



Your patience is appreciated...



...Lunch With Haley will be served shortly.

Staffing World 2018 Recap



PRESENTED BY
**Brad, Michelle, Matt, Mark,
Brian, Ryan, Paula & David**



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Staffing World 2018 Keynotes



Adapt and Disrupt: How to Innovate and Capture New Business Opportunities

Jeremy Gutsche, CEO, TrendHunter.com; innovation expert; and author

- 50% of year 2000 Fortune 500 companies are no longer on the list
- “We repeat last year’s harvest”
- Your competitors are lazier than you think
- Use your hunter instincts

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Inspiring Game-Changers: The Winning Strategies of Fearless Negotiators

Molly Fletcher, former sports agent, business consultant, and author

- The more we can connect, the better the results for both parties
- A pause in a negotiation sends a message
- Top money makers in sports bounce back the fastest from adversity

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Digilogue: How to Win the Digital Minds and Analogue Hearts of Clients and Talent

Anders Sorman-Nilsson, founder, Thinque; futurist and innovation strategist

- Digital is essential...but analog still matters
- Trend 1: Every business model is being digitally hacked
- Trend 2: The user experience of work must be redesigned
- Trend 3: Marketing & sales are moving together

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Digilogue: How to Win the Digital Minds and Analogue Hearts of Clients and Talent

Anders Sorman-Nilsson, founder, Thinque; futurist and innovation strategist

5 Questions

- How can I get 2x the efforts with ½ the effort (through technology and human creativity)?
- Which old, analog processes don't offer me any actionable data insights and need upgrading?
- What is the compound effect of my competition adopting the right exponential technology, which we don't by 2025?

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Digilogue: How to Win the Digital Minds and Analogue Hearts of Clients and Talent

Anders Sorman-Nilsson, founder, Thinqe; futurist and innovation strategist

5 Questions

- What is the “analog baby” in my business that mustn’t be thrown out with the digital bathwater, and which can be further amplified and augmented through technology?
- What would our competition not want us to do next?

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How the Five-Second Rule Can Transform Your Sales Strategies

Mel Robbins, author, business consultant, and human behavior specialist

- We make 31,000 decisions a day and half of them are on autopilot.
- The moment you begin to hesitate, think 5-4-3-2-1 and move before your brain stops you.
- There is no difference in your body between being nervous and being excited.
- The price of your new life is your old one.

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Staffing World 2018 Sessions



Industry Trends Driving Staffing Company Growth in 2018 and Beyond

Eric Gregg (Inavero)

- 55% of candidates think all staffing firms are the same
- A detractor is 4X less likely to refer your company and 3X less likely to take a future assignment
- Half of millennials would rather place a job online than talk to a person
- We trust individuals more than companies/brands

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Industry Trends Driving Staffing Company Growth in 2018 and Beyond

Eric Gregg (Inavero)

- Staffing has an issue with internal turnover – 33% yearly
- Most important factor is the team (not the boss)
- To drive differentiation, we have to invest in our internal staff and build a great culture

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Two Ways to Quickly Collect Candidate Applications on Facebook

Matt Lozar (Haley Marketing Group)

- Utilizing Facebook Jobs – free for all businesses
- Receive applications through a Facebook message or through an email to one person
- Utilizing Facebook Lead Generation Ads
- Quickly collect candidate information in a short form

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Social Networking and Recruiting: How the Game Is Changing in 2018

Matthew Nagler (BANKW Staffing)

- Story about a friend of a friend saw someone moving and got them a job
- Build content for multiplatform
- Company culture came out in a video about opening a present of socks

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(Professional–Managerial) Enhance Candidate and Client Acquisition Through Digital Marketing

Adam Bleibtreu (Creative Circle and ASGN)

- The average person sees more than 4,000 ads per day.
- The audience should be at the center of your content.
- Most companies spend more on job posts than any other type of marketing.

