

YOUR PATIENCE IS APPRECIATED...



... LUNCH WITH HALEY will be served shortly.

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Staffing World 2019

Recap

PRESENTED BY

David Searns, Brad Smith,
Paula Zeisz, Ryan Maher,
Brian Vaccaro, Matt Lozar
Brad Bialy, Mackenzie Froese,
and Elaine Materise



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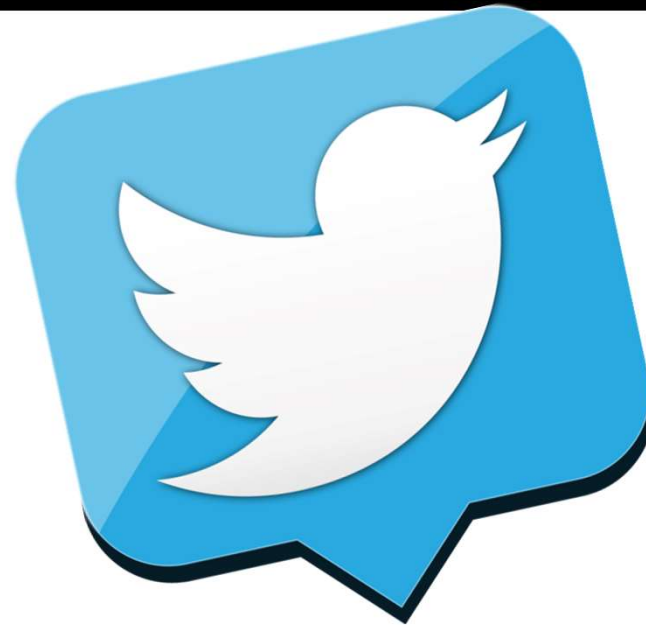


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Join the Conversation

- Join the conversation on Twitter:
#lunchwithhaley



Staffing World 2019

Super Sessions



The Time to Innovate and Adapt Is Now

Becky Frankiewicz, president, ManpowerGroup North America

Consumer trends are coming to the talent market

- **Bettersness Ecosystem**

People are recognizing that we have one life...and people want a better one.

Work-life balance is outdated.

Consumers want meaning and flexibility in their work.

Fastest-growing non-wage benefit is remote work.

- **Digital Intimacy.**

IOT; robots working with humans; always-on culture.

The more connected we become, the more humanity we expect in our technology.

Implications from virtual training to remote work.



The Time to Innovate and Adapt Is Now

Becky Frankiewicz, president, ManpowerGroup North America

Consumer trends are coming to the talent market

- **Clanning**
We want to associate with people who are like us...and brands that match our identity.
Employees want to work for companies that address societal issues.
They also want to curate the company culture.
- **Now. Now. Now.**
Waiting is unnecessary and unacceptable.
Want services and work experiences to be easy, personal and immediate.



The Time to Innovate and Adapt Is Now

Becky Frankiewicz, president, ManpowerGroup North America

Consumer trends are coming to the talent market

- **EVEolution.**
Growing movement around women's involvement in everything, particularly business.
How can your company (and your clients) be a place where women want to work?
Moving from unconscious bias to conscious inclusion.
- **Changing face of the consumer.**
Aging population.
Declining household size.
5 generations in the workforce for the first time ever.
Organizations need to adapt – embrace cross-generational learning.



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The Time to Innovate and Adapt Is Now

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Consumer trends are coming to the talent market

- **Challenge accepted.**
Employees are taking charge of their careers.
Increasing quit rates.
Living in an attention economy where all things are competing for our attention.
25% of millennials expect a promotion within 12 months.
As leaders, we have more challenges than ever to harness and retain talent.
- **Think like a consumer. Then act like a marketer!**



Shaping Better Workplaces for a Better World

Johnny C. Taylor Jr., president and CEO, Society for Human Resource Management

Trends Impacting the Workforce

- **Birth rate has fallen.**
In 2009, U.S. birth rate dropped by more than 1 million babies = worker shortage 18 years later.
- **Millennials don't have kids...they have pets.**
- **Labor shortage perfect storm.**
GDP increased from -0.1% to +2.6% and UE declined from 7.3% to 3.5%.
10 years from now, it will get worse. High school graduation rate < retirement rate.
92% of business leaders think Americans are not as skilled as they need to be.
87% of recent grads feel prepared for the job...only 50% of managers feel the same way.



