

## How Do You Measure Success & Plan Now for a Successful 2025?

Earn Your Team's Respect And Increase Sales



Watch Out for These 10 Signs of Data Decay

FLSA Overtime Rule Update

Top 5 Hiring Process Mishaps to Avoid



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# DID YOU KNOW?

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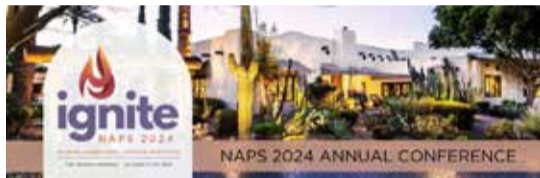


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# 5 Reasons Why Mobile Staffing Apps Are a Must-Have for Modern Businesses

By Jennifer Roeslmeier Mikels

**Smartphone. Everyone has one.** Think of your family members, co-workers, and friends. Do any of them *not* have a smartphone? When you are walking down the street, in an elevator, waiting in a line at a coffee shop, what are people doing? **Everyone is on their phone.** In this day and age, if someone doesn't have a smartphone it is alarming! In fact, 9 in 10 Americans own a smartphone.

Let's look at some statistics from reviews.org:

- 89% of Americans check their phones within the first 10 minutes of waking up
- 75% of Americans feel uneasy leaving their phone at home
- 75% of Americans check their phones within 5 minutes of receiving a notification
- 47% of Americans feel a sense of panic or anxiety when their cell phone battery goes below 20%

Another statistic to think about is 15% of U.S. adults are "smartphone-only" internet users, meaning they own a smartphone, but do not have home broadband service. Reliance on smartphones for online access is especially common among Americans with lower household incomes and those with lower levels of formal education, according to Pew Research.

A final statistic to think about is the average age for kids to get their own smartphone is around the age of 11, with over half of children in the U.S. having a phone by this age, according to a study performed by Research.com.

So, what do all of these statistics mean for mobile staffing? The first set of statistics certainly show the addiction Americans have to their smartphone and how often they look at it. It is also eye opening to hear how many U.S. adults rely on their mobile device for their internet. In staffing, often times you may be putting people to work that only have access to the internet on their mobile phone. And the last statistic shows how children at the early age of just 11 become smartphone users. Their minds are trained to use technology and their mobile device for much of what they do. This means once they become of working age, smartphones will continue to be a major part of their life.


All of these statistics demonstrate why staffing companies **must** have a mobile app to stay competitive. Everyone is on their mobile device, so why not bring your staffing agency to your employees' mobile devices? You must be visible where job seekers and employees are spending

their time. So, the next time someone is in line waiting for coffee, maybe they will be looking for a job in your mobile app.

Besides the benefit of connecting with job seekers and employees on mobile, a mobile app can also provide streamlined staffing services and tools, including self-service tools for employees, job matching, and more. In this article, we will dive into 5 reasons why mobile staffing apps are essential for modern businesses and the benefits a mobile app can bring to your staffing business.

## Reason 1: Increased Access and Engagement to a Wider Talent Pool

Mobile staffing apps allow you to stay connected with candidates in your database. While your ATS has all of your candidates stored, now all of your candidates can access your mobile app and readily access jobs you have open. They might not even be looking for a new job, but they could see an opportunity that catches their eye. A mobile app helps candidates stay engaged with your staffing agency, even when they aren't looking for a job. They could be scrolling through your jobs as they are watching TV and apply on the spot. That is the beauty of having a mobile app available to your talent pool in your ATS.



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It also allows you to stay connected with candidates across the U.S. and in different industries. You can easily expand your talent pool and your staffing services to other parts of the U.S. that you may not currently service. An expanded talent pool gives you access to more candidates and can help fill jobs quicker.

## **Reason 2: Increased Efficiency and Reduced Time-to-Hire**

While mobile apps are convenient for job seekers and can increase engagement with your staffing firm, a mobile staffing app can significantly streamline your hiring process. First and foremost, it's a place where you can post all of your jobs right from your ATS. This gives your candidates access to the jobs you are hiring for. Second, some mobile apps may even have a candidate matching capability, where if candidates in your ATS match the requirements for a job, a job invite can automatically be sent to that candidate. **This is a significant game changer in staffing.**

**From the mobile app, candidates may also be able to enter their availability and accept interviews and jobs on the spot, which automates the entire hiring process.** A key component to automation though is the ability to connect to your ATS. If your ATS provider has a mobile app, you will want to ask if it's connected to your ATS data, so all updates made in the app are made in your ATS and vice versa.

Automation is a key component to staffing today. It can significantly increase your recruiting efficiency and reduce your time to hire. This can help eliminate traditional ways of trying to get a hold of candidates via email or on the phone. Think of the number of times you play phone tag or are waiting to hear back from a candidate. The waiting game and phone tag can considerably be reduced.

## **Reason 3: Improved Flexibility and Responsiveness to Changing Needs**

Let's face it. In staffing, business needs are always changing, whether more workers are needed, or a big order just came in that has to be filled ASAP. Staffing companies must quickly adapt to change. When you have a mobile app, you can not only quickly post new jobs to it, but some apps may even allow you to send job opportunities that need workers immediately out to specific candidates to accept. They can accept the job from their mobile app and automatically be placed to work. This provides on-demand access to workers for short-term projects or unexpected absences. Workers can be placed in minutes after your staffing agency sends out the job invitation. **This introduces the ultimate on-demand staffing experience.**

Real-time communication and notifications are also key. When a job invitation is pushed out to a candidate or a message is sent from the recruiter, notifications pop up right on their mobile device without being in the app, so job seekers and employees are notified of an update in real-time. Some mobile staffing apps may also have a messaging feature with the recruiter so mobile app users can message the recruiter directly and have instant back and forth communication to streamline the hiring process.

## **Reason 4: Enhanced Employee Engagement and Satisfaction**

Another huge benefit of a mobile app is increased employee engagement and satisfaction. A strong mobile app will house everything that an employee needs. From the beginning stages when they are looking for a job, they can enter availability,

search, and apply for jobs. They can then accept interviews and jobs on the spot. Being able to view their schedule in the mobile app is also huge. If they have an upcoming interview or assignment all of this can be viewed on their schedule in the mobile app to help ensure they don't miss an appointment. Throughout employment being able to enter time, view payroll checks, W2's, 1099's, and more, right from the mobile app gives employees autonomy and access to self-service tools. Instead of needing to login to a third party application to enter time or reach out to their staffing agency about their payroll checks, all of this can be accessed at their fingertips in moments.

When using any service or solution, convenience and ease of use is a top priority. For example, let's say you order something online and you are having trouble returning it, so you have to go through the trouble of calling customer service. This is an inconvenience to you. In contrast, many people like to order on Amazon® because of their easy and convenient return policy. Amazon® customers tend to be loyal to Amazon®.

Likewise, this can be compared to a staffing agency that has a mobile app. It gives employees access to self-service, convenient tools, during their job search, during employment, and beyond. Having an optimal experience working with your staffing agency will keep employees engaged with you and increase their overall satisfaction, so they keep wanting to work for your staffing agency.

## **Reason 5: Cost Savings and Improved ROI**

While a mobile app may seem expensive upfront, in the end it can provide considerable cost savings for your staffing agency. Since you are able to post jobs in the mobile app, it gives you an opportunity to eliminate some of the other advertising expenses and job boards you may be using. As mentioned earlier, a mobile app will also help decrease your time to hire by opening your candidate pool and streamlining the recruiting process. A decreased time to hire will also help eliminate prolonged costs associated with filling a job order.

A quick time to hire and increased employee retention can also be a selling point for your staffing agency. Clients want to fill positions as quickly as possible and retaining employees is essential. Both of these attributes can be ways to market your company to gain new business.

Lastly, as we talked about throughout the article, a mobile app will significantly improve staffing processes. Increased automation in the recruiting cycle will enhance productivity and drive revenue generation through heightened staffing levels.

## **Conclusion**

We can see clearly how smartphones are affecting our everyday lives. Putting staffing aside, everywhere we go people are on their mobile devices. The statistics show how glued Americans are to their smartphones. As new generations enter the workforce and technology evolves, smartphones aren't going anywhere. Now is the time for staffing agencies to enter into the mobile staffing era and be at the forefront of job seekers and employees. Whether someone is walking down the street, in an elevator, or in line at a coffee shop, let them be scrolling through your jobs in your mobile app next time.

*Ready to adopt a mobile app for your staffing agency? [Contact Ultra-Staff EDGE Staffing and Recruiting Software](#) to see first-hand how the [Ultra-Staff EDGE JOBS](#) mobile app can benefit your staffing agency.*

[Read more from Jennifer Roeslmeier Mikels](#)



# Magic Numbers: How Many Touchpoints Does it Take to Convert a Prospect to a Client?

By Cole Windler

Before someone becomes a client, touchpoints help a prospect get to know and trust a company better (with the end goal of making a sale).

But it's not just about building trust. Touchpoints can help build awareness, as well nurture clients closer to a sale. When you first reach out to prospective clients, they might not be ready to make a commitment. Maybe they don't need recruiting services right now. Perhaps they already have a relationship with another firm. However, through touchpoints, you can consistently provide a subtle reminder of your presence. Then, when a situation comes up where your services are a solution to their problem, they'll remember your name, hopefully associating it with positive emotions.

