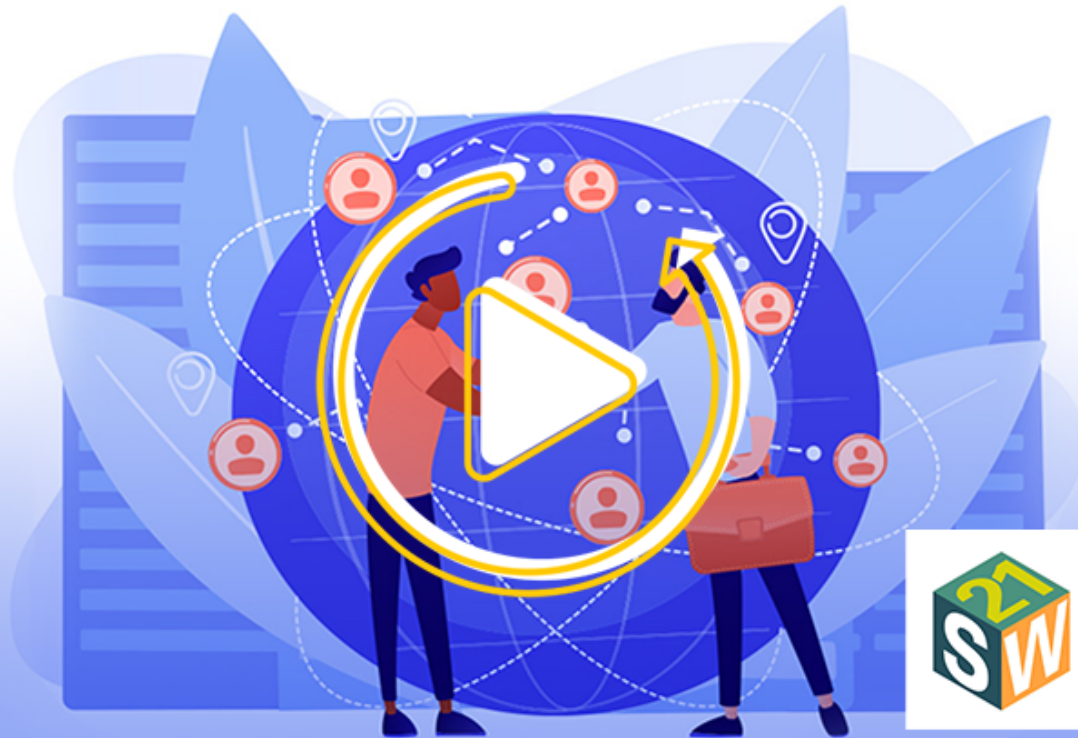


YOUR PATIENCE IS APPRECIATED...



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



 **STAFFING
WORLD® 2021**

PRESENTED BY

David Searns, Vicki Kenward,
Kathy Duffy, Brad Smith, Susan Wurst,
Jeff Staats, and Kelly Waite-Stabler


haley
MARKETING

Join the Conversation

- Join the conversation on Twitter:
#lunchwithhaley



Staffing World 2021

Keynotes



Getting to the *Next*, Next Level

Up-Level Your Voice and Impact Others Intentionally

- Change the way you connect, because people feel distant right now.
- Your leadership voice can close the distance.
- Communicate the info they need to succeed and the story that inspires them.
- Maybe the next level isn't a tier, but instead, it's a team.
- Maybe the next level is something you lose - lose your fear of change.
- Homogenous leadership can lead to homogenous ideas and culture.

Leading in Precarious Times - Inspiring Our Most Defining Moments

Covid Made Us Pivot and Adapt – Perhaps This Is Our Defining Moment

- Lead from a place of positivity
 - Have a clear, optimistic vision of the future
- Hold yourself and others accountable
 - Look for ways to have a positive social impact
 - Recognize that this is an infinite game to create a culture of inclusion
- Be a courageous leader
 - Do the right things, have the hard conversations, and seek to understand
 - Default to action

The New Playbook: What You Need to Rethink Your Strategy in a Post-Advantage World

To Lead in a Volatile Environment, You Must Go Beyond The Surface

- Yesterday: exploit competitive advantages. Today: innovation and transformation.
- Look for inflection points – things that exert 10x influence on your industry.

