



Your patience is appreciated...



...Lunch With Haley will be served shortly.



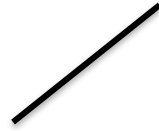
THE GREAT 2020 DO-OVER

NEW
START

PRESENTED BY
David Searns



DO-OVER!





2020



Remote is the NEW normal.



Our life is now SOCIALLY distant.
Safety has become a primary concern.



GOING OUT OF BUSINESS


60% of restaurants will not reopen.
48% of retailers are gone.

Source: Yelp

Before COVID hit,
what was your biggest goal?



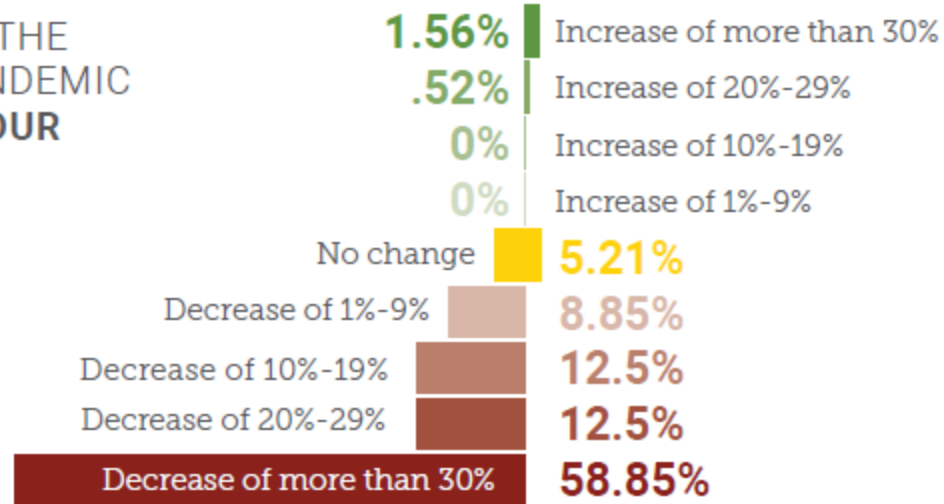
2020

A photograph featuring a white and black coffee cup on the left, a piece of crumpled brown paper in the center with a handwritten message, and a wooden pen with a silver tip on the right. The background is a blue wooden surface.

YOUR
FUTURE
is created by
what you do
TODAY

Our industry was hit hard

Q: HOW HAS THE COVID-19 PANDEMIC IMPACTED YOUR REVENUE?





Download your copy!

<https://www.haleymarketing.com/2020staffingindustrysurvey/>





Defense

Offense



Plan C: Get Progressive!



RIP





NETFLIX



Recessions create opportunity





**What
about ? you**

What kind of company do you want to become in the next 1 to 3 years?



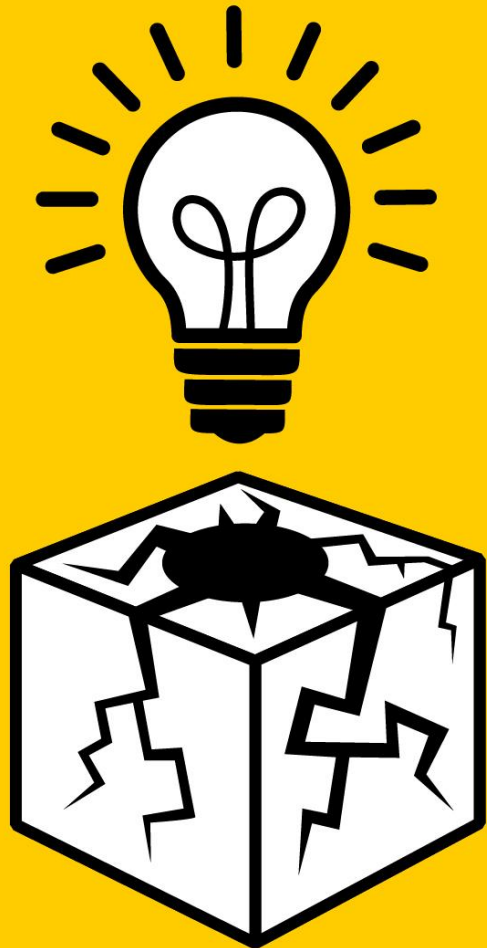
Strategies to pursue

STEADY STATE
Cut cost. Sell harder.





