Velocity:** Personalized outreach drives faster responses and pipeline movement.
- **Improve Conversion:** Messages that speak directly to core motivations are inherently more persuasive, leading to higher placement rates and client acquisition.

This adaptive approach requires training, practice, and discipline to move beyond personal communication habits. The reward, however, is a significant competitive edge and a recruitment process that transcends mere transactions, becoming truly **adaptive and influential**.





EMinfo talks with Todd Bossler, Top Echelon software “geek” to delve into the use of AI for recruiters.

Last month, Todd hosted a webinar with Tricia Tamkin and Jason Thibeault, trainers from Moore Essentials, and they shared ways to use AI in recruiting

We asked Todd, “Tell us a little bit about how recruiters are using AI in their recruiting and staffing firms.”

AI can be used to write/rewrite job orders and/or descriptions for client’s job opening.

As good as AI is, a human really needs to reread and/or edit the AI copy before posting. Do you agree?

Without a doubt, you must read entirely what AI has written to make sure it answers the questions in an accurate way.

Todd, You said that you took copious notes when Tricia and Jason were talking. Can you share at least ideas you heard them share about using AI, giving some specifics in how they help.

“Tricia and Jason think differently.” Todd commented. “They approach things from such a different perspective, you can’t help but gain some knowledge in how to use AI. They conducted a little test on my own personal traits. The results were illuminating.

Using AI to influence your candidate to take the job by using the right words they would appreciate hearing can be a game changer. Research your candidate thru AI by entering their personality traits that you gain thru your interviews.

A great use of AI is to research the client company so you can speak knowledgeably and strategically with both your clients and candidates.”

When using AI just be sure to remember it’s a tool, not a solution.

We will continue more about AI in next month's EMinfo.

TRENDS



Temporary Labor Market



Key Drivers

Growing Gig Economy and Freelance Work Culture Fuels the Market Growth

Key Restraints

Lack of Job Security and Benefits for Workers Hinders the Market Progress

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AI vs. Human: The Surprising Professions That Think Most (and Least) Like ChatGPT

Doctors, military leaders, and engineers top the list, while artists, therapists, and teachers show the least similarity

What kind of worker does artificial intelligence really think like? A new analysis by Herrmann International, in collaboration with MyPerfectResume®, reveals that the professions most cognitively aligned with ChatGPT aren't tech developers or data scientists, but rather military officers and medical specialists.

Using Herrmann's HBDI® (Herrmann Brain Dominance Instrument), a thinking styles assessment tool, researchers compared ChatGPT's cognitive profile with that of 2.5 million professionals across nearly 800 job titles. The findings: ChatGPT's thinking style is overwhelmingly analytical, logical, and fact-based, closely mirroring the thinking styles of professions such as colonels, cardiologists, and safety engineers, each showing >93% similarity to the AI's profile.

"Our global research highlights a surprising misconception: for years, repetitive and structured thinking was seen as closest to how AI 'thinks,' said Karim Morgan Nehdi, CEO of Herrmann. "But with the rise of LLMs like ChatGPT, we're seeing AI demonstrate high analytical, as well as medium-to-high visionary and pragmatic thinking styles. This shift makes it more critical than ever for teams to understand their own thinking preferences, so they can truly unlock the potential of AI as a partner in innovation and problem-solving."

Key Findings:

Military and Medical Minds Lead the Pack: Professions most cognitively similar to ChatGPT include colonels, cardiologists, and IT managers, each sharing over 93% alignment with the AI's analytical thinking profile.

Creative and Empathic Professions Diverge: Artists, musicians, psychotherapists, and drama teachers showed the least cognitive overlap with ChatGPT (all below 57%), underscoring AI's current limitations in emotional nuance, creativity, and interpersonal dynamics.

Operational Roles Also Align Closely: Fire chiefs, air traffic controllers, plumbers, and farmers all exhibited >90% similarity, likely due to their reliance on fast, protocol-driven decisions.

Top Professions That Think Like AI (93%+ similarity):

Colonel
Cardiologist
IT Manager
Commander
Radiologist

Surprisingly, manual and operational roles such as fire chiefs, plumbers, and farmers also scored highly, suggesting that AI shares their reliance on fast, rule-bound decision-making and pattern recognition under pressure.