Shaping Better Workplaces for a Better World

Johnny C. Taylor Jr., president and CEO, Society for Human Resource Management

Message from HR professionals to the staffing industry

- **Jobs have changed.**
In the Industrial Era, focus was efficiency and optimization.
In the Information Era, focus has become acquiring knowledge and skill.
We have entered the augmented era; we need people who are creative, agile and adaptable.
- **Think like the HR professional that you are.**
Understand how the staffing client makes money...be strategic!
Get to know the client's culture – cultural fit matters to HR.
Source untapped talent pools (older workers, 2nd chance programs, disabled workers, etc.).
Work really fast!



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Shaping Better Workplaces for a Better World

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Message from HR professionals to the staffing industry

- **Other advice:**

Look to strategically partner.

Think about the talent issues your clients WILL face in the next few years.

Red carpet in...red carpet out.

Treat temporary workers well when hiring...and when firing.

Don't alienate people.

Ensure the worker knows when the current assignment will end.

We'll pay for quality.

HR recognizes that paying staffing companies for good workers is a good financial investment.



Persevere and Live in Vision, Not in Circumstance

Jon Dorenbos, former NFL player and 'America's Got Talent' finalist

Life Is Hard. Life Doesn't Care.

- **Change the story**
Individuals let other things affect them that are out of their control. Tell yourself that it means something else. When the cards get shuffled and your life gets shuffled, it's up to you to make it work.
- **Find forgiveness and closure**
Step back from the need to be right. Let go of your ego.
- **Up to us to have belief in ourselves. Put ourselves back in order.**
Surround ourselves with people who make a difference.



Staffing World 2019

Sessions



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Preconvention Program:

Growth Strategies for Staffing Companies up to \$50 million

1) 10 Traits of Companies Accelerating From Emerging to Fast-Growing

Scott Wintrip, president and senior consultant, Wintrip Consulting Group

2) Advanced Cash-Flow Management for Staffing Company Executives

Brian Frydenlund, principal, Growth Mindset Group

3) Make Your Strategy a Reality

Chris Taylor, CEO, actionable.co

4) Top Compliance Issues Highlights

Brittany Sakata, Esq., associate general counsel, American Staffing Association



Why You Can't Live Without Marketing in Your Commercial Staffing Company

Multiple Presenters

Marketing lessons

- **Why make the investment?**

Needed to get the employees to really understand what the company is about.

Needed a stronger message for new markets.

Needed messaging and marketing plan to go into new markets and pursue national accounts.

Make internal people more productive.

Improve recruiting – attract more talent AND re-engage candidates who didn't complete an application.

- **Lessons learned**

Harder to get buy-in than expected. Planning the rollout to every office is critical.

Simplify the message for internal communication.

Digital marketing needs to start 30 days prior to opening a new location.

Integrate digital marketing with community involvement and physical marketing to maximize response.



Robotic Process Automation: Put the Bots to Work for Your Business

Mike Whitmer, global CIO, Recruit Global Staffing

- Look for specific problems to solve:
 - Rekeying data between systems
 - Work that doesn't require humans
- Leverage Automation Platforms
 - Automation Anywhere
 - » Technology you can train while doing tasks manually
 - » Prebuilt bots already designed for many tasks
 - Microsoft Flow – RPA for different tasks
 - » Saving email attachments to a folder on OneDrive
 - Fyre – Integrate VMS and ATS
 - AllyO/Mya – Candidate screening and scheduling
 - UiPath, Blue Prism, Pega Robotics, IQ Bot



Permission: Granted to Build an Inclusive Culture

Risha Grant, founder and CEO, Risha Grant LLC

Companies Don't Have Diversity Problems. They Have People Problems.

