

YOUR PATIENCE IS APPRECIATED...



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



EXECUTIVE FORUM RECAP

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

Susan Wurst
Brad Smith
David Searns

Today's Agenda

Keynotes | Sessions | Lessons Learned



KEYNOTES



Adapt, Align, Accelerate: CEO Decisions That Will Shape the Future of Staffing

The economy

- GDP growth positive since 2021, 2.5% forecast for 2026
- Inflation has come down to 2.4%
- Interest rates remain high
- Job growth slowing since 2023
 - 3,346,000 new jobs in 2023
 - 1,799,000 in 2024
 - 745,000 in 2025
- Job churn also down
- AI forecasted to create 170M new roles by 2030



Ursula Williams
President, SIA



John Nurthen
Executive Director, Global Research, SIA

Adapt, Align, Accelerate: CEO Decisions That Will Shape the Future of Staffing

Implications for staffing

- Temp help growth has become disconnected from GDP growth
- Industry still feeling aftereffects of pandemic
 - Grew at CAGR of 3.1% from 2010 to 2023.
 - Last three years 0.5% CAGR
- Penetration rate peaked at 2.1% in 2022 (healthcare...fell to 1.54% last year)



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Adapt, Align, Accelerate: CEO Decisions That Will Shape the Future of Staffing

Implications for staffing

- Industry size
 - Total US staffing: \$178.7B (\$159B temp, \$19B search)
 - 2025 was -3% growth for the industry as a whole
- Largest sectors in staffing
 - Healthcare: 24.1%
 - Industrial: 23.9%
 - IT: 23.4%
- 2025 fastest growing staffing firms
 - 50% healthcare
 - Most provide solutions beyond staffing
- Top 10 states for staffing growth:
 - TX, NJ, NY, AZ, CA, NV, WY, PA, MI, NM



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2026 forecast

- Healthcare +1%
- Industrial +1%
- IT +1%
- Clerical -5%
- Finance/Acct +2%
- Engineering +3%
- Life Sciences +5%
- Marketing +1%
- Education +3%
- Direct hire +2%



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Adapt, Align, Accelerate: CEO Decisions That Will Shape the Future of Staffing

Best opportunities in 2026

- Industrial: Skilled trades, construction, energy
- IT: Solutions, staffing for coders, product managers, data, cloud architects & cybersecurity
- Engineering: Data, utilities, power
- Healthcare: Locums best growth, all areas more stabilized

- Biggest opportunity...think beyond staffing!
 - 30% of all workers are contingent (only 8% are agency workers)
 - Remainder are consultants, freelancers, and solutions providers
 - Look at services adjacent to staffing
 - Workforce management + EOR
 - HR, RPO + BPO
 - Recruitment marketing
 - Workforce development + upskilling



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Executive Director, Global Research, SIA

Visionary Leadership for 2026: Leading the Next Era of Staffing

- **Are you moving towards the future or is the future moving toward you?**
- **Most times we are protecting ourselves from the future.**
 - Infinite loop of incremental improvements
 - Current efforts to define the future of work...nothing, we're playing a waiting game
- **How do you create the future?**
 - Problem solving = finding today's problems to solve
 - Future solving = identifying your desired or possible future...then plan backwards.
- **Future Solving**
 - Vision
 - Strategy
 - System design
 - Social economics

Visionary Leadership for 2026: Leading the Next Era of Staffing

- **How to be a visionary leader in 2026**

- Ignore the hype (noise distracts you)
- Start with vision (a deliberate articulation of the future you want to create – bold and achievable)
- Make vision visible (defined future state, what has to be true to achieve it, work backward)
- Honor your history (physical layer, digital layer, social layer- soft skills)
- Play 4D chess (exponential thinking not linear)
- Create new value (addressable by humans...and AI/AI agents)
- Enroll others in your vision (not just buy-in, but people seeing their essential role in your success)

SESSIONS



Inside the Enterprise Buyer Mindset: Priorities, Strategies & What's Next

There is a Workforce Strategy Shift Happening

- Contingent labor is now core to business strategy
- Blended workforce model:
 - FTE + Contingent + AI/Digital Labor
- Companies reducing reliance on full-time hiring
- Workforce planning tied directly to operational goals

Clients don't want to buy talent—they want a partner that re-designs how work gets done