PIVOT
Focus. Technology. Value.



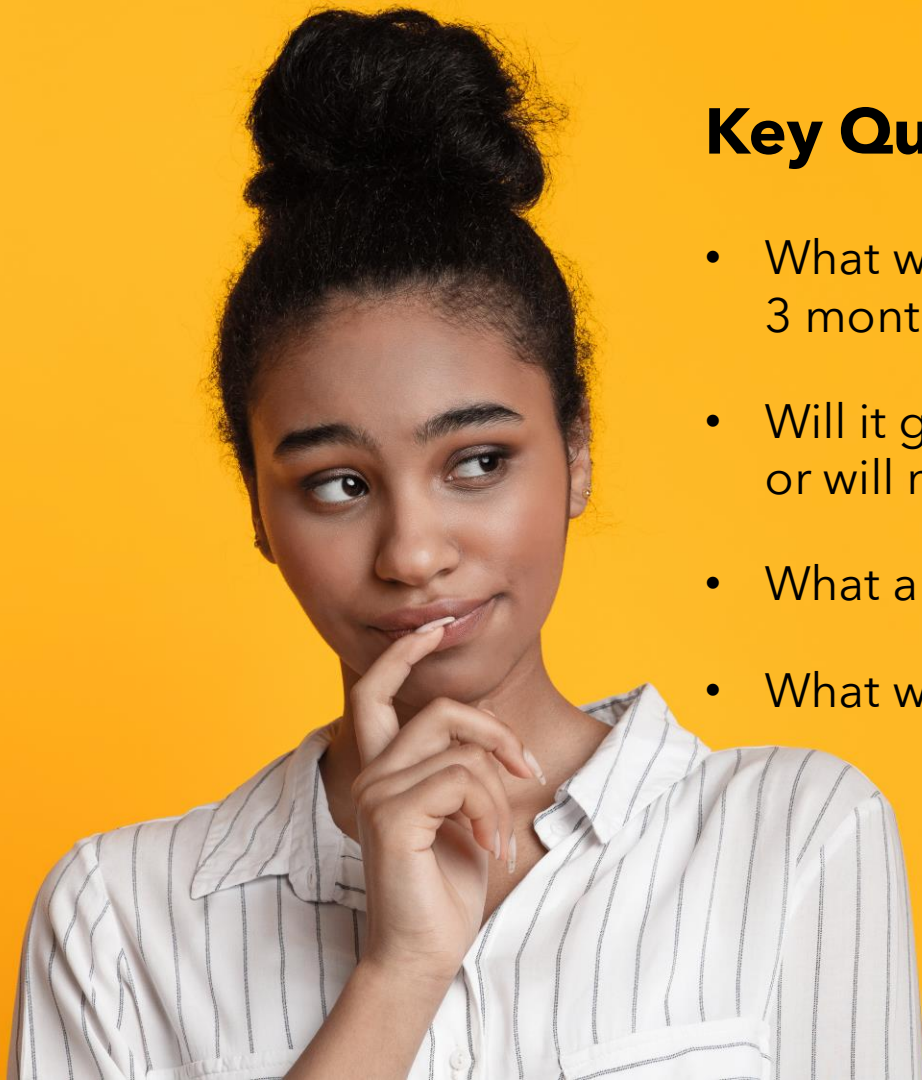
INNOVATION
New business models.



THE OTHER WAY

THIS WAY

THAT WAY



Key Questions

- What will employment look like in 3 months, 6 months, 1 year and 3 years?
- Will it go back to the way it was... or will new models emerge?
- What are your clients going to want?
- What will job seekers demand?

How will life change?



TRENDS
Business. Personal.



TECHNOLOGIES

Video. Mobile. Voice. AI/ML. Robotics. Drones. AR/VR. 5G. 3D Printing.