You're likely to hear it take eight touchpoints to convert a prospect into a client. However, recent research suggests that the actual number of touchpoints varies widely, ranging from one to 50, depending on the prospect's buying stage. How can recruiters build a strategy for creating touchpoints? For many, an integrated marketing campaign could be key to achieving these touchpoints effectively and efficiently.

## What is a touchpoint?

In marketing and sales, a touchpoint refers to any interaction between a brand and its potential customer. These interactions can occur through a variety of channels—from in-person meetings to website visits—and can be initiated by either the seller or the customer.

## Examples of touchpoints in marketing and sales include:

- Sales calls or meetings with a representative of the company
- Emails or newsletters received by the prospective client
- Advertising or promotional materials that a prospect sees or hears
- Website or mobile app visits
- Online content, such as webinars, white papers or blog articles
- Social media interactions, such as comments or direct messages
- Customer support interactions, such as chat or phone calls

Effective marketing and sales strategies aim to create a seamless and consistent client experience across all touchpoints, from the first interaction to the final sale and beyond.

## The Reality Behind Touchpoints

The concept of achieving a set number of touchpoints to make a sale is appealing but overly simplistic. For one, the studies that identify the magic number of eight view primarily sales efforts (phone calls, prospecting emails, LinkedIn messages, trade show interactions, etc.) as touchpoints, rather than marketing efforts (newsletters, email funnels, webinars, etc.). Additionally, the end point is not defined as a sale—rather, it counts interactions like a meeting, conversation, trial or demo as the conversion—which could mean the final transaction is still a way off.

Other experts say number of touchpoints required depends

on various factors, including the prospect's familiarity with your brand and their position in the buying journey. Here's a breakdown of touchpoints based on the type of prospect:

- Inactive customers: 1-3 touches on average
- Warm inbound leads: 5-12 touches
- Cold prospects: 20-50 touches

This variability highlights the importance of a nuanced approach. For a recruiter working on business development, using a strategic integrated marketing campaign that encompass multiple channels can reach and engage potential clients effectively.

## Integrated Marketing Offers Multiple Avenues for Connection

Integrated marketing campaigns combine various tactics and channels to deliver a cohesive and consistent message across all touchpoints. This approach ensures that your recruiting team can meet prospects wherever they are in their journey, increasing the chances of conversions in recruitment.

**Digital and Traditional Ads:** Advertising, both digital and traditional, serves as a critical component of any integrated marketing campaign. Digital ads on platforms like LinkedIn, Google and industry-specific websites can target prospects based on their professional interests and behavior. Traditional ads, such as those in trade publications or billboards at industry events, can reinforce your brand's presence.

Ads are often the first touchpoint and can drive awareness. By capturing the attention of potential clients, they lay the foundation for further engagement through other channels.

**Email Campaigns:** Email remains a powerful tool for nurturing leads. Personalized email campaigns can deliver relevant content that speaks directly to the needs and pain points of your prospects. For instance, a series of emails highlighting your expertise in recruiting for specific industries, success stories and testimonials can build credibility and trust over time—establishing a rapport and making conversions in recruitment more likely.

Email campaigns can serve multiple touchpoints by guiding prospects through the buyer's journey, from awareness to consideration and finally, decision.

**Social Media:** Social media platforms like LinkedIn and Facebook allow for direct interaction with prospects. Regularly posting valuable content, such as industry insights, job market trends and recruiting tips, can keep your brand top-of-mind. Engaging with followers through comments, direct messages and shares further enhances your relationship with potential clients

Social media touchpoints are necessary for building a community around your brand and establishing a more personal connection with prospects.

**Phone Calls and Direct Outreach:** Despite the rise of digital communication, phone calls and direct outreach remain pivotal in the recruitment process. Personal calls can address specific concerns and questions that prospects might have, offering a level of personalization that digital channels cannot always achieve.

Direct outreach is particularly effective for warm leads who need more detailed information or reassurance before converting.

**Content Marketing:** Content marketing, including blogs, whitepapers and webinars, provides valuable information that can educate and inform your prospects. High-quality content establishes your team as thought leaders in the recruitment industry and helps build trust with potential clients.

By offering solutions to common challenges and showcasing your expertise, content marketing can move prospects closer to conversion through multiple touchpoints.

### The Synergy of Integrated Campaigns

The true power of integrated marketing campaigns lies in their ability to create a seamless and consistent experience for prospects across all touchpoints. Each channel complements the others, reinforcing your message and building a stronger relationship with potential clients.

For example, a prospect might first encounter your brand through a LinkedIn ad, then visit your website to download a whitepaper. Subsequently, they receive a series of nurturing emails, follow your social media profiles for ongoing updates and, eventually, have a phone conversation with one of your recruiters. Each touchpoint reinforces the previous ones, creating a comprehensive journey that leads to conversion.

### Best Practices for Effective Touchpoints

To maximize the effectiveness of your touchpoints, consider these best practices:

1. **Personalization:** Tailor your messages to the specific needs and interests of your prospects. Use data to segment your audience and deliver relevant content.
2. **Consistency:** Ensure your brand message is consistent across all channels. This creates a cohesive experience that builds trust and familiarity.
3. **Measurement and Optimization:** Track the performance of your touchpoints and adjust your strategy based on what works best. Use analytics tools to gain insights into prospect behavior and preferences.
4. **Collaboration with Sales:** Work closely with your sales team to align marketing and sales efforts. Share data and feedback to continuously refine your approach.

Understanding the number of touchpoints required to convert a prospect into a client is crucial. With integrated marketing campaigns that combine ads, email, social media, phone calls and content marketing, recruiting firms can effectively engage prospects at every stage of their journey.

At Recruiters Websites, we use this strategic approach to not only increase your chances of converting prospects but also to help our clients build lasting relationships with their clients, supporting long-term success. If you need help building a strategy for outreach, let's connect!

[Read more by Cole Windler](#)

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# Want Better Results from Your Email Marketing? Watch Out for These 10 Signs of Data Decay

By Amanda Usen

## Expired email contacts?

## Spam complaints growing faster than mold on bread?

Would you make a sandwich with moldy bread and expired mayo? Of course not! So...

## Why would you use stale contact data in your email marketing campaigns?

Using outdated email addresses is like scouring the back of the fridge for ingredients past their prime—unappetizing and ineffective. It may be time for an email list “fridge” clean-out!

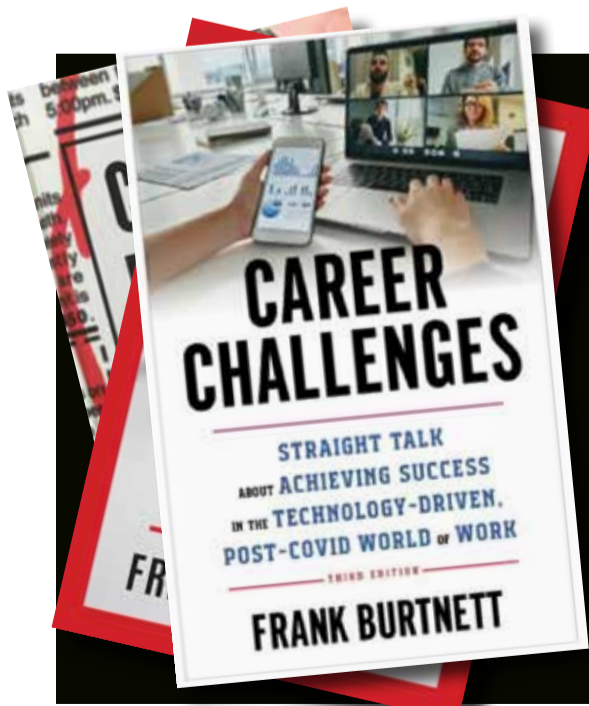
**Since you can't sniff your contacts or check for expiration dates on engagement, here are 10 signs it's time to clean out your email “fridge” before it stinks up your marketing strategy:**

- 1. High bounce rates.** Your emails are return-to-sender no-questions-asked, potentially indicating obsolete addresses.
- 2. Low open and click-through rates.** Signals that your recipients might be ghosting you, or maybe they never received the email.
- 3. Increased spam complaints.** A warning flag that your once-welcome emails are now unwanted intruders.
- 4. Email deliverability issues.** When your emails can't find a home, they end up wandering aimlessly in cyberspace.
- 5. High unsubscribe rate.** Your contacts are so rank they've grown legs and are jumping off your list by themselves.
- 6. Low engagement.** Silent inboxes can speak volumes; disinterest or outdated addresses are the likely culprits. (Here's a hint: segmenting your email list can help engagement!)
- 7. Minimal conversions.** If calls-to-action aren't moving the needle, consider whether your call is even getting through.
- 8. Outdated contact titles or positions.** Sending emails to yesterday's decision-makers won't help you address today's challenges.
- 9. Decrease in email engagement over time.** Dwindling performance is like a slow leak in your communication strategy.
- 10. Worrisome campaign analytics.** Numbers don't lie. If your campaign analytics show data decay, it may be time to purge the “fridge.”

## Need help keeping your data fresh—or growing your email list?

Regular data hygiene ensures that the information you are using is still current and that your B2B email marketing efforts are effective. Our digital marketing experts can help you cleanse your data—and drive results with your email marketing strategy!

Want more insights? Sign up for our Smart Ideas Newsletter! [Read More by Amanda Usen](#)



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## Career Challenges

*Straight Talk about Achieving Success in the Technology-Driven, Post-COVID World of Work, 3rd Edition*

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# JUST ASK Judy

## How Do You Measure Success ... & Plan Now for a Successful 2025?



Recruiters need to ask themselves the question: **"How do you measure success?"** By addressing this issue, the recruiter can gain insight into which of their business processes work and which do not. Using a meaningless metric can easily lead you astray and cause you to waste valuable time and resources tilting at windmills. This article will give you some ideas on metrics that are commonly used and hopefully will help you adjust your business strategy to have a more productive and profitable 2025!

