

YOUR PATIENCE IS APPRECIATED...



... **LUNCH WITH HALEY** will be served shortly.



The Great Rehire: The Talent Opportunity of the Impending Recovery

How to identify, obtain and keep
the best talent in the staffing and
recruiting industry.

Global HR executive with 25 years of operational and functional experience

- **Chief HR Officer – The Americas, UK and Ireland**
 - Built and led a “best-in-class” HR function for the ~\$10 billion region
- **Global Head of Talent Management**
 - Built culture and people programs in over 60 countries
- **Senior Vice President – Field Operations**
 - Worked with several companies, big and small, on workforce and workplace solutions



Rich Thompson, CEO



*Things
I've
learned during
a PANDEMIC!*



Agenda

- Impact of the Pandemic: Current State
- Impending Recovery
- New Employee Mindset
- New Employer Mindset
- What Does this Mean To You

Current State

- Unemployment rose higher in three months of COVID-19 than it did in two years of the Great Recession
- Real rate of unemployment in May was believed to be 16%, meaning 1 in 6 people were out of work.
- 18 million people were furloughed
- Sabbaticals / Part Time / Unpaid PTO

*Pew Research Center

Other Side of Coin: Economy Poised to Spend

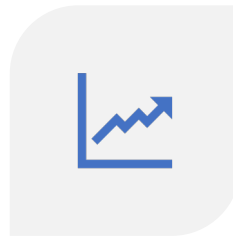
- Uncertainty. There is no road map.
- News is covering those experiencing hardships
- But there is unprecedented savings right now
 - A record \$2 trillion surge in cash has hit the deposit accounts of U.S. banks since the coronavirus first struck the U.S. in January, according to FDIC data.
 - In April alone, bank deposits grew by \$865 billion, more than the previous record for an entire year.
- Almost 90% of the population is employed and have canceled vacations, not gone out to dinner, limited their entertainment. They are poised to spend.

