



Staffing World 2017 Recap



Presented by
**Brad, Cathy, Brian, Ryan,
 Paula & David**

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#lunchwithhaley





Staffing World 2017 Keynotes



Harnessing Innovation

Josh Linkner, New York Times Bestselling Author & Tech Entrepreneur

Lessons About Innovation

- If you want to seize your full potential, take creative risks.
- Great companies become intoxicated by their own success.
- We can't rely on past models and expect the same results.
- We all need to become disruptors.



Harnessing Innovation

Josh Linkner, New York Times Bestselling Author & Tech Entrepreneur

Five Traits of the Most Innovative Companies

1. Get Curious
2. Defy Tradition
3. Crave What's Next
4. Get Scrappy
5. Adapt Fast





Work That Matters

Jonathan Mildenhall, Chief Marketing Officer, Airbnb

- Purpose drives performance.
- Examples of brand purpose.
- Question your clients about purpose.
- Match purpose-driven companies with purpose-driven talent.



Conquering Life's Stage Fright: Three Steps to Top Performance

Mark Schulman, Celebrity Drummer, Speaker and Author

- Everything is a performance.
- ABC: Attitude. Behavior. Consequence.
- Shift attitude to gratitude.
- Passion drives us, purpose keeps us engaged.



Making the Industrial Revolution 2.0

Mick Ebeling, Founder & CEO of Not Impossible Labs, International Speaker, Author and CEO at The Ebeling Group

- Everything that is possible today... *was impossible in the past!*
- And everything that is currently impossible... *is on a trajectory to becoming possible tomorrow.*





Staffing World 2017 Sessions



How NOT to Sell Staffing— Become a Trusted Advisor Brad Smith & David Searns

- Don't make a call – without doing your homework!
- Don't ask for an order – present a compelling reason to talk.
- Focus less on you and more on "WIIFM."
- Solve their true problem, you'll earn their business.



Artificial Intelligence—Legal Implications of Taking the "Human" Out of Human Resources Tammy McCutchen, Esq., Partner, Littler Mendelson PC

- Robots won't take your job, but they can make your job easier.
- Think of problems AI can solve.
- Start with simple, repetitive, obvious tasks.





Diagnosing the Pulse Points to Recruiting Success
Mike Lejeune, President, Simple Leadership

- **Consultants make more money than order takers... because they add more value.**
- **Ask questions to uncover true pain points. Listen to understand.**
- **Speed and accuracy still the most important to clients.**



Sourcing Strategies in a Tight Labor Market
Tom Erb (Tallan Resources), Tom Gimbel (LaSalle Network), Brad Middleton (Portfolio Creative)

- **70-80% will listen to a new job opportunity.**
- **Recruiting is sales – make candidates interested.**
- **Follow consistent processes throughout the entire recruiting process.**
- **Service is the key – make internal hires with service in mind.**
- **Get people to use your internal ATS!**



Candidate Engagement: The Blueprint to an 85% Response Rate
Stacy Zapar, Founder, The Talent Agency

- **Finding a candidate isn't hard – getting a response is!**
Average response rate is 13-20%.
- **Get beyond "standard" intake meetings.**
- **Focus on "WIIFM" – commute time is a biggie.**
- **Three-Step approach to candidate outreach:**
 1. Short initial outreach message.
 2. A few days later, follow up and let them know interviews have started and you're still interested.
 3. Send a "thanks anyway, please stay in touch."





The Voice of the Client
Nick Schichtle, Workforce Solutions Executive

- Do your research.
- Be a partner, not a vendor.
- Be passionate about what you do.



The New Language of Staffing
Catherine Farr, director, maslansky + partners
Annelise Alexander, language strategist, maslansky + partners

- Job seekers don't think they are being seen.
- Don't promise a job, promise you can get them in front of the right people.
- "Job placement agencies help job seekers get noticed and land positions that match their qualifications at companies that are hiring."



Reputation: From Service to Storytelling to Supercharge Your Growth
Eric Gregg, CEO, Inavero Inc.

- Buyers care about reputation, but reputation cannot be set by a company.
- 90% of staffing companies "differentiate" on service.
- Service is the heartbeat. Reputation is the pulse.
- Win interactions during stressful situations by providing a WOW through a surprise!





