

YOUR PATIENCE IS APPRECIATED...



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



## STAFFING WORLD RECAP

*What we saw, heard and learned from this year's conference.*

David Searns  
Brad Smith  
Susan Wurst

Kathy Duffy  
Lindsay Riggs  
Matt Lozar



# Today's Agenda

Keynotes | Sessions | Lessons Learned



# KEYNOTES



## MASTER MOTIVATOR

### 3 Key Areas We Consider When Evaluating People

- Talent
- Environment
- Character

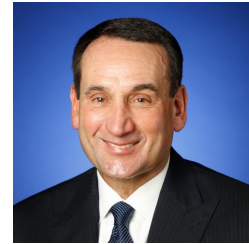
### Core Standards

- Communication
- Trust
- Support
- Collective Responsibility
- Pride

### 3 A's of Leadership

- Agility
- Adaptability
- Accountability

**"We recruited talent  
with character, not  
talented characters!"**



Speaker: Mike Krzyzewski



## GENERATIVE AI: THE GOOD, THE BAD, AND CHATGPT

### Evaluating Tech Spends

- Does it save you money?
- Does it help you sell more?

### Ambient Technology

- Tech that assists but doesn't get in the way
- Reduce the cost of not understanding data
- Use to make better business decisions

### Be Cautious to Eliminate Bias

- AI makes connections with no moral consequences
- Facial recognition
- Lack of dermatologists

### AI + Human > AI Alone

- Chess with AI



Speaker: Paul Zikopoulos



## **DETERMINATION, DEDICATION, AND DESIRE**

### **You won't succeed unless you work as a team.**

- If everyone is too focused on their individual goals, your company won't succeed.

### **Stay true to your original vision and mission.**

- People may cause you to doubt yourself; stick with your North Star.

### **You can train skill; you can't train character.**

- When hiring, ask questions that align with your company values.



Speaker: Dominique Dawes



# SESSIONS



## **PANEL: 2023'S TOP TRENDING TECHNOLOGY TOOLS YOU SHOULD HAVE IN YOUR TECH STACK**

### **Empowering Sales Professionals**

- AI-Powered Meeting Assistants (Fireflies, Airgram, Rewatch, Fathom)
- Digital Business Cards (Vice, Popl, Link)
- AI-Generated Headshots (Aragon, Headshot Pro, Try it on AI)

### **Potential of AI in HR**

- Impact on HR
- Recruiting more efficient and effective (Sense, SeekOut, Bullhorn, hireEZ, Visier, ElevenLabs, BrightHire, Glyde, Gong)
- Potential challenges and limitations

### **AI in transforming the recruitment industry**

- Stay competitive
- Provide better services to both clients and candidates



## **HOW TO EFFECTIVELY MARKET YOUR BENEFITS TO RECRUIT AND RETAIN TOP TALENT**

### **Ideas for Different Benefits**

- It is a new era - benefits need to be more than what they have been. People look for not only pay but also benefits driven by reality of importance to them.
- More choices in benefits does not mean more value! (analysis paralysis)
- Market to recruit and retain by implementing virtual healthcare. It's here to stay beyond COVID as a way for better access, affordability, and allowing people to make better decisions for themselves.
- The new generations are changing the game in what it means to be employed. Assess, analyze, and reconfigure your differentiation of benefits to stay ahead.



## LEVEL UP YOUR RECRUITMENT MARKETING TO COMPETE (AND WIN)

### Everything it takes to get the RIGHT PEOPLE to apply to your open jobs

#### Four Pillars of Recruitment Marketing

- Career Sites
- Job Advertising
- Social Recruiting
- Employer Branding



## LEVEL UP YOUR RECRUITMENT MARKETING TO COMPETE (AND WIN)

#### Reduce Friction

- Think like a consumer
- How can you avoid losing candidates?

#### What's In It for Me

- The job candidate – not the job seeker
- Why am I here engaging with your content?