Where Staffing Leaders Are Investing in 2026 and What It Signals About the Future

- **AI: 93% plan to increase investment in 2026**
- **How recruiters are using AI**
 - Discover candidates
 - Easier to get insight on a candidate's skills
 - Speed up recruitment process
 - Streamlining initial interview
- **The AI buyers guide**
 - Align outcomes (what would success look like?)
 - Partner early with stakeholders (C-suite, recruiting leaders, IT, Legal)
 - Identify where IT adds value (efficiency, quality, speed)
 - Ask the right questions to vendors (how it works, how it's governed, roadmap)
 - Be aware of risks and regulations
 - Prepare early for change management (that's the biggest barrier to success)

From Brand to Growth: How Staffing Firms Are Using Automation to Scale Marketing, Sales, and Revenue

Automation, AI and Revenue Growth

- AI chatbots act as the SDR
- Companies need to invest in buyer enablement
- Real-time engagement is the expectation (same-day response)

The Relay Model

- Marketing + Sales
 - Marketing warms the lead
 - Sales closes the lead
- Speed + automation are now competitive advantages

Next Generation Workforce Strategies in Healthcare Staffing

Market Dynamics and Demand Shift

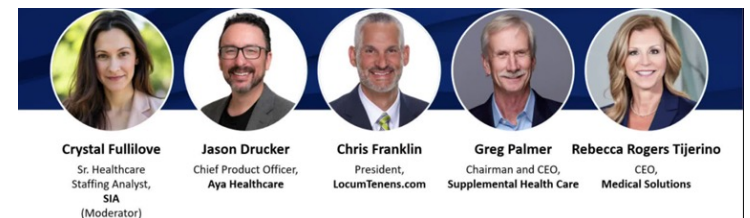
- Significant supply-demand imbalance
- Shift from acute care to non-acute care

Technology and Automation

- Use of AI and Automation is critical
- Top down governance/bottoms-up innovation

Predictions and Tips

- Data driven and transparency sales approach
- Change in credentialing requirements
- Complete care team approach



Connect and Collaborate: Facilitated Networking Roundtables

Differentiation: How the Best Staffing Firms Command Premium Pricing

- Moving towards SOW arrangement
- Don't drown in the "Sea of Sameness"
 - No real differentiation visible before the sale
 - Stuck in low-margin work
 - Not "choosing" the right clients
- Higher margins require clear positioning and better client selection
 - Not entering as a light industrial staffing agency
 - Instead, entering as a workforce and production stabilization partner
- Look to be part of their advisory panel

From Transactional to Trusted: How Staffing Sales Teams Win More and Sell Smarter

The Sales Shift: Order Takers → Advisors

- Most sales teams are trained to react, not lead
- Most sales people spend 70% of their time on non-selling activities
- What's missing:
 - Thought leadership
 - Business problem understanding
 - Demand creation

Sales Leaders Must Adapt

- Stop rewarding transactional metrics (calls, emails, etc.)
 - Instead, value quality interactions and strategic outcomes (quality connects, meetings, etc.)
- One-time trainings don't work
 - Need frequent role playing and rehearsal
 - Leverage AI training tools and support

Light Industrial Staffing: Has the Game Changed?

Current Market Trends

- Stabilization after years of decline.
- Growth is regional
- Buyers have more options than ever before

Opportunities

- Sell on value prop
- Employees are looking for stability
- Find creative ways to increase your candidate pool

Advice

- High tech and high touch
- Spend time with your frontline staff
- Don't overtech



Tim Dupree

Chief Operating Officer,
Employbridge



Jason Leverant

President & COO,
AtWork Group



Kara Rogan

President and CEO,
CoWorx Staffing
Services LLC



Paul Sorensen

CEO, Partners
Personnel

Competing in a \$10.2 Trillion Workforce Solutions Ecosystem

Trends and Challenges

- SOW spend surpassed independent contracts
- Enterprise buyers are facing a myriad of challenges
- Staffing companies face growing competition

Opportunities for Growth

- SOW services
- Direct sourcing models
- Recruit-train-deploy programs
- EOR services
- Outplacement services



