

YOUR PATIENCE IS APPRECIATED...



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



STAFFING WORLD RECAP

What we saw, heard and learned from this year's conference.

David Searns
Jeff Staats
Ryan Maher
Susan Wurst

Kathy Duffy
Jenny Hontvet
Amelia Foti



Today's Agenda

Keynotes | Sessions | Lessons Learned



KEYNOTES



BUILDING WORLD-CLASS TEAMS AND THE “MAGIC” OF WINNING

*“Magic Johnson was a guy who dribbled a basketball and did his thing.
Earvin Johnson is making an impact!”*

Magic’s Rules for Success:

1. Play the right way.
2. Make my teammates better.
3. We’re going to win the game,
but only if we believe we will win the game.
4. Once I have done my homework and research,
I can win anything.
5. I know my customer, and I over deliver for my customer.
Retention is what matters to me.



Speaker: Earvin “Magic” Johnson



BUILDING WORLD-CLASS TEAMS AND THE “MAGIC” OF WINNING

More MAGIC lessons:

1. Your competitors make you better.
They force you to practice, learn, and improve your game.
2. Everyone needs a mentor. At every stage of their lives.
3. Over-delivery is what builds customer loyalty and word-of-mouth.
4. What does it take to get your teammates to have the discipline to succeed?
5. Do two SWOT analyses every year:
 - How can you improve as a leader?
 - How can you improve as a person?
6. I’m not a “dwell on disappointment dude.”
I’m a person who asks the team what we’re going to change to fix things!
7. To be successful, don’t try to do everything yourself.
Get experts to provide advice, so you don’t make rookie mistakes.



PANEL DISCUSSION: STRAIGHT TALK FROM STAFFING CEOS

Opportunities for growth

- Find ways to make a bigger talent pool / upskilling
- Using data and digital to identify growth opportunities
- Specialization
- Advisory services (it is a c-level conversation)
- Digitization of staffing
- Help people find gig and non-traditional
- Make the pie bigger by doing more to help both employers and job seekers in new ways



PANEL DISCUSSION: STRAIGHT TALK FROM STAFFING CEOS

Lessons learned on culture

- Culture is everything for us (it's the habits that form around your values)
- Values have to have the right product / market fit
- As the employer, we have to own the mental health of our employees
- Turnover 13% (my #1 metric to live by)
- You have to be incredibly intentional about the culture you want
- Leadership has to be visible and transparent
- Tone set at C-level
- Have a mentorship program to help people learn to live the culture



PANEL DISCUSSION: STRAIGHT TALK FROM STAFFING CEOS

Branding

- Stop calling ourselves a staffing company because we do more. We are a talent company.
- Really define your company's purpose and focus on how you are helping people improve their lives.
- Own being a staffing company, but expand the definition of what that is.

Managing the challenges your company is facing

- Constant communication. Big focus on preparing for a potential recession while continuing to build the team now.
- Be very clear in showing your plan to your people.
- Starting to look for the opportunities that will exist in a downturn now and go on the offensive now.



SESSIONS



BUILDING A SELF-MANAGED, SEVEN-FIGURE RECRUITMENT DESK

- **Establish your authority**
- **Create and build your brand**
- **Utilize power of teamwork**
- **Embrace metrics**
- **Never stop learning**



2022'S TOP TRENDING TECHNOLOGY TOOLS YOU SHOULD HAVE IN YOUR TECH STACK

ASA Resources in the ASA Staffing Tech Center

- "Essential Elements of Staffing Technology"
 - Engage, Select, Hire, Grow & Search
- Customized Tech Stack Tool
 - Brings up analysis tool where you enter your vertical, volume etc.

Tom Erb – Sales Technology

- Geographic Data Analytics (e.g. eSpatial, Maptitude)
- Sales Engagement (e.g. Bloobirds – integrates playbook into sales process)
- Gamification – more ways to drive engagement than commissions and KPIs

David Francis (Talent Tech Labs)

- Staffing Analytics (e.g. Cube19 in Bullhorn, TalentWall for any ATS)
- Interview Intelligence
- Counter Zoom fatigue with a return to phone (e.g. Qualifi)



PANEL: REDEFINING MARKETING: FROM COST CENTER TO STRATEGIC GROWTH DRIVER

- **Why does the staffing industry NOT spend much on marketing?**
- **Take advantage of the economy that is coming**
- **Hire for curiosity**
- **Marketing can help serve and drive the purpose:**
 - **Align the business activities with the right initiatives**



MANAGING ORGANIZATIONAL STRESS AND BEATING THE GREAT RESIGNATION

What is the Great Resignation?

