

YOUR PATIENCE IS APPRECIATED...



... **LUNCH WITH HALEY** will be served shortly.

Staffing World 2020

Recap

PRESENTED BY

David Searns, Matt Lozar, Rob Herbien,
Mandy Wittschen, Aaron Eastlack,
Cathy Lanski, Magezi Mukandala



Join the Conversation

- Join the conversation on Twitter:
#lunchwithhaley



Staffing World 2020

Super Sessions



The Future Company: Culture, Diversity, and Identity Crisis

Reimagine work, learning and leadership.

- Learning is now part of work (rapid learning, unlearning, upskilling and reskilling).
- Human skills, above technical skills, are more valuable in the marketplace.
- CEOs report a shortage of talent as a top concern and a possible disruption to their business (behind terrorism and recession). (PwC Survey)

Here to stay are the needs for:

- Telepresence
- Trust (physiological safety)
- Transparency

Digital Transformation: Design Your Future

Small Steps Lead to Large Leaps

- Don't get caught up in the big picture. Stay focused on that process to help you establish bigger goals and reach those goals.

Be One Year Ahead of Your Competition, but Only One Year Ahead of Your Audience.

- With technology, this is vitally important.

Tough Lessons Learned: Diversity, Inclusion, Staffing, and Success

How to promote diversity, equity and inclusion:

- Hire an expert (organized and saves you time and money implementing).
- Treat your effort as you would any other transformation initiative:
 - Assign responsibility
 - Create a plan
 - Develop metrics
 - Put resources behind the effort
 - Measure the results
 - Have accountability built in

Impactful Leadership: Currency, Change, and Creating a Powerful Presence

- **Creating Other Leaders is of Enormous Importance When You Are a Leader**
Amplifies your impact on the organization.
- **Advice From a CEO – Focus on the Things Only They Can Do**
Just because you can, doesn't mean you should.
- **Innovation**
If your team is deathly afraid of failing, they will never leap far enough. Celebrate failure. If they are afraid to innovate, they won't!

Staffing World 2020

Sessions



Ensuring Health and Safety When Threats Are All Around

**There is no COVID-19-specific OSHA guidance.
It falls under Safe and Healthy Work Environment.**

- **Host employer is responsible for providing safe environment.**
Violations are considered Type 1 – the most serious infraction.
- **Typically, the staffing agency is responsible for PPE which can add to their costs.**
- **Employees are expected to follow best practices:**
Masks, social distancing, handwashing, stay home if you're sick.
- **Unexpected consequence of the pandemic – tough to get timely drug tests because of capacity constraints.**

Staffing Strong: Resilience in the Face of Adversity

Mindset and action increase your capacity to recover quickly.

- **Self-Care** (sleep, exercise, better nutrition, quiet time, conscious breathing).
- **Self-Awareness** (control what you can...yourself). Think about:
 - Your goals.
 - How you handle adversity.
 - Does the above move you closer or further from your goals?
- **Have a funeral for perfection. Give yourself permission to not be perfect.**

Adapt now before you are forced to.

- **We expect a big and fast recovery. The earlier you start the better you will be positioned.**

Skill Building in the Era of Remote Work

Charles Darwin's theory of evolution: "It's not the strongest of the species that survives, nor the most intelligent that survives. IT'S THE MOST ADAPTABLE."

- **Move beyond generic messages – get specific about value.**
- **3-step process to secure appointments over the phone:**
 - **Disarm:** Connect on a personal level; lower sales resistance
 - **Purpose:** Get to the point quickly; explain why you're calling
 - **Question:** Open-ended; designed to explore challenges, home in on pain points

Creating a Gen Z Candidate Pipeline

What's Important to Gen Z?

- **Diversity Commitment, Socially Conscious, Work-Life Balance**
 - 78% will find a job with another company if current employer not committed.
 - 87% share positive opinions of companies viewed as socially conscious.
 - 38% love where you work/what you do; 32% personal/professional balance
- **High Touch, High Tech**
 - Gen Z defined the perfect candidate experience as fast and high touch.
 - "Uber" experience for interviewing.
 - Meet them where they are.

Creating a Gen Z Candidate Pipeline

What's Important to Gen Z?

