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

# 2022 Executive Forum

## The Unofficial Conference Recap

PRESENTED BY  
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## **AGENDA**

- Keynotes
- Breakouts
- Lessons Learned
- Q&A



The Sessions

## **KEYNOTES**



## **Faster, Better, Stronger: Leadership in a New World**

(Barry Asin, President, Staffing Industry Analysts)

- **State of the Industry**

- GDP growth: 3.5% for 2022; 2.6% for 2023
- Temp employment > 3 million
- \$150B industry (U.S. only)
- Forecast
  - 2021: +14%
  - 2022: +4%



## **Faster, Better, Stronger: Leadership in a New World**

(Barry Asin, President, Staffing Industry Analysts)

- **State of the Industry**

- Industry threats
  - Negative perception
  - Legal and policy compliance
  - Cybersecurity
  - Direct sourcing
- Things we cannot control
  - Geopolitical issues
  - Inflation
  - Supply chain disruption



## **Faster, Better, Stronger: Leadership in a New World**

(Barry Asin, President, Staffing Industry Analysts)

- **Three Industry Drivers**

- The Talent CRISIS
- Flexible Work
- Digital Transformation



## **Faster, Better, Stronger: Leadership in a New World**

(Barry Asin, President, Staffing Industry Analysts)

- **The Talent CRISIS**

- Labor force participation: 62.2% (1977 levels!)
- 4.2M people left the workforce in the past 2 years
- Great Resignation: 3.9M quits in December (31% over 2020)
- Great Retirement: 19.3% in 2021 (2.4M more retirements than expected!)
- Job openings > Available talent (by 4.7M jobs!)

- So, what's the solution?

- Making workers more productive (technology, automation, process design, upskilling)
- Immigration
- Keep people working (ironically, the current inflation might help with this!)



## **Faster, Better, Stronger: Leadership in a New World**

(Barry Asin, President, Staffing Industry Analysts)

- **Flexible Work**

- 62% of internal staff rate remote work as very important (versus 39% in 2016)
- 48% want full-time remote (only 9% want full-time in office)
- Staffing firms expect to see 10x the number of remote jobs for temps (2% -> 20% in 2022)
- Commercial staffing is just 2%-5% remote

- **Big opportunities**

- Winning recruiting (active and passive talent)
- Remote hiring / remote workers (talent shortage isn't lack of people, it's a lack of having the right people in the right place - staffing companies need to think globally about sourcing / delivery)
- Flexible work arrangements (redefining how work gets done - split shifts, different types of labor)



## **Faster, Better, Stronger: Leadership in a New World**

(Barry Asin, President, Staffing Industry Analysts)

- **Digital Transformation**

- VMS was the last digital transformation and now accounts for 85% of purchase by large buyers
- Next major disruption: Talent platforms (self-service)
- Talent acquisition technology (advertising, sourcing automation, candidate engagement, etc.)

- **Big Opportunities**

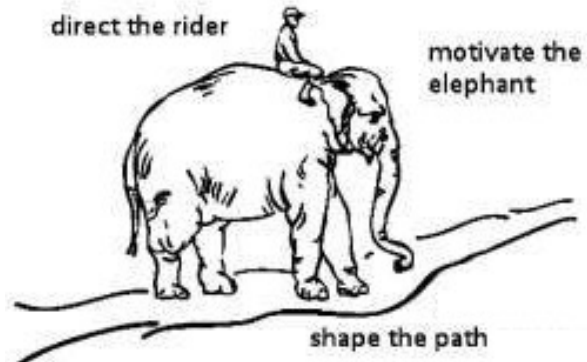
- Integrating talent platforms into your business (sourcing solution, as a service)
- Improving recruiter productivity and the candidate experience with technology



# Leading a Switch

(Dan Heath, New York Times Bestselling Author)

- A 3-point framework for change
  - Direct the rider
  - Motivate the elephant
  - Shape the path



# Leadership and the Future of Staffing

(Panel Discussion)

- The Talent Crisis
  - It's here to last - due to demographic trends
  - Need technology / automation to take the bad jobs, so people can take the better ones
  - Think of workers like consumers - they expect an eCommerce type of experience (fast, frictionless)
  - No more minimum wage -> required wage
  - Our industry has to find ways to upskill and reskill workers
  - We need to look at the workforce as being global, not local
  - Need to rethink what's required versus desired (no artificial barriers to hiring)
  - More than ever, our job is to consult with people to show them where they can enhance their skills and significantly increase their employability



## **Beyond Burnout: Emotional Fitness Skills to Help You (and Your Teams) Thrive**

(Nataly Kogan, CEO, Happier Inc.)

- Leadership: positively impacting others' ability to thrive.
- To be a great leader, make emotional fitness a #1 priority.
- A leader cannot positively impact others if you don't take care of yourself first.
- Leaders wear an emotional whiteboard that others see - and when emotions are negative and unspoken, people make assumptions...that something is wrong!
- Our brains are wired for negativity bias - it's a survival mechanism - and the best way to beat negativity is to focus on gratitude.



## **Beyond Burnout: Emotional Fitness Skills to Help You (and Your Teams) Thrive**

(Nataly Kogan, CEO, Happier Inc.)

- Emotional awareness practices
  - Check in: Ask yourself, how do I feel right now?
  - Mini fuel-up: 15 minutes a day - what can I do to fuel my energy right now?
  - Gratitude: Before you open an email or watch the news, think of 3 specific things you are grateful for.
  - Gratitude challenge: Take a minute to share 1 gratitude with 1 person each day.
- Each of these exercises can be done by the leader for self-improvement and as a team exercise to create a happier, more positive culture.



