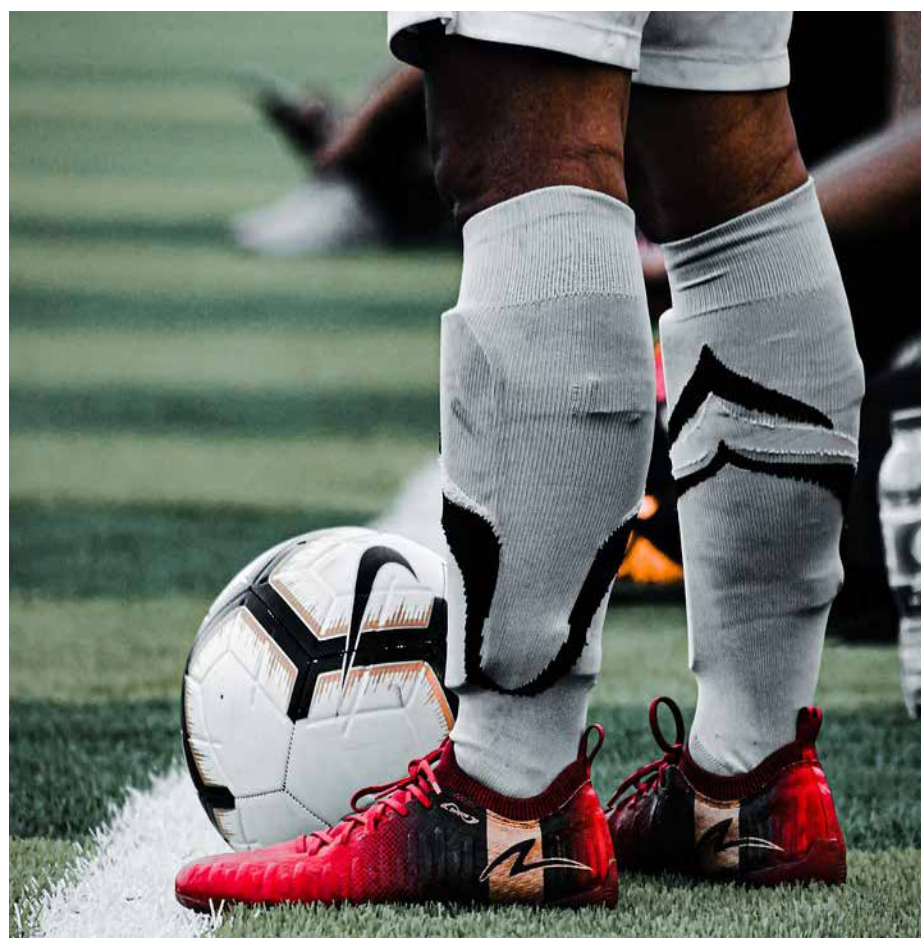


How AI Adopters are Becoming Growth Agencies from the World Cup

Finding Hard to Find Nurses in Rural America



Profit from the Boom in the Skilled Trades!

The Anxious Worker

Stop Losing Your Candidates: Tactics to Minimize Falloffs Now



Contents



- 5 How AI Adopters are Becoming Growth Agencies from the World Cup
- 12 Finding Hard to Find Nurses and Healthcare providers in Rural America
- 15 The Anxious Worker



In Every Issue. . .



- 7 Just Ask Judy ~ **Profit from the Boom in the Skilled Trades!**
- 9 Ask Coach Mike ~ **Stop Losing Your Candidates: Tactics to Minimize Fallofs Now**
- 17 Trends
- 18 News Releases

EMINFO

Original Resource for the Staffing & Recruiting Industry

*Read more articles from our
wonderful authors at
EMinfo.com*



MID-SIZED
GROWING COMPANIES
STAFFING RECRUITING
SMALL



JUST ASK Judy



ASK COACH

Mike
Michael Gionta

DID YOU KNOW?

* Voice AI and AI chatbots are being used by staffing agencies to screen candidates. One of the biggest advantages of this is it works 24/7, so if a candidate applies for a job at night, they can be screened right away for a position. pg 5

* What this means is that the increased demand for a limited labor supply will drive up salaries and will likely lead to a feeding frenzy as the various projects compete for scarce resources! Of course, increased salaries mean bigger payoffs for successful placements. pg 7

* People who were raised in small towns are much more likely to return. pg 12

* With all the world changing events that have happened these past few years coping skills have become an essential thing to teach. Many people have not been taught healthy coping skills and may have bad habits that flare when stress gets too high. pg 16



Subscribe today!

- Never miss an issue
- Access all past magazines
- Get early access to events & promotional discounts.

EMINFO

Original Resource for the Staffing & Recruiting Industry

CHECK EMINFO.COM OUT TODAY!



Events & Trainings

MIDWEST STAFFING OWNERS AND EXECUTIVES RETREAT

AUGUST 21, 2026



NAPS Ignite 2026 Annual Conference

November 1-3, 2026

St. Pete Beach, Florida

MKSSA 2026 Annual Conference

November 12-13, 2026

2026 WASS Wednesday discussions

August 19
September 16
October 21
November 18
December 16



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

Dreaming of this view from your window?

kw PINEHURST
KELLERWILLIAMS REALTY

Now's the time to invest in property in Pinehurst, NC. It's the golfers paradise with over 20 courses in the surrounding area as well as beautiful lakes and breweries!

Contact Tiffany Turner Real Estate Today!
tturner@kw.com • 314-805-0661

How AI Adopters are Becoming Growth Agencies from the World Cup

By Jennifer Roeslmeier Mikels

More staffing agencies are adapting AI into their recruitment processes to help eliminate mundane tasks, match talent faster, and improve overall efficiency. As you assess the AI tools you are currently using or are thinking about using, you are probably asking yourself how is it going to help your staffing agency grow?