- **Diversity & Inclusion**
 - Measure diversity KPIs throughout every step of the funnel.
- **Common Hiring Mistakes for Non-Diverse Employer Branding**
 - GPA requirements, prerecorded interviews; 9-5 time slots for interviews; job descriptions with gender tones

Coaching for Performance, Unlocking Leadership Potential

Insights

- Most companies are developing current leaders – but aren't developing new leaders.
- Leaders need to develop new skills to meet new industry challenges.
- 90% of senior leaders are high in emotional intelligence.

Characteristics of Future Leaders

- Healthy Dose of Self-Regard
- Flexibility
- Problem-Solving Skills
- A Great Dose of Empathy: The #1 skill needed to unlock great service, creativity and ingenuity is empathy



Coaching for Performance, Unlocking Leadership Potential

What Works?

- Ongoing Leadership Development
- Lead By Example
- Multiprong Approaches
- Establishing a Process for Inspecting What You Expect
- Mentor vs. Sponsor
- To Maximize Human Potential, Put the Human at the Center



Fostering and Purposefully Shaping Workplace Culture

How to build a strong culture:

Group achieves shared purpose consistent with their values (principles they value) and beliefs (what they believe is true).

- Define values, principles you value (what do you want mentioned in your eulogy?).
- Document your core beliefs (written and unwritten rules).
- Communicate the above to your current and prospective team members.
- With remote workers:
 - Expect new norms.
 - Be more purposeful in your communications.
 - Over communicate; don't rely on the natural "caught more than taught" model.
- Have a real mission statement.

Rise of the Robots: Friend or Foe for Women in the Future of Work

What Role Do Robots Play?

- 60% of jobs worldwide can be automated by 2030, which means that 40 to 160 million women will need reskilling to transition their careers by then.
- Robots & humans are good for different things:
 - Robots: data analysis, repetitive tasks, etc.
 - Humans: agility, judging emotion, etc.
- Many companies are using AI to help reduce hiring bias.

Inclusive Recruiting

- Focus on the skills and value of a candidate instead of making generalizations/assumptions.
- Know that the individual doesn't represent the whole.
- Have diverse recruitment teams.
- Understand the difference between equality, equity, and justice:
 - Equality = the assumption that everyone benefits from the same support.
 - Equity = everyone is getting the support that they need.
 - Justice = causes of inequity were removed, making everyone successful without support.

My Tech Stack is Better Than Yours

Find Tech That Accomplishes Your Goals and Solves Your Problems

- **“If You’re Not Evolving, You’re Dying”**
 - Still need to talk to people, but what can you automate? How does it affect candidate engagement and provide a better experience?
 - What works for your niche and your brand?
 - What are your competitors doing?
- **How to Implement Internally**
 - Get buy-in from multiple levels. Get people excited.
 - Introduce in phases. Avoid overpromising.
 - Improve productivity of your team.

No Admittance: How to Sell When You Can't Be in the Room

Be more human oriented (a caring and sharing machine).

- "How are you?" Instead of "Check in" (Ask for your client's or prospect's opinion of what it takes to get through these challenging times, not whether they have an order for you).
- Have project-based calls versus transactional calls.
- Build a network/pipeline. Acknowledge the obvious (position yourself as a source of positivity and hope).
- Leverage reference checks for sourcing.
- Probe versus pitch (get them to talk to you).
- Give, give, give, ask (provide content, e.g., hiring trends and best practices).

Tech Talks

Satisfaction Survey Technology

- **Online reviews are more important now than ever before.**
86% of customers look to online reviews when making a purchasing decision.
- **Add a shout-out question to your satisfaction surveys.**
40% of promoters will leave a comment if they are specifically asked to recognize a member of your staff. “Has a staff member of ours gone above and beyond for you?”

Tech Talks

A Guide to Using Technology to Make Your Advertising Dollars Go Further

- **Source Tracking at the Job Level**

Do you have the technology in place to collect and analyze the source of each candidate application?

- **Centralized and Automated Reporting**

Is your data in multiple places? Do you have to combine data from multiple locations? Are you basing future decisions on your data?

Welcome - Now Get to Work Solving the Onboarding Problem

Expand your tech stack.