### **Headcount, Hours & Bill Rate**

For contract placements recruiters often cite the number of people they have working, or the number of hours worked, as useful metrics for success. This is fine, and you certainly want to grow these numbers, but if either the number of people or hours happens to be low, then this metric is not so useful in developing a strategy for improving the bottom line. The metric of bill rate needs to be added to this equation for it to make sense. Increasing the headcount, and the hours worked, and the bill rate will obviously result in better financial performance. Key to this calculation is knowing your payroll burden when quoting your bill rate. If you outsource your contract placements, an EOR (Employer of Record) can help you by providing a profit calculator. So, you should review how you spend your time and resources and pick the component that can most easily be increased!

### **Contracts, Clients & Placements**

Other metrics that recruiters often cite are the number of contracts they have in place, the number of client companies, and the number of placements made. Again, increasing any of these metrics is a good thing, but try to focus on the metric that gives you the most bang for your buck. Spending time, effort, and resources on chasing a contract, or client, or placement that has a low expectation of a good return is wasteful.

### **Profit Earned or Profit Paid**

A recruiter can cite the metric of Profit Earned and think that by growing this that they are being productive and efficient. But if the receivables are slow coming in or are proven to be uncollectable, then this metric is a false friend. Profit Paid is more useful in that it is monies actually received. The time value of money should always be considered in reviewing your business processes. With some clients extending their payment terms to 60 or even 90 days, the recruiter will pay the price for these slow receivables.

### **Plan Now for a Successful 2025**

So, what do you do to improve your bottom line in 2025? The answer is to do your homework and make a thorough review of your metrics for 2024. Honestly appraise both the magnitude and trend for each metric and then use this as your basis for developing a strategy for the coming year. Some suggested activities for you are:

**Evaluate past experiences.** Look at past experiences with bids, for example. What worked and what didn't. Try to determine what factors were involved in winning a bid and apply those tactics for the next bid opportunity. Also, you must ask yourself, was this bid worth winning? Is it a low-maintenance or high-maintenance contract? Consider the time, effort, and resources expended on the bid and make the judgement whether it was worthwhile. Your metrics will help you answer these questions.

**Know your target market.** A focused approach to the market may well prove to be better than a shotgun approach. Pick the market niche that you would like to serve and then become expert on it. If you happen to choose a relatively low-bill rate market, then you need to drive up your metrics for headcount and hours worked. Obviously, if you pick a high bill rate market segment, the headcount and hours worked don't have to be as high to result in profitability. And, needless to say, the competition in this segment is going to be more aggressive! So, consider whether it is worth your while to compete for these placements.

**Implement Strong Marketing.** Once you have compiled and understood your metrics, evaluated how you have done in the past, and chosen your target market it is time to actively disseminate your firm's information. Design a marketing campaign using all the available media and, most importantly, be sure to maintain the personal connection with your clients. Since many are turned off by excessive emails, texts, and the like, be thoughtful and deliberate in your marketing efforts so that you don't make a pest of yourself and be branded a spammer!

**Have all licenses and insurances in place.** Chasing after a big contract is great, but if you are not ready to land the fish after it is hooked, you have wasted your time. Be aware of any licenses, contracts, insurances, or other special arrangements (such as EOR services) which are required prior to making a placement. By being



proactive and anticipating the needs in advance you can smooth the path for the placement. Try to avoid creating a situation where you, your staff, and your support partners must make a mad scramble on a Friday afternoon for someone starting to work the following Monday!

**Make use of any opportunity.** We've all heard that "a good crisis should not go to waste." The same is true for opportunities. Keep your finger on the pulse of your chosen market segment and your eyes peeled for any potential opportunity for a placement. Your marketing campaign hopefully will reveal some possibilities. A good personal relationship with your clients may also give you a boost here, since you may receive word of an upcoming need before the competition gets wind of it.

Summing it all up, you should know your metrics and how they impact your bottom line, focusing on the metric which yields the most cost-effective use of your time. You must keep current with trends in the market segment you wish to serve and market effectively to that segment. Make a habit of accessing readily available information such as the Bureau of Labor Statistics website and share what you learn with your clients. This personal connection will improve your chances of a successful placement. Lastly, carpe diem: seize the day! Act swiftly to determine if an opportunity is worth your time and effort to pursue. Don't waste your time on unrealistic business.

If you have any questions or if I can be of help growing your business, please feel free to call me. I am always happy to help!

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# Top 5 Hiring Process Mishaps to Avoid

By Henry Glickel

Hiring the right talent is crucial for the success of any business or organization. Though every organization and business will go through this process, the hiring process can be full of potential pitfalls, obstacles, and impediments that can get in the way of your efforts. Being aware and trying to steer clear of these areas, can help make the hiring process less hectic and problematic. This can lead to lower turnover rates, higher employee engagement, and satisfaction, and less time reconducting searches that go sideways.

Here are the top five hiring process mishaps to avoid:

## **Undefined Time Frame for Hire**

When there's no clear timeline for hiring, vacancies can drag on leading to a loss of top candidates as well as cause for inefficiencies within the team. Establishing a specific timeline with milestones and communicating it to everyone involved ensures alignment and manages expectations.

## **Lack of a Clear Hiring Process**

An undefined or inconsistent hiring process causes confusion and inefficiencies that can negatively affect the candidate's experience. Clearly defining the stages of your hiring process and their purposes will allow for a well-organized hiring process. Additionally, ensuring consistency and transparency to both the hiring team and candidates will further improve the process. This, in turn, will allow for a better candidate experience and may potentially attract more candidates.

## **Undefined Key Performance Objectives (KPO's)**

Not having clear success factors and deliverables for the first year can lead to unmet expectations from newly hired employees. Defining these KPO's (Key Performance Objectives) for the role and communicating them during the interview process ensures candidates understand what success looks like. This aligns expectations and sets clear goals from the start, mitigating the number of unmet expectations.

## **Poor Performance Projection and Review**

Failing to project a candidate's performance and review after one year can lead to goal misalignment. Discuss what the role will look like a year out, including specific activities, revenues, actions, and familiarity with products and services. This sets clear expectations and goals for their first year.

## **Inconsistent Evaluation Forms**

Without a standardized evaluation form, candidates may be assessed subjectively. This can lead to inconsistent assessments and decisions. Developing an evaluation form with specific criteria and numerical ratings helps ensure that all candidates are evaluated on a level playing field, making the process fair and objective.

Recognizing these red flags and implementing solutions throughout the hiring process can save your company from the additional costs associated with bad hires. Improving your hiring strategy enhances your ability to select candidates who are skilled and fit well with your company's culture and values.

For more insights on improving your hiring process, follow us and stay updated with the latest recruitment tips and strategies. If you need help with your hiring process, contact Sales Recruiters today. Our expert team can help you find top talent and ensure you make the best hires for your organization. [Read More by Henry Glickel](#)

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# FLSA Overtime Rule Update

By Lynn Connor

The Department of Labor (DOL) is implementing significant changes to the Fair Labor Standards Act (FLSA) overtime rule. These updates will impact businesses of all sizes, particularly those with salaried employees. Let's break down the key points:

## When Do the Changes Take Effect?

The new overtime rules will be phased in over two steps:

- **July 1, 2024:** The salary threshold for exempt employees increases from \$35,568 to \$43,888 per year.
- **January 1, 2025:** The salary threshold rises again to \$58,656 per year. The annual compensation requirement for highly compensated employees will also increase to \$151,164 on January 1, 2025.
- **July 1, 2027:** The threshold will increase again, and there will be another increase every three years.

## Who's Impacted?

These changes primarily affect salaried employees who earn less than the specified thresholds. Once the new salary levels take effect, these workers will become eligible for overtime pay if they work more than 40 hours per week.

## What Does This Mean for Businesses?

- **Increased Labor Costs:** Many businesses will experience increased labor costs as more employees become eligible for overtime.
- **Reclassification of Employees:** Some salaried employees may need to be reclassified as hourly workers to comply with the new regulations.
- **Compliance Challenges:** Ensuring accurate time tracking and payroll processing becomes even more critical.

## What Systems can Help?

Navigating these changes can be complex, but the right staffing software can streamline the process. A robust system can:

- **Manage employee classifications:** The software can help classify employees as exempt or non-exempt based on predefined criteria, such as salary, job duties, and hours worked.
- **Accurate recordkeeping:** Maintain detailed employee records, including job titles, wages, and overtime hours, ensuring compliance with recordkeeping requirements.
- **Time tracking:** The software can accurately track employee hours worked, including start and end times, breaks, and overtime.
- **Overtime calculations:** Automatically calculate overtime pay based on the employee's regular rate and hours worked, reducing manual errors. Prevent disputes and ensure correct overtime calculations.
- **Compliance alerts:** The system can generate alerts for potential overtime violations, helping to prevent issues before they arise.
- **Report generation:** The software can generate various reports, such as time and attendance reports, overtime reports, and payroll summaries, for internal use and compliance audits. Provide insights into labor costs and overtime expenses.
- **Audit support:** The software can generate reports and data to support compliance audits and investigations.

By leveraging these features, COATS Staffing Software can significantly enhance your ability to comply with the FLSA overtime regulations and reduce the administrative burden associated with managing employee time and pay.