#### Provide a Great Employment Experience

- 96% of people look for negative reviews
- 3.3 stars is the lowest acceptable rating
- Employment experience covers ALL aspects of the candidate and employee journey



## BANISH BURNOUT: MOVE FROM STRESS TO SUCCESS

### Causes of Stress

- Uncertainty
- Lack of information
- Lack of control

### Six Tools to Banish Burnout

S.T.O.P	Stress Audit	Know Your Success
Shake it Off	Set Healthy Boundaries	Spin Your Stress

### Practical Coping Mechanisms

- 10-10-10 rule
- You can set boundaries in a positive way
- Write it down



## PANEL: CANDIDATE SOURCING STRATEGY: ACTIONABLE TALENT FINDING STRATEGIES



## **PANEL: CANDIDATE SOURCING STRATEGY: ACTIONABLE TALENT FINDING STRATEGIES**

### **Passive sourcing & referrals**

- Build trust, value, and a referrable reputation
- Have a strong employer brand...and recruiters with personal brands

### **Inbound recruitment & website sourcing**

- Create a content marketing engine
- Email, social, SEO, PPC, job boards

### **Active sourcing, matching & posting**

- Keep your ATS data clean (use automation to help!)
- Use AI and automation to streamline posting, job distribution, searching & matching

### **Social media sourcing & networking**

- Have distinct strategies for active and passive talent
- Get your team involved in content sharing

### **Supercharging sourcing with automation**

- Automate to increase speed to market, reduce time to fill, and make more hires
- Ensure a consistent candidate experience



## **TALES FROM THE OTHER SIDE: THE JOURNEY FROM HR TO RECRUITER**

### **Best Recruiters**

- Trust
- Empathy
- Quality > Quantity

### **HR + Marketing Relationship**

- Work together more!
- Marketing understands how to market products – make sure they understand the culture

### **HR + Recruiters**

- Build relationships – speak with marketing
- Solve problems





## **SUCCESSFUL SALES TACTICS: HOW TO GO FROM SALES INSECURE TO SALES CONFIDENT**

### **Drop the Insecurity**

- Reps and practice is part of the job with sales
- Accepting the "No's" is part of securing the "Yes"
- As leaders, understand there is insecurity, but we can get past it
- Think of your prospects and clients as people, and you will not be afraid of the sale

### **4 Keys to Sales Success**

- Sell with "Heart, Not Hustle"
- Get deeper
- Realize price isn't the issue
- Closing = Inviting



## **PANEL: CONSUMER BEHAVIORAL TRENDS IMPACTING STAFFING**

### **Rise of the Digital Buyer**

- Decide how and where to integrate tech and AI
- Most research is complete before talking to you
- Most firms have the tools but don't use them

### **Expectation of Personalization**

- Overcome fear of dirty data

### **Relational and Referenced**

- Businesses that invest in relationship building increase lifetime value by 30%
- Provide the buyer with the info they need to sell you internally

### **Value Alignment**

- Great service is a must, but you also need to have values that are aligned with buyer/candidate
- Can't sit back in the shadows; be OK with some not aligning with your values

### **Innovative Differentiation**

- 70% of B2B buyers say innovation is an important factor in the buying decision
- 80% are willing to pay more for services from companies that are innovating



## WHY YOU SHOULD DOUBLE DOWN ON DIGITAL DIFFERENTIATION

### The Different Generations

- 44% of Gen Z prefer email for communications regarding a job.
- Email is the ONE form of communication found in Bullhorn's survey studies where ALL generations (Baby Boomers, Gen X, Millennials, Gen Z) use it and prefer it as the primary way to communicate for jobs and career discussions.
- We need to be mindful of how to differentiate messaging for each generation instead of trying to communicate with one style and method.

### Motivations are Changing

- Differentiate yourself from others by understanding what people want (for real).
- The number one reason people choose to work with a staffing agency is if there is access to jobs (making it simple). Get digital by making your website accessible and focus on getting jobs in front of candidates in various ways.