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(Search and Placement) The Million Dollar Recruiter Mindset: How the Top 1% Think and Act

Mike Lejeune (Lighting the Path)

- Mindset makes the difference
- Be niche-focused
- Ask 'why?'
- Tell me where I fit with you

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Using Your ATS to Drive More Applications Through Social

Brad Smith (Haley Marketing Group)

- Staffing companies spend thousands on recruiting "new" candidates
- Inventory just sits in your ATS
- Export that data and put it to work!
- Create compelling ads that give passive job seekers a reason to consider you

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Market Intelligence to Capitalize on Industry Opportunities

Cynthia Davidson (American Staffing Association)

- Great tools on the ASA Data Dashboard
- Staffing Index – real-time measure of staffing employment trends
- Be careful with your sources. Does it appear credible? Is it biased? Does it have an agenda?

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Unleash the Full Power of Text Messaging

Brad Hermann (Call-Em-All)

- Local vs. 800 numbers
- Landlines – how can you pull them out before texting?
- Data comparison – compare platform data to industry data
- Dealing with opt-outs
- Future of texting – graphics?

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The New Language of Staffing

Catherine Farr (maslansky + partners)

- It doesn't matter what words you use – it matters what people hear.
- We've tried to prove staffing agency jobs are valuable, but candidates already know they are. They just want a job.
- Candidates want personal support throughout the process.
- Eliminate phrases like "Flexible hours" or "an opportunity to gain experience" because they hear they are inexperienced now and won't get the hours they need.

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2018's Most Innovative Technology Tools to Reshape Your Staffing Business

Panel Discussion

- Sales: How can you implement marketing automation or AI?
- Recruiting: Match candidates to job orders without human intervention.
- Talent Shortage: Use robotic process automation to eliminate and shorten repetitive tasks?
- Monster Studios and CareerBuilder Mobile App
- We can do business the same way, but our business will be chipped away.

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Plan, Position, and Propel Your Business to New Heights

Leo Sheridan (Advanced Group)

- Creating the foundation
- Organizational health is key
- Placemats
- Better-managed firms are more successful

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Plan, Position, and Propel Your Business to New Heights

Leo Sheridan (Advanced Group)

- 5 Questions CEOs Should Ask:
- What doesn't fit?
 - What would an outsider do?
 - Is my organization consistent with my strategy?
 - Do I understand why we do it this way?
 - What might be the long-term consequences?

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If You're Selling, You're Doing It All Wrong—Focus on What You Control

John Ruffini (Healthtrust Workforce Solutions)

- Without proper information, we have no right to suggest a solution
- Understand the keys to the close (push, total, walk away)
- Only extend an offer when a candidate is committed to taking it
- Objections

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Just-in-Time Talent: How to Land More Clients and Get Them Buying Quickly

Scott Wintrip (Wintrip Consulting Group)

- Leverage the "impatience economy"
- To be faster, kill the old way of staffing
- Define your core
- Layer in unwavering quality

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Just-in-Time Talent Part II: How to Land More Clients and Get Them Buying Quickly

Scott Wintrip (Wintrip Consulting Group)

- Bake in speed
- Build capacity – Improve your talent flow
- Expand your core prudently
- Keep lean – create renewable talent
- Stay the course – monitor, adjust and improve

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Breaking Barriers, Building Teams

Rob Mosley (Next Level Exchange)

- Effective communication – the engine that drives the automobile
- Darwin – most adaptable to change will survive
- Build trust, master conflict, achieve commitment, focus on results

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Managing Using Gamification and More Millennial Tools

Kate Butler (Menemsha Group)

- Make sure you're targeting your team with the right strategy
- All millennials want is a trophy
- Rewards don't need to be expensive
- Consider the language you use when motivating others

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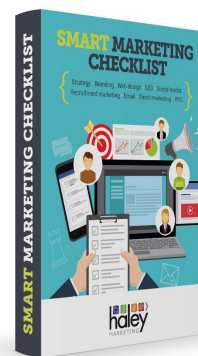


Smart Marketing: 20 Quick Tips to Drive Dramatic Results

David Searns and Brad Smith (Haley Marketing Group)

1. Develop a strong value proposition
2. Focus messaging on the client, not you!
3. Create personas for your target markets
4. Add strong calls-to-action, everywhere
5. Embrace change

www.haleymarketing.com/smarkmarketing



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Retaining Talent in a Competitive Market

Mike Menzer, CSP (Rotator Staffing Services Inc.)