### Are you prepared for the FLSA overtime rule changes?



COATS Staffing Software can help you navigate this transition smoothly. Contact us today to learn more about how our solutions can support your business: 1-800-888-5894.

**Disclaimer:** This blog post is intended for informational purposes only and does not constitute legal advice. Please consult with an employment law attorney for guidance specific to your business.

[Read More by Lynn Conner.](#)

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Theresa Minnola,  
Glenrosa Employment Agency

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# Owner's Outlook

## Earn Your Team's Respect And Increase Sales

by Barbara Bruno



Barb is recognized internationally as one of the top experts in the Staffing and Recruiting Profession.

She has addressed audiences in North America, Asia, Africa and Europe. Barb has developed web based training programs that are distributed in several countries, she writes for numerous publications & authors one of the most widely read online publications, The No BS Newsletter. She has authored several books, created mobile apps & is often quoted as an industry expert.

Barb became a trainer to promote responsible recruiting & to allow owners, managers & recruiters to make more money. 100% of Barb's Top Producer Tutor clients have increased their sales & profits.

Barb also developed Happy Candidates to allow Staffing & Recruiting Firms to focus on the 5% of candidate flow they place, but also provide an amazing resource for the other 95%. The resource has provided many benefits for owners which include: increased referrals, elimination of the greatest time waster (time spent on candidates you won't place) increased sales and dramatically improved word-of-mouth advertising. Barb has been, is & always will be defined by making a difference in the lives of others including the candidates we can't place on an assignment, contract or job.

Most recently Barb created & launched an easy to use Metric Tool called The Sales Performance Indicator which includes the proven 140 point system. This tool alleviates inconsistent production, helps prioritize activities & predicts trends.

Barb speaks at conferences, conducts webinars & provides in-house training & offers consulting. Her ideas are easy to implement and participants realize a strong return on their investment of time & money.

Bottom Line: Her enthusiasm and passion for this Profession are contagious!

Owners and managers who are respected by their teams have happier, more productive employees. As a manager of a Staffing or Recruiting Firm, you have earned this position based on your past performance and may feel you deserve the respect of your team. As an owner of a Staffing and Recruiting Firm, you also feel you deserve the respect of your team.

### **RESPECT BEGINS WITH KINDNESS**

It is easy to talk first and think later, but hurtful words that take a few seconds to speak can cause damage that can last forever. Ask yourself if it is more important for you to be right or for your team to be happy. There are times in management when you can't have both.

If you want to establish a strong influence on the team you supervise, understand the critical role diplomacy can play in the level of success you attain. Your people will tend to mirror back to you the same level of candor and kindness that you extend to them.

### **RESPECT IS SOMETHING YOU EARN AND CAN'T DEMAND**

The only way to be respected as an owner or manager is not to demand it. Leaders who are admired and respected have earned that admiration and respect. Do you feel you are doing the right things to earn the respect of members on your team?

Here are a few tips on how you can earn a deep level of respect:

#### **Influence – Don't Manipulate**

Influence requires buy-in on the part of the person being influenced and a willingness on their part to support your goals. People respect owners and managers who have the power to positively influence others and get things done. Manipulation is often referred to as the dark side of management.

#### **Include – Don't Exclude**

The most effective leaders are individuals who use inclusive language to make others feel they are a part of the team. Rather than beginning comments with "I think..." or "I believe..." which puts the emphasis on you, consider using inclusive language like "We can review..." or "Our challenge is..."

The more inclusive you are when presenting ideas to your team, the less you will be perceived as egotistical and the more you will be perceived as a team player. Inclusive language helps you influence others.

#### **Ditch the Ivory Tower**

If you hold yourself above everyone else,

you will be seen as self-serving. Admit when you don't know something or make a mistake. Assist people at all levels so you are perceived as someone who is real vs. egotistical or phony. Treat everyone equally from the cleaning lady to other executives. Employees enjoy seeing their boss in casual clothes relaxing at the company picnic. It allows them to see you as a real person, as one of them. They will feel your sincerity and they will perform for you because they like and respect you.

#### **Back Up Your Opinions With Facts**

You do not necessarily want to have an opinion about everything that you can't back up with facts. If your opinions are supported by facts and logic, you will capture the attention and respect of your team. This is one of the reasons to commit to a lifetime of learning. Knowledge is not powerful, but the implementation of what you learn is very empowering.

#### **Be Real And True To Yourself**

Belonging to the right clubs and associating with the right people or belonging to the right associations does not define you as a person. If you manufacture your image rather than work at being real, your people will sense the difference and read right through you. You will gain a deeper level of respect if you reveal your true core values.

Respect is something you must earn as a leader. You cannot demand it from anyone. The only person you can demand respect from is yourself. Demand that you become more of the leader you were meant to be. When you respect yourself and others, people will respect you in return.

Examine how your actions can enhance your ability to influence others and command their respect, not demand it.

### **WHY ACTIONS ALWAYS SPEAK LOUDER THAN WORDS**

Walk the walk! One of the most common complaints I receive from recruiters is that their managers and owners don't provide a positive example for them to follow. They almost live a double standard by saying one thing and doing another. You don't want to wear the label "All talk and no action." People will judge you much more on what you do vs. what you say. Your actions must also be predictable and consistent.

### **HOW YOU CAN GET THE MOST OUT OF THE PEOPLE WHO WORK FOR YOU**

Sales is a challenging profession filled with rejection, objections, disappointments, and pressures to perform. Even high compensation is not enough to make up for steep competition, demanding customers, and finicky candidates.

The following nine steps will show you how to get the most out of the people who work for you while you earn their respect:

#### **1. Identify what is most important to each member of your sales team**

- People do things for their own reasons – not yours
- Have goals written and posted with dated action items
- Back up goals with a dream board

#### **2. Mandate daily planning**

- Ensures best use of time
- Six priorities closest to the money
- All outgoing calls

#### **3. Monitor and manage by numbers, know daily results needed**

- Track stats
- Track individual ratios
- Manage by numbers not emotion

#### **4. Create contests and incentives where you need results**

- Instant gratification works
- Create contests everyone can win
- Ask your team for contest ideas

#### **5. Consistent training**

- Sales
- Negotiating
- Closing

#### **6. Build winning teams**

- Provide candidate specialists for rainmakers
- Focus your Big Billers on client development
- Set minimum standards of performance

#### **7. Build on peer pressure**

- Post goals and production
- Post year-to-date numbers
- Never erase goals

#### **8. Identify motivators**

- Recognize outstanding efforts not only production
- Be quick to compliment
- Consider individual challenges

#### **9. Always address the WIIFM**

- Focus on the WIIFM (What's In It For Me) of your team always
- Once someone is a proven producer, encourage ideas
- Use hidden talents of your team

If you enjoyed this article and realize the value this type of training would bring to you and your team, when you are ready to schedule a call to talk to one of our experts about your training needs, use the QR Code.



Implement these strategies and you will earn the respect of your team, your working environment will be more fun, and you will increase sales! [Read More by Barbara Bruno](#)



# Beat the Cold Call Blues - Proven Tips for Recruiting Success

This question is from a newer recruiter. I am going to start doing cold calls this week, first time ever, and I am not sure what to say or how to say it. Would you mind sharing some tips, tricks, or even an opening pitch that has yielded success with your cold calling?

I hate the word pitch. This is a great basic question. Business development is a weak area for most recruiters and is typically inconsistent, so this is a great question to do a refresher on.

Here is what I have found. First of all, nothing works all the time, and nothing does not work all the time. Even the worst presentation works once in a while.

### The Ineffective Pitch: What Not to Do

We have found that a service level offering, hi, we are XYZ Recruiting Firm, been around since 1957, we are rated #1 in the New Orleans marketplace, blah, blah, blah, we are wonderful, wonderful, wonderful, work with us and how can we help you? This is an ineffective way. That would be a pitch, talking about how wonderful you are. Hiring managers and HR hear it all the time.

They want to believe you. They have just heard it way too often. It is white noise because they hear it, again, so often.

Two techniques that we teach that get outstanding results.

### Technique 1: Flip Marketing for Relationship Building

The first technique is one I learned from a guy named Charles Wadlow in the late 1990s. I call it flip marketing. The premise is to call on hiring managers with a purpose. Now, you could have an opening for somebody in a position to hire. You could also anticipate having an opening.



Will your existing organization and/or personal style allow you to implement any resolutions or changes that you would like to make in 2021? Mike Gionta & his company, The RecruiterU are sought out by solo recruiters and recruiting firm owners who want more revenues, better clients, great recruiters, etc. The RecruiterU has custom programs for any type of owner who has the strong desire to build their business, but simply lacks the best strategies to get them there.

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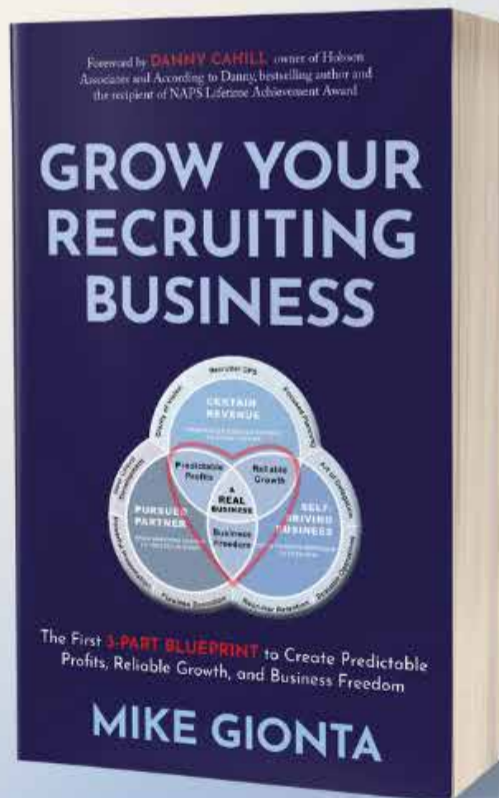
Looking for help engineering your one to three year vision? Email me at [mikeg@therecruiteru.com](mailto:mikeg@therecruiteru.com) and we can have a quick chat to see if or how we can help.