### The Path to Differentiation

- Need strong data for it to work
- Unleash automation!!
- Set policies for securities, compliance, and regulations
- Choose the right tech partners
- Unlock your full potential (do not remain stagnant)



## ARE YOU EMOTIONALLY INTELLIGENT?

### Trust = Vulnerability

- Comfortable Being Open

### Five Dysfunctions of a Team

- Inattention to Details
- Avoid Accountability
- Lack Commitment
- Fear Conflict
- Absence of Trust

### Trust Is Never Completed – Must Be Maintained



## ARE YOU EMOTIONALLY INTELLIGENT?

### PACERS

- **Pause** – take a breath
- **Acknowledge** – don't have to agree
- **Clarify** – statement/question
- **Expand** – alternatives, recommendations, suggestions
- **Respond** – recommendations that meet the person's needs
- **Seek** – agreement

### Conflict Is Uncomfortable, Even on the Best Teams!

- Everything in life is neutral
- We decide if it's stressful



## PANEL: DESIGNING AND EXECUTING A WINNING M&A STRATEGY IN AN UNCERTAIN MARKET

- **234 deals in 2022. 184 forecast for 2023.**
- **Healthcare and IT are the top segments for M&A.**
- **Multiples (that's what everyone wants to know...but there isn't one answer!)**
  - Tend to range from 3.5 to 5+.
  - Think of a Rubik's cube – put the right pieces in the right place to get the most.
  - Size matters – bigger companies sell for more.
  - Industry segment matters (high margin, high demand = higher multiple).
  - Location matters (in some verticals).
  - Having a strong management team below the CEO is critical.
  - You need clean financials that have been reviewed by a CPA. Quality of earnings will be measured!
  - Ideally, no client > 20% of your revenue.
  - Have a strong growth plan for the future.
  - Ensure your business is well-organized (defined operating processes, sales & recruiting systems).



## **PANEL: DIRECT HIRE SECTOR: A GROWTH MINDSET FOR YOUR DIRECT-HIRE VERTICAL**

### **Growth Potential**

- 2022 Direct Hire Market - \$14.9 billion (SIA)
- Fragmented Market - the top 34 firms in the direct hire space accounted for 24% of the market share (\$25M)

### **The Power of Niche Specialization**

- Riches in the Niches

### **Diversify Your Solutions for Scaling**

- Expanding your specialization to different levels
- Shrink & Stretch
- Adding Solutions

### **Stand Out With Personal & Company Branding**

- People have relationships with people
- Continuous marketing



## **INDUSTRIAL SECTOR: FINDING AND TRACKING MODELS AND METRICS: ROUNDTABLE DISCUSSION**

### **Centralized Services**

- Admin, payroll, insurance, etc., are all handled at headquarters
- Local sales reps and recruiters are focused solely on revenue generation

### **Appointment Setting / Call Center**

- Each appointment setter has a goal of generating 14 appointments per week
- Local sales rep is then focused on building relationships and closing
- Outbound call center focused on Indeed applications
- Every single applicant received a call within 15 minutes of applying

### **KPIs – Varied by Panelist**

- Inbound/outbound call activity, fills, contracts signed, really boils down to gross profit
- Employees paid, new order conversion, gross profit
- Total hours billed, headcount, turnover and fill rates (lower the turnover, lower our work comp costs)
- Gross profit per person – look at the average across company and then by individual, what percentage of applicants are placed, what percentage of prospects lead to paid invoice



## **PANEL: HEALTHCARE SECTOR: THE PRACTITIONER'S POINT OF VIEW**

### **Communication**

- To retain those in the healthcare industry, details are key. Time is valuable.
- Text is great! Time is limited and hard - staffing agencies and recruiters need more accessible ways to communicate.

### **The Pain Points That Need A Solution**

- Finding a way to be more efficient with paperwork and time will help you attract and retain healthcare workers. Right now, it is too long and archaic.
- Learn your clinician! A recruiter can make or break a relationship.
- Finding a solution to automate paperwork and credentials. Become an advocate and guide for their career path, and they'll continue coming to you.