- Ongoing economic trend in which employees are voluntarily leaving the workforce en masse
- 60% of people from entry-level to the C-suite plan to leave their job this year

Why is This Happening?

- The 5 R's – Relocation, Reconsideration, Reshuffling, Retirement, & Reluctance
- Burnout is the key component in the Great Resignation (not just from work!)
- Lack of boundaries (physical, mental, emotional, material & financial)

What Can We Do?

- Create boundaries with your employer, team, and family. This should be an open and ongoing conversation
- Assess how you use your time & find a workflow that works for you
- Limit distractions/notifications to avoid getting overwhelmed
- Don't underestimate the importance of self-care!



**PANEL: STAFFING INDUSTRY M&A OUTLOOK FOR 2023:
A DISCUSSION WITH DEALMAKERS AND EXECUTIVES**

- **"If your business is doing good, the market is good!"**
Tom Gimbel, founder and CEO, LaSalle Network
- **Know, Like and Trust your key business professionals:**
 - Do your due diligence
- **Know your business**
- **Borrow other people's brains**



**PANEL: A CAREER WALLET: THE DIGITAL TRANSFORMATION OF
RECRUITMENT**

What is a career wallet?

Improving the way to connect people with work.

- Improve trust
- Save time
- Time to fill reduces
- Better candidate experience



PANEL: CULTIVATING AN ORGANIZATIONAL CULTURE OF INCLUSION THROUGH EMPATHY AND INNOVATION

Why Do We Need Empathy at Work?

- Our mission should be to expedite employment for everyone
- Empathy can help connect your workforce & greatly improve culture
- Empathy is a choice

Diversity, Equity, & Inclusion (DEI) in the Workplace

- COVID's Silver Lining: It has enhanced the process of diversity & inclusion
- 26% of American adults have disabilities, and 80% of disabilities are non-apparent
- Workplace inequities exist due to fear of the unknown, misinformation, & lack of preparation

What Can We Do?

- Have an empathetic approach to screening candidates
- Look at transferrable skills, non-traditional experience, and qualifications like strengths & passions
- Build a connective community at work using talent, peers, mentors, & managers
- Consider how universal design best practices can positively impact your entire organization (think automatic doors!)



PANEL: THE DEMOGRAPHIC DROUGHT: BRIDGING THE GAP IN OUR LABOR FORCE

- **There's value in knowing the reality**
Knowing is so much better than NOT knowing
- **Present data with regard to the 4 Cs and the critical 5th C:**
 - **Clear, Concise, Contextual, Comparative, Compassion**
- **Labor force participation is NOT recovering**
Missing people means record job openings



PANEL: BEST PRACTICES IN NAVIGATING REMOTE WORK

Remote Work Changed Everything

- Remote work shows no signs of slowing down since 2020
- We can get work done without being in the office
- At this time, OSHA does not hold employers liable for employees' home offices & does not expect employers to inspect these home offices

Remote WSE (Worksite Evaluation)

- OSHA still requires WSE & a safe work environment
- Phone WSE – rely on video recordings/technology to have a paper trail

Stay Fluid & Be Prepared

- Create a Home-Based Worksite Policy
- Clearly outline the requirements of a safe work-from-home environment
 - This includes your expectations of company equipment wear-and-tear
 - Consider apartment buildings
- It's possible that remote WSE's will become mandatory
- Be prepared for physical visits in the case of a major accident



PANEL: MAKING THE MOST OF YOUR TECH STACK INVESTMENT

Assessment

- Build vs. Buy? When you can, buy. When you have to, build.
- Define *exactly* what you mean by ROI
- Record your demos! And ask directly what is live vs. in beta

Implementation and Adoption

- Adoption starts at getting buy-in during the purchasing process
- Build **culture** around the tech explain why it helps them win & keep telling them!
- ID and brand your "Change Champions" or "Innovations Team"
- Get buy in from most difficult people 1st – satisfy them, satisfy everyone
- Micro-trainings to deal with shorter attention spans

Configuration OVER Customization

- You aren't that unique! Customization will limit you



PANEL: BUILDING THE CULTURE WITHIN YOUR FIRM: CASE STUDIES FROM INDUSTRY LEADERS

Less than 30% of employees at most companies are fully engaged.