According to the 2026 State of Staffing Report from [StaffingHub](#), **deep AI adopters are more than twice as likely to be growth agencies than those using no AI.** 39% of heavy AI adopters and 38% of moderate AI adopters grew, compared to just 17% of non-AI agencies.

How AI is Helping Staffing Agencies Grow

In the grand scheme of things, one of the biggest ways AI can help staffing agencies is by making faster, more accurate placements. AI can match talent to jobs quicker and create the right matches the first time, based on the criteria you set – skills, certifications, education, etc. When you make the right placements the first time, it leads to higher retention and client satisfaction. Rematching candidates can be costly, wastes time you can be spending on new placements, and hurts your client relationship. Faster and more accurate placements means more new placements you can take on.

AI also helps eliminate mundane, repetitive tasks so staffing teams get more time back in their day to build meaningful candidate and client relationships.

Let's take a look at some AI tools in more detail.

Voice AI and Chat

Voice AI and AI chatbots are being used by staffing agencies to screen candidates. One of the biggest advantages of this is it works 24/7, so if a candidate applies for a job at night, they can be screened right away for a position. The next morning when the recruiter starts work, they can see who applied and how the pre-screening went. This can significantly move the process along and save the recruiter time.

[In a recent SIA article](#), they also discussed how Voice AI can be used to call large talent pools, screen them, and re-rank them based on qualifications for a job. In one example, a candidate was in the staffing firm's database for three years with no communication. One day that candidate received an unexpected call from a friendly AI recruiter acknowledging it's been a while since the agency connected with them and asked about his interests and discussed a role that matched his experience. After talking with the AI recruiter, he accepted the opportunity. The candidate was so impressed by the experience he landed up emailing the staffing firm's founder about it.

This shows how AI Voice recruiters not only can be used for screening, but it can be used to re-engage talent pools in your ATS for opportunities.

AI Talent Matching



Automated Business Designs

Ultra-Staff EDGE

The only staffing & recruiting software you'll ever need.

- Web-Based Front Office Solution
- Back Office
- Web Portals
- Mobile
- Cloud Hosting

LEARN MORE



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.

AI talent matching helps match candidates to jobs in your ATS. What would normally be a long, tedious process scouring your database for candidates, can now be done in seconds. Top candidates in your ATS can be ranked and weighted based on the qualifications you are looking for—skills, education, certifications, location, and more. The top candidates that match the criteria are quickly identified and they can be reached out to for further screening.

Generative AI

Generative AI is also helping staffing companies quicken the hiring process through AI job description creators and resume builders. Tools like these may even be built directly into your ATS. If so, the job description can be created by using AI and pulling the details for the job in your ATS (pay, location, skills needed, etc.) Think about how many times you tried to put together an enticing job description? Now it can be done in moments. Similarly, if a candidate is lacking a resume, a resume can be built in seconds based on their information on the candidate record in your ATS. A resume can help a candidate make a great first impression when they are being presented to the client.

Both tools eliminate tedious tasks so you can make quicker placements and get more time back in your day to connect with candidates and customers.

AI Note Summarizer and Predictive Insights

Activity note summaries are also helping staffing agencies summarize notes in their ATS. ATS's have hundreds and maybe even thousands of notes between candidate, client, and job order records. An AI note summary summarizes all activity notes on each activity type to help staffing teams understand their next move, instead of needing to read through every note to get up to speed.

AI is also helping staffing companies prep with call prep summaries and make smarter hiring and partnership decisions through predictive insights. How likely is a candidate going to ghost you? Does a prospective client look like they are in financial risk? Intelligent insights like these can help staffing agencies make the right decisions to grow their business.

Concerns About AI Overlooking Soft Skills

Recently I came across an article about how AI can overlook some of your best candidates because it can't identify soft skills, such as communication, teamwork, problem solving, and more. **AI should be used as a qualifier though.** There are basic qualifications needed for every job, which are hard skills that AI can look at. AI talent matching is perfect for this. AI Voice and AI Chatbots are also perfect for this. In some instances, AI Voice and AI Chatbots may even be able to identify soft skills the candidate has based on the questions it asks, which is an added bonus.

Once AI identifies the hard skills and they meet the basic qualifications for the job, then recruiters can get involved in interviewing that candidate and further identify other skills they have that make them a good fit. Incorporating AI and humans into the process also helps avoid bias and discrimination concerning AI.

Younger Generation Preference for

AI over Humans

Another concern you often hear about with AI is the risk of losing human touch and sacrificing your relationship with candidates with an impersonal AI experience. For example, when you are using AI to screen or call candidates to re-engage with them. The first interaction candidates have is with AI. Can this make the experience impersonal? Can it be an immediate turnoff with your staffing agency?

While AI recruiters may be a turnoff for some, the good news is that younger generations don't mind AI and, in some instances, prefer AI. Did you know that [81% of millennials](#) have to summon the courage to make a phone call? Before making a call, they try to find the answer online before needing to speak to someone. This is completely different than the generations before them that would rather pick up the phone right away to get an answer.

Millennials also want answers fast. [60% of millennials](#) believe they shouldn't have to wait more than 5 minutes to speak with someone on a customer service line. Millennials are tech savvy and are interested in using technology so utilizing AI chatbots or voice recruiters for pre-screening can be a good fit because it brings instant gratification after their application and they don't need to talk on the phone with a human. This fast-moving application/pre-screening experience may actually really impress them, similar to the example mentioned earlier in this article.

The Gen Z generation also feels strongly about AI. A quarter of Gen Z would rather talk to AI than a human and more than two thirds of young people would rather cancel plans in order to spend time online, [according to a recent UK survey](#). Gen Zers are growing up with AI so for them it is going to be more common to use and interact with AI.

