



Staffing World 2014 Recap

STAFFING WORLD 2014
OCT. 13-15 * National Harbor

Presented by
Matt, Ryan, Kaitlin, Paula, and Brad

Join the Conversation!



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Opening Remarks –

Richard Wahlquist, President and CEO



- Gaps – Confidence gap in government, certainty gap in the economy, education gap (STEM skills)
- Skills gap
 - 12M Americans looking for work - 4.8M job openings
- Staffing penetration rate 2.1% - 3M/day
 - Secular shift?



Richard Wahlquist

Attendee Poll

- Majority -> 10% increase in revenues in 2014
- Top concern -> Recruiting qualified talent
- ~50% hiring 0-3 recruiters over the next 12 months



Richard Wahlquist

2014 Staffing Employee Survey

- 48% - Way to get a better job
- 22% - Flexibility
- 90% - More employable
- 92% - Satisfied



Make the Impossible Possible



Bill Strickland

- **Bidwell Training Center**
 - Look like the solution – Environment Drives Behavior
 - 10 months training with the right business partners
- **Manchester Craftsmen’s Guild**
 - 98% of his arts students going back and graduating
 - Art is the hook that gets kids learning & invested in life

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The Increase and Prevalence of VMSs and MSPs in Industrial Staffing – Jason Leverant, COO at @Work Franchise

- Industrial Staffing is the largest industry sector in ASA
2013 generated \$1.22 billion in annual revenues
- Group Poll
Warm & Fuzzy at 2% vs. Filled with Dread at 98%
- Vendor Managers – Put yourself in your clients shoes
- There are Opportunities but be prepared for transparency
- Be Aware! Are they vendor neutral?
- Flexibility – they will work with you!
- Should you participate?

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Running at Full Power - Maximize Your Company's Success - Geoff Smart and Alan Foster

Hiring talented teams - #1 business issue

Interview Tips

- Don't ask hypothetical questions; you get hypothetical answers

Job descriptions are often non descriptive

- From X to Y to Z

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Running at Full Power - Maximize Your Company's Success - Geoff Smart and Alan Foster

The Who Interview

1. What were you hired to do
2. What did you accomplish
3. Low points – mistakes
4. What was your boss's name
5. What made you leave

What, how, tell me more – Best drill-down questions




Practices for Creating Substantial Growth – Scott Wintrip

Three Reasons People Don't Buy

- Brand Unconsciousness
- Brand Amnesia
- Brand Obesity

Examine Your Value Spectrum, Give 3 Options:

- Basic – meets objectives
- Mid-tier – objective + more value
- Premium – objective + premium value at premium cost

Stop Eliminating Price Without Decreasing Value!




Practices for Creating Substantial Growth – Scott Wintrip

- Only 4 No's You Will Ever Hear:
 - No Need
 - No Money
 - No Interest
 - No Need for You
- Give Your Sales People Ammunition




The Hottest Technology Upgrades for 2014 That Will Move Your Business

Hope Bradford Kelly Services Inc.	Tom Erb Tallann Resources LLC
Kevin Delaski The TemPositions Group of Cos.	James A. Essey, CSP The TemPositions Group of Cos.

*Panel facilitated by
James A. Essey, CSP, president and chief executive officer, TemPositions Group of Cos.*




The Hottest Technology Upgrades for 2014 That Will Move Your Business

TalentBin by Monster



- Crawls various social media sites to create an “implicit resumé”.
- Results in more targeted candidates and higher quality data, especially among passive job seekers.
- Currently available for information technology and design talent.




The Hottest Technology Upgrades for 2014 That Will Move Your Business

MOBOLT by Indeed



- Candidate application specifically designed for mobile.
- 50% of all job searches from Indeed come from mobile.
- Addresses the majority of candidate drop-off points:
 - Not mobile formatted
 - Long account creation process
 - Long application form
 - Require a resume

The Hottest Technology Upgrades for 2014 That Will Move Your Business

BULLHORN VMS Access


- Loads VMS requisitions into the ATS
- VMS Opportunity:
 - VMS Is Growing At 20% Per Year
 - 79% of Buyers Use VMS
 - \$90 Billion Temporary Staffing Market
- Speeds up the VMS process - automatically enters and update job records in your ATS so recruiters can fill VMS jobs faster
- Eliminates duplicate data entry and reduces admin costs

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The Hottest Technology Upgrades for 2014 That Will Move Your Business

Schedule by TalentRover

- Full-featured shift-based scheduling module for the TalentRover ATS
- Intuitive calendar-based scheduling system built by recruiters
- Candidate & client portals
- Monitor shifts with real-time dashboards and reports