Strategic Brilliance: Simple Secrets to Effective Leadership
Scott Wintrip, Founder of Wintrip Consulting Group

- **The difference between Brilliant Strategists, and Strategic Brilliance.**
- **Simplicity is the key to Execution**
 - What? By When? Why? Who's responsible?
- **Three T's of Strategic Brilliance**
 - Target
 - Tactics
 - Talent



Raise the Bar—Recruit Like the FBI
Connie LaDouceur, President and Chief Sourcing Strategist, EQC Talent Sourcing Experts

- **Neuro-linguistics programming (NLP)**
- **Your best candidate is already working...for the competition**
- **New candidate; vet before anything else**
- **It's all about your time**
- **Go for IT!**



Staffing World 2017 RoundTables





Branding & Marketing

- What are the latest trends in social media?
- Building a branding / rebranding strategy.
- New recruiting tools & techniques.



Recruiting Insights

- Top recruiting issue: Job post quality.
- Improve ATS utilization.
- Not a shortage of candidates... shortage of good jobs.
- Google Jobs and Facebook Jobs...game changers?



Trending Insights

- Focus on social media.
(Facebook Jobs, reviews, geotargeting)
- Crowd-sourcing salary data.
(CareerBuilder tool)
- Video is the future.
- Questions on newer Social Media effectiveness.
(SnapChat and Instagram)



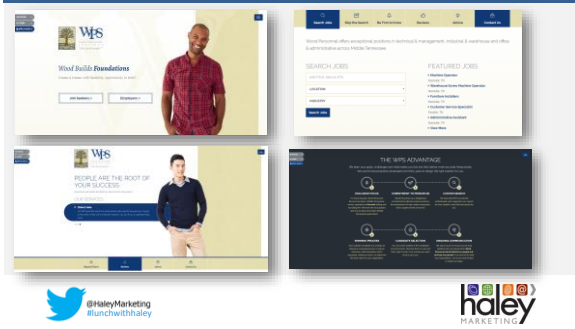


Staffing World Genius Awards

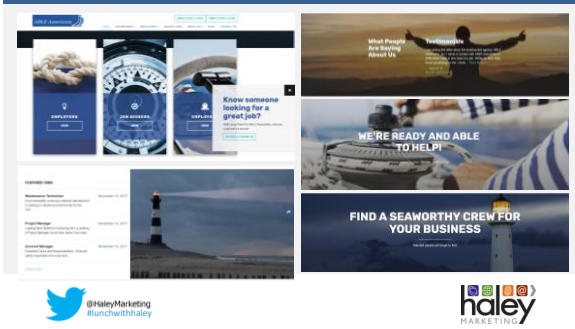
TempStaff Social Media – GRAND PRIZE

Keepers Direct Mail – GRAND PRIZE

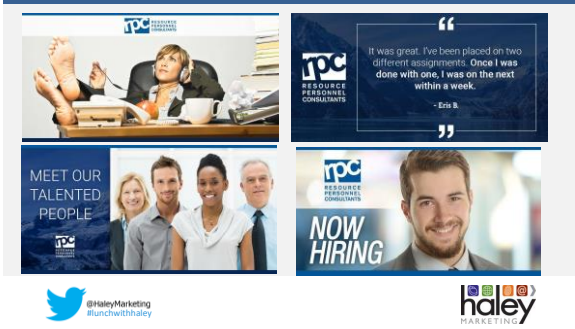
Wood Personnel Website



ABLE Associates Website



RPC Company Social Media - Honorable Mention





Staffing World Lessons Learned



Ryan

- Aligned with our purpose.
- KISS.
- Help your candidates and clients sell themselves.



Paula

- Be prepared
- Clients want you to solve larger problems
- Innovation is important to staying relevant
- Think strategically, not just tactically





Cathy

- Staffing is the business of asking questions. “Why” is the most important question, and we don’t ask it enough.
- “The number one thing that will get a firm fired is not listening.” (Voice of the Client)
- An empty seat is a painful distraction for a hiring manager.



Brian

- Be your best self, fully committing to the task at hand.
- Digital marketing is critical for recruiting.
- Passion!



Brad

- There isn’t a talent shortage. There is a good jobs shortage!
- Use your ATS system? Be systematic and leverage that.
- Look at recruitment advertising spend and evaluate return on investment. What channels are producing?



David

- Recruiting is the overwhelming issue, so how will you better attract, retain and STEAL talent?
- Candidate under-utilization is a HUGE cost. How will you increase placement rates?
Hint: You need MORE job orders!
- Service is NOT a differentiator... but client and candidate experience can be!



Coming Next:



Blogging for Staffing
Tuesday, November 28 at 2 PM ET



Show 'N Tell – Highlights from 2017
Thursday, December 14 at 2 PM ET

Reserve your seat: www.lunchwithhaley.com