Salo - Lisa Brezonik, CEO

- Connect and Empower People to make a difference

AMN Healthcare - Christina Miner, Sr Director of Credentialing Operations

- Elevating an Inclusive Culture during seasons of Acquisitions and Growth

Eastridge Workforce Solutions - Seth Stein, CEO

- Creating the culture of ownership.

Takeaways:

- You'll get more from focusing on the people and things that will cause the numbers to go up, as opposed to focusing on just the numbers.
- Develop a culture to empower your people and allow them to feel heard and part of something bigger



PANEL: INSPIRATIONAL STAFFING STORIES AND SPEED NETWORKING

Kendra Cato

- "What was the moment today you felt the most alive"

Aaron Copeland

- "Don't be afraid to lean into your scars"

Michelle Sims

- "Purpose is your power not your problem"

Speed Networking



DOES CHANGE HAVE TO BE SO HARD?

- **"Even if you're not changing your job, your job is changing on you."
- Ryan Roslansky, LinkedIn CEO**
- **70 % of change initiatives inside companies fail because
72 % of employees resist change**
- **Good changes start with your most valuable asset:
YOUR PEOPLE!**



LESSONS LEARNED



DAVID

**No one is certain about what 2023 will look like.
But the smartest companies are planning for the worst now.**

**Marketing has become a core function for staffing companies.
But most companies are trying to do too much with too few resources.**

**Magic Johnson is an incredibly impressive individual.
Need to rewatch his presentation for all the nuggets of wisdom he shared!**



JEFF

**Digital transformation and automation continue to be at the forefront
for staffing firms to achieve**

**No matter the size of the staffing firm, there is still uncertainty of the
right marketing mix to use**

Those staffing firms that continue to market will win



RYAN

Military vets and their spouses are an untapped source of talent

- Grit, leadership, discipline, do'ers
- IT, Cybersecurity, Operations Managers, Engineering, HR, Forklift operators, Manufacturing
- Work Opportunity Tax Credit up to \$9,600 per hire!

Record attendance and great energy!

Programmatic – all in how it's used



SUSAN

One good thing to come out of the pandemic is video calling has made it easier to get closer to clients

There is a lot of pride in the industry with all the people we help every day, but we don't do a great job educating the outside world of our value

Magic Johnson is an impressive businessperson

When staying at a hotel in Las Vegas ask for a room close to the elevator



KATHY

There's A Lot Of Energy & a Growth Mindset In Staffing

- Magic Johnson – WOW! He is more than I expected – entrepreneurial, inspirational, motivational.
- Companies brought the energy, passion and enthusiasm to learn solutions to address current challenges.

Relationships

- Connecting face to face with my current clients and spending valuable time with them is priceless!
- Love meeting new people and sharing how we can help solve their marketing and candidate challenges – in person is better than Zoom!
- Rescue dog area makes me happy.



JENNY

Staffing World is where the staffing community comes together!

Invest in company culture to improve productivity and retention.

Maximize your networking opportunities.

**"Are you willing to change in order for your company to get better?"
- Magic Johnson**



AMELIA

Magic Johnson Takeaways

- "Know your customer and overdeliver to your customer"
- Understanding your customers and their needs leads to better retention
 - Choose empathy

The Power of Human Connection

- A week full of great networking opportunities
- Face-to-face conversations feel more genuine and authentic

The Future is Unknown

- The world continues to change, and we don't fully know what to expect next
- There's still lots of uncertainty, but we're all in the same boat



Questions?
Need help with your marketing?

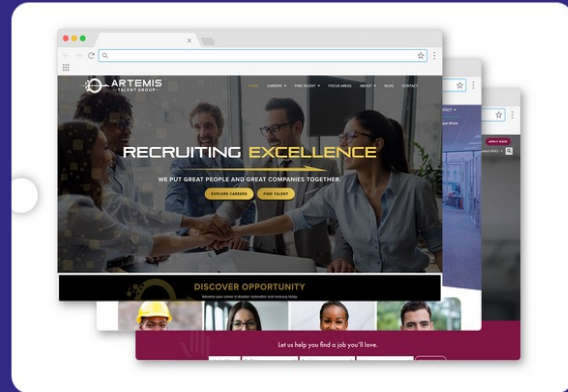
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