







Executive Forum Highlights

- Staffing Communities & the Future of the Industry
- Other Keynotes
- The Sessions (Those we managed to attend!)
- 10 Lessons Learned



Staffing Communities & the Future of Staffing



Staffing Communities & The Future

- Critical Trends
 - Revolutionary change in IT
 - Secular shift in staffing usage
 - Total talent management
 - Globalization 2.0
 - Increasingly complex legal environment
 - Talent and work mismatches



Staffing Communities & The Future

- Opportunities
- Threats
- Near-term outlook



Other Keynotes



The Orange Revolution

- Only 20% of teams operate at full capacity
- Engagement = growth
- Top drivers of engagement
 - Appreciation
 - Communication
 - Goal setting & accountability



The Orange Revolution: ROAD MAP

- What's your NOBLE CAUSE?
- The Rule of 3
 - WOW
 - No Surprises
 - Cheer



The Sessions



Round Tables

- LinkedIn
 - Make InMail short
 - LinkedIn Outlook Social Connector
 - Get company recommendations
- Recruitment SEO and Measuring ROI
 - Analyze data from your ATS
 - Overload of applicants – OPPORTUNITY FOR STAFFING COMPANIES!
- Marketing - Contest



Measuring, Motivating & Managing

- Biggest lessons
- Biggest challenges
- Solutions
- A model for retention
 - Right selection
 - Unwavering accountability



The Often Overlooked Premium Buyer – Small and Mid-Sized Firms

- Less price sensitive
- Use email and social media to call on these accounts
- Everyone sells mentality to build brand loyalty
- Use your temps as a resource
- You can be hiring/compliance expert



How to cope with Healthcare Reform

- Pay-or-play penalties
- The penalty - \$2000 x # of FTEs - 30
- Who will pay?
- Solutions



Leveraging Social Media for Recruiting

- Create engagement
- Manage social recruiting time like any other task
- Social should be part of your service experience
- Tactical tips



How the Staffing Industry Should Implement Social Media

- Tell stories that connect the listener
- Everyone should have a social presence
- Embrace complaints
- Treat followers like family
- Listen
- Don't ignore social



Selling and Negotiating with Procurement

- Help them understand how to quantify other performance metrics/benchmarks
- Will pay more for better service
- Remember that the hiring manager hates the MSP too
- Adoption, compliance, and risk mitigation



CIO Perspectives

- Top Priorities
- The Rise of Social Media
- Mobile
- Data Analytics
- The "Cloud"



20 Underappreciated Business Opportunities

1. Gas & Oil
2. North Dakota
3. Return of U.S. Manufacturing
4. Interns
5. Automated Staffing
6. Switch From Traditional Labor
7. Recruiting (SEO)
8. Best Place to Work
9. Construction
10. Warm Calls



20 Underappreciated Business Opportunities

11. Get on Lists
12. Local Government Outsourcing
13. Don't Be Small
14. Online Marketing
15. Seasonal Employment
16. IC Screening and Compliance
17. Think Globally (Offshore Recruiting)
18. Resume Hot List
19. Marketing in General
20. Use Industry Resources



What Makes for a Highly Successful Staffing Sales Force?

- Key aspects of a successful team
- Not good at offloading lower-level tasks
- Only about 30% recruit sales from the staffing industry
- Difficult to hire from within industry you are selling to, healthcare is exception
- High-growth companies rely on cold calling more



Hidden Sales Opportunities: Close more business, faster

- **Pain** – What is the customer's main issue? Why? What is causing the problem?
- **Impact** – What is the impact on the customer's business? Quantify it.
- **Solution** – To address the issue, what is the solution?



How to be Relevant and Stand Out in a Sea of Sameness

- Take ownership and commit to service
- Empower your employees to make decisions
- Communicate




10 Lessons Learned




Lesson 1: **It's time to think more broadly about staffing...**

- The big guys are doing more than temp help and direct hire.
- How can you help your clients better manage their workforce challenges?



Lesson 2: **Look beyond traditional users of staffing...**

- Don't wait for orders, create them.
- Small businesses can offer huge rewards (and mark-ups).
- Become a local expert – the big guys can't compete.



Lesson 3: **Are you ready to play defense on healthcare reform?**

- Lots of uncertainty ahead.
- But only 21 months left to plan.
- Use 2012 to define plans. 2013 to implement...if needed.



Lesson 4: **Catch the wave...**

- There is a secular change in how companies view and use staffing services.
- Lead the charge by educating your clients to help them use staffing more intelligently.



Lesson 5: **Don't be too cool for school...**

- There is a huge talent gap.
- Staffing firms need to partner with local schools to help build that pipeline.
- In Asia Pacific, companies are running schools to ensure a talent pipeline.



Lesson 6: **Retention is your best customer service tool...focus on it.**

- Internal turnover still exceeds 35% annually.
- How can you make your firm a best place to work for your internal staff?



Lesson 7: **Good staffing is about filling jobs. Great staffing is about education.**

- Don't assume your clients really understand the value of your services.
- Teach people when, why and how to best use staffing—and you will differentiate your firm and create more sales opportunities.



Lesson 8:
Social Media is not a trend.

- Social media is very much a part of the staffing and recruiting landscape.
- Don't view it as a burden. View it as an opportunity.



Lesson 9:

Social is affecting search...

- Social relevance is affecting search engine results.
- Google is leaning more to social queues to determine what people want to see.
- If you want to be ignored, ignore social media.



Lesson 10:

Get a mobile strategy.

- Mobile is quickly becoming the preferred format for job seekers.
- Is your website ready?





Coming Next:
Social Relevance: How Social Media is Changing the Way Clients and
Candidates Choose a Staffing Provider

Thursday, April 26th

Reserve your seat:
www.lunchwithhaley.com
