







Executive Forum Highlights

- Implementing the Affordable Care Act
- Opportunities in an Evolving Ecosystem
- Other Keynotes
- The Sessions (Those we managed to attend!)
- Lessons Learned



Healthcare Reform: Implementing the Affordable Care Act in Your Staffing Business




Implementing ACA

- **2014 is coming, are you ready?**
- **Pay or Play mandates**
 - 50 or more FTEs
 - FTE = total part timers / 120 hours
 - Must offer major medical to 95% of employees
 - Can't split up your company to avoid paying
 - Play is most often the cheaper option




Implementing ACA

- **Insurance requirements**
 - Insurance must cover 60% of actuarial value
 - Must cost less than 9.5% of employee income
- **The look back rule**
 - Can look back up to 12 months to see if FTE
 - New employees go through a "stability period" before being eligible (variable hour workers)
 - Definition of variable is not clear




Implementing ACA

- **What employers seem to be missing**
 - If you are on a fiscal year, insurance mandate starts with your first renewal year
 - 60% coverage is a low costs
 - Employers can shift to plans with higher out of pocket
 - \$2000 penalty applies to all FTEs
 - Setting up separate companies doesn't avoid penalties, but could reduce costs




Implementing ACA

- **How clients might use staffing firms**
 - Avoiding 50 employee headcount
 - Keeping employees under 30 hours per week
 - Staffing firm has lower hourly cost for insurance than the direct employer does



Implementing ACA

- **Advice**
 - Maximize rates for single coverage
 - Keep costs close to 9.5%
 - Reverse discrimination is okay, charge less for lower paid employees
 - Check with your insurance provider to see how you will be impacted by minimum participation rates
 - Check out ASA's new ACA cost calculator



Opportunities in an Evolving Ecosystem



Opportunities

- **Where we are today**
 - 74% of staffing firms saw 2012 growth
 - Growth is slowing
 - U.S. job creation has been consistent, but slow
 - GDP forecasts are trending down
- **2013 forecast**
 - 6% growth
 - Fastest growing will be IT, healthcare and marketing



Opportunities – Predictions

- US staffing will reach \$160B
- North America will be 1/3 of global market
- IT and industrial = 50% of staffing market
- Top 15 firms will have 50% market share
- ACA = boom for staffing
- Work expands to “human cloud” models
- Total talent management becomes universal



Opportunities – Predictions

- Technology choices become critical
- VMS, MSP and RPO become next big thing
- Staffing firms heaviest social media users
- Death of the branch office model
- Micro targeting drives growth





Other Keynotes



Billy Beane: Moneyball

- **Discovery:** people hire for the wrong traits
- Need to find the traits that are the best predictors of future success
- Your eyes can fool you

Ron Kaufman: Uplifting Service


Levels (or stairs) of service:

- Criminal
- Basic
- Expected
- Desired
- Surprising
- Unbelievable




Ron Kaufman: Uplifting Service

Common Service Language	Engaging Service Vision	Service Staff Recruitment	New Staff Orientation
Service Communications	Service Recognition and Rewards	Voice of the Customer	Service Measures and Metrics
Service Improvement Process	Service Recovery and Guarantees	Service Benchmarking	Service Role Modeling



Jack Daly: Robust Growth

- **Success is about doing the basics consistently well**
- **Foundation for sales growth**
 - Have a magnetic vision
 - Put the right people in key spots
 - Have a "get to" culture




Jack Daly: Robust Growth

- **Creating a great culture**
 - Recognition systems
 - Communication systems
 - Personal and professional development
 - Empowerment processes




Jack Daly: Robust Growth

- **Why most small companies never grow**
 - CEO is the sales manager
 - Best sales person is the sales manager
 - Best sales person tries to manage and sell




The Sessions




Round Tables

- **Mobile Websites**
 - 10-20% of staffing web traffic is mobile
 - Don't need a native mobile app
 - Streamline application for mobile
- **Inbound Marketing**
 - It all starts with Blogging
 - Content is the critical piece
 - PPC and Google Remarketing