## **TOP 3 SECRETS TO DIFFERENTIATE YOU AND YOUR COMPANY IN A CROWDED MARKET**

### **The things we control are all internal**

- Emotional Flexibility Focus

### **Operate with a permission-based mindset**

- Most people fear failure

### **Put your weaknesses into the past tense**

- Historically, I'm not good at...



# LESSONS LEARNED



**DAVID**

**Know your influencers!**

**Trust your experience.**

**We overestimated the impact of technology in the first two years.  
And underestimate it in ten.**

**When you are struggling, focus on the basics.  
Find your niche.**



## BRAD

### Embrace Ambient Tech/AI

We wouldn't think of ambient lighting as life-changing. But without it, we would truly struggle to be as productive. Today, there is so much opportunity to embrace AI and ambient technology to help assist our teams without getting in the way or even thinking about it.

### "Required" skills are tanking your recruitment efforts.

88% of qualified candidates don't make it through the vetting process because they don't match all of the 'required' skills. With 1.5 job openings for every unemployed person in the U.S., we must adapt.

### Heart > Hustle

If you can get your team to approach every sale by building a personal connection, caring about the prospect, and focusing on helping instead of selling, you'll be infinitely more successful.



## SUSAN

### Takeaways

- AI is on everyone's radar, but figuring out how to incorporate it into sales and recruiting is still a work in progress.
- Staffing companies are proactively preparing for an economic downturn much better than they have in the past.
- Elevators are a great place to network.



## KATHY

### Takeaways

- The 4 A's per Coach K to cultivating a successful team (Agility, Adaptability, Accountability, and Attitude)!
- The Power of Incremental Change: making small, one-percent changes can lead to significant outcomes over time. This concept can be applied to your journey with AI. Even if you're just starting and know very little, taking the first step is crucial.
- AI is here, there and everywhere! Staffing leaders are riding the wave with optimism and enthusiasm (and a dash of fear). Remember: Human with machine wins more often than machine on its own.
- Everyone was looking for advice and solutions that fuel growth and accelerate their success.
- Scooters are fun!



## LINDSAY

### Takeaways

- Coach K's view on recruiting for your team to make it strong and successful:
  1. Talent
  2. Environment (will they fit in your company culture)
  3. Character
- AI is the future of differentiation - if you are not researching it now to start implementing it, you will fall behind and get left in the dust.
- Heart Not Hustle (from Natasha Hemmingway): always go into a call as a conversation and never with your sale in mind. Build that trust and be consistent. Live this every day.
- The goal heading into 2024 for staffing: finding successful tactics to reach more candidates and clients - what marketing will truly help me?





**MATT**

### Takeaways

- We all know that we need AI – but we don't know what we need! The speed to implement artificial intelligence has slowed down as we determine what will help the company the most
- Recruiters have to become more than “processors.” How much time are your recruiters spending actually recruiting vs. doing admin tasks?
- Put the ego aside. For the team to realize it's ultimate success – teammates have to work together and use their strengths while not being selfish.



**Questions?**  
**Need help with your marketing?**

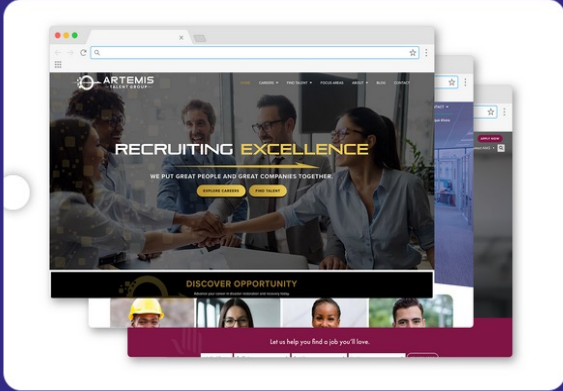
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30-point review of your website



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