

YOUR PATIENCE IS APPRECIATED...



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

# 2021 Executive Forum

## The Unofficial Conference Recap

PRESENTED BY

David Searns, Ryan Maher, Mackenzie Froese,  
Susan Wurst, Mandy Wittschen



# AGENDA

- Keynotes
- Breakouts
- Lessons Learned
- Q&A

The Sessions

# KEYNOTES

# New Strategies for a New World

(Barry Asin, President, Staffing Industry Analysts)

- Staffing Pulse survey shows significant growth for 2021
- Pandemic accelerated digital transformation in staffing, proof-of-concept for remote temp work
- We are living in a VUCA world

## Total Staffing Growth: 12%

- Office Clerical: 15%
- Industrial: 15%
- IT: 7%
- Healthcare: 4%
- Place & Search: 19%

*Source: SIA US Staffing Forecast, September 2020*

# Leadership in a New World

Panel Discussion

**What are the biggest things you've seen change, and what will go back to normal?"**

From a business perspective, the word for 2020 was "agility."

**What do you think about candidates having direct access to jobs?**

We need to think about putting the customer at the center.

**What can technology do for recruiting in a new world?**

Open up the talent field in a borderless way.

# The Disruption Mindset: Why Some Organizations Transform While Others Fail

(Charlene Li, New York Times Best-Selling Author, Entrepreneur and the Founder and Senior Fellow at Altimeter)

- Rate of business formation is up 43% after the pandemic.
- Will you be the bug...or the windshield?
- Being on the **right** side of disruptive change requires a growth strategy that aligns the entire organization around the future customer experience, as well as the leadership and culture to execute that strategy.

The Sessions

# **BREAKOUTS**

# Upskilling Your Talent Pipeline for the Future

Panel Discussion

- We prepare our graduates for their 5<sup>th</sup> job, not their 1<sup>st</sup>.
- Staffing companies need to think of themselves as developers of talent.
- Proven success targeting diverse communities and rural universities, giving opportunities to people who are not normally afforded these opportunities.

# 5 Benefit Realities Guaranteed to Impact Your Bottom Line in 2021

Marco Nunez, Senior Analyst, Essential StaffCARE

- Workers are more aware than ever of the need for usable, valuable benefits.
- Virtual-forward voluntary benefits are now an expectation, not a luxury.
- Staffing firms with integrated benefit offerings will identify top talent more efficiently and provide candidates with a more enjoyable onboarding process.

# Driving ROI Through Conversational Bots: New Technology for a New World

Chris Kennedy, VP of Sales, WorkLLama

- Provide an “Always ON” candidate experience
- Increase recruiter productivity
- Create time to build and nurture human connections

# The Staffing Execs Guide to Direct Sourcing and Talent Pools

Panel Discussion

- **What Is Direct Sourcing?** "The use of the employer's brand in job advertising to build talent pools ahead of the job requisition."
- Direct sourcing is here to stay, so you do need a strategy.
- Less than 5-10% of large clients are doing direct sourcing today. The clients that are doing this are visionaries.

# Digital Transformation and the Future of Staffing

Barry Asin, President, Staffing Industry Analysts

Art Papas, Founder and CEO, Bullhorn

- Direct Sourcing won't be the next industry disrupter. Someone still needs to sift through the 100 "unwashed resumes."
- AI and Blockchain are emerging trends. Someday employees might be asking to be paid in bitcoin.
- Prediction - In 10 years, staffing will be a trillion-dollar industry.

# The Evolution of Pay

Lisa Knisely, VP of Client Loyalty, ADP, Inc.

George Mavrantzas, Vice President of Strategy and Thought Leadership, ADP, Inc.

## 3 Components Driving Change in Pay Models

### 1. Shift in workforce composition:

5 generations, gig economy, remote workforce

### 2. Consumerization of payments:

individuals demand convenience

### 3. Rise of non-traditional financial products:

e.g., contactless payment

# Recruitment Marketing Mastery: Attract Talent and Fill More Open Orders With These Four Pillars

David Searns

- A great strategy starts with a clearly defined brand
- Social proof matters - take control of your reputation
- Optimize your career site - never lose a candidate
- Make data-driven job advertising decisions
- Social recruiting requires multiple strategies

# In Conversation With Greg McKeown

Ursula Williams, Chief Operating Officer, Staffing Industry Analysts

Greg McKeown, New York Times Best-Selling Author of Essentialism: The Disciplined Pursuit of Less

- The word "Priority" originated as singular not plural.
- More companies die of indigestion than starvation.
- You can define strategy by what you say "no" to.