- Lessonly, Top Producer Tutor, Slack, Zoom (role play), Microsoft Teams, Sales Loft (sales pipeline management), Fidelity / Netfortris (record, listen, whisper, and barge calls)

Human interaction - build team cohesiveness, culture & loyalty.

- Virtual activities (ice breakers, virtual watercooler and hangout sessions, happy hours)
- Exceed expectations (free lunch through DoorDash, gifts to their door)
- Onboard your team how you onboard your candidates to build familiarity with the process
- Lots of follow-up and encouraged communication (fun & non-work related)

Immerse in company culture.

- Give access to the leadership team, panel discussion on core value and beliefs, and Q&A

The Expanding Gig Economy and Implications for Staffing Firms

The staffing industry is averse to change; but this is forcing the industry to change.

- **Tech is there to automate the mundane.**
Job posting, chatbots, interview scheduling, text reminders, sourcing of your ATS
- **How do we introduce automation yet maintain a connection with talent and clients?**
Recruiting has always been a people business. Those relationships are vital.

What can your team eliminate from repetitive, time-consuming tasks to get time back so they can focus on talking to the people who want to work for you?

So, You Know Your Unconscious Bias. Now What?

Choose courage over comfort.

- When confronted with oppressive comments, respond non-confrontationally.
- Say, “tell me more” or “help me to understand.” It forces people to explain their behavior.
- Managers should say, “We don’t do that here. Its’ not a part of our culture.”

Practices and attitudes often thought of as harmless are not.

- Don’t assume people with different working styles are less committed.
- Ensure diversity on panels or committees.
- Men are judged by potential, women by evidence.

The Most Entertaining Virtual Employment Law Game Show Ever!

Game Show Based on Multiple Categories

- **FFCRA, You Down with PPP, Legal Potpourri, 2020 Elections, Video Grab Bag**
 1. Staffing firms will be deemed to have made a good faith certification regarding their need for their loan if they borrowed less than this amount.
 2. Of PAGA, BIPA, HIPAA or PIPPA, this is what you should NOT be concerned with.
 3. Disclosing the identity of an employee who tests positive for COVID-19 could violate this law.
- **Always Entertaining Lip-Sync Videos in the Bonus Category!**

Things Staffing Agencies Must Do to Grow Sales Post-COVID-19

- 1. Implement a structured multistep sales process.**
- 2. Leverage technology.**
 - Video appointments, recording video, sales process automation and workflows
- 3. Increase your digital presence.**
 - Content (be a resource, e.g., blogs, video and podcasts)
 - Your website (reinforce your sales messaging)
 - Social media (build credibility and network)

70% of workers would prefer to telecommute after COVID-19.

5 Trends That Will Outlast COVID-19 and Accelerate Your 2021 Recovery

Recovery is steady but slow.

1. Flexibility wins the day.

- 85% of buyers think staffing firms offer more flexibility.
 - Essential! Having the right skills and the flexibility to size up or down quickly.
 - Staffing firms are a helpful resource when trying to hire workers remotely; flexible talent solutions in order to be more resilient business; staffing firms will play a role in business as economy recovers.
- 70% of candidates believe temp assignments offer more flexibility.
- 53% of staff/promoters say their firm offers them flexibility.
 - Workload on staff is taxing.
 - 77% of leaders will allow employees to work remotely more often.
 - Only 1 in 5 people want to be remote all the time; 35% mix.

5 Trends That Will Outlast COVID-19 and Accelerate Your 2021 Recovery

2. Consumerization of staffing.

- A lot more shopping online and on your phone
- Expectation of seamless experience online and offline
- Always-on service; service support when we need it
- Experience matters
- 93% of candidates prefer some aspects of their job search to be online

5 Trends That Will Outlast COVID-19 and Accelerate Your 2021 Recovery

3. Buying process complexity.

- B2B buying journey – 77% buyers say the latest b2b purchase was difficult.
- Size of buying groups stakeholders/decision makers are 6 to 10 in 2020.
- Chance of getting a deal drops to 31% as decision makers increase.
 - Take additional steps to make firm stand out. De-risk and digitize the experience.
 - The average job seeker uses 6.4 resources as part of their job search (job boards, aggregators, internet search, company career site).
 - Online reviews have doubled in utilization compared to 2018.
 - Social media: dramatic difference by generation. Gen Y or younger – the largest workforce.