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"I've read several books on recruiting and listened to a number of trainers over the years, but Mike is the one that has helped me the most in growing my recruiting practice. Mike and his team have a way of identifying and clarifying the key processes and mindsets to be successful in recruiting. They also present it in a way that breaks it down to help you identify your starting steps, and to keep you going." - Marts King



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## Implementing Flip Marketing

For example, one of the ways I would use flip marketing is if I could find a lousy opening on the internet, call even HR and get crappy terms for a Vice President level position or higher, I would take it so I had something specific to talk to a candidate about. Now, every once in a while, we would find some candidates and make a placement.

## Building a Relationship with Hiring Managers

My goal, though, for those calls was not candidate development. It was to have a reason to talk to a hiring manager about the most wonderful human being on earth, them, to build a relationship with them, and then find and uncover what business challenges they had and what I had to do to earn the right to help them build their team.

What did that call look like? From a baseline standpoint, I assume you do not have an opening for a vice president. Let's say your target market is VP of Sales in the widget space. I would call a VP of Sales, and I would say very quickly, and this would be my voicemail too, "Hey Jim, I have no idea if you are open to hearing about something potentially stronger than your current situation. Curious as to your thoughts on that. Call me back. Mike Gionta, phone number."

Real vague. Voicemail, Inmail, text, you can use a variety of ways. I suggest you use a variety, as different people respond to different modes of communication. You do not say anything other than that. Then you get Jim on the phone, and Jim is like, yeah, what have you got?

Right now, Jim, I do not have anything specific. I am anticipating coming across openings for VP of Sales. Again, I have no idea what is going on in your current situation, but I wanted to see what you would want to be kept abreast of and what your current situation is.

I would go, "Are you open to hearing about something that could potentially be stronger than your current situation?"

They go, well, you know, I am always open.

## The Key to The Flip Marketing Call

Here is the key with a flip marketing call. You want to ensure that you stay on the side of happiness and career satisfaction. We are trained as recruiters to look for the challenges and opportunities they want in their next opportunity. What is wrong with your current role, or what do you dislike about your current role? What are you less excited about, and what does your next role look like if you get excited?

I always pick up a cue because most people will say, you know, I am always open; I cannot complain, but I am always open.

You cannot complain? What is going really well with your current assignment?

## Staying Positive to Preload the Flip

That is the key in this call. What is going well? What do you love most about your current job? Because if we are going to talk about changing your company, let us find and

identify what you love about what you are doing now. I stay in that mode of what do they love about what they are doing now. Why did they join the company? Why do they stay at the company?

Most people that you talk to, most VP-level people that you talk to, they are going to be more excited about their current role.

At a certain point, you can be like, Jim, I am happy to keep you aware of other opportunities in the widget space at the VP level, but it sounds like things are going great there.

Absolutely. When I run across a VP, an opportunity, I am going to run it by you. But you know what, in addition to placing Vice Presidents, a lot of times when I place a VP, I build the team underneath him or her. In addition to placing VPs, we build sales teams.

I do this very slow because they are in the mode of themselves and I have said, you are not going anywhere. They agree.

We do that a lot. Jim, what would I have to do as a recruiter, as a search professional, to earn the right to help you build your sales team?

## Engaging with Purpose: Beyond the Job Opening

See, I am not asking if they have any openings, which is a commodity-based question that puts me in line with all the other recruiters out there. Here is my experience. They do not know how to answer that question, so you have to help them answer that question.

Because a lot of times they will say, just stay in touch. You mean annoying you with voicemails, emails, texts, those types of things? That is going to allow me to earn the right to help you build your team?

I would say, is there any talent you want to be kept aware of? I am not sure if you are actively hiring right now, but as it relates to building a sales professional for your personal avatar, Jim, what are 3 or 4 bullet points on excellence?

## Creating Value: Offering Insights and Solutions

Then, if there is an opening, now they will tell you about it. I promise you, when you ask, what do I have to do to earn the right to help you build your team? Nine out of 10 will not have a good answer for that, so you have to be ready to accept that they will not have a good answer.

What kind of talent would you like to be exposed to?

What kind of data, industry movement?

"For example, I can talk to you about your competitors' compensation plans. I talk to salespeople all the time. I know, in general, how the plans are structured. As long as it does not come from a client, Jim, I am happy to share that with you." As long as it does not come from a client, letting him or her know I am confidential. I do not have to say I am confidential.

## Finding Opportunities for Future Engagement

Then, with most people, I do not care how hot the economy

is, most people you talk to are not going to have an opening the moment you talk to them. Statistics. But you will have set yourself up for the next call, because whatever they told you in that call is what you need to do. That is why I want to have something concrete, something I can follow up with for the next call.

You have begun the relationship for all those not hiring right now. I do not want to wait 90 days to talk with this person. I want to follow up with something within 30 or 45 days while they still remember me. Again, we will spend some time talking to them about their background and what they love. Getting them to speak with you about those things and brag about their background builds a relationship with you. That is technique 1.

## **Technique 2: Presenting a Star Candidate**

It has been taught for decades and decades, even before I started in the business. Recruiters roll their eyes on this one, except it works. We have tested it. It works.

It is [presenting a star candidate, a most placeable candidate \(MPC\)](#).

When I started in the business, you did this all on the phone. Now, you can automate these with email, and I will show you how to use this technique, email leading to a phone conversation.

## **The Power of Showcasing Talent**

Here is the difference. I have been part of groups where we brought in panels of senior executives in different hiring capacities. At the same event, the next day, we brought in senior executives and human resources. Our question to both panels: the room had like 100 recruiters in it; what do we need to bring value to you so that you want to work with us and we could basically earn the right and differentiate ourselves enough for you to want to work with us?

They said, show us talent. Every member of both panels, without hesitation, without a doubt, shows us talent. We might not always call you back, but I put those in an email folder, when I need someone, I will call you back.

## **Crafting an Irresistible Candidate Presentation**

You do not want to have 27 candidates in one email. One email, one candidate, 3 or 4 bullet points. You want to avoid repetitive language and fluff like "strong leader, great communicator." If it is a salesperson, opening line, individual – and I do not want to use 150% of quota or 125%, they are 150% of quota and they say, I know I was at least 150% of quota, I put 149%. That number has more meaning. I like using very specific numbers.

I want to put, here is what this human being accomplished and what they are capable of doing for you in 3 or 4 bullet points with a closing line of, look at your calendar, Mr. or Ms. Employer, when is a good time for us to chat further about this to see if they are a fit for your organization?

Now most times, they are not going to give you a time. Sometimes they will. But they are going to say, where is this person based? How much do they make? That's when you respond with, "All great questions. Here is a link to my calendar. When are you available to talk?" Every one of their questions, I pivot to a phone conversation. I can answer this and a bunch of other questions when I get you on the phone.

If they are asking, what do we know? They probably have an opening for that type of person. But regardless, it is a great opportunity. I am just coaching you here; do not get into an email dialogue with that person.

## **Setting the Stage for Success**

Mastering the art of cold calling is just the beginning of what it takes to truly excel in the recruiting industry. Whether you're perfecting your presentation, implementing flip marketing, or presenting a star candidate, each technique contributes to your overall success.

## **P.S. Whenever you're ready... here are 4 ways I can help you grow your recruitment business:**

### **1. Grab a free copy of my Retainer Blueprint**

It's the exact, step-by-step process of getting clients to give you money upfront. <https://get.therecruiteru.com/lm>

**2. Join the Recruiter Think Tank** and connect with firm owners who are scaling, too. It's our Facebook community where smart recruiters learn to make more money and get more freedom. <https://www.facebook.com/groups/there...>

### **3. Join me at our next event**

3x a year, I run a 3-day virtual intensive, sharing the 9 key areas that drive a 7-figure search firm. Click here to check out the dates of our upcoming event. <https://get.therecruiteru.com/live>

### **4. Work with me and my team privately**

And if you ever want to get some 1:1 help, we can jump on the phone for a quick call and brainstorm how to get you more leads, more placements, and more time. <https://get.therecruiteru.com/scale-now>