*CNBC

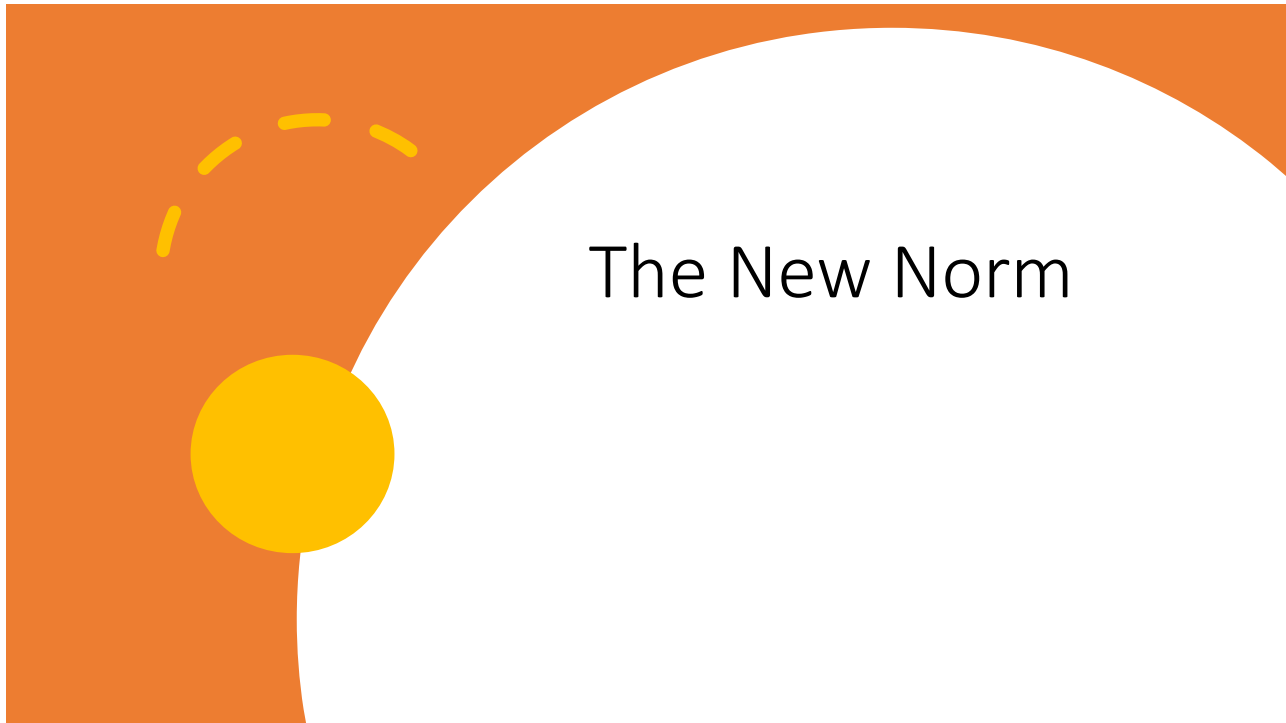
Economy Beginning to Reopen



**PEOPLE NEED TO GO BACK
TO WORK**



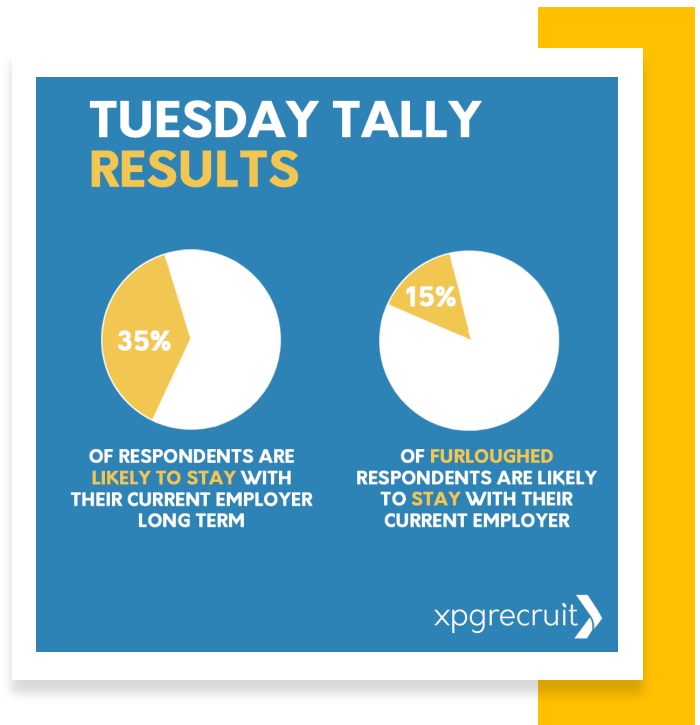
**ALREADY SEEING JOB GAINS
OF 4.8 MILLION IN JUNE**



The New Norm



Employees are keeping their options open



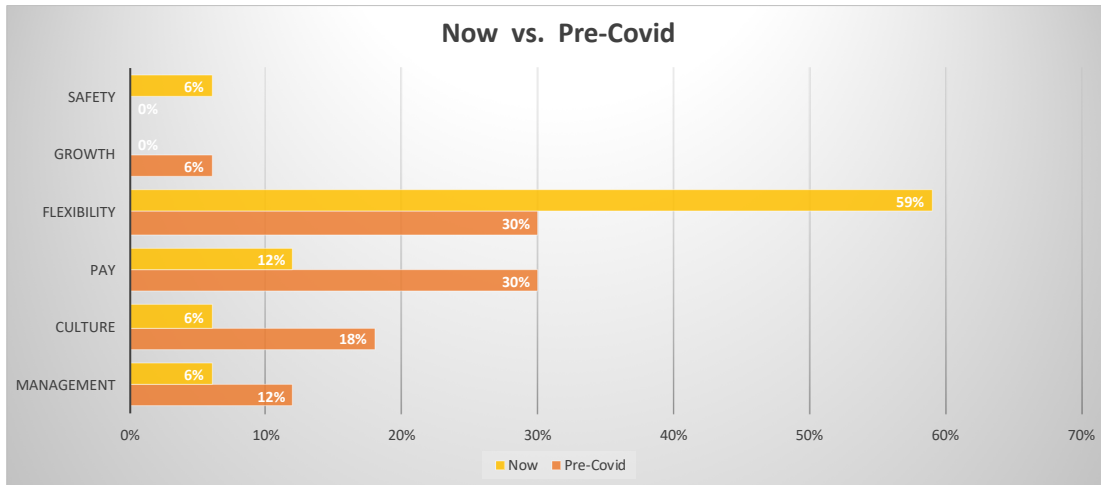
The Opportunity

New Employee Mindset

- Disenchanted
- Disengaged
- Introspective
- Open to possibilities



What do you value most about your job?



