

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.

Brad Smith
Ryan Maher
Kathy Duffy
David Searns

Susan Wurst
Paula Zeisz
Brad Bialy



Today's Agenda

Keynotes | Sessions | Lessons Learned



KEYNOTES

GOING FOR THE GOLD

1. Support Systems Are Key

- Veteran swimmers and family support were essential.

2. The Right Coach, at the Right Time

- At each phase, the right coach (boss) was the right fit.

3. A Goal Needs a Process

- You can have goals, but without process, you won't achieve success.

4. Love the Journey

- Events were great, but Katie loved training even more than the racing. She went 9 years between world records in 800 free – and that's ok!

5. Embrace the Challenge

- Winning is good, but it's more rewarding when you are "really" challenged and you win.



Speaker: Katie Ledecky

STAFFING STRATEGIES FOR THE AI REVOLUTION

AI Is Reshaping Staffing – Fast

- GenAI is transforming recruiter speed, accuracy, and scale – soon to be *table stakes* for survival.
- The biggest wins: efficiency, automation, and data-driven insight across recruiting and sales. Though sales has a HUGE opportunity with AI.
- Early adopters gain a competitive edge; waiting means falling behind.

Recruiting Evolution

- AI automates screening, matching, and assessments – recruiters focus on relationships and revenue.
- Engagement is still human: success depends on the handoff between AI and people.
- “AI upgrades your IQ” – use it to amplify human performance, not replace it.

STAFFING STRATEGIES FOR THE AI REVOLUTION

1. Start Small, Scale Smart

- Pilot tools, measure results, and fail fast.
- Focus AI investments on *specific problems* (screening, sales targeting, forecasting).

2. Clean Data = Smart AI

- Ensure data quality and bias testing — human oversight is essential.
- Know how your AI models make decisions.

3. Think Beyond Recruiting

- Apply AI to sales, predictive workforce analytics, and client engagement.
- Leverage AI to identify new business opportunities before your competitors.

4. Measure ROO (Return on Objective)

- Track not just revenue — measure engagement, efficiency, and experience.

5. Partner for Innovation

- Collaborate with startups, vendors, and AI innovators solving real staffing challenges.

SESSIONS

LEADING IN VOLATILE TIMES: BUILDING TRUST, ACCOUNTABILITY, AND ADAPTABILITY IN A DYNAMIC WORLD

Leadership in a Volatile Market

- Understanding Current Industry Challenges
- Need for adaptive leadership strategies

Accountability Without Chaos

- Balancing performance expectations by implementing clear, achievable goals
- Avoiding burnout and team turnover
- Implementing meaningful 1:1 conversations

Building Trust

- Providing psychological safety
- Adapting leadership styles to individual team members

BEYOND ANNUAL PLANNING: EMBEDDING STRATEGIC AGILITY INTO OPERATIONS

Building a Culture of Honesty & Alignment

- Conduct team surveys and SWOT workshops — share raw data and insights openly.
- Remove senior leaders during feedback sessions to encourage psychological safety.
- Evaluate through four lenses: internal talent, processes/tools, customer value, and data trends.
- Begin feedback anonymously, then empower influencers to champion transparency.

Focus, Prioritization & Leadership Alignment

- Great CEOs need COOs to balance vision with execution.
- Avoid “idea grenades” — leaders must recognize differing organizational speeds.
- Identify the one thing that matters most now; park the rest for later.
- Prioritize strengths over weaknesses — agility = *speed + direction within values*.

Simplifying Strategy & Building Momentum

- Create a one-page plan to keep every goal aligned to mission and vision.
- Revisit often — ask “Does this fit our plan?”
- Confront constraints (time, money, fatigue, economy).
- Pursue quick wins that drive revenue or reduce costs.
- Involve teams in goal-setting to build ownership and inspiration.
- Cascade the one-page plan through 1:1 alignment so everyone knows their role in achieving it.

INNOVATIVE AI SOLUTIONS SHAPING THE FUTURE WORKSPACE: A PANEL DISCUSSION

Incremental, not radical change, drives real AI adoption

- MIT study: 95% of AI initiatives failed to implement!
- Daniel: It can't be "You're not going to recognize us in a year"
- Has to be bite-sized so the team can digest the changes

Order of Implementation

- Policy First (e.g., JasperAI)
- Education – the Why, and the How
- Rollout in stages for best adoption rates

Case Study: Integrity Staffing Solutions

- Problem: a ton of paid ad spend not equating to placements
- Solution: ConverzAI had 60K calls they never would have made
- Result: Grew 80% w/o adding headcount and 3x'd ROI of ad campaigns

INNOVATIVE AI SOLUTIONS SHAPING THE FUTURE WORKSPACE: A PANEL DISCUSSION

Identify a SINGLE Pain Point and Address It

- Kip: Don't tackle a dozen things – one, or two at most
- Stats say only 28% of applicants are responded to
- Kip believes the actual # is single digits!! NOT white glove service!