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The Hottest Technology Upgrades for 2014 That Will Move Your Business

Vendor	Topic	Purpose
TalentBin	Operations/Recruitment	Finding candidates
MOBOLT	Operations/Recruitment	Application
Experian i9	Operations/Recruitment	Application
Talent Rooster	Operations/Recruitment	Application/Client Presentation
Jobscience	Operations/Recruitment	ATS
eRecruit	Operations/Recruitment	Ongoing Business
Bullhorn VMS Access	Sales/Operations/Recruitment	VMS Orders
Schedule by TalentRover	Operations/Recruitment	Scheduling
Blueforce Mobile Punch	Operations/Recruitment	Time Clock
Avionte Mobile Sales	Sales	Salespeople Productivity
Outreach	Sales/Operations	Communication
BrightEdge	Sales/Operations	SEO Optimization

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Back to the Future - Recruiting Over the Next 10 Years - Greg Doersching

- Your website needs to be responsive
- Website needs to be the centerpiece of your business
- Text Recruiting – Better Than Voice Mail
 - Get text carrier of all candidates
 - Can email to text messages

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Back to the Future - Recruiting Over the Next 10 Years - Greg Doersching

- LinkedIn is not a resume database
- Formalize your submittals
- Formalize weekly updates
- Formalize interview debrief report
- After sending resumes to a client, send an email invite to review them within the next 24 hours

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Top 10 Best Practices for Working with Clients and Candidates – John Thomas


- Recruit from sources where your clients/prospects don't have access
- Contract is an important document for setting expectations
- Take a detailed job order
- Prep candidates and clients for every interview
- Debrief clients and candidates after every interview
- Follow up!

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Shift Your Brilliance



Simon T Bailey

- **Releasing the genius within you**
 - Over 90% of children under 4 test at genius level
 - By age 20, only 10%. Over 20, down to 2%!
- **Make the shift**
 - Hire for ATTITUDE, train for SUCCESS
- **It's a Story-Telling Economy**
 - Microsoft has a "Chief Story Teller"
 - Stop selling, start connecting: Create a moment!






Mastering the Rockefeller Habits – Kevin Lawrence

- **SWT – Strengths, Weaknesses, Trends**



Mastering the Rockefeller Habits – Kevin Lawrence

- **BHAG**

Mastering the Rockefeller Habits – Kevin Lawrence

- Define a Critical Number & Have Fun With It!
 - Zappos – “30 Day Challenge”
 - Lean Manufacturing – “Bin It” 845 Actions
 - Accounting Firm – “Done in 30”
 - Consulting Firm – “57 New Friends”
- Review, Refresh and Show Progress

When the Price is Right - Colin Jasper

- Clients will push back on price!
- Pricing strategies
 - Cost plus
 - Market
 - Value
- All three are important!






When the Price is Right - Colin Jasper

- No lever has a greater impact on profitability



Impact on profitability (%)

		Price change			
		+10%	+5%	-5%	-10%
Operating margin	25%	+40%	+20%	-20%	-40%
	20%	+50%	+25%	-25%	-50%
	15%	+67%	+33%	-33%	-67%
	10%	+100%	+50%	-50%	-100%
	5%	+200%	+100%	-100%	-200%

When the Price is Right - Colin Jasper

- Give your clients options
- Your clients become less price sensitive when you get them to focus on what is at stake. Price is a proxy for quality.
- Emphasize the benefits of your offer to create differentiation and increase the value of your offer.



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When the Price is Right - Colin Jasper

Client Grading and Strategy

Grade existing clients then develop a strategy for each group



Grade	Definition	Possible strategy
A	Ideal clients	How can we add more value
B	Potential to become ideal clients	How do we upgrade to "A"s
C	Unlikely to ever be an ideal client	Minimize cost to serve
D	Wrong clients	How do we exit


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When the Price is Right - Colin Jasper



“There’s nothing more dangerous than constantly reducing your price so you can sell more. It’s a race to the bottom.”