The
Opportunity

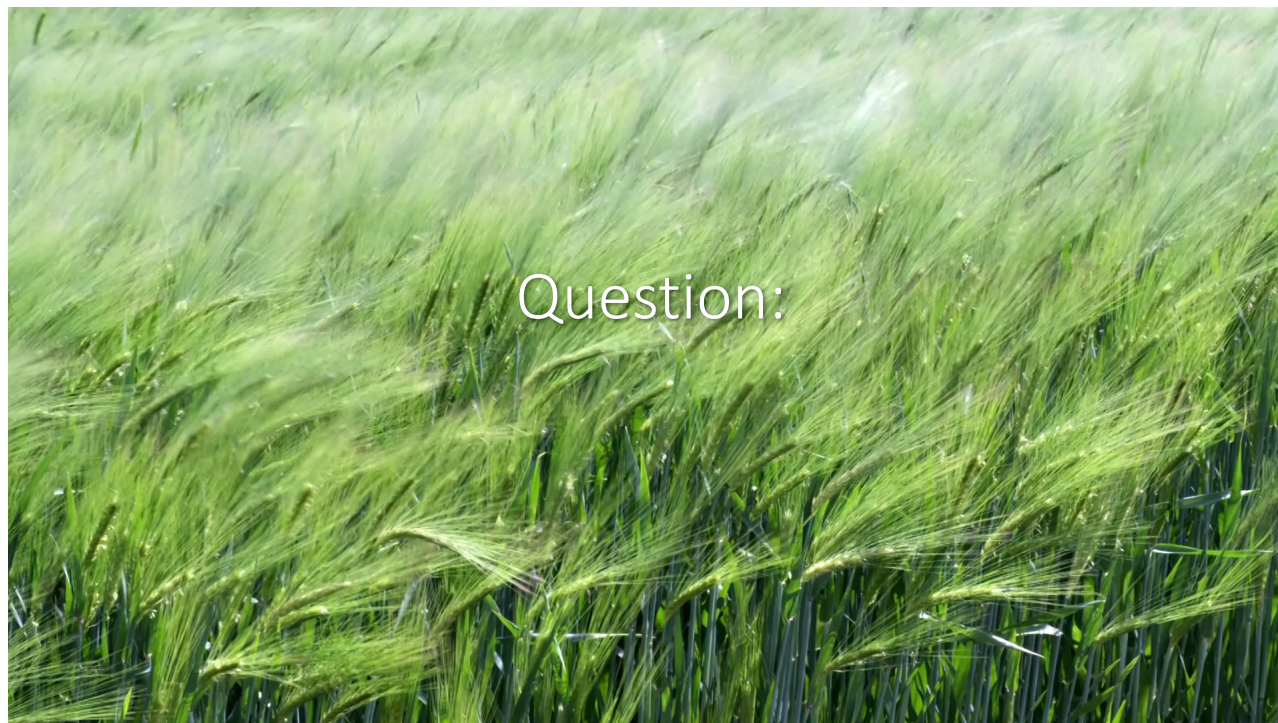
New Employer Mindset

- Location
- Flexibility
- Re-writing expectations
- Workplace Wellness:
 - Safety
 - Mental Health
 - Workplace cleanliness