- Unconscious / Implicit Bias

Identify Your Bias Synapse – assessment, attribution, identification

- Lessons Learned as a Child
- Confront the Bias Synapse – Platinum Rule

How to Improve?



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Four Principles to Engage and Influence Candidates

Mark Wolf, CSP, director of performance and sales training, C&A Industries

Employee Engagement

- 34% Engaged – Happily employed
- 13% Actively Disengaged – Looking for a new job
- 53% – Not happy, not dissatisfied

Four Principles

- Create an experience
- Build an image
- Develop strong emotional ties
- Gain commitments



Four Principles to Engage and Influence Candidates

Mark Wolf, CSP, director of performance and sales training, C&A Industries

Create an Experience

- Job description --> Job presentation
- Staffing is like real estate

Build an Image

- We live life in the fast lane
- Passive – Assertive – Aggressive



Four Principles to Engage and Influence Candidates

Mark Wolf, CSP, director of performance and sales training, C&A Industries

Develop Strong Emotional Ties

- 53% of people lack meaningful in-person relationships
- Make connections, not contacts

Gain Commitments

- Agreement vs. Commitment



The Most Entertaining Employment Law Game Show Ever

Multiple Presenters

Hot Topics:

- Legalization of marijuana and how it impacts the workplace
- Ban the Box
- Joint employment with companies
- Background checks
- I-9s



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Building a Multiplatform Social Media Recruitment Program

Kristin Kane Ford, director of social media, Imparture Inc.

- Develop Personas
 - Title, Seniority, Job Duties, etc.
 - Industry Specializations
 - Education, Background, Experience
- Identify Frustrations
 - What is impacting their day to day? What are their headaches?
- Define SMART Goals
- Track
 - Google Analytics, Platform Insights, Tracking Pixels



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Generational Shift: Secrets to Succeeding With the Millennial Workforce

Eric Gregg, CEO and founder, ClearlyRated

Argument: Millennials are better at decision making

They reference 100 data points vs. 1 data point.

Millennials trust online ratings/reviews more than a personal referral.

What Attracts Millennials: Culture, Career Growth, Company Vision, Skill Growth

What Attracts Baby Boomers: Culture, Reputation, Leadership, Vision

What Keeps Millennials: Culture, Direct Manager, Career Growth, Recognition

What Keeps Baby Boomers: Culture, Company Leadership, Reputation, Vision



Generational Shift: Secrets to Succeeding with the Millennial Workforce

Eric Gregg, CEO and founder, ClearlyRated

Internal Staff

Build loyalty, overcommunicate, remind them of the way (*purpose and vision driven*)

Millennials want growth → coach them to keep them.

Millennials want communication → being proactive is key to rehire rate.

Millennials want career progression and status → give your talent a chance to earn status.



Two Lies and a Truth

Multiple Presenters

Topic 1 – Recruiting Best Practices

- When working with candidates, don't assume or take anything for granted. Conduct a thorough, in-depth interview and reverify information throughout the process to avoid surprises.

Topic 2 – Discriminatory Practices

- The client isn't always right and could be asking you to do things that are a form of discrimination. Staying fully informed as to what's legal will keep you and your clients safe.

Topic 3 – Safety

- People behave unpredictably, reacting in unexpected ways when it comes to issues related to safety. Creating and maintaining safety practices that improve communication and increase hazard awareness keeps employees safe, employers happy, and your firm protected from a lawsuit.



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The Smart Marketing Show

David Searns, CEO, Haley Marketing

Brad Smith, director, SEO and social media, Haley Marketing

- Develop a Recruiting/Branding Plan for Passive Job Seekers
- Sell More!
- Stephanie Baker – Wood Personnel Services
 - New website leads to nearly 300% increase in pageviews
 - Use Facebook advertising/recruiting strategically
 - » Under \$12k gross margin in 2017
 - » Over \$160k gross margin in 2019
- John-Reed McDonald – PrideStaff
 - Candidate engagement is crucial (leverage tech with personal touch)
 - Structured education – portals, compensation data, whitepapers, eBooks, etc.