5 Trends That Will Outlast COVID-19 and Accelerate Your 2021 Recovery

4. Service proof required.

- 96% of staffing execs say they differentiate on service, and 55% of buyers say staffing firms are all the same (almost identical for candidates).
- Firms are not emphasizing what makes them different – they need to communicate effectively! Show not tell.
- Net Promoter score:
 - Client: experience scores rise in recession. When you are in a recession, service goes up.
 - Talent remained flat.
 - Internal slight increase.

5 Trends That Will Outlast COVID-19 and Accelerate Your 2021 Recovery

- Key: Respond quickly – strive to answer to all calls and emails in 24 hours.
- Online reviews are trusted even more than a colleague or a friend and more than 4x as trusted as your advertising.
- Less than 4 Stars: Only 13% of people are giving you credit for quality; 78% for 4 stars, 80% for 4.5 stars. Important to show several reviews as well.

5. Real diversity & inclusion progress made.

- Clients are prioritizing diversity hiring.
- Millennials and Gen Z believe it more than any other generation.
- Many men are blind to discrimination compared to women/women of color.

Tapping Untapped Talent Pools

- **Know disability through personal experience.**
 - To feel comfortable – work with an organization that will benefit everyone.
- **Not everyone with a disability will be sourced from a disability organization.**
 - What's your messaging? Is it inclusive?
- **What accommodations do you need to make?**
 - To attract candidates
 - To make everyone feel comfortable in the workplace
 - Strength-based approach

Staffing World 2020

Lessons Learned



Paula

Adaption

- The first-ever virtual Staffing World was quite an experience!
- The event demonstrated the great resiliency of our industry to adapt and pivot in the face of challenges.

Candidate engagement in a COVID-19 market

- Candidates are “ghosting” you on the first interview, the client interview, and the absolute worst – their first day on assignment.
- Tom Erb pointed out that, unfortunately, this is a growing trend throughout the industry that shows no signs of letting up.
- But that doesn’t mean you have to accept increased no-shows as the “new normal.”
- So, what can you do? Expand your recruiting avenues, get there first, make it easy - simplify your application process! Prioritize your most sellable jobs and be likable.

Lesson 1: Selling has radically changed.

- Tom Erb pointed out that door-to-door selling, already declining, is now virtually dead.
- In-person networking is gone, with conferences and shows going virtual.
- 70% of workers would prefer to telecommute *after* COVID.
- In response, we need to leverage **technology, automation, and digital presence.**

Lesson 2: Adaptation

- Many of us have had to pivot our positioning – the best way to pivot, even our daily perspective, is to ask, “How can I help?”

Technology Is Great. It Has to Be Added Correctly.

- How does it help your company accomplish your business goals?
- Will your team find value?

“Be One Year Ahead of Your Competition, but Only One Year Ahead of Your Audience.”

Diversity Must be a Priority

- Throughout the entire organization
- When we are comfortable, we go back to what we know

Rob

Great attendance

People are open to virtual experiences.

Virtual events must be responsive to (live) feedback.

Technology improved over the course of the conference.

We need to embrace virtual experiences.

(I still prefer in person experiences.)

To get real value, treat virtual events like real ones!

Block time in your calendar. Plan your schedule. Focus your time.

Creating virtual engagement takes more effort.

You're not the only one who is distracted. If you're selling remotely, you need presentation strategies to capture and hold attention.

2021 can't get here soon enough.

I can't wait to see you in person at Staffing World 2021!



Any questions?



1.888.696.2900



info@haleymarketing.com



@haleymarketing



www.facebook.com/HaleyMarketing/

COVID-19 Recovery Resources

Business Strategy & Marketing Ideas

At Haley Marketing, we are committed to serving the staffing industry. We put together this page to offer free advice and low-cost marketing support to help all staffing companies to survive and thrive!

<https://haleymarketing.com/covid-recovery>



Coming Next:



HaleyMail

Tuesday, November 24, 2020 at 2 PM ET

Reserve your seat:

www.lunchwithhaley.com