- Create a satisfaction survey to identify problem areas, create action plan, communicate results
- Synchronize recruitment and engagement
- "Train people well enough so they can leave. Treat them well enough so they don't want to" – Richard Branson

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Staffing World 2018 Genius Awards



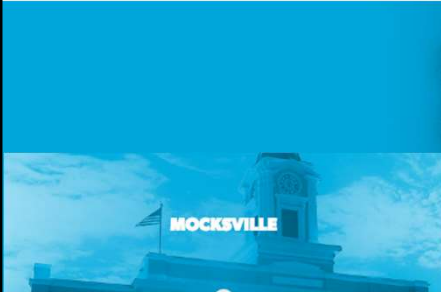
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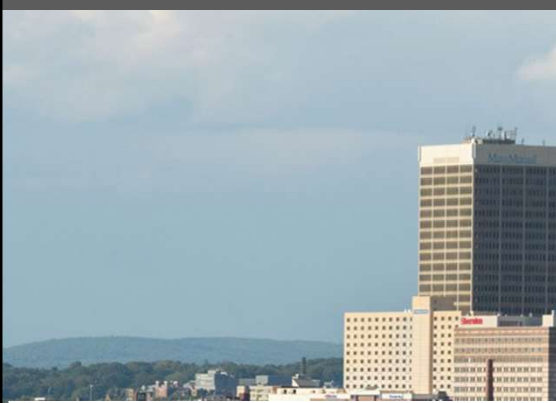


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Irea Hill-Cataldo

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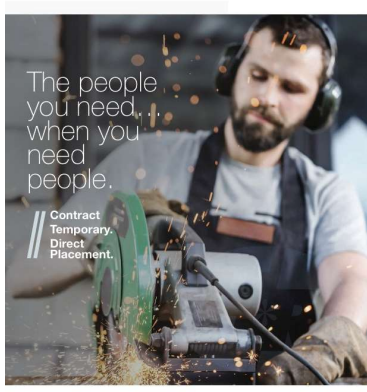
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Staffing World 2018

Lessons Learned



Mark

- Your competitors are lazier than you think.
- Don't be afraid to reframe the language you use when talking to clients, candidates, internal people, and ourselves to drive success.
- Really great meeting clients face-to-face for the first time.

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Matt

- Awesome discussions with current clients.
- Test new technology. Analyze the results. Make changes.
- Building trust – on your team and with your clients.
- “It’s a marathon at a sprinting pace.”

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Michelle

- Hearing clients’ struggles first hand is extremely helpful
- We can start implementing the New Language of Staffing now to better connect with candidates
- 5-, 4-, 3-, 2-, 1 has already impacted my life and work
- We all just want to put America to work and seeing success stories first hand is very powerful

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Brian

- Efficiency is important, from recruiting spend to workload management, to management.
- Be prepared to shift how you think about key ideas in your life to become better (and welcome it!)
- We are all technology companies with an "X" lean

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Ryan

- 386% turnover rate in staffing.
- Are you providing fast, convenient access?
- Show appreciation – everyone just wants to know they matter.

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Paula

- 56% of all web traffic is from mobile devices
- Leveraging technology advancements and updating your digital footprint will yield huge rewards!
- Smart Marketers use social media to stay top-of-mind to create a competitive advantage.

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Brad

- Don't forget the client
- Embrace technology because it's driving positive change
- Invest in team building
- Keep your commitments – even when you have 1,000 things to do

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David

- Recruiting is a HUGE issue...
but few companies are doing anything differently.
- It's easier to be innovative...
when you're not in the office.
- Hyper focus is the best differentiation.

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**Any
questions?**

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Special Session: Dealing with Indeed Traffic Loss
Tuesday, November 15, 2018 at 2 p.m. ET

Blogging & Newsletters
Tuesday, November 20, 2018 at 2 p.m. ET

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