[Millennials are the most populous generation](#) after the last census in 2020 and [Millennials and Gen Z make up 40% of the population](#). As younger generations continue to enter the workforce, staffing companies can be at an advantage by offering an AI recruiter for the initial pre-screen. More candidates will be interested in speaking with an AI recruiter and this can help widen the candidate pool for agencies.

Staffing Growth with AI

Adapting AI into recruiting processes will be inevitable in order to remain competitive and boost agency growth. If you are still debating about using AI, the best place to get started is one tool at a time. First, see what AI solutions your ATS provides. From there, start with one tool and slowly add on more. Also dedicate select individuals to experiment with the tools first. Once they get a handle on them, you can implement them across your entire organization.

When doing this, it is recommended to create an internal manual, so everyone knows how to use the tools to be most effective and successful. As we see in this article, AI can help eliminate tedious tasks, significantly speed up the hiring process, and even help narrow down the best candidates for the job. By adapting AI into your staffing

agency, you can boost growth, scale with confidence, and form lasting candidate and client relationships.

JUST ASK Judy

Profit from the Boom in the Skilled Trades!



By Judy Collins

In previous articles I have talked about the expanding opportunities for recruiters in projects such as data centers, power generation and transmission, steel mills, space-related ventures, and manufacturing in general. Much of this anticipated activity is due to the business-friendly policies and reshoring initiatives of the present administration. Reduced regulations, rapid expensing of capital investment, tariff-driven incentives for foreign investment, and a generally healthy and growing economy all contribute to a surge in demand for skilled trades workers. These workers are critical to the success of these ambitious projects.

Having said that, we have to realize that we have a shortfall of the very skilled tradesmen that are needed. What this means is that the increased demand for a limited labor supply will drive up salaries and will likely lead to a feeding frenzy as the various projects compete for scarce resources! Of course, increased salaries mean bigger payoffs for successful placements.

Examples of the highest paying skilled trades in play include:

Trade	Estimated Annual Pay
High Voltage Lineworker	\$120k – 220k
Industrial Electrician	\$110k – 180k
Instrument Technician	\$100k – 170k
Millwright	\$100k – 170k
Crane Operator	\$100k – 180k
Pipefitter	\$100k – 180k
Specialty Welder	\$ 90k – 170k

So, who will be looking for these people? Some examples follow:

Data Centers

- Turner Construction
- DPR Construction
- Holder Construction
- Mortenson
- Rosendin Electric
- M.C. Dean
- Corbins

Steel Mills

- Nucor
- Steel Dynamics
- Cleveland-Cliffs
- United States Steel

Power Generation and Transmission Lines

- Investor-owned Utilities
- Rural Electric Cooperatives
- Engineer Procure Construct (EPC) Contractors
- Renewable Energy Developers

Shipbuilding

- General Dynamics Electric Boat
- Fincantieri Marinette Marine
- Ingalls Shipbuilding

While the mentioned feeding frenzy in the labor market for skilled trades will likely persist for several years, a serious effort is being made by the administration working with industry associations to enhance and expand training programs to rapidly produce the many skilled trades workers that will be needed in the future.

In the meantime, recruiters have a window of opportunity to profit bigtime by searching out candidates and matching them up to the contractors who will be doing the work. Do some research into firms being awarded contracts for construction or operations and be prepared to offer candidates when the need arises.

If you enjoyed this article, let me know your comments. I am always happy to discuss what is happening in the marketplace! For more information on Employer of Record Services and Back Office Support contact me at judy@jcsrllc.com, or visit my website at <https://www.jcsrllc.com>!

Feel free to check out my new YouTube channel at <https://www.youtube.com@judycollinsstaffingresources> for informative interviews on business topics. Subscribe so you can always see the latest interview.

[Read More By Judy Collins](#)

Reach
Thousands
Daily, Reach
Tens Of
Thousands
Monthly

Call
Email

Advertise

314-560-2627
info@eminfo.com



Stop Losing Your Candidates: Tactics to Minimize Fallofs Now

QUESTION: Can you give me some ideas on preventing falloffs and counteroffers? It seems like they are much more prevalent in the past year.

The Need for a Process in Candidate Management

We have heard that from clients. We have heard that from the industry. I do not think you are experiencing anything the rest of the industry is not. Having said that, whenever I find someone who has an excessive amount, because, let's face it, some candidates, no matter how great you are at this, lie. They are liars. They make a commitment. I have had people give me their word of honor that they were going to take a job and they fell off.

So, what I am about to say, and I do not know you, you are not a client, so I am not accusing you of this. In this situation, most people do not have it in their heads or have a written process of what should occur on every call to minimize or reduce counteroffers and falloffs. You cannot eliminate them because some people are liars. Because you cannot cover it at the end and hope it sticks. It is better than never, but it has got to be part of the process.

The Importance of Consistent Candidate Communication

One of the best ways to do this is where I will challenge a lot of you; you will not go with the effort because we are lazy. This adds a few minutes to every phone call. How many hours does it take to restart a search or if your placed candidate gets a counter or has a falloff? Do they hire another recruiter or an internal candidate, costing you \$20,000 to \$30,000? Is it worth the investment of an extra half hour throughout the process with the person who will take the offer if I had to guess quickly?

Incorporating Psychological Techniques in Recruiting

I learned this from Danny Cahill decades ago. I thought it was brilliant. Honor is due to Danny on this one. Psychologically brilliant. When you are taking a datasheet and assessing a candidate, you will likely be able to arrange the interview, not just any random candidate. I am interviewing and assessing this person. I am pretty sure they will go on the interview, or I will at least present them; that is when you start. That is when you start. During the [first interview](#), one of the things to do after you have done the assessment is to say to them:

"Before we go, I want you to imagine this scenario, Mary, as a candidate. You should imagine you have gone through this gauntlet of interviews for the next three or four weeks. You've make some tough decisions and decide to leave this opportunity with this company you have been at for three years. You pack your desk, pictures of your kids, family, and mementos in a cardboard box then walk out the door. You're relieved and excited about this new opportunity."