Professions Least Like AI (≤57% similarity):

Drama Teacher
Musician
Psychotherapist
Painter

These professions rely heavily on emotional nuance, creative improvisation, and subjective interpretation, traits that large language

models like ChatGPT currently struggle to emulate.

Why It Matters for the Future of Work:

As AI systems become increasingly embedded in the workplace, understanding how they "think" can help companies redesign roles, balance teams, and upskill talent. Herrmann and MyPerfectResume argue that the future isn't about replacing humans, but reimagining collaboration between humans and machines.

"Every career is shaped by how we think, not just what we do," said Jasmine Escalera, career expert at MyPerfectResume, a widely used resume builder. "There's no one 'right' way to think, and that's a good thing. Whether you're analytical, creative, empathetic, or visionary, there's a place for your unique strengths in today's workplace."

Additional Highlights:

Web designers (79%) are less like AI than IT managers (94%), indicating that not all tech roles are equally structured.

Tax attorneys (93%) share more AI traits than judges (90%), highlighting the role of logic vs. interpersonal reasoning.

Despite AI's growing footprint in the workplace, it still lacks core "human" thinking preferences: visionary, pragmatic, and interpersonal modes.

Methodology:

The analysis leveraged Herrmann's HBDI® (Herrmann Brain Dominance Instrument). This validated psychometric tool maps thinking preferences to construct ChatGPT's cognitive profile and compare it against a research database of more than 2.5 million working professionals across nearly 800 job titles and hundreds of industries. The goal was to reveal which human thinking preferences AI most closely mimics and which remain uniquely human.

The complete report with in-depth analysis and insight is available at <https://www.myperfectresume.com/career-center/careers/basics/ai-vs-human-thinking-styles> Please contact Nathan Barber at nathan.barber@bold.com for more information.

About Herrmann:

Herrmann International is the creator of the Whole Brain® Thinking framework and the Herrmann Brain Dominance Instrument® (HBDI®)—the world's most trusted thinking-style assessment. Backed by over 40 years of brain-based global research, the HBDI® helps individuals, teams, and organizations unlock cognitive diversity through science-validated thinking profiles. With usage in 100+ countries, and over 4 million participants, the HBDI® enables clearer communication, stronger collaboration, and improved decision-making across industries. Herrmann's platform delivers learning journeys, diagnostic insights, and practical tools to build Whole Brain® teams and enhance leadership, innovation, and workforce effectiveness in the flow of work. For more information, visit thinkherrmann.com.

About MyPerfectResume:

MyPerfectResume Resume Builder with professional templates is designed to help job seekers elevate their careers. The easy-to-use platform was created to eliminate the hassle of resume writing, offering professionally written examples, free expert tips, step-by-step guidance to make a resume, and valuable interview advice to create an outstanding job application effortlessly. Since 2013, MyPerfectResume's resume builder has helped more than 15 million job seekers create their perfect resumes online. Their comprehensive employment surveys have been featured in Forbes, Yahoo! Finance, CNBC, Newsweek, USA Today, BBC, Workable, and more. Stay connected with MyPerfectResume's latest Facebook, LinkedIn, Instagram, X and Pinterest updates.

Letter From The Editor



Don't miss out!

"Survival belongs to those who are most adaptable to change." In last month's issue Mike Neidle ended his article on AI with this conclusion.

AI is speeding up the change. We all need to step back and take a breath before moving too fast and making too many mistakes. Or do we? Some people are just hard wired to thrive on speed performance. But proceeding too fast? That can cause issues and mistakes. Some like moving too slow. So knowing where the middle is and using moderation could be your winning ticket. Note, it really depends on the job. Those able to adapt will be the ones that succeed. Still reaching out in a personal way in this people business is critical. Recognize that the different generations have very personal preferences on the way you reach them.

This is where the pause comes. Take a moment to think what generation you are dealing with and then find the preferences and use AI to give you some hints as to what works best. It's always been about asking the right question. And sometimes you get lucky.

We've been practicing patience in 2025. That's been hard for me as I'm not that type. So I've been practicing big time. Waiting more and keeping my mouth shut. I don't particularly like the global environment we are living with and that's all I'm going to say. It's much better to be patient and stay positive. As this too shall pass...

We hope you enjoy all of the great thought leaders contribution to this November EMinfo.

Happy Recruiting....

Pat Turner

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