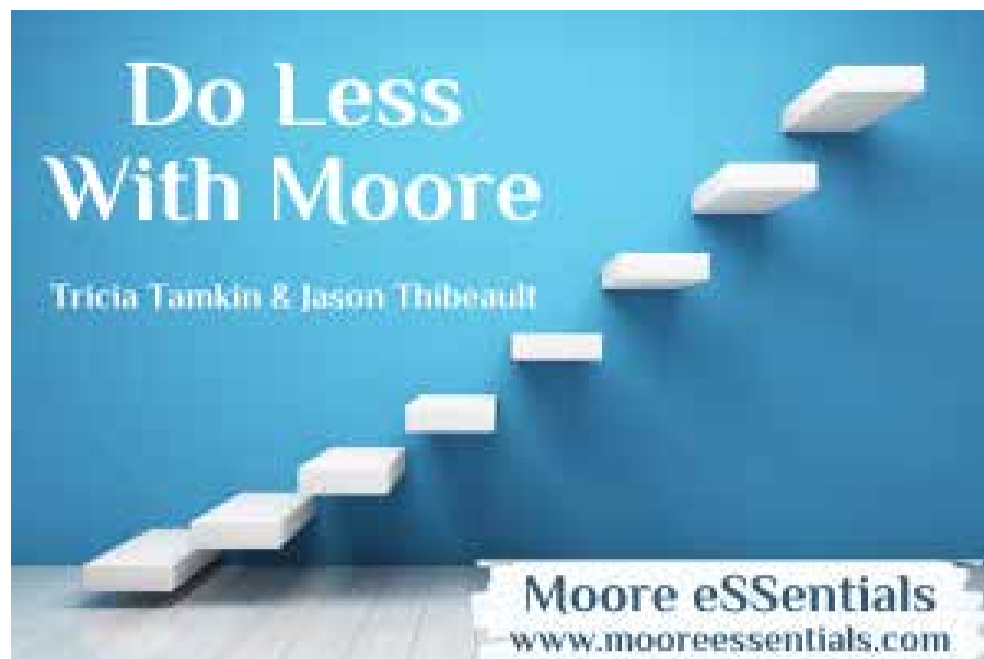
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# Embracing Sacrifice for Success in Recruiting

By Jason Thibeault



## The Reality of Commitment to Success

On the path to becoming a successful recruiter, the level of commitment and dedication required is often underestimated. If you're genuinely serious about reaching the pinnacle of this profession, your time, effort, and energy will be overwhelmingly focused on your goals. This is a hard truth, often glossed over by overly optimistic portrayals of success.

## The Trade-Offs on the Path to Success

- 1. Choosing Goals Over Leisure:** Success in recruiting means making conscious choices that often exclude typical leisure activities enjoyed by many. Nights out, carefree weekends, and extended vacations may become less frequent as you invest more time in building your career. If this was the legal industry, you have to be a run-ragged associate before you get to senior partner.
- 2. Understanding the Necessary Trade:** This isn't about depriving yourself; it's about understanding and accepting the trade-offs necessary for achieving greater goals. You're exchanging short-term pleasures for long-term gains. It's like putting down the brownie when you want to drop a few pounds. (Think of the brownie as a 350 calorie "sacrifice." Dropping ten pounds is 100 nights without dessert.)
- 3. Viewing Sacrifices as Investments:** Instead of viewing these choices as sacrifices, reframe them as investments. Every hour you spend networking, learning about your industry, or developing your skills is an investment in your future success. One day closer to the body and the bank account you want.

## The Mindset Shift: From Sacrifice to Investment

- 1. Long-Term Perspective:** Recognize that the time and effort you're putting in now is paving the way for a more fulfilling and successful career in the future. Ten years into running my business, business development became less common as people called me. Old candidates became clients, old clients had new needs, and I had the leisure to choose which ones to take.
- 2. Redefining Fun:** As you progress in your career, your definition of "fun" might evolve. The satisfaction of placing the right candidate or winning a new client can become as rewarding as any leisure activity. Recruiters who get fired up over a placement, often turn right around and try to make another. Recruiters who get fired up over a night out will focus on the wrong things.
- 3. The Price of Normality:** Remember, the "normal" path often leads to ordinary outcomes. By choosing a different path, you're aiming for extraordinary results. One of our clients left an internal corporate job with a \$150k base to go out on his own. He made \$155k this January.

## The Journey is Challenging but Rewarding

Yes, the journey to success in recruiting is long and can be excruciating at times. But it's important to keep in mind that this journey is worth every bit of effort. One of Jason's college professors had 2 PhD.s and was being paid to teach in 2 departments by the time he was 25. When people would ask if it was hard, he always said "Who wants to be poor for a long time?" The satisfaction, accomplishment, and success you'll achieve will far outweigh the temporary pleasures you might forgo.

## Keep Moving Forward

In conclusion, if you're on the path to success in recruiting, embrace the journey with all its demands and sacrifices. View each step as an investment in your future. The rewards, both personal and professional, will be immense. Keep going, keep investing in yourself, and the returns will be extraordinary.

If you're ready to step up your recruiting career, explore Moore eSSentials Group Coaching, and receive a 10% discount when you enter this coupon code: EMINFO2024. If you want to talk with Jason directly, text him at 630.779.0371, but make sure to identify yourself and reference this article. [Read More by Jason Thibeault](#)



# MIDSIZED Growing Companies STAFFING

# RECRUITING Companies SMALL



## The Great Divide

By Michael Neidle

These headlines reflect a range of significant events and issues affecting the United States and, in turn, your company and your career. We will look at an overview and deal with these issues more broadly. A presidential candidate today must find out where they stand on the key issues of the day and form a message that will appeal to their voters; whether they are true to themselves is another matter. The object is first to win and then determine if their promises can and should be lived up to. This message should demonstrate why their solution is better for the nation, its voters, and the health of the corporations we rely on to remain competitive and increase our GDP. One new and very consequential factor is artificial intelligence coming on faster than most knowledgeable people predicted and what we will do with 10's of millions of excess and bewildered workers, from the factory floor to the CEO. Who has always associated their work with their value? Some folks will be happy to get a check from the government, assuming we can afford it, and enjoy their permanent vacation, while perhaps many more people will not be in such a good mood. This must be considered before it is upon us And where society may hang in the balance. Get involved or suffer the consequences. You may recall or have been told about the LA riots of 1992 and the immortal words of a Black man named Rodney King, who was mercilessly beaten yet said, "Can't we all just get along?" The concern is that if the 2024 election does not go how the one team wants, all the talk about retribution will be more than words. This could lead to the new Great Divide.

As you think about your answers, remember we are in the staffing business, and those organizations we staff could be controversial. It follows that the people we put on temp or contracting assignments, who are our employees, may reflect, however unfair it is, on our name and reputation for better or worse.

1 Consequences of Reducing the National (Sovereign) Debt. A sovereign country defaulting on its debt differs greatly from a corporate or individual default. Firstly, we are different from any other country. The US is considered an island of stability, and as the saying goes, "If we sneeze the world, get a cold," If we defaulted, it first would signal to the world that we are not as stable as everyone thought and then starting thinking of placing their money in a safer place, that would be the world's economy and topple the UD \$ and the worlds. Then inflation would soar, traditional exchange rates for gold would be in flux, and everyone would look for a safer place to keep their money, like gold, or even re-reconsider electronic currencies like El Salvador as the Central African Republic. Those who now use Bitcoin as legal tender there, the bastions of stability and trustworthiness

Message: The economic stability of the world is at stake if we default on

Approach: Have a bipartisan resolution to cut unnecessary spending and increase revenues through fair taxation.

Really?

Consequences of Inaction: Without addressing the debt, inflation could spiral, reducing purchasing power and risking default could undermine the world economy.

Examples: Greece, Mexico, Russia, and Iceland had the largest defaults recently. However, countries that have not defaulted are many times larger than those that have. A company or a person can go bankrupt and have their assets liquidated and taken away. A nation can have the IMF rescue its current during a crisis and the highest defaults in the twelfth century.

### 2 Supporting Our Allies

- **Message:** Strengthening alliances ensures global

stability and protects national interests. But first, will NATO hold under a new administration? A new "anti-US axis" is formed with Russia, China, Brazil, India, N. Korea, Turkey, Hungary, and others.

- **Approach:** Reinforce commitments to NATO, aid Ukraine against aggression, and maintain strong ties with Asian and European allies. South America and Africa are the new prizes for geopolitical and natural resources for our alliances vs the anti-US ones.
- **Consequences of Inaction:** A weakened alliance could embolden adversaries like Russia and China, destabilize regions, and threaten global security.
- **Examples:** NATO seems to stave off Russian expansion, current support for Ukraine, and the simmering war in the Middle East.

3 Promoting Realistic Solutions. A winner-takes-all approach leads to Retribution.

- **Message:** We can only hope that Bipartisanship will occur once we look over the cliff. Too many politicians put self-centered interests and ambitions ahead of the country.
- **Approach:** Promote dialogue and compromise, working to form a consensus.
- **Consequences of Inaction:** Persistent partisanship risks civil unrest and undermines a democracy. Compromise is reality, not cowardice; don't be manipulated by others.
- **Examples:** The bipartisan success of the Civil Rights Act of 1964, compared to the gridlock seen during the government shutdowns.

### 4 Checks and Balances on the Supreme Court

- **Message:** The Supreme Court has occasionally moved from settled law to naked political partisanship. This is not good for democracy or for binding a nation

Growing Companies

together. It is said that those who are ignorant about history are bound to repeat its mistakes.

- **Approach:** Term limits and a balanced appointment process to prevent ideological extremes. When the framers of the Constitution wrote it, life expectancy was 57 years, and the age of those appointed then was 53. So, they had 4 years to serve on an actuarial table basis. Today, the age of those appointed in the US is the same, while the life expectancy is 80, which could serve for 27 years or seven times longer. I do not think those same framers anticipated this. As well as many other things they could not have figured out, all of the factors the Amendments were supposed to address, from the power of campaign contributions to the role of political parties. We badly need a rewrite, but this will not happen, or should it, given all the things that could go wrong. The best we can hope for are checks and balances of the three branches of the government. But when all of these are of the same party, watch out!
- **Consequences of Inaction:** A politicized court erodes public trust and judicial impartiality. This was never the intent, but we are talking about it.
- **Examples:** Controversial decisions, such as the Citizens United case and the recent overturning of Roe v. Wade. And what about the Second Amendment, which was clearly written to defend citizens from invaders? We did not have a standing army, so a militia was the next best thing for men to grab their trusty muskets and defend the nation. It is now mainly represented by the tourists we saw, like the friendly tourists on tape on Jan 6<sup>th</sup>.