"You get an email on Sunday night before you are supposed to start on Monday. The email says, hey Mary, sorry to drop this on you so late and sorry for the late notice. We have decided not to hire you and to revoke the offer. We found someone on Friday who is a bit better and a better match for us. So, thanks for your time. We really appreciate you coming to the interview, but you do not have an offer."

"What is your reaction to that, Mary?"

Using Scenarios to Manage Candidate Expectations

This is one of my favorite parts of the phone call. For all of you, I really recommend you do it because it's just fun to listen to the vitriol that will come out of their mouth about, I have a signed offer letter, that's illegal, that is so unethical. You just let them go. Do not even interrupt. You sit there. Have a glass of water. Do not talk. Just listen. Let them get it all out. When they are finally done about how abhorrent that is, you simply say, I have never had a client do that.

"The great new is, Mary, I have never had a client do that. I have never heard anything about this company doing that. The reason I wanted to ask you is, how would it be any different if you did that to them?"

Then again, I shut up. Emotion casts a very powerful mark on the brain. They will never forget that. You set up a scenario that is really the same thing they are doing to a company.

Setting and Managing Expectations Early in the Recruiting Process

I have found that when I asked that, there was this pause, and I know it had a huge impact. Then I went into the you can say no until you say yes. I did the story, and then I said, you can say no until you say yes.

"Our job together, Mary, is to uncover all this information, to make sure it is a hell yes or a hell no so we do not put you in that position."

In the process, I tell them it is totally OK to say now until they say yes. It is OK to say no until they say yes, meaning you can tell me, Mr. or Ms. Candidate, I do not want to go on the interview. You can say to them, I do not want to go on the second interview. You can ultimately get down to the end of it and if the numbers are not in alignment, you can tell me, I do not want the offer. Until you say yes and accept an offer, then you can no longer say no.

"Our job, Mr. or Ms. Candidate, throughout the process, once the client wants to interview you, I know this is the first date, really premature, but I want to make sure we set you up for success. I want to ensure we set you up with all the information so that when we reach the end, it is a hell yes or a hell no. A maybe to me is a no. I need to think about it until a week from Thursday at 2:00 is a no."

The Dangers of Coddling Candidates

[Setting and managing expectations.](#) Recruiters do not do this because they are so excited that they have somebody who will go on the interview that they coddle them, and then they are shocked when they get ghosted. They are shocked when an offer comes in and they cannot get a hold of somebody.

I am selling this, not like these are the rules to work with me. Our job together is that you and I can cover all the things you need to know for this to be a hell yes or a hell no. I am not going to be hurt or upset with a no. I used to say it like this, even if I was not doing a search.

"You know, Mary, I am going to make the placement either way. Just be honest with me. OK?"

Again, we are setting the table at the very, very beginning. Expectations.

Then each debrief, you are creating alignment. You are asking a question that a lot of recruiters do not ask.

"Since the last time we talked, Mary, what has come across your plate that interests you and that you have decided to interview for?"

It's not a yes or no question of, has anything come across? Let them tell you nothing.

Early Transparency: Understanding the Candidate's Job Search

The other thing you can say early on in the process on that first call is:

"If you are interviewing, just tell me you are interviewing. I understand you must do what is best for yourself and your career. I just want to know where you are at and what you like about it."

And then, if there is anything, if they did say they interviewed, compare and contrast, what did you like? You do not have to tell me where you are interviewing. You do not have to tell me anything about the job. What exactly, specifically, and precisely makes it better? How is our opportunity better? What would have to be true for ours to be the leader and chosen above the other one? It might not be possible. I just want to hear what those things are. Right. I am checking in every interview, something like that.

The "Hell Yes" Mentality in Recruiting

Another metaphor I used was in relationships; if one person proposes and the other person says give me the weekend, what message is that sending? Right. In alignment with the hell yes mentality, the company wants to see that level of excitement.

Again, our job is to get all the information for you to be excited and make sure the numbers are right. Then I am going to be poking them, for what is the right number? Specifically, I am going to ask them two numbers.

I am going to ask them for the number at which a dollar below is a no, a hell no, and the number that they would like to see, not some wishful pie in the sky, but I am currently at \$105,000 and I am probably due for a raise, but it is only going to be like \$2,000 or \$3,000.

"Yeah I really like this opportunity. I would make a lateral, but considering the raise, I would need a minimum of

\$109,000. So, \$108,000 is a no and \$109,000 is a yes."

"Mary, if they come back to me and they say \$108,000, I will not even present it to you. I will just say no."

"No, I would like to see it."

"Well, that is not going to happen."

Setting and Managing Compensation Expectations

I am doing all this before the offer comes. I am pushing down on that. With Mary, I am going to use this number \$108,000. Let's say I know it is going to come in around \$115,000. I want to have this expectation that anything above \$109,000 is thrilled. Because if they go \$115,000, whatever number they say is the number they would like to have, I always make this "Oooh, I don't know," that is going to be a stretch. Setting and managing expectations. Setting and managing expectations. I cannot say that enough. I'm setting and managing expectations.

I want to reduce their expectations of what they are going to get. Again, you are asking about [reducing turndowns and falloffs](#). They are excited about something that, if you did not handle it the right way, they would have only been moderately interested in. If you just said, I really think I could get you \$115,000 and you come in at \$113,000, now they are pissed off, where I have got them thinking \$108,000 or \$109,000. It is like, at \$108,000 I would take it, and \$107,000 is a no and \$108,000 is a yes.

You might think that is hard. It is not because all I am doing is I am just a mirror. I am reflecting back what they are saying. I would like to think about it. Think about it now. The offer is not here. You do not have to give me this number in this moment, but I want you to think about it to come in with what that number is, the dollar at which below it is a no, because I need that number.