Bruno Pazzim


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Best Practices in IT and Engineering Staffing – Chris Cosmos

- 35-40% Fill Ratio in IT/Engineering is Really Good – Shoot Higher Than That
- Only Take A and B Orders
- Drop All C and D Orders

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Best Practices in IT and Engineering Staffing – Chris Cosmos

- Fill Ratios Are Low Because:
 - Competition with internal HR
 - Unrealistic rates
 - Incomplete job orders
 - Lack of external communication
 - Not working with the right buyer
 - Candidate control (internal fighting)
 - Client control (internal fighting)
 - Too many orders on the board
 - Unrealistic tech expectations
 - No relationship between sales and hiring manager

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Marketing and Brand Awareness Starts With Your Sales Team – Chris Cosmos

- YOU are the #1 reason a prospect will work with your company.
- Know your business.
- Tips for success:
 - Build and maintain CRM accurately, every day.
 - Be organized, persistent and different.
 - Know how to research a company and hiring manager.
- Make a connection! Add value and be memorable.
 - Share an article the client might find interesting.
 - Follow up with a handwritten note or thank you card.
 - Invite prospect to a networking event.

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How to Handle Those Hard-to-Fill Positions - Panel



- Good news – higher margins
- Fill rates and time to fill are elongated
- Client needs to be responsive
- **ASA Skills Gap Index**
<https://americanstaffing.net/staffing-research-data/asa-staffing-industry-data/asa-skills-gap-index/>
- Have clients focus on the important things



Closing Keynote

Thinking Ahead of the Curve – Robert B. Tucker

- Founder & President, The Innovation Resource
<http://www.innovationresource.com/>
- Innovation is everyone's responsibility!
- It is not a fad – it is a trend
- The disruption challenge...
- The world most innovative companies have 5 best practices in common...
- Do you have a process in place?
- Make innovation everyone's idea!



VOICE Award Winner – PrideStaff

Company Publication: Innovations Newsletter



VOICE Award Winner – Staffmasters

Direct Mail: A Case of Corporate Starvation



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VOICE Award Winner – Employment Solutions

Social Media: Facebook Campaign



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VOICE Award Winner – Professional Staffing Group

Specialty Advertising:
Public Transportation Advertising Campaign



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VOICE Award Winner – Berks & Beyond

Company Website



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VOICE Award Winner – Bolt Staffing

Best of Class Winner – Company Website



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Ryan - Lessons



- Harvest the great stories within your firm and share them
- Brilliance lies everywhere – environment matters
- ASA Staffing Index at 105!!

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Brad – Customer Options

- Give your customers options:
 - Price
 - Value
 - Premium
- Let them choose how they want to work with you, instead of “if” they want to work with you.



Brad – Candidate Service

- Stop the lies!
Don't tell an unqualified candidate you'll call them if a job becomes available!

    9/11/2014

This place is a complete waste of time!!! I would only receive phone calls asking about interviews that other people had setup. They never put me in for a job or told me about jobs that they were recruiting for. If there was a -1 star rating then this place deserves it. DO NOT WASTE YOUR TIME HERE!!!!!!!!!!!!

Was this review ...?

 Useful 4  Funny 1  Cool



Brad – Social Recruiting



- Don't be afraid to pay—it works!
- Don't just hand social media to the youngest person in your office.
- Start tracking things!



Paula - Lessons



Be more Social!

- Just having social media profiles isn't enough.
- Social media is about the relationship.
- Facilitate and nurture on social media.
- Set a schedule - stick to it! Delegate if needed.
- Generate content
- Interact with your followers
- Address their question or concerns
- Monitor your audience, tailor your content to them



Matt – Hiring/Interviewing Lessons

- When you ask hypothetical questions you get hypothetical answers! **DON'T ASK THEM!**
- Job Description, "From X to Y by Z"





Matt – Recruiting Lessons

- Responsive website
- Formalize submittals, weekly updates, and interview debrief report
- After sending resumes, send email invite to review resumes within 24 hours, and schedule the follow-up interviews



Matt – Pricing Lessons

- Clients will almost always push back on price, be ready for it and don't get upset about it when they do.
- Cost plus, market (price based on your competitor's prices), and value (price based on perceived value) pricing are all important aspects of your pricing strategy.
- Your clients become less price sensitive when you get them to focus on what is at stake.
- Your clients want to have options. Give them options to change the decision from "Should I use you?" to "What option should I choose from you?" Most often, they'll choose the middle option, so make that one the most desirable outcome for you.


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Matt – How to Handle Those Hard-to-Fill Positions Lessons

- Clients need to be responsive to get candidates. In some markets the shelf life for engineers is three days.
- Use the skills gap index for prospecting in your area.
- With the difficulties in hiring because of the skills gap, try to educate your clients that it's not about checking off every box in the necessary experience section of the job description. Get them to focus on employees who have the skills and personal traits to excel in the job and can be trained on the specific job functions.


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Staffing Website Optimization –
How to improve search rankings and
drive more business

Thursday, November 20, 2:00 EST

Reserve your seat: www.lunchwithhaley.com