# The New Era of Staffing: Rise of the Signup Culture

Barry Asin, President, Staffing Industry Analysts

Daniel Yanisse, Co-Founder & CEO, Checkr

- Uber, etc., were niche-use case, but now they are the norm.
- Start building a bridge between what's possible and what's compliant.
- "Signup Culture" is here to stay.

# Harnessing AI and Automation to Build a Powerful Recruiting Machine

Jason Jakes, Director of Solutions Consulting, Sense

Pankaj Jindal, Co-Founder, Sense

- An AI and automation tool becomes your hub to recruit, retain and redeploy talent on a large scale.
- For recruiting, staffing companies need to think beyond candidates. Clients, ex-employees and internal staff are all sources.
- AI and automation frees up the recruiter's time to focus on stages of placement where the personal relationship is important.

# Navigating the Bleeding Edge: Creating a Successful Technology Strategy to Automate Your Staffing Company

Barry Asin, President, Staffing Industry Analysts

Rishabh Mehrotra, Chief Executive Officer, Avionté

- Technology is the backbone of the company. Take a holistic approach and don't focus too much on the bells and whistles.
- Fix your processes first. If you don't, you will just be automating a bad process.
- Talent is realizing the automation is allowing them to control their job search.

# Experience Sharing: The Ways Staffing Companies Can Succeed in the Current Environment

Bryan Tweed, Vice President, Sales and Key Accounts, IMS People Possible

- Embrace a “Work From Anywhere” Culture
- Pivot to Thriving Business Segments
- Humanize All You Do

# From Staffing to Solutions: Lessons From the Frontier

Panel Discussion

- Moving to managed services you can form a deeper partnership to solve more problems.
- EBITA can be 18 - 20% compared to 8 - 9% for staffing only
- You are selling teams and solutions, not people.

# The Role of the Recruiter in a Tech-First World

Panel Discussion

## How can recruiters strike the right balance and successfully integrate new tech?

- Don't over-automate. As the pandemic recedes, people will crave more human connection.
- Use tech to automate processes that are repetitive, time-consuming or create "friction" in recruiting.
- Be intentional and follow a consistent process when adopting new tech to plan for a successful rollout .

# Technology Strategies for a Disrupted World

Panel Discussion

- Proper implementation and cleanup. 2020 was fast and loose.
- Now that we have proven we can move at a faster pace, there is more willingness and a change in attitude about technology.
- Candidates don't want to download 4-6 apps. We've GOT to think about the end user and their experience.

Key Takeaways

# LESSONS LEARNED

# DAVID

- Get ready for record growth (up to 6.2% GDP)
  - How will you compete (for clients and talent)?
- You need a digital transformation strategy
  - Become more digital? (Apps, automation)
  - Become more human? (Be an anti-automation company)
- People prefer to talk to devices rather than people
  - Great service is about providing an experience in the way people want it

# RYAN

- Prioritize the candidate experience
- Leverage your existing database
- Train your sales team for success

# MACKENZIE

- The only way to not be one of the 53% of small businesses that don't reopen after COVID is to adapt.
- Invest in technology. You can't afford to get left behind.
- Determine your essential intent for the next 3 months (weeks, days, etc.).

# SUSAN

- Staffing companies need to start thinking of themselves as providing solutions, not just providing people.
- The industry is on the cusp of another big shift. We need to embrace the disruption.
- On the other side we will have found a balance of technology and service. Technology will never be able to give white-glove service.

## **BRAD B.**

- Networking is still critical AND possible...even in a virtual conference setting.
- Data shows remote work has been successful...but work to keep your meetings short to maximize productivity and overcommunicate when not meeting.
- How will YOU continue to adapt if 20% of temp jobs stay remote after the pandemic?

# MANDY

- Prepare for a V-shaped recovery – indicators show a rapid ramp up in both temp and direct as vaccine rollout continues.
- Develop account managers' expertise in selling remote temp and contract where you can – employers are open to it.
- Prepare your teams and strategic business plan to be the windshield – and not the bug. Disruptive change is here to stay.



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# Any questions?



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**UP NEXT:**



## **SPECIAL EDITION: Recruiting Strategies 2021**

**Tuesday, April 13, 2021 at 2:00 PM ET**



## **Social Pro 2021**

**Thursday, April 15, 2021 at 2:00 PM ET**

**Reserve your seat:**

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