






2017 Executive Forum
The Unofficial Conference Recap



PRESENTED BY
Ryan Maher
David Searns
Brad Smith

Agenda

- Keynotes
- Breakouts
- Lessons learned
- Q&A



The Sessions
KEYNOTES



BARRY ASIN

DARE TO LEAD

- **Leadership from the outside**
 - Changing perceptions.
 - Global uncertainty.
 - Contingent workforce is growing.
 - **THE RESULT:**
Talent shortages and recruiting are our top challenges



BARRY ASIN

DARE TO LEAD

- **Coming Challenges**
 - AI & robotics.
 - Big data changing the hiring process.
 - More complexity and competition.
 - Globalization.
 - The Trump Factor???



BARRY ASIN

DARE TO LEAD

- **Industry Forecast**

- Slower growth than 2016 – 4% overall.
 - Education 12%
 - Healthcare / IT / Acct & Fin 6%
 - Clinical / Scientific 5%
 - Industrial 3%
 - Engineering / Legal 1%
 - Office -1%



BARRY ASIN

DARE TO LEAD

- **Leadership from the inside**

- **Five disciplines driving staffing success**
 - Enhance strategic alignment.
 - Reinforce cultural standards.
 - Bolster internal talent.
 - Drive team performance.
 - Improve operational effectiveness.



BARRY ASIN

DARE TO LEAD

- **Leadership from the inside**

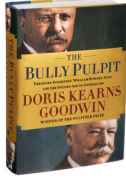
- **Leading your people**
 - Leadership and internal staff satisfaction are closely linked
 - Committed to making company a great place to work
 - Demonstrate integrity
 - Provide a clear vision / direction
 - Compensation one key to high performance, and it's only a small piece!



Doris Kearns Goodwin

10 LEADERSHIP LESSONS FROM THE WHITE HOUSE

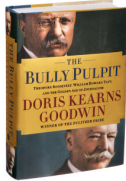
1. Resilience – The #1 Trait
2. Surround yourself with challengers
3. Create an inspired culture
 - "You can accomplish anything in life so long as you don't care who gets the credit."
4. Take responsibility for failure
5. Continued Growth – Learn from Mistakes



Doris Kearns Goodwin

LEADERSHIP LESSONS FROM THE WHITE HOUSE

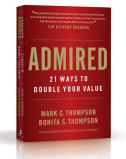
6. Controlled Emotions
7. Staying in Touch and Connecting
 - Allows a leader to be a master of timing!
8. They could speak with emotional power
9. They know how to relax
10. Legacies of moral leadership



Mark Thompson

MOST ADMIRE LEADERSHIP

- What FUELS world-class leaders?
 - Focus
 - Urgency & Change
 - Engagement
 - Long-term partners



Mark Thompson

MOST ADMIRE LEADERSHIP

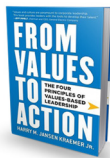
- **The most admired leaders**
 - Purpose (cause)
 - Passion (motives)
 - Performance (deliverables)



Harry Kraemer

FROM VALUES TO ACTION

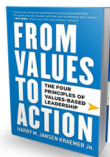
- **Characteristics of strong leaders**
 - Keeping things simple
 - Able to see the forest (not be stuck in the trees)
 - Ability to use common sense (sadly, it's not very common)



Harry Kraemer

FROM VALUES TO ACTION

- **Principles to focus on**
 - Self-reflection
 - Balance
 - True self-confidence
 - Genuine humility



The Sessions **BREAKOUTS**



Executive Leadership Panel

CEOs: On Assignment, Allegis, Manpower, AMN Healthcare

- **Leadership lessons**
 - CEOs need to provide a greater sense of purpose.
 - Show people how they (and the company) make an impact.
 - The only thing new in the world is the history you don't know.



Executive Leadership Panel

CEOs: On Assignment, Allegis, Manpower, AMN Healthcare

- **Technology's impact on staffing**
 - How can it be used to deliver more and better value to clients?
 - Big issue is getting people to be competent with tech.
 - Automation is a real concern.
 - Technology must become increasingly sophisticated to create value and reduce pressure on margins.



Executive Leadership Panel

CEOs: On Assignment, Allegis, Manpower, AMN Healthcare

• **Miscellaneous views and opinions**

- Unemployment rate is meaningless.
- Biggest source of gov't revenue is fixing worker misclassification.
- 98% of the gig economy is second and third jobs.
- Online platforms have a place, but do not replace staffing.
- An MSP's role is to be a talent advisor and provide metric-driven advice.
- Best advice for a \$25MM staffing firm. Specialize then partner.
How can you deliver value better than a global company or MSP?



Best Practices for the Virtual Manager

Kevin Sheridan, Chief Engagement Officer

- 40% of the worldwide workforce is remote.
- Biggest management mistake? Hiring the wrong person!
- Average remote worker puts in 4 hours MORE per week.
- The key to remote talent management: TRUST and VERIFY.