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Deeper Dialogue: Conversations That Inspire

John Klymshyn, consultant and author, The Business Generator Inc.

Power vs. Force

Relationships are key.

- There is no greater gift than undivided attention.

6 Co-Words

- Communication
- Connect
- Common
- Contribution
- Collaborate
- Connotation



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6 Ways to Fill Jobs Faster (Don't Gamble with Your Text Messaging)

Brad Hermann, Call-Em-All

Texting is the best and fastest way to reach people right now.

- **Improve Your Content** – *include company name and recipient name; avoid ALL Caps; don't send texts that look like spam.*
- **Deliverability** – *Not all messages get delivered;;spam blockers, get reassigned numbers out of your database.*
- **Calling Landlines** – *Every 10th message, call someone, mix it up, get different results.*
- **Future of Messaging** – *Higher-volume messaging on local numbers, more characters, rich communication services.*



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Staffing World 2019

Lessons Learned



David

Strong demand for staffing is a blessing...and a curse.

Easy to sell. Hard to fill.

Talent scarcity is negatively impacting industry revenue and profits.

Solutions: Find new talent pools. Improve the candidate experience. Be a best place to work.

Marketing is more important than ever, but the industry is making too many mistakes.

Most companies are still underinvesting.

Lots of companies hiring internal marketers...then asking them to do too much.

Marketing needs to be viewed more strategically:

- Ensuring a consistent story is being told.
- Supporting the sales process (being more strategic and focused on key accounts).
- Driving inbound leads (talent and smaller clients).



Brad S.

Have a bit of fun!

Instead of the stuffy old 1-hour presentation – we did the Smart Marketing Talk Show and injected a bit of life into the presentation.

Stop taking garbage orders.

Garbage in, garbage out – it goes for the orders you take. Get proactive about educating your clients and the market on the current situation, pay rates, and expectations.

Add value. Increase margins.

Demand is high, and supply (talent) is low. In any other industry that means prices go up. Look for ways to add more value and drive higher margins now.

Invest in Candidate Engagement

Too many staffing companies are losing great talent. It's not because you don't have great jobs, it's because of the candidate engagement process.



Paula

Where I Am Is Where I Work

- Today's technology is driving the capability to be able work from anywhere.
- Candidates want to find opportunities that provide them flexibility.
- Find the most qualified people in the most unexpected places.



Ryan

- **Without empathy, marketing (and business) fails**
- **Disruption is only increasing**
 - Travel agent, or real estate agent?



Brian

Candidates are changing the landscape of hiring.

The way candidates evaluate job opportunities is changing. The "consumerization" of job seeker tendencies means that our industry needs to change how we position a job offer. People want to access work how and when they want it.

"Think like a consumer, act like a marketer!"

Creativity in hiring.

70% labor participation. 30% of the labor force isn't working that *possibly could be*. How do we solve this and provide an environment that welcomes this 30% to actively participate?



Matt

Act Like a Consumer; Think Like a Marketer

Candidate experience → Ease of application
Right content at the right time

How to Find the Qualified Candidate

Companies can find candidates but are struggling to find qualified candidates.
Vital to developing long-term relationships with potential candidates.



Brad Bialy

Target the Passive Candidate.

Amid record-low unemployment, invest your initiatives on the 53% of people that are "so-so" in their careers



Mackenzie

Biggest Issues:

- Predictive Scheduling
- Paid Sick Leave (family and medical leave)
- Joint Liability w/Clients Regarding Wage Issues
- Harassment (#MeToo Movement)
- I-9 Audits/Immigration enforcement
- Classifying workers as independent contractors
- Data Privacy



Elaine

Think like a consumer.

Keep in mind every step of the process.

Things aren't going to change fast.

With low birthrates and more people coming back into the workforce, it's going to be a matter of time before we see a huge change in available talent.

Relationship building is key.





Any questions?



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Coming Next:

NetSocial (Sneak Peek)

Thursday, November 21 at 2 PM ET

Reserve your seat: www.lunchwithhaley.com