The Power of Early Conversations

You can actually start that after the first interview debrief. Again, it is still early. All these things are setting and managing expectations. I am not dumping the whole counteroffer conversation with them at the end of the process. If you wait until the end of the process, it is almost ineffective. It is better than nothing, do not get me wrong, but it is almost ineffective because the mindset now of the candidate is that Mike just wants to save his fee, something about me, he just wants to make sure I take the job so he can cash his placement fee. Great question!

P.S. Whenever you're ready... here are 4 ways I can help you grow your recruitment business:

1. Get clear on what actually drives your revenue:

If you're not sure what needs to happen each week to hit your number, the Recruiter GPS gives you a simple way to stay on track so you're not guessing day to day. <https://go.therecruiteru.com/recruitergps>

2. Join the Recruiter Think Tank: 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://go.therecruiteru.com/events>

4. Learn how to build a more predictable recruiting business: If you're ready to go deeper, this masterclass walks through the systems and structure behind how top recruiters create consistent billings and momentum. <https://go.therecruiteru.com/masterclass>

[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?

Mike Gionta & his company, The RecruiterU are sought out by solo recruiters and recruiting firm owners who want more revenues, better clients, great recruiters, etc. The RecruiterU has custom programs for any type of owner who has the strong desire to build their business, but simply lacks the best strategies to get them there.

Visit TheRecruiterU.com for our FREE video series, "How to Double Your Placements in 121 Days or Less".

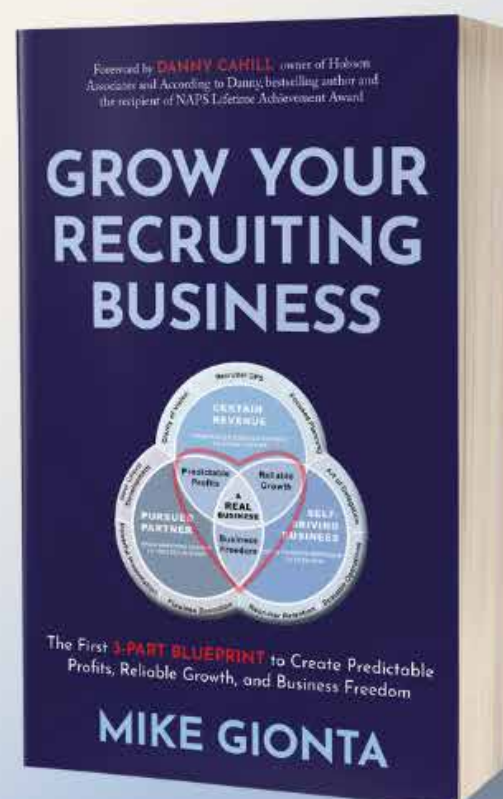
Looking for help engineering your one to three year vision? Email me at mikeg@therecruiteru.com and we can have a quick chat to see if or how we can help.

Grab Your FREE Printed Copy Today

P.S. This offer is only available for the first 100 people, so act fast to ensure you get a copy at the discounted price of \$5.95 shipping & handling.

Just Tell Us Where To Send It!

"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



Finding Hard to Find Nurses and Healthcare providers in Rural America

Rural nurse recruiting is different from recruiting in large cities. Most rural nurses stay because of lifestyle, family ties, and feeling connected to their community—not just salary. The most successful recruiters build a pipeline long before a position opens.

It's still County Fair time in rural areas, a great place to meet potential candidates to fill your JO.

Here are some effective recruiting strategies:

1. Recruit Nurses Who Grew Up in Rural Communities

People who were raised in small towns are much more likely to return.

- Contact local high schools and guidance counselors.
- Build relationships with nearby nursing schools.
- Offer scholarships in exchange for a work commitment.
- Create "Come Home to Practice" marketing campaigns.

2. Partner with Nursing Schools

Develop ongoing relationships rather than waiting until graduation.

- Offer paid clinical rotations.
- Sponsor senior practicum students.
- Provide housing during internships.
- Invite students to community events.

Students who enjoy a rural clinical experience often accept permanent jobs.

3. Use Current Employees as Recruiters

Your own nurses know people.

Offer referral bonuses such as:



Check out our newly designed website!



Read the latest articles . . .



Search our updated marketplace . . .



- \$2,000 after six months
- \$3,000 after one year
- Extra PTO days
- Gift cards or travel vouchers

Employee referrals usually produce higher retention.

4. Recruit Nurses with Rural Lifestyles

Market the lifestyle, not just the job.

Emphasize:

- Low cost of living
- Safe communities
- Short commutes
- Outdoor recreation
- Great schools
- Affordable homes
- Strong community relationships

Many nurses are looking to escape traffic and expensive urban areas.

5. Target Experienced Nurses Ready for a Change

Many nurses in large hospital systems experience burnout.

Highlight:

- Smaller patient ratios
- Less bureaucracy
- Greater autonomy
- Broader clinical skills
- Strong relationships with physicians

6. Build Relationships with Travel Nurses

Many travel nurses eventually want to settle down.

Offer:

- Conversion bonuses
- Moving assistance
- Flexible schedules
- Help finding housing

7. Recruit Military and Veteran Nurses

Former military nurses often appreciate close-knit communities and mission-driven healthcare.

8. Use Social Media with Local Stories

Share stories.