## 5 More Fair Electoral Voting System,

- **Message:** Reform the electoral system to ensure fair representation for all citizens. For example, a vote in Wyoming is valued at 3.2 times more than in California. We have eight swing states where the red and blue parties have about the same number of voters. These states, therefore, determine who is elected president. State gerrymandering of voting districts has the same effect in state elections.
- **Approach:** Advocate for measures like the National Popular Vote Interstate Compact and proportional representation. These are within reach, but they are not a done deal.
- **Consequences of Inaction:** Continued disenfranchisement and political alienation in non-swing states, where one's vote is devalued.
- **Examples:** In the 2000 and 2016 elections, the popular vote diverged from the electoral college outcome.

**6 Freedom Over One's Body** and the Right to Life conflicts with a woman's right to choose. The Supreme Court settled this law nationally in 1973, but it was overturned in 2022.

- **Message:** Uphold individual rights while respecting diverse views on reproductive health approach is murky because it is such a divisive issue. Pitting the religious beliefs of some over the autonomy of others.
- **Approach:** Support comprehensive healthcare policies that include reproductive rights and education, but this is still divisive. It says that not only can I choose what to do with my pregnancy, but I get to choose for you as well because this act is murder.
- **Consequences of Inaction:** National abortion bans could lead to unsafe procedures and infringe on

personal freedoms. Sometimes, it will determine where one chooses to live and work.

- **Examples:** In every state where this was put on the ballot, "the right to Life has been defeated, even in deeply red states. It will likely be a major factor in this year's presidential election.

**7 Freedom of Religion, Ensconced in the Constitution, is** back on the agenda, and no one, less than the prior president, has proposed that the United States be a Christian nation. The Constitution specifically disagrees with this.

- **Message:** Protect religious freedom for all, as enshrined in the Constitution.
- **Approach:** Oppose efforts to establish a state religion, ensuring equal respect for all faiths. The Constitution says in the First Amendment, "That Congress cannot make laws that establish a religion....or the government will not favor one religion over another or prefer religion over non-religion.... The intent of the Constitution clearly says, "This is not a Christian nation clearly." We are not a one-religion country, which has made us better. This was learned from the collective experience of early European nations who did exactly the opposite and drove away some of their most talented people unless they converted to the religion of the state, often offered under pain of death if they refused, or as it would be said today, "go along to get along."
- **Consequences of Inaction:** We don't have a state religion as it violates the Constitution. And it would drive away some of their most talented people.
- **Examples:** The Founding Fathers' emphasis on religious freedom and the issues faced in countries with state religions like Iran and Malaysia.

**8 Freedom to Carry Arms** The freedom to carry arms has gotten out of control, where we have an armed military ready to do battle with the US Government if things move in a way that they disapprove of. The Second Amendment plainly states, "a well-regulated Militia, being necessary to the security of a free state, the right of the people to keep and bear arms that shall not be infringed.". As there was no standing army at the time the Constitution was written. Each citizen needed to have their musket ready to protect the new nation. Gun proliferation, including assault weapons of war, we were number 1 globally until the Latin American country's armed gangs took over the illegal drug trade, and the US to #2 just after Brazil. This is a hot-button issue like item seven and, next, item nine.

- **Message:** People who want to have guns should be properly vetted, and those who should not have them turn them, as well as no one, should have weapons of war and be fairly reimbursed. If an M1 Abrams is not legal to own, why is AA-12 semi-automatic?
- **Approach:** Implement common-sense gun control measures like background checks, assault weapon bans, and very long incarceration periods.
- **Consequences of Inaction:** Unchecked gun proliferation leads to higher homicide rates and mass shootings. Guns can now be made security-free 3D printers
- **Examples:** Recently, ex-president Trump was almost assassinated. How many high-profile or high mass shootings are enough before we take serious action? The answer may not be until the corporate campaign contributions are eliminated, which will also impact many other areas.



**9 Immigration Reform.** A certain amount of immigration is healthy and necessary, so how do we best solve this issue and make this work for most people? The answer lies in treating people with an understanding of their plight in their country of origin and helping as many as possible. US citizens are frightened of strangers, and an efficient immigration system bolsters the economy. And frankly, there are jobs our citizens don't want to do.

- **Approach:** Ferret out those who do not meet our standards and provide strict pathways to citizenship. This will take an honest effort to create something that both parties can agree to.
- **Consequences of Inaction:** Ineffective policies have led to labor shortages worldwide. Too many workers with the skill set needed are in their prime today. For the low end of the labor pool, we have desperate people crossing the southern border, seeking jobs Americans don't want, like stoop labor, picking crops in the field, unskilled manufacturing jobs under unpleasant and dangerous conditions, and menial jobs like trash removal, emptying bedpans at a hospital, and sweeping or mopping the floor. But, at the other end of the spectrum are skilled jobs in technology and healthcare. All people entering the US need to be vetted, no matter their skill set; if accepted, they are filtered through at a rate that can be absorbed. Those who break the law will send them back and not be allowed to return. If this is done right, it will add to our GDP and solve our labor shortage. All immigrants generally want to be assimilated and be part of the American dream. We need a plan to make this work for them and our skeptical citizens. One reason this is unfavorable is that the red team, who fear the lower end of the job train, are more potential blue-leaning voters. They can do well here by appealing to their religious and family instincts. However, they think they fell short and became anti-immigration, particularly at the lower skill set.
- **Examples:** Canada's successful points-based immigration system has been a winner, but then again, they did not have to wrestle with their original sin of slavery.

## 10 Returning to Civil Society

- **Message:** Foster a culture of respect and collaboration to address national issues, particularly the tough ones, as noted herein. If you lose a vote, you could try again next time. But this election is decidedly different. If the red team loses, the head of this party may lose his freedom. This sets in motion a whole new strategy.
- **Approach:** The red and blue teams must learn history and the facts together and resolve their issues.
- **Consequences of Inaction:** Continued polarization must stop, or the US will fracture.
- **Examples:** After WWII, our 2 most bitter enemies, Japan and Germany, are our allies, while Russia, our ally then, is our adversarial today.

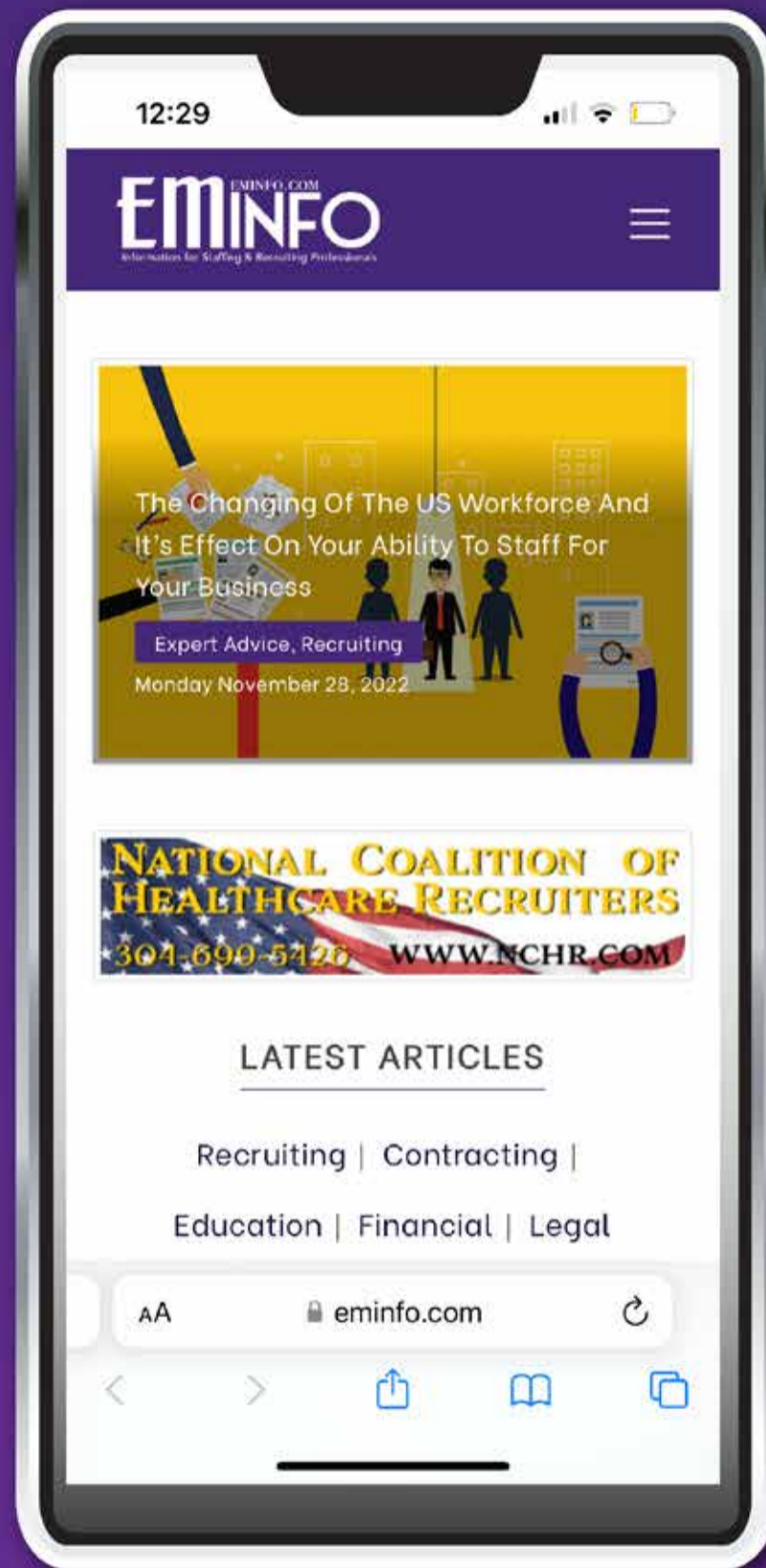
**Summary.** Like the proverb says, may you live in interesting times. We surely are right now, but the word interesting can have positive or negative connotations.