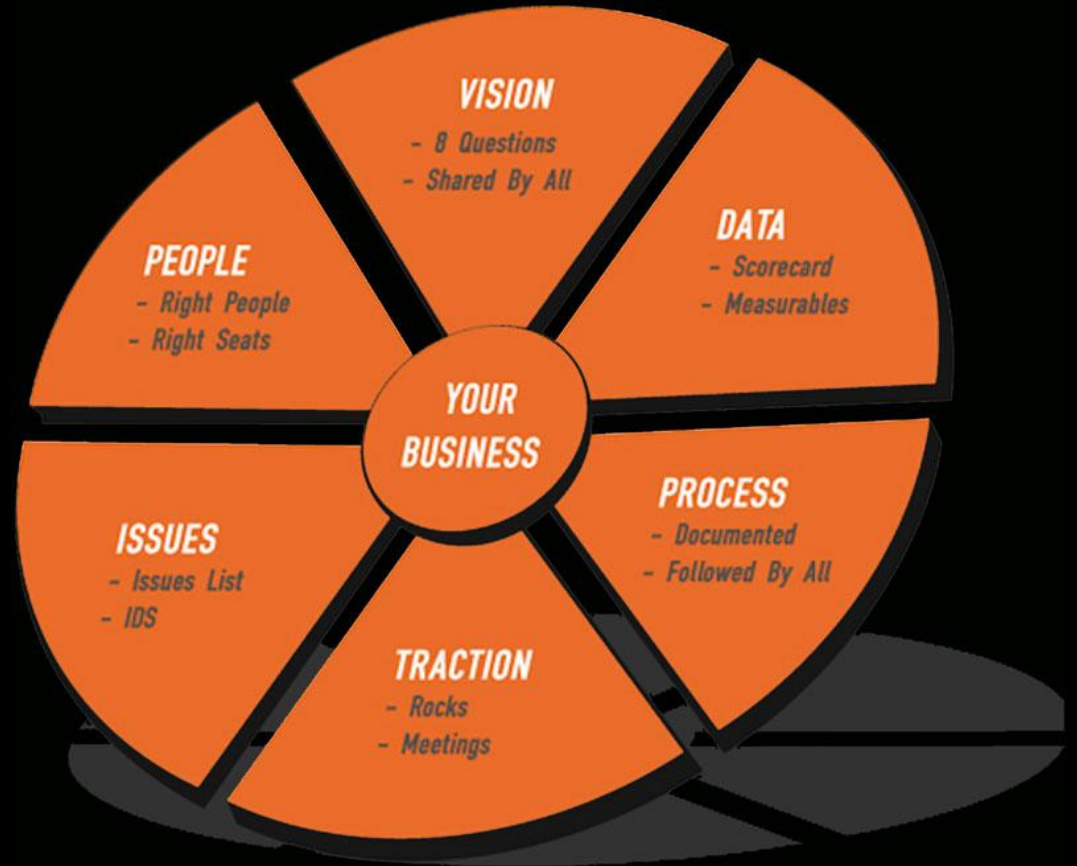






What's the first thing you need to do when you start to plan a trip?

EOS Entrepreneurial Operating System





Now, write it down. Really, do it...now!
Read it out loud...daily.



DEFINE YOUR ROCKS
3 to 7 most critical 90-day goals



2020 IS A GIFT
A chance to reinvent ourselves.



Questions to Ask

- What do you want to be when you grow up?
- How is the changing nature of work going to impact your clients?
- How can you better serve talent in a COVID and post-COVID world?



Questions to Ask

- How can you be more essential to your clients...and candidates?
- How can you provide a more exceptional service experience?
- How can you reduce the friction of hiring, finding a job, and getting work done?





A few final thoughts

- To change the future, define a clear vision of what you want.
- The future is not limited by the past... only by your imagination.
- The nature of work has changed... maybe forever; how will you adapt?
- The technology that is transforming our everyday lives is also transforming the staffing industry. Are you ready?
- Pick your core strategy: defense, offense or progressive.



A few final thoughts

- In times like these, winners do things differently:
 - Aggressive cash management - cut the waste, maximize margins
 - Make smart investments:
 - Process improvement
 - Technology
 - Marketing
 - Strategic opportunities



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<https://www.haleymarketing.com/2020vision/>



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Any questions?



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Coming Next:



What the Best Staffing Websites Do Differently
Thursday, September 24, 2020 at 2:00 PM ET



Recruiting 2020: Beating the No Show
Thursday, October 1, 2020 at 2 PM ET

Reserve your seat:
www.lunchwithhaley.com