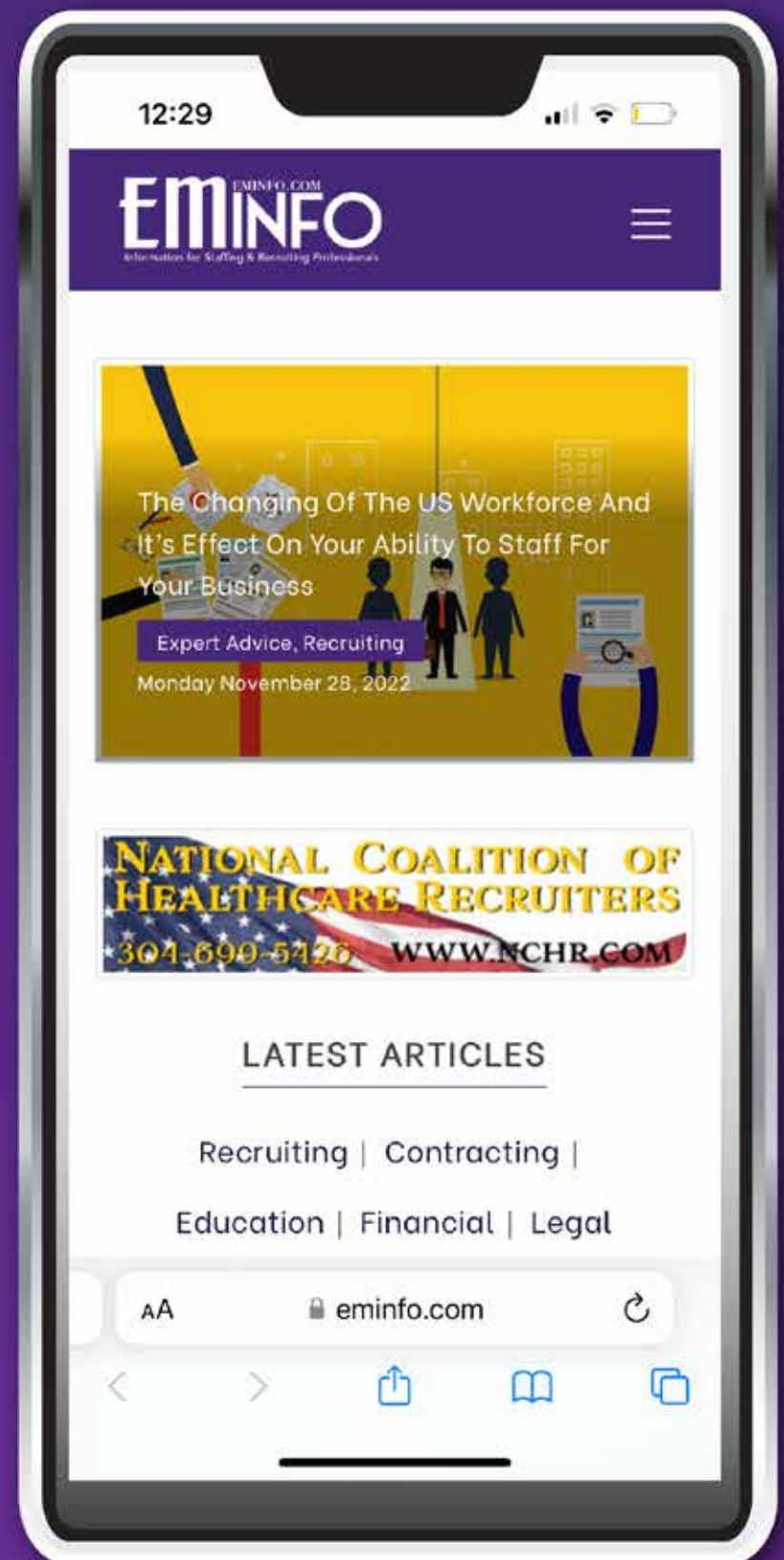
Examples:

- "Why our ER nurses know every patient by name."
- "A day in the life of a rural ICU nurse."

Authentic stories outperform generic recruitment ads.

9. Create Flexible Scheduling

THE INDUSTRY'S TOP RESOURCE!



Visit **EMinfo.com**

Many nurses leave because schedules don't fit their lives.

Consider:

- Weekend-only positions
- Three 12-hour shifts
- Baylor plans
- Seasonal positions
- Part-time opportunities
- Job sharing

10. Recruit Nurses Who Have Family Nearby

People are more likely to relocate if they already have family in the region.

Recruiters should ask:

- "Do you have relatives in this area?"
- "Where did you grow up?"
- "Would you ever consider moving back?"

11. Offer Housing Assistance

One of the biggest barriers is relocating.

Provide:

- Temporary furnished housing
- Down payment assistance
- Realtor partnerships
- Moving expenses
- Rental assistance for the first few months

12. Build Community Connections

Help candidates picture their life beyond work.

Introduce them to:

- Church leaders
- School administrators
- Local business owners
- Community organizations
- Recreation clubs

A spouse who feels welcomed can make all the difference in accepting an offer.

AI Can Make Rural Recruiting Much More Effective

AI can help identify candidates who are the best fit by:

- Searching for nurses with rural backgrounds on professional networking sites and résumé databases.
- Personalizing outreach emails based on each nurse's experience and interests.
- Identifying nurses whose licenses, specialties, and experience closely match open positions.
- Drafting follow-up messages automatically while keeping communication personal.
- Predicting which candidates are most likely to respond based on prior recruiting data.

For rural hospitals, the winning strategy is usually **relationship recruiting rather than transaction recruiting**. Recruiters who consistently engage nursing schools, alumni, local communities, and passive candidates throughout the year often fill positions faster than those who only begin searching after a vacancy occurs.

Not opposed to doing splits? Check out <https://nchcr.com>



Promoting the best
software, trainings,
networks, & tools for the
staffing & recruiting
industry

Contact us today to get your
product in front of the
right clients!

314-560-2625 • TURNER@EMINFO.COM

The Anxious Worker

By Tiffany Turner

Today almost everyone has constant access to information. There are so many different avenues to gather knowledge about our world from AI to social media to the good old internet. But with all this access there comes a price.

Doomscroll: the act of spending an excessive amount of time reading negative, depressing, or alarming news and social media content online

Social media, news commentary, AI feedback all influence how we interact in the world these days and can create some spiraling algorithms that can lead you into a doom-scroll.