Then, consider how your company might respond to these 10 items regarding your thoughts and how they may affect your career path.

[Read more by Mike Neidel](#)

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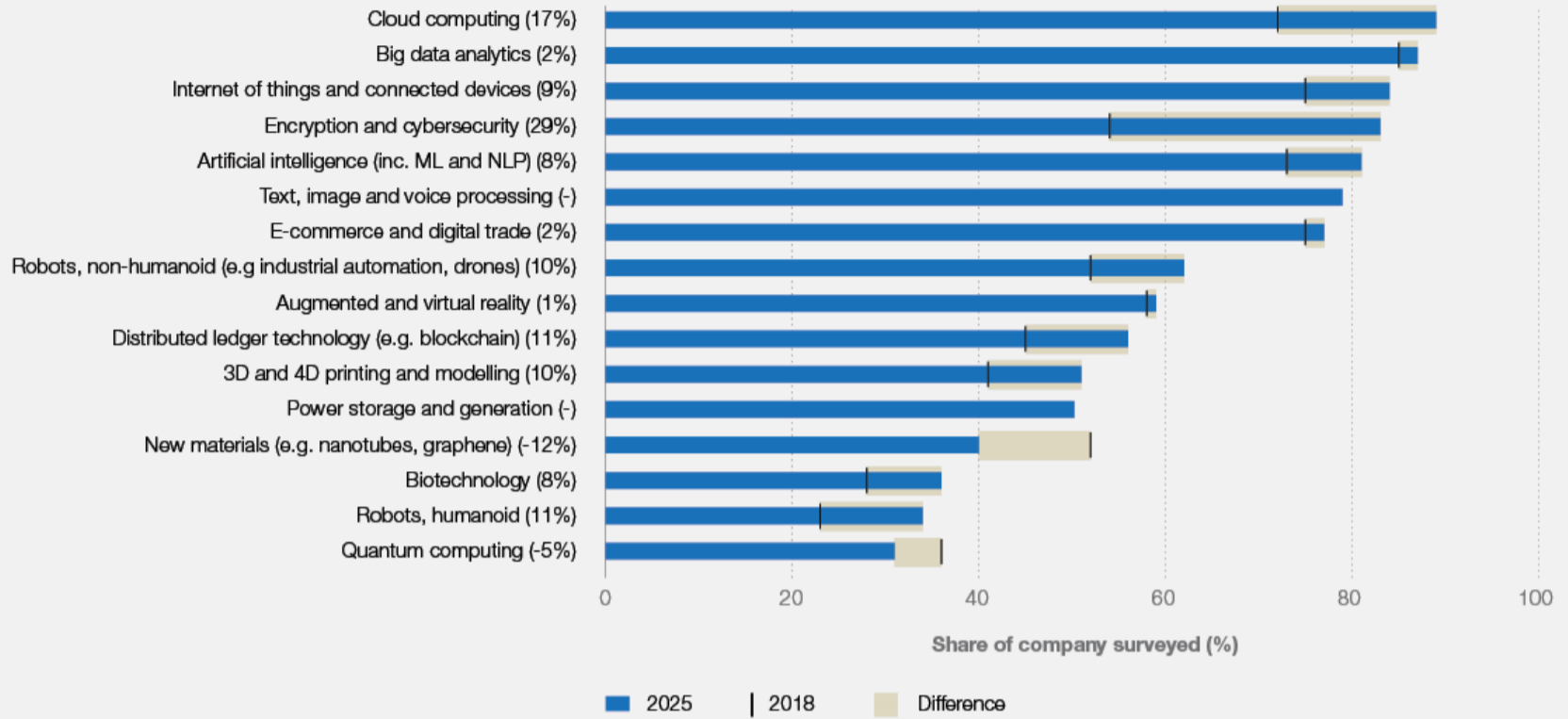
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# TRENDS

FIGURE 18

Technologies likely to be adopted by 2025 (by share of companies surveyed)



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Future of Jobs Survey 2020, World Economic Forum.

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# NEWS RELEASES

## STRATEGIC STAFFING SOLUTIONS & TRICENTIS SIGN MASTER ALLIANCE AGREEMENT

Strategic Staffing Solutions (S3), a global provider of managed services and IT staff augmentation, is pleased to announce that it has signed a master alliance agreement to become a certified implementation partner with Tricentis, a market-leading test automation software company. This opens the door for S3 to collaborate on Tricentis' customer Tosca implementations.

The collaboration with Tricentis began three years ago when S3 was engaged by a long-time customer, a Michigan-based healthcare insurance provider, to deliver testing services from Detroit, MI, and Vilnius, Lithuania. Vilnius serves as a test automation center of excellence for S3. As part of the customers' 'automation-first' strategy, they implemented Tricentis Tosca automation software.

S3 Quality Engineers became certified in Tricentis' Tosca automation solution, a software testing tool designed to automate end-to-end functional testing of web, desktop, mobile, and API applications. Tosca supports Agile and DevOps methodologies and can be used to test applications built on various platforms. This partnership has created increased efficiencies and significant cost savings for S3's customer.

"Through our work on this implementation, we developed a strong relationship with Tricentis and have partnered with Tricentis to build increased efficiencies with In-Sprint automation," said Joel Anderson, S3's director of testing services. "Collaborating with this customer to deliver an Automation-First strategy allowed us to forge a strong partnership with Tricentis for future Tosca and Tosca DI implementations not only in the U.S. but across S3's global testing services in Latin America, Europe and the Philippines."

"Working daily with S3 for more than three years, I have witnessed firsthand the team's dedication to solving client's business issues with faster release cycles coupled with improved software quality," said Michael Newman, Tricentis Sr. Alliance & Partnership Manager. "S3 approaches their client's test automation and quality engineering needs and requirements by bringing innovation and creativity with Gartner and Forrester recommended solutions from Tricentis. Tosca and Tosca Data Integrity have positioned S3 as a transformation partner that is synonymous with AI leading automation. S3 has a global delivery perspective to meet clients where they are."

While S3 offers a wide range of managed services, this partnership marks an exciting opportunity to expand its QA testing to existing Customers as well as to new markets.

"We enter every relationship with enthusiasm to deliver thoughtful, responsive, and timely services that offer cost savings," said Cynthia Pasky, S3 Founder and CEO. "We look forward to partnering with Tricentis and believe this will be a mutually beneficial relationship."

For more information about S3's services, email Executive Vice President Jeff Nelson at [jnelson@strategicstaff.com](mailto:jnelson@strategicstaff.com).

**ABOUT STRATEGIC STAFFING SOLUTIONS:** Strategic Staffing Solutions (S3) is a woman-owned, global IT consulting and business services corporation that delivers staff augmentation, managed services, total workforce management programs, and direct hire recruiting with industry expertise in financial services, energy and utilities, healthcare, and insurance. S3's Consultants are placed with Customers throughout the U.S., Europe, Asia and the Americas.

Founded in Detroit, MI in 1990, S3 has reported consistent growth and profit every year and carries zero debt. Since 2000, it has donated more than \$46 million to charities and community organizations around the world.

**ABOUT TRICENTIS:** Tricentis is a software testing company founded in 2007 and headquartered in Austin, Texas. It provides software testing automation and software quality assurance products for enterprise software. Tricentis offers a fundamentally different way to tackle enterprise software testing.



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# Letter From The Editor

How can I help you? Do you want some help? These simple statements can be construed differently. But if one means well, asking to help not telling is a great way to build a relationship. Show that you care and are interested in what they need.

In the staffing and recruiting industry, times have changes. Technology has affected communications and younger generations don't always appreciate the old ways of reaching out. Be careful of words used when texting and emailing in order to get a positive response. Words matter! By asking how you can help them may open a better conversation.

As we enter into fall, industry associations host events where peers and thought leaders gather to share and learn. These events can be life changing in your firm and in your own efficiencies doing either or both staffing and recruiting. People are always looking toward change. Some more resistant than others. It is noteworthy that moving forward is a choice. During these election dramas, we need to stay focused on what we do best and how we can help others.

In 'Just Ask Judy', Judy offers some insights into measuring your processes to improve and plan for success. Understanding mobile apps for staffing is another subject worth reading about in Jennifer's article. Recognizing technology changes that the workers are adapting to, a flexible time saving application, not to mention cost savings for the staffing professional.

We continue to add to our EMinfo site with a new marketplace, association lists, networks and sharing our articles. Please visit our site often and let us know what YOU think!

Happy Recruiting....

*Pat Turner*



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