Best Practices for the Virtual Manager

Kevin Sheridan, Chief Engagement Officer

• **Drivers of engagement**

- Recognition
- Career development
- Supervisor abilities
- Strategy and mission
- Job content (doing what I do best)
- Senior management's relationship with the team



Best Practices for the Virtual Manager

Kevin Sheridan, Chief Engagement Officer

- **Best practices**
 - Regular performance discussions (not annual review)
 - Talking about engagement
 - Focus on inclusion (shared experiences)
 - Personalize recognition
 - Onboarding is NOT done remotely
 - Peer recognition
 - Bring more fun into the workplace



Best Practices in Job Boards & Social Media

Jeff Dickey-Chasis, The Job Board Doctor

- Job boards are evolving
- Job boards are growing 2x as fast as the staffing industry
- Still the best source for active job seekers, high-volume recruiting
- Niche sites tend to get better response
- Pricing models



Best Practices in Job Boards & Social Media

Jeff Dickey-Chasis, The Job Board Doctor

- Job boards are evolving
- Job boards are growing 2x as fast as the staffing industry
- Still the best source for active job seekers, high volume recruiting
- Niche sites tend to get better response
- Pricing models
- Analytics becoming increasingly important
- Job seekers use boards to find jobs then apply at the company site
- Candidate behavior is changing



Best Practices in Job Boards & Social Media

Jeff Dickey-Chasis, The Job Board Doctor

- Social media???
- Job slots on LinkedIn, good for professional roles
- Lots of testing going on (Twitter, Instagram, Snapchat)
- Paid reach is best way to access talent pools
- Creativity is essential
- Candidates expect immediate response; be ready
- Since Exec Forum, Facebook Jobs



Disruption – Staffing in a Period of Change

Panel Discussion

- Ashwin Bharath, Co-Founder, Revature
 - Positioned as a technology solutions firm (tech company)
 - University Network – Select top 1%, train them for 3 months
 - Cutting-edge training programs (e.g., 12-week coding bootcamp)
- Michael Kearns, VP, Toptal
 - “Hire the top 3% of freelance talent”
 - Source the top talent across the world – they don’t care about location
 - Developers, designers, finance (modeling, market research, etc.)
- Jacob Rosenbloom, CEO, Emprego Ligado
 - Target emerging markets with just-in-time unskilled labor
 - Georecruitment for employers



How to Implement an Acquisitive Growth Strategy

Panel Discussion:

- Acquisition can help fuel growth when organic growth slows
- Many companies look to acquire either to grow service offerings or when a client pulls them into a new geographic market
- When is it time to acquire?
 - When you “own” a market and can’t grow more
 - After you’ve hit at least \$10mm
- When doesn’t it work well?
 - When you’re small and try to acquire in a market you can’t drive to
 - When the other company has a bad reputation
 - When SUTA, outstanding debt, workers comp costs are out of line



Predictive Analytics for Job Ads

Shelly Mudd, Chief Revenue Officer, Jobs2Careers

- Recruitment advertising is changing
- Predictive recruitment ad spend uses intelligent algorithms and machine learning to be more effective with recruiting budgets
- Jobs2Careers uses predictive analytics to determine a cost per application based on supply and demand
- Pay-per-application model, 2500 partner sites, 2.2 billion searches
- Upload jobs > set price/app > programmatically push to network > hire as many people as you want



Success Story Showcase – Advanced Group

Leo Sheridan, CEO, Advance Group

- \$10mm in 2009 > \$60mm in 2016 > Goal of \$500mm by 2021
- Opened several niche brands with specific focus
- Have a group in the organization that solely focuses on disruption
- Leo's learnings:
 - Don't be afraid to ask for help.
 - Surround yourself with successful people (hire "A" players)
 - Join business networking groups (YPO, TEC, etc.)
 - Develop a Board of Directors
 - Join owners groups and go to roundtables
 - Work with consultants to accelerate development
 - Invest in tech and marketing



Reality vs. Hype of a Robotic Workforce

Panel Discussion

- **How AI is being used today in real-world staffing scenarios**
 - Bots are talking to the talent!
 - Real-world results: happier candidates, more placements
 - Bots can be confused for a human!
 - The big players in AI: IBM, Google, Microsoft and Intel
 - The future: Google Jobs API – the end of job boards?



Lessons Learned
(at least our top 10)



Lessons Learned

Don't run from disruptors, embrace them.



Lessons Learned

Be paranoid.



Lessons Learned

Stop wasting recruiting money.



Lessons Learned

Artificial intelligence has already entered recruiting.



Lessons Learned

Global marketing spend has hit \$1 Trillion.



Lessons Learned

Greatness in Leadership is driven by:

- Resilience
- Character
- Communication



Lessons Learned

**The GIG economy is real,
but not as scary to the staffing industry
as some have said.**




Lessons Learned


**Uncertainty is good for staffing,
but it requires leadership to manage.**



Lessons Learned

We have to get better with technology and analytics.


 @HaleyMarketing
#lunchwithhaley



Lessons Learned

The Bar Captain is MEAN!

www.haleymarketing.com/dd2017
www.haleymarketing.com/2016deals





Any questions?

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Coming Next:

HaleyMail Demo
Tuesday, April 18 14 at 2 PM EDT



Staffing Websites
Optimizing ROI
Thursday, April 20 at 2 PM EDT

Reserve your seat: www.lunchwithhaley.com



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