Audience Fears: AI Replacing People

- Dries: We can do the work of 12 people, and we don't require adoption
- Replacing the work most people don't want to do (e.g., credentialing)
- Better option than outsourcing or nearshoring back-office services

Audience: What About Sales?

- Mike: Way more opportunity on the recruiting side, but sales can be helped
- “Unconscious Competency” – sales is often intuitive, which AI can't automate
- But if you get clear about your ICP and do deep research, you enable sales
- Sales Process also – upload your best RFP responses to automate future ones

BUILDING A STRONG SALES CULTURE: LEVERAGING ARTIFICIAL INTELLIGENCE TO ENHANCE HUMAN SKILLS

Don't Use AI as a Tool...Use AI as a TEAMMATE!

THE POWER OF STORY TELLING: BUILDING BRIDGES OF CONNECTION

Scientific Communication Method

- Brain chemical activation
- Emotional engagement

Five C's Storytelling Framework

- Challenge
- Conflict
- Choice
- Change
- Connection

Deeper Professional Connections

- Understand human experiences

Strategic Business Approach

- Competitive Differentiation
- Build trust more quickly

THE “IT FACTOR”—UNLOCKING THE SECRETS OF THE BEST IN STAFFING

Be a consultant, not an order taker.

- Trusted advisor vs. commodity

Find a coach.

- All the answers aren't going to be found within your four walls

Create Systems

- Create a marketing system that marries your sales system

IS IT TIME? KNOWING WHEN YOUR STAFFING FIRM SHOULD MOVE TO STATEMENT-OF-WORK AND SOLUTIONS SELLING

Statement of Work: A Spectrum From Staffing to Solutions

- Traditional Staffing > Managed Staffing > Teams via SoW > Turnkey Solution

Reasons for Making the Move

- Margin Pressures (driven by client)
- Internal Frictions – where the money is in the budget
- The Power of one managed team
- Subject Matter Expertise

Sales Challenges

- Move from transactional sale to relationship sale
- You're more in LISTEN mode because you're solving a bigger problem
- Extended Sales Cycle – often 9 months or more
- Scoping/Pricing – **fixed bid is *very* high risk!**

IS IT TIME? KNOWING WHEN YOUR STAFFING FIRM SHOULD MOVE TO STATEMENT-OF-WORK AND SOLUTIONS SELLING

Investment Challenges

- Technical Expertise
- Management Oversight
- Can you be patient for a 9-month sales cycle to bear fruit?

Marketing Considerations

- Introduce your offering with confidence
- Reinforce your ability to solve problems, not just fill roles
- Consider Integrated Direct Marketing Campaigns that educate the audience
- Harvey Nash example: NashTech

STATE OF STAFFING: HOW CURRENT AND FUTURE LABOR MARKET TRENDS WILL AFFECT THE INDUSTRY

Even as demand for labor remains high, the staffing industry has struggled to grow. Year-over-year numbers show a sector under pressure:

- **2018:** -0.9%
- **2019:** -1.5%
- **2022:** +6.4%
- **2023:** -8.8%
- **2024:** -7.9%
- **August 2025:** -3.4%

STATE OF STAFFING: HOW CURRENT AND FUTURE LABOR MARKET TRENDS WILL AFFECT THE INDUSTRY

The Demographic Drought Has Arrived

- The “Silver Tsunami” is here — boomers are exiting the workforce, creating a massive dependent population.
- From 2024–2032, population growth will outpace workforce growth 4:1 — fewer workers, more consumers.
- 8 million people left the labor force post-pandemic; 80% are over age 55 and not returning.
- Workforce participation among prime-age males continues to decline.

STATE OF STAFFING: HOW CURRENT AND FUTURE LABOR MARKET TRENDS WILL AFFECT THE INDUSTRY

Industry Pressure Points

- **Manufacturing:** reshoring collides with severe labor shortages.
- **Healthcare:** RN demand rising, but support roles shrinking; *home health aide* crisis looming (\$35K avg. pay).
- **Construction:** similar aging-workforce risk and replacement gap.
- **IT:** oversupply of graduates, stagnant hiring, rising unemployment — *AI bubble risk*.