## Executive Perspectives

(Bert Bean, Dan Campbell, April Hansen)

- Bert Bean, CEO, Insight Global
  - When our industry is strong, our clients see us as a partner and not a commodity.
  - Culture makes or breaks an office.
  - Culture starts with having the right core values and purpose (mission).
  - Then hire, train, and promote based on values.
- RESULT:
  - Being purpose-driven is good for business.
  - Real changes in how people acted, more outwardly focused.
  - Best year ever in 2021 - 35% growth to \$3.5B



## Executive Perspectives

(Bert Bean, Dan Campbell, April Hansen)

- Dan Campbell, Partner, MSouth Equity Partners
  - Private equity has effectively replaced the public market for exit strategies.
  - Why sell?
    - Owner net worth tied up in the business
    - Our industry runs in cycles, typically 7 - 10 years, sell at the right time
  - Why private equity
    - Keep the brand
    - Accelerate growth via acquisition
    - Stay involved
    - Roll equity



## Executive Perspectives

(Bert Bean, Dan Campbell, April Hansen)

- April Hansen, Group President, AYA Healthcare
  - Travel nursing had been very “clunky,” with recruiters holding all the cards.
  - Wanted to create an easy process like care.com.
- MyAYA: Made decision in 2020 to make it the core of the business
  - Fully transparent staffing platform for client and provider (including pay packages)
  - Recruiter role changed from negotiator to career advisor
  - Today: 1M job views and 117K self-submittals per week
- Lessons
  - Integrating disparate systems is really hard
  - If you build it, they WON'T come - need to influence clients and candidates
  - You have to obsess as much about the people as the tech



The Sessions

## BREAKOUTS



# Industrial Staffing: Strategies and Tactics for Success

Jessica Johnson, VP - East, PDS Tech (an AKKA Group Company)

Billy Milam, CEO of EmployBridge with Francesca Profeta moderating for SIA

- Wages are rising, and tech spend is increasing
  - In the news: Covid, Labor, and the Supply Chain
  - Tech spend needs to address the candidate experience, application process
- What's working, aside from increased wages?
  - Creative strategies like surge rates (seasonal)
  - Automation
- Challenges
  - We must identify the workers who want to be in person.
  - Confront clients about the perception they aren't a good place to work.
  - **Think like a retailer.**



# Recruiting Strategies, Tools and Best Practices for Professional Staffing Firms

(Panel)

- Automate as much as possible.
- "Tech is easy, change is hard."
  - Define communication and clear intent for adding new technology.
  - Create Champions / Ambassadors to help spread the word.
- Candidates are holding all the cards!
  - Gartner Case Study: 76% of all candidates have at least two other offers in hand.
  - SPEED. ENGAGE. PERSONALIZE.
- Existing Database
  - Give recruiters access to open CMS
  - One Candidate = Many Job Titles
  - Automation Tools to keep database fresh



## Direct Hire Strategies for Good Times and Bad

(John Lyle, CEO Lyle Alexander; Chandra Pappas, EVP Nelson; Arran Stewart, CVO Job.com)

- 2021 was a record year, but the economy is volatile.
- Why is recruiting getting harder? "Great Resolution" vs. Great Resignation
- "Touch before tech," OR is digital touch preferred to human?
- Ghosting
- Ways to grow Direct Hire business
  - StoryBrand - the **candidate** is the hero of your employer brand
  - Cradle to Grave: relationships
  - LinkedIn is still dominant today
  - Major shift of platform use afoot? 360 million



## Marketing Leadership in a New World

(Ursula Williams, Joan Marie Bily, Adam Bleibtrue, Leslie Vickrey, Teresa Creech)

- What is marketing?
- How do you position a staffing company as a thought leader?
- How do you align marketing with sales and recruiting? And IT?
- Marketing isn't just external.
- Social media best practices?



## **Recruiting Strategies, Tools and Best Practices for Commercial Staffing**

(Panel)

- Various methods to drive a steady stream of candidates
- Tactics for Success
- Workflow Automation - Boost Your Team's Efficiency



## **How AI Chatbots are Turbocharging Bottom Lines and Transforming the Candidate Experience**

(Pankaj Jindal, Co-Founder, Sense)

- Website ChatBot - Source & Attract
- QR Code & Text-to-Apply
- Screening
- Scheduling
- Reactivating (aka "wake the dead")
- FAQ



# Healthcare Staffing: Trends and Opportunities for Covid and Beyond

(Panel)

- Clinicians will evaluate what they want and call all the shots
- Spotlight on Travel Nursing
- Trends in Niche areas
- Healthcare Staffing Advice



Key Takeaways

## LESSONS LEARNED



## DAVID

- Was this a staffing conference or a tech conference?
  - Digital transformation is here. How will you embrace it?
- Culture rules
  - Purpose motivates people
  - Use core values to hire, train, and promote
- Obsess about technology...and people
  - AYA's success has been as much about providing a better work experience for nurses as it has been about their app.
  - As you automate, don't become a robot!



## RYAN

- Lesson 1: THINK LIKE A RETAILER
- Lesson 2: Don't just celebrate success, STUDY success
- Lesson 3: Pick your lane, own it, and stay in it



## KATHY

- Automation is still new but expanding at a rapid rate.
- Technology, Automation and HUMAN TOUCH
- Emotional fitness is as important as physical fitness!
- I can read a full book on a 4-hour flight.



## Any questions?



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