Snow Melts From the Edges

- To find inflection points, look at the periphery of your business and industry.
 - Do you have the mechanisms to see the edges of your company?
 - Are you regularly getting exposure to diverse ideas?
 - Are you empowering small, agile teams?
 - Do you have a mechanism to make “little bets?”
 - Do you regularly get out of the building? All the answers aren’t in the building.
 - Are you really bringing diverse points of view to bear on your decisions?
 - Are incentives aligned with you hearing uncomfortable news?
 - Are you making sure you aren’t in denial?

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Sessions



2021's Top Trending Technology Tools You Should Have in Your Tech Stack

THE **essential elements** OF **staffing technology** 2020

This integrated ecosystem map details the functionality of emerging technologies and companies along the continuum aimed at helping companies in the staffing, recruiting, and workforce solutions industry succeed.

ASA American Staffing Association
Powered by TALENT TECH LABS



Authentic Leadership Prevails: Building a Culture by Knowing Your Employees

Culture Starts at the Top

- Culture is the intangible feelings created by tangible actions
- Culture is driven by
 - Transparency and Communication
 - Learning, Growth, and Development
 - Connection to Team
 - Connection to Leadership

Becoming Allies: Men's Roles in Supporting Women in Leadership

Make It Cultural

- Hire for Capabilities – Not Just Experience
- Inclusion
- Common Mistakes Men Make
- Takeaways

Right-Now Solutions for Data Privacy and Cybersecurity

Consider It an Investment in Risk Management

- Impact of a single breach on your company value
- Create a culture that prioritizes the security of data

But it's in the Cloud so it must be secure...

How do you mitigate risk?

Building Your Personal Brand on Social Media

Be Your Authentic Self

- People work with you because of who you are.
- Define what you're passionate about. What drives you?
- Use your social brand to tell that story.
- Embrace groups, networking, connections.
- Be genuine and authentic.
- If someone connects with you, build and foster that connection.

Improving Decision-Making in Critical Moments

Apply the Values of Your Organization to Your Decision Making

- Keep it super simple and use your moral compass
- Put people first, then partners and process

Avoid Decision Traps

- Squeaky wheel shouldn't always get the grease. Loud doesn't mean right
- Too many opinions = too much noise
 - Make decisions at the top leadership level and let the next level down shoot holes in it

Tips

- Press pause and listen
- If everyone agrees, take the dissenting opinion.

Pants Optional: The Five Secrets to Remote Success

Design What You Want or Deal With What You Get

- Remote Types – What are the types of remote work?
- Regroup for Now
- What is working?
- Create signposts
- Better meetings
- Bonus Secret: Disconnect

Where Are They? Bringing the Talent Back to the Workforce

Is there really a talent shortage?

- Change your perspective and mindset
 - Might not be an issue with finding talent; it may be an issue with nurturing talent.
- Talk about the transferables
 - There is an "exact match" shortage; we need to identify the transferables.
 - Discuss the core non-negotiable skills, trainable vs. non-trainable.
- Make entry-level, truly entry level
 - A job can't be entry-level AND require 2 years of experience.
- Identify overlooked talent pools
 - Mom relaunch
 - Kelly Discover – autism spectrum

5 Automation and AI Realities Guaranteed to Impact Your Bottom Line

Automation and AI can help you tap into under-utilized channels

- Accelerate time-sensitive processes
- Sense has reduced the recruiting steps from 26 to 11...and eventually to 1
- Re-Activation is the #1 automation to start – from status change to engagement
- Candidates know they're talking to a chat-bot
- Move from integration to talking about experience

Turn Exceptional Experiences Into Industry-Leading Growth in a Post-Pandemic World

Growth (Or Decline) Is Driven by the Experience We Provide

- Are you measuring NPS? Detractors are 56% more likely to churn.
- Unhappy talent is 1.8x more likely to quit and 2x more likely to get fired.
- Average job seeker uses 6.4 resources during a job search.
- Importance of reviews nearly 2x compared to 2018.
- 69% of today's talent determine the quality of staffing agencies through online reviews.
- Gen Y is the largest segment of the workforce at 40%. 75% of internal staff are millennials.
 - They aren't our future; they are our present.