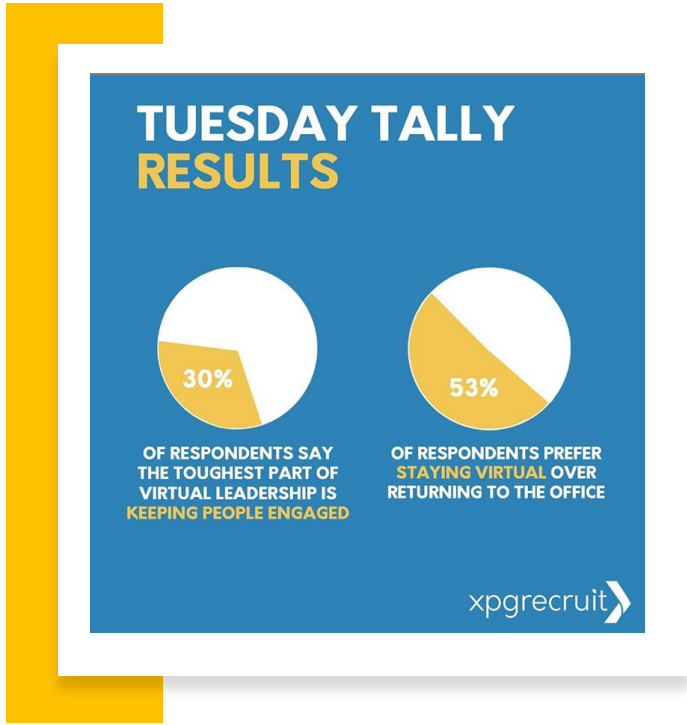
The Perfect
Hiring Storm

GREATEST FREE AGENT
MARKET WE HAVE EVER SEEN



Impact on the Staffing Industry

- Companies with “essential” clients are able to cobble together results
- Still hard finding people to go to work
 - Pay rates are accelerating - people are picky
 - concerned with health / safety
 - unemployment benefit is keeping people on the couch
- The industry has advanced 10 years in the past 3 months
 - Virtual working / Centralized delivery / “Boundaryless Recruiting”



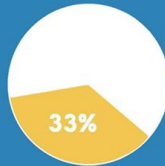
Virtual Leadership



TUESDAY TALLY RESULTS



OF RESPONDENTS SAID THEIR COMPANY IS PLANNING TO **ADD STAFF**.



OF RESPONDENTS BELIEVE THE JOB MARKET WILL IMPROVE IN LESS THAN 3 MONTHS.

xpgrecruit

hiring is coming ... soon!



The Talent Window

- **Companies are looking to the future**

- Top Grading
- Furloughed employees return?

- **Employees are looking to the future**

- Employees feel distant
- Employees aren't impressed with current company

What does GREAT look like: Staffing Companies

1. Enhance the core values:
 - Trust
 - Transparency
 - Opportunity
2. Key principles:
 - Great talent
 - Great leaders
 - Great culture



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TALENT - the engine

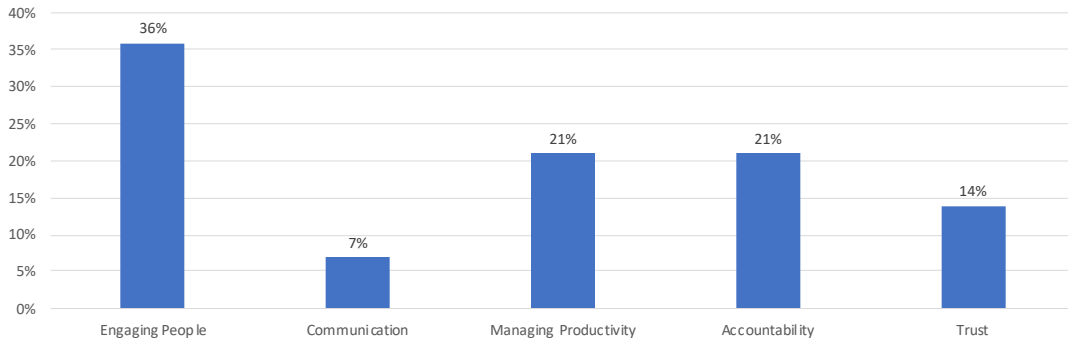
1. Keep your STARS home – INTERNAL
 - Past performance / Attitude / Promise
 - Reset expectations / Aligned career path
2. Become a talent magnet - EXTERNAL
 - Network
 - Socialize value proposition

LEADERSHIP - the fuel

- Never more important than NOW
- Sympathetic, Understanding, Supportive, Flexible
- Connection to the individuals
- Keep teams engaged
- Performance expectations – value over activity



Biggest Challenges to Managers



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CULTURE – the direction

- Action reinforced by words
- Flexibility
- Fun
- Caring
- Accountable



COVID-19 Recovery Resources

Business Strategy & Marketing Ideas

At Haley Marketing, we are committed to serving the staffing industry. We put together this page to offer free advice and low-cost marketing support to help all staffing companies to survive and thrive!

<https://haleymarketing.com/covid-recovery>



Coming Next:

2020 Staffing Industry Outlook Survey Results
Thursday, July 23, 2020 at 2 PM ET

How to Sell Staffing through Branded Content
Wednesday, July 29, 2020 at 2:00 PM ET

Reserve your seat:
www.lunchwithhaley.com