"Research indicates that heavy social media use is strongly linked to increased risks of depression, anxiety, sleep disruption, and negative body

image among adolescents. However, these platforms also provide valuable benefits, including vital peer support and social connection, making the overall impact highly individualized and dependent on how platforms are utilized." - *National Institute of Health*

As you can see social media can have both negative and positive influences, the trick is how do people balance these? I am sure everyone has that person in their life that struggles with anxiety and depression, it might even be you. They struggle to connect or enjoy the simple things in life. At work they may be the one who's energy just brings everyone down or worse radiates anxiety so bad it creates a tense environment. These people are not necessarily bad workers, or bad people they just have problems regulating themselves.

So what is the best way to deal with such a person?

We can't regulate what they see, we cannot control social media, news outlets or how AI response to them, but we can create environments that allow their systems to regulate. We can help facilitate coping techniques and we can offer services that can help this kind of individual.

How to Create an environment that can allow people to let go of their anxiety:

First you have to recognize that there is not a simple fix when it comes to this, but there are things that can help a person calm their nervous system.

Back in the day the corporate world was referred to as the rat race. There are many stories that talked about climbing the ladder, stepping on people to get ahead, basically the thought process was all about competition. While healthy competition is good, in our world today many people feel like they're not just competing with coworkers, but literally everyone they see on social media. It causes people to be stuck in this mindset whether at work or at home. This creates a kind of burn out that didn't exist when people clocked out of work at 5pm.

To help counteract this ongoing stress it's time to leave the rat race competition behind and foster a work environment that celebrates the workers. This can be done by not only celebrating the job well done, but also having productive conversations about them to become better at what they are doing, fostering an environment where they feel they can grow and learn things that they are interested in and by allowing your worker to work less traditional schedules or work at home days.

"In the largest study yet of working-from-home professionals, Stanford economist Nicholas Bloom reveals that employees who work from home two days a week are just as productive, likely to get promoted, and far less prone to quit."- Stanford Report

Global social media reach involves over 5.4 billion users spending an average of 141 minutes daily on platforms.

Platforms shape consumer behavior significantly, with Facebook and YouTube leading daily active use, and influencer and brand content driving major purchasing decisions across demographics. -*Pew research center*

Usage and ReachGlobal Population:

63.9% of the world's population uses social media, totaling over 5.4 billion active users.

Daily Time: Users spend an average of 2 hours and 21 minutes per day on social networks.

Platforms by Size: Facebook, Instagram, and WhatsApp each reach benchmark figures near or exceeding 3 billion monthly active users globally.

- *Smart Insights Digital Marketing*

Allowing hybrid work schedules or having work from home days built in like PTO days can allow for your worker to still be productive when they are dealing with emotional turmoil.

Pay attention to your leadership style as well and make sure you are leading with understanding and kindness. Have you set clear expectations and boundaries and explained why they are in place? Younger generations haven't grown up with the same experiences. There's a whole generation who basically spent 2 years at home during covid and lost out on important life milestones like prom, graduation, summer jobs and even in person college. Keeping this in mind it's important to have clear expectations outlined, what you might think is common knowledge may not be to this group.

How to help facilitate coping techniques in the work place:

With all the world changing events that have happened these past few years coping skills have become an essential thing to teach. Many people have not been taught healthy coping skills and may have bad habits that flare when stress gets too high. Having some in house activities that promote healthy coping skills can help your work environment run smoothly. Below are a list of suggestions:

- **Bringing in a yoga teacher** once a week to teach stretches and deep breathing. This can promote wellness in the office.
- **Set up a meditation room** to allow people to have a moment to themselves. This would work well with the yoga teacher so they are taught some meditation techniques. You can also have audio tracks people can play to help calm them.
- **Creating mandatory breaks** where your workers have to step away from their screens. Some times people get too caught up in what they are doing and need an outside influence to step away.
- **Setting up an in house gym** and creating time were your employees can use it. An office gym is great, but if you don't allow for time to use it won't get use like you hope.
- **Creating outdoor spaces** where workers can go to relax, work outside or have lunch. Studies show being outside in nature has a soothing effect on the body. So creating an outdoor space with plants and comfortable sitting spots can help reduce stress.
- **Allowing alternative workspaces-** yoga balls instead of chairs, floor sitting set ups. Not everyone does well sitting at a desk so allowing them to explore different setups within the boundaries you set can be beneficial.
- **Skill development Sessions** such as phone etiquette 101- teaching employees how to answer the phone in a professional manner. How to use a fax, printer, phone system etc. Many younger employees may have never grown up with a landline phone they had to answer, or certain types of technology because it was older or just not available for them. Having these basic classes can head off any problems and hopefully lower anxiety because now they have a base to build off of.

The COVID-19 pandemic reshaped the early careers of Generation Z and young professionals by normalizing remote onboarding, disrupting traditional mentorship, and shifting career motivators toward flexibility and work-life balance. This "COVID generation" faced unique structural, social, and psychological hurdles as they transitioned from school to the professional world.

How the 'COVID Generation' Is Dealing With the Workplace by Kate Field

Working outdoors improves mental and physical wellbeing by lowering stress, boosting energy, and enhancing focus. Key advantages include reduced anxiety, higher vitamin D levels, and better concentration

Anxiety and depression are not something a workplace can fix, but we can create environments and offer support to help lessen the stress. Understanding that this is an issue many more people are facing these days can help avoid melt downs, toxic work environment and unhappy workers. The key when creating these things is to have clear concise expectations and boundaries. These will help keep the work flowing and hopefully keep people from taking advantage in a negative way. When all else fails make sure you share access to support programs, therapies or other professional services that can help your employee when things get too tough. At the end of the day we are all just people doing the best we can with what we are given and a little kindness and understanding goes a long way.