Turn Exceptional Experiences Into Industry-Leading Growth in a Post-Pandemic World

10 Steps to Improve Experience

| | |
|---|---|
| 1. Get senior-level commitment. | 6. Decide: relationship or transactional. |
| 2. Cx isn't an expense; it's an investment. | 7. Survey and don't settle for low response. |
| 3. Process isn't problem; execution is. | 8. Engage the field. The right solution only matters if it's in time. |
| 4. Celebrate service excellence. | 9. Analyze bottom up, not top down. |
| 5. Measure Cx across all levels but KISS. | 10. Focus on service excellence and start internally. |

The Convergence of Staffing and Technology: How Staffing Platforms Are Changing the Staffing Landscape

"That will never work ..."

- Blockbuster could have bought Netflix for \$50mm
- Look at a highly dissatisfied industry and come up with a solution
 - Placed talent NPS is 18
 - Unplaced talent NPS is -45
- Need to reduce time-to-fill and increase quality
- Design thinking framework:
 - Think about the core problem
 - Ideate and try to solve the problem
 - Iterate and continue to improve
- More prospects are asking for tech; that's the beginning of "being too late"
- Our satisfaction scores are RIPE for disruption

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Lessons Learned



Kathy

Inspirational

- 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.

New Way Of Thinking

- Candidates – where are they?
- Tech stack and automation were buzz words
- What if there was a world without resumes?

Next Time:

- I'd like to attend more sessions
- Don't wear heels to the evening events.

Brad

No Call, No Show

- Our booth focused on this problem and generated a LOT of conversations.
- The convergence of tech and staffing is here (it has been for a few years now...).
- Upskilling and training can be one of the greatest attraction and retention tools.

The Ability To Change Will Be a Competitive Weapon

- We need to change to stay relevant in the world of work.
- Create a culture that isn't fearful of change but paints that picture for them.
- Smaller organizations have an advantage – they can adopt and adapt more quickly.

Susan

Looking Back and Forward

- The Staffing Industry had an opportunity over the last 18 months to show the world the valuable role we play
- Educating clients on the benefits of Upskilling and Training will take our value to the next level
- Automating the repeatable tasks is going to be key to survival and growth. Dedicate resources to
- implementation

We Were There!

- High energy from all attendees
- The sessions were fantastic but having in-person conversations with attendees and vendors in person was even more fantastic
- If it is box lunch day, eat early or you will be left with the soggy vegetarian wrap

Jeff

Automation is no longer an option

- It's a candidate's market
- Automation is still new, but expanding a rapid rate
- Staffing companies from \$2 million to \$2 billion are in the same boat – education is key
- Build your process first – then find ways to automate

Experience has a quantifiable value and impact

- Reduce the recruiting and placement steps with automation
- Chatbot candidate satisfaction is 95% rating
- "Best" candidates are gone within 7 days – engagement is a must

Kelly

Main Takeaways

- Growth opportunities in the pandemic
- Diversity & Inclusion
- Relationships

"New" Normal

- Changing workplace; remote is here to stay
- Candidates, candidates, candidates
- Change and flexibility

Vicki

Everything changed.

- The industry has been greatly impacted by the pandemic and social injustice
- Technology, automation, apps are the rage – What's your tech stack?
- Podcasting live from the expo hall

And everything stayed the same.

- Content was amazing
- Always great to be able to see old friends and meet new people
- Staffing is a people business

David

Live Podcasting Is Tough, but FUN

- Our first-ever live recording of Secrets of Staffing Success
- BIG THANKS to our guests:
 - John-Reed MacDonald & Amy Lynn from PrideStaff
 - Bradley Block from Staffing the Universe
 - Amy Geisinger from Doherty Staffing Group and Scott Morefield from Luttrell Staffing Group
- Key takeaways:
 - To solve recruiting shortages, build communities with your talent.
 - With all the technology available today, it's important to make people feel that you care.
 - Growth happens by building a strong culture and being deliberate about diversity of thought.
 - Marketing has evolved to play an essential role in supporting leadership, sales, and recruiting in staffing companies..

Do More by Doing Less

- Too many things on my personal agenda => divided attention and missing out on what matters most
- Next time. Limit the plan to the top priorities. (Lesson for Staffing World...and life!)



Any questions?



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Coming Next:



Staffing Websites 2021

Tuesday, October 18, 2021, at 2 PM ET

Reserve your seat:

www.lunchwithhaley.com