RPO - What does it take to succeed

- **RPO ≠ bulk direct hire**
 - Services can be any part of the recruiting process
 - Contracts are typically long (2 to 5 years)
 - Pricing is typically done as cost per hire
- **Why customers outsource**
 - Because they do not have recruiting competency
 - Pressure to cut costs and improve quality
 - Desire to increase accountability in recruiting



20 Underappreciated Business Opportunities

- Energy Sector
- Manufacturing
- Education
- Home Healthcare
- Staffing Disabled Individuals
- Tax Credits






Hire Technology – A New Era in Staffing

- 25% Mobile Traffic – Only 10% of Applications
- Big Data Can Have Big Implications
- Analyze Search Trends
- Survey
 - 26% of companies are hiring
 - 40% looking to increase temp help
 - 38% of employers can't find needed skills
- Randstad – Inspiring Experts
<http://inspiringexperts.com/>



From VMS to Online Staffing

- Elance more or less born out of VMS
- Average time to hire – 3 days
- 50% fill rate in 30 days
- 80% repeat business
- Invested heavily in qualifying systems
- Appeals to underserved talent market

Online Staffing: A New Wave of Industry Innovation

- Direct relationship between work user and provider (typically project or task-based)
- Industry growing at 40% annually
- Contingent worker growth 3-4 times that of traditional workforces
- Freelance professionals now make up more than 25% of the U.S. working population



Online Staffing: A New Wave of Industry Innovation

- Flexible Work
 - How and when work is done
- Forces Driving the Trend
 - Workers want flexibility
 - Challenging economy requires multiple incomes
 - Access to information and technology
- How Staffing Firms can Capitalize
 - Allow clients to search for screened talent pool
 - Create self-managed portals for both employees and clients
 - Streamline workforce management and communication



Creative Tips to Increase Your Bottom Line

- How to Boost Direct Hire Sales
- Where Your Focus Needs to be for Growth
- Creating a Brand with Authentic Differentiation
- Focus on External KPIs
- Setting Quotas




Lessons Learned




Lesson 1: **ACA could be a boon, but you have to plan now.**

- You need to calculate the impact, and know how you will respond.
- Determine the impact on your costs and how much you will try to pass on.
- Look for ways to drive revenues!



Lesson 2: **Get serious about mobile**

- Mobile traffic is growing quickly.
- Open your website on your iPhone – would you come back?
- Streamline application process for mobile devices.
- Don't need a native app!



Lesson 3: **Sales management is a key predictor for growth.**

- Fundamental shift in Focus & Strategy
- 80% of a Sales Manager's time needs to be spent on Coaching and Developing
- This is impossible for a CEO, or anyone responsible for closing sales!



Lesson 4: **Staffing firms need to find new ways to deliver value.**

- Traditional staffing is being commoditized more than ever.
- Staffing firms need to get more niche focused or move up the value chain.



Lesson 5: **Serve the underserved.**

- Great opportunities exist in niche markets
- Schools
- Disabled
- Translators



Lesson 6: **Branding is bragging!**

- Find the results that differentiate your firm.
- Always boast about impact and results *first*; answer how you do it second.
- Branding defends against commoditization.



Lesson 7: **Grow your business, don't run your business**

- You grow a company faster by developing people than by closing sales.
- Make time to train.
- Get out in the field with your people.
- If you don't have an assistant, you are one.



Lesson 8: **Learn from the "human cloud"**

- Online platforms like Elance are efficient
- Clients are pleased with "service"
- Time to fill is minimal
- Where can you streamline?



Lesson 9:

RPO is not for everyone.

- RPO is NOT bulk direct hire
- RPO requires a consultative skill set
 - Transformation, Implementation, Change Management
- Partnership will be ideal for most staffing firms



Lesson 10: **Make sure your people know what drives profits.**

- “Wheels Up”
- Understand the fundamental drivers of revenue...profitable revenue.
- Ensure each person in the firm knows their impact on the bottom line.





Coming Next:
How to Rank Well in Google in 8 Steps!
Thursday, April 11th
Reserve your seat:
www.lunchwithhaley.com