TRENDS

RECRUITMENT TRENDS 2026



6 hiring trends shaping the future of work

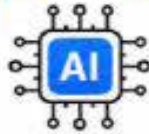
01



SKILLS-FIRST HIRING

Focus on skills and potential.

02



AI-POWERED RECRUITMENT

Use AI tools to hire faster.

03



STRONG EMPLOYER BRANDING

Build trust and attract top talent.

04



HYBRID WORK EXPECTATIONS

Flexibility and work-life balance matter.

05



FASTER HIRING EXPERIENCE

Simplify the process, improve candidate experience.

06



DATA-DRIVEN TALENT DECISIONS

Use data to make smarter hiring decisions.



The future of hiring is agile, human-centric and technology-driven. | Stay ahead. Hire smart. Build the workforce of tomorrow. ➡➡➡

Your Ad Here

Contact us Today
314-560-2627
Turner@eminfo.com

NEWS RELEASES

Ultra-Staff EDGE Earns Most Likely to Recommend and Best Est. ROI Badges in G2 Summer Report

Automated Business Designs is proud to announce that Ultra-Staff EDGE earned 27 badges in the G2 Summer 2026 Report! Ultra-Staff EDGE was named a High Performer in Staffing, Applicant Tracking System, OnBoarding, Customer Relationship Management, and Candidate Relationship Management by G2, the world's largest and most trusted software marketplace.

In addition to these accolades, Ultra-Staff EDGE earned 22 additional awards in the G2 Summer Reports, including High Performer of the Americas for CRM, Most Likely to Recommend (Mid-Market), Best Est. ROI (Mid-Market), and Best Support (Mid-Market). All Mid-Market badges are earned based on reviews from staffing agencies ranging in size from 51-1000 employees.

All 27 badges were earned based on the responses from real users for each of the Staffing, Applicant Tracking System, OnBoarding, Customer Relationship Management, and Candidate Relationship Management related questions featured in the G2 review form compared to similar products. For inclusion in the report a product must have received 10 or more reviews.

"At G2, our quarterly Market Report rankings are grounded in transparent data and verified reviews from real customers," said Godard Abel, co-founder and CEO, G2. "Congratulations to Ultra-Staff EDGE Staffing and Recruiting Software on earning 27 placements among this season's reports—a reflection of the trust and satisfaction they've built with their customers."

Learn more about what real users have to say on [Ultra-Staff EDGE's G2 Product review page](#).

About G2

G2 is the world's largest and most trusted software marketplace. More than 100 million people annually — including employees at all Fortune 500 companies — use G2 to make smarter software decisions based on authentic peer reviews. Thousands of software and services companies of all sizes partner with G2 to build their reputation and grow their business — including Salesforce, HubSpot, Zoom, and Adobe. To learn more about where you go for software, visit www.g2.com and follow us on [LinkedIn](#).

About Ultra-Staff EDGE

Automated Business Designs (ABD) develops the staffing and recruiting software solution, Ultra-Staff EDGE. Designed for temporary, direct hire, and medical staffing, Ultra-Staff EDGE allows you to seamlessly stay connected with clients and candidates through a robust all-in-one solution that includes front and back office, web portals, onboarding, mobile, data analytics, and scheduling. The all-in-one suite, coupled with built-in AI, helps staffing companies drive revenue by operating more efficiently, smarter, and faster. To learn more about ABD and Ultra-Staff EDGE, visit www.abd.net and follow

us on [LinkedIn](#).

Letter From The Editor



Don't miss out!

It's a wild time to be recruiting. Candidates are hidden everywhere and AI is trolling for them. It's kind of exciting but also scary. Stay focused. You can do this. Check out what Shally Steckerl sent me. I'm sharing his ideas with his permission so you can contact him and learn.

August is a great time to get out and reach new people. Still happening now, are the county fairs and activities in small town USA. Enjoy the rides. And if you live in the north, enjoy the upcoming cooler autumn weather!

Pat Turner

Using AI to find those Candidates that will Accept the JO

AI finds intentions and candidates that will move. This is a game changer. Shally, a top recruiting trainer, is crushing the AI movement. Thanks to Shally for decoding the way to use the AI tools now. He just messaged me the following:

I've been refining a framework I call the 3-Layer Search. Instead of searching job titles, you search patterns:

Layer 1: What do they call themselves?

Layer 2: Where do they congregate?

Layer 3: What do they create or publish?

Found 47 candidates in 90 minutes using this. None showed up in keyword searches.

Try it on your hardest open req today. Search communities and contributions instead of titles.

Let me know what happened. I'm genuinely curious....

Shally Steckerl

Godfather of Talent Sourcing. I teach recruiters to find the talent everyone else misses. Founder, TSIUniversity.com

Editor: Pat Turner
Art Director: Tiffany Turner
Advertising : Rick Turner

Email: info@eminfo.com
Website: eminfo.com

Subscription U.S. rate
\$59/year
12 online EMinfo Issues

Subscriptions & Change of
Address:

EMinfo/EMPLOYMENT
MARKETPLACE
PO BOX 307
Jonesburg, MO 63351

For Advertising Information:
Advertising Dept.
314-616-0438

All copyrights apply to all articles in EMinfo. Copyright belongs to EMPLOYMENT MARKETPLACE. For permission to reprint any part of any article please contact EM. We take no responsibility for any advertisement seen in EMinfo.

Like us on Facebook!

facebook

<https://www.facebook.com/EMinfo>

EMINFO

home articles issues directory events calendar

MOST RECENT

ARTICLES SHINING THE LIGHT TO CREATE BETTER OUTCOMES



Shining the light to create better outcomes-WEBINAR ON HOW TO ATTRACT MORE SUCCESS IN 2021

Expert Advice, Motivational Thursday January 28, 2021

**READ MORE
@ WWW.EMINFO.COM!**

Subscribe Today!