**Dawn
McCartney**

SVP, CWS Council,
CCWP, SOW Mgmt.
Expert, SIA



Matt Norton

VP, Research, CCWP,
SIA



Peter Reagan

Sr. Director, CWS
Council, CCWP,
SOW Mgmt. Expert,
SIA

Women in Staffing: Leadership Masterclass

Favorite Advice

- Develop your brand
- Hone your hiring skills
- Build a truth loop
- Learn what you can and can't share with your team
- Find a peer group
- Protect the "instrument"
- Revenue with intention
- Seek out people who inspire you



Beth Erwin
CEO, BESTAFF



Rhona Driggs
Staffing Executive



Janette Marx
Chief Executive
Officer,
Employbridge



Robin Mee
CEO, MeeDerby

Executive Perspectives

AI Isn't a Tool. It's Digital Labor. Mike Jacoutot, Butler Street

- The biggest competitor in staffing is not another staffing firm. It's a staffing company with a massive digital workforce running 24/7.
- 5 CEO decisions that turn AI into margin
 - Pick the 3-5 workflows that drive EBITDA
 - Redesign roles: humans become orchestrators, AI does the work – Human owns the result
 - Governance that accelerates (data AI can touch + actions AI can take + human approvals)
 - Measure outcomes (revenue, speed, productivity, EBITDA)
 - Deploy digital staffing with human accountability (AI as researcher, writer, data manager, etc.)

Executive Perspectives

Leadership's role in driving a growth-minded, accountable, engaging culture

Jeff Bowling, Four Piers Capital Partners

- Running a biz with 34% CAGR from 2005 to 2013 (\$14M to \$79M)
- Then dropped to \$77M in 2014 (“that sucked”)
- They set a goal for 2015 of \$100M with \$10M in EBITDA (WOW!)
- And then they created a system for success:
 - Leadership team – fought for a bold vision, didn't leave the room till everyone enrolled in the vision
 - Created a theme for their goal...and gave the outcome an identity with a big reward for the team (EPIC)
 - Complete bottom-up budgeting (everyone knew what they had to accomplish)
 - Get people at all levels involved in solutions (Work Up Sessions)
 - Repeatedly celebrated successes and acknowledged gaps
 - Systematic approach to accountability (clear expectations, data visible to all, constantly discussed, follow up)
- End of 2015:
 - \$96M in revenue
 - \$11.4M EBITDA...the gap was made up by operations team improving efficiencies!

LESSONS LEARNED

David

Takeaways

- **Back to (modest) growth**
Get in front of it! Be smarter, bolder, more impactful in your marketing.
“If not you, then who will create your future?”
- **AI feels overwhelming, but you’re not falling behind.**
Most companies are still in evaluation mode. Get AI into service delivery!
Use it strategically to accelerate delivery, improve quality, and/or increase efficiency.
- **RogIQ is JAW DROPPING!**
Super excited to introduce our new AI marketing operating system to the industry.
The reactions were priceless!

Brad

Takeaways

- **Staffing Is Shifting from Talent Supply to Workforce Solutions**
Filling jobs is replaceable. The leading staffing companies are solving how work gets done, not just providing labor. Winning firms combine talent + technology + strategy (AI included). If your service is people, you're a commodity.
- **The Winners Will Be Transformational, Not Transactional**
Employers want partners who reduce friction, bring insights and data, and align with business outcomes. You MUST move from order taker to problem solver.
- **Speed and AI Will Define the Next Era**
AI isn't just tech, it's digital labor, reshaping delivery models. Staffing companies need to increase productivity with fewer resources and redesign roles from "doers" to "orchestrators". Firms that deliver faster, smarter and more profitably, win.

You need to solve problems, fast.



Susan

Takeaways

- **Change is everywhere**
Clients' needs and expectations are evolving. The industry needs to evolve with it if we are going to stay relevant.
- **AI fatigue is real**
23 AI vendors! Make sure you are implementing AI to solve a specific problem or inefficiency, not implementing it because you feel it is what you're supposed to do.
- **You can't go to Austin without eating BBQ at Terry Blacks**
Keeping Austin weird, a Michelin restaurant where you can eat at picnic tables



Questions?

Need help with your marketing?

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OUR NEXT WEBINAR



RogIQ: Join the Rogue Rebellion

Tuesday, April 21 at 2 PM ET



Stay Top of Mind: How Staffing Firms Drive Sales through Branded Content

Thursday, May 7 at 2 PM ET



Reserve your seat
www.lunchwithhaley.com