AI Investment Reality Check

- \$500 B+ in planned AI investment vs. ~\$12 B industry revenue.
- Major players projected to lose billions (OpenAI: -\$9 B in 2025).
- “Running out of data” and waning VC funding may trigger an **AI correction** within 18 months.

Long-Term Outlook

- By 2033, U.S. *native-born population declines* begin; high school graduate counts will fall every year thereafter.
- Future labor growth (5.3 M workers) will come mostly from those age 65+.
- Teen labor participation (age 16–19) has fallen to 35%, eroding early workforce readiness.
- Pain will concentrate in healthcare, construction, and manufacturing — not white-collar fields like IT or finance.

EXCELLENCE IN EXECUTION: HOW TOP STAFFING FIRMS DRIVE CONSISTENTLY REMARKABLE EXPERIENCES

Shift Your Focus

- Move from 80% strategy / 20% execution ----> 20% strategy / 80% execution
- Ensure consistent, remarkable outcomes across ALL teams

Direct Stakeholder Engagement

- Conduct 3 targeted one-on-one conversations monthly
- Speak with directors, candidates, and key clients
- Gather unfiltered, actionable feedback

Execution Matters More Than Perfect Strategy

- Consistency beats complexity
- Every interaction should add value
- Build specialized teams that truly understand their community
- Recognize and amplify high-performing team members



SNEAK PREVIEW
Get ready to be ROGUE!



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LESSONS LEARNED

BRAD BIALY

Takeaways

- **What are the 10 questions that a prospect can ask during your next call that will STUMP you...**
 - Role play to prepare for the worst so you're ready to be at your best
 - A lesson from Seth Stein
- **Measure return on objective...not just Return on Investment**
 - What are the non-financial impacts of AI in the workplace?
 - A lesson from the Opening Keynote
- **Everything you have to say has already been said...but they haven't heard it from YOU. In YOUR voice.**
 - A lesson from Dr. Nika White

SUSAN

Takeaways

- **Economic volatility and navigating shifts**
Agencies must build resilience and flexibility into their business models.
- **Human + Tech harmony**
Staffing success now sits at the intersection of tech innovation, human expertise and creative differentiation.
- **High-performing leaders share the same mindset**
Clarity, consistency and confidence.

PAULA

Takeaways

- **Invest in technology:**
Fast-growth agencies are heavily investing in tech like AI assistants and automation for processes such as sales, recruiting, compliance, and talent redeployment.
- **Bold leadership is a key differentiator:**
Leaders are focusing on bold moves and strategic agility to stay ahead of economic volatility, AI disruption, and regulatory changes.
- **Employee experience:**
There's a renewed focus on the human element, including cultivating a positive company culture, fostering resilience, and emphasizing authentic connection with employees and clients.

KATHY

Takeaways

- **Embrace the challenge and power of persistent potential**
Focus on continuous improvement, supporting team members through challenges, and valuing the development process as much as the result.
- **Experiment, be strategic, and don't rush**
AI is a tool to make your work better, not completely transform business overnight.
- **The human connection is still the competitive edge**
In a world full of automation, relationships are still the heartbeat of our industry.
Technology helps us scale, but it's the human moments that build loyalty and drive success.

RYAN

Takeaways

- **You must adapt – but you can't do everything at once!**
If you try to overhaul every operation simultaneously, you'll lose your people in the process.
- **We need a deep, concrete understanding of your ICP(s)**
If you don't have a well-defined profile of your ICP, you'll never break through this noisy world to meet your prospects where they're at.
- **The candidate experience is as bad as ever**
Single-digit engagement with applicants???

BRAD SMITH

Takeaways

- **AI has transformed recruiting – now it's sales' turn**
Most innovation in staffing AI has focused on recruiting automation, but the next competitive edge lies in sales. Firms that bring AI into the front end of the revenue process will outpace competitors who still treat AI as a back-office tool.
- **Strategic agility drives growth in volatile times**
High-performing staffing leaders are embedding agility into operations by creating transparency, narrowing priorities, and aligning goals. Tools like one-page strategic plans and feedback loops build clarity and focus.
- **People still differentiate in an automated world**
Technology accelerates output, but human connection remains the differentiator. The best staffing firms pair automation with empathy, trust, and storytelling.

DAVID

Takeaways

- **Technology is rapidly reshaping the staffing industry**
AI and automation are fundamentally changing HOW staffing can be done.
- **Staffing companies have to know where to play**
High tech? High touch? A mix?
The answer will determine your growth strategy.
- **Marketing is becoming more important**
Technology is creating more sales-free buying experiences.
Marketing becomes more essential to create awareness and build differentiation.



Questions?

Need help with your marketing?

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