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Take Advantage Of The Coming Power Surge!

5 Recruiting Tips to Learn from March Madness



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# DID YOU KNOW?

\* When communicating regularly with candidates, you also need to find out what the best mode of communication is for them. pg 6

\* One of the key benefits of attending such events is the opportunity to step outside the confines of your daily routine. When you're not in the office, you're in an environment where every conversation is an opportunity to learn. pg 8

\* Employees felt valued and appreciated for their contributions, leading to improved morale and reduced turnover. Providing a bonus or profit sharing on a monthly basis offered continuous attention to company income and expenses. pg 11

\* We are seeing announcements of large investments in manufacturing in the US.<sup>3</sup> One example is that of datacenters, which are notoriously power-hungry and will require upgrade and/or expansion of the grid to service the demand. pg 13

\* Gratitude is not a sign of weakness or professional sentimentality. It's rocket fuel for personal and professional growth. When expressed authentically and consistently, appreciation transforms professional relationships. pg 19



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A real estate advertisement for Pinehurst, NC. The top part shows a wide view of a golf course with a sand trap and trees under a blue sky. The text reads: 'Dreaming of this view from your window?' followed by 'KW PINEHURST' and 'KELLERWILLIAMS REALTY'. Below this, there are two smaller images: one of a sunset over a lake and one of a lake with trees reflected in the water. The central text says: 'Now's the time to invest in property in Pinehurst, NC. It's the golfers paradise with over 20 courses in the surrounding area as well as beautiful lakes and breweries!'. At the bottom, it says: 'Contact Tiffany Turner Real Estate Today! [tturner@kw.com](mailto:tturner@kw.com) • 314-805-0661'.

# 5 Recruiting Tips to Learn from March Madness

By Jennifer Roeslmeier Mikels

March is a much-anticipated time for many. It's a time when both sports fans and non-sports fans come together to join office pools. Confident brackets are put together with the anticipation of "I'm taking it all this year!", until the small school you never heard of pulls off an upset against your winning team. March madness is called "March Madness" because anything can happen in the NCAA March Madness tournament!

But what defines a winning team exactly? How do some of the teams you never heard of come out to beat the favored team? As recruiters there are a few characteristics that can be learned from the winning teams in the March Madness tournament. From strategy, to determination, to finishing in the final moments, we will take a deep dive into each of these winning playbook characteristics and more to learn how you can be a winning recruiter!


## 1. Strategy

As teams prepare to play their opponent in the tournament, they study video footage, practice plays, and come up with an overall strategy to defeat the other team. Similarly, with each new job order, recruiters need to come up with a winning strategy to timely find the perfect candidate for their client. Just as players study old footage of their opponent, you can start by taking a look at similar positions you have recruited for in the past to see successful ways you have found candidates. Perhaps you already have a few candidates in the pipeline from last time that could be a good fit for this position.

Winning players also try to "visualize their game." In their head they see themselves dribbling past opponents, scoring points, and making game winning shots. All of the best athletes, not just including college basketball players, visualize their game and science has shown this mental strategy can actually work! While recruiters can certainly visualize themselves finding a candidate their client could have never dreamed of, recruiters need to *more so* visualize their action plan and write it out.

Some important points to consider as you come up with a strategy and action plan for filling your job order:

- Where will you promote the job? Will you use Indeed®, CareerBuilder®, LinkedIn®? What's the best platform for this particular job order for finding the best candidates?
- What kind of candidates will you target? What experience will you be looking for? What skillset will they have to have?
- How can you use your ATS to find candidates? Often times, you may immediately resort to finding new candidates, however, your ATS may house hundreds or even thousands of candidates right in front of you! As soon as you determine the types of candidate you are looking for, you can use the search capabilities in your ATS to search specifically for those types of candidates.
- Do you already have a pipeline of candidates from a similar job you were recruiting for in the past? As with the point above, inventing the wheel is not always necessary! Check to see if you already have a handful of qualified candidates that you vetted out for a similar position before. If so, these candidates would be a good place to start.
- Do you plan on putting together an email campaign for this position, followed by a call? As you search your ATS for potential candidates, you can add them to a designated pipeline to make it easy to include them in an email and/or call campaign.



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Senior Digital Marketing and Brands Manager at Automated Business Designs E-Mail: Jennifer.Roeslmeier@abd.net Automated Business Designs develops the enterprise class staffing and recruiting software solution, Ultra-Staff EDGE. Designed for temporary, direct hire, and medical staffing, Ultra-Staff EDGE offers a full-featured business solution that includes front and back office, onboarding, web portals, mobile, data analytics, and scheduling. For more information on Ultra-Staff EDGE, visit [www.abd.net](http://www.abd.net) or schedule a demo to see the difference an all-in-one staffing software solution could make for your business.

Coming up with your strategy and steps on how you are going to carry out that strategy is the first step in scoring the perfect placement! As Bobby Knight, former Indiana University Hoosiers head coach (1971-2000) stated, "The will to succeed is important, but what's more important is the will to prepare."

## 2. Leadership and Teamwork

All winning teams have a leader. Whether it is a particular coach on a team, a player, or even both--- all successful teams have leaders that guide the team in carrying out their strategy to a victory. This also includes teamwork. Leaders aren't ball hogs who try to do it all themselves. They work with their team to bring home a victory!

As a recruiter, you are the leader of each job order. You're in charge of not only carrying out your strategy, but "leading" a successful team. With each job order, you may not traditionally work with a team, but there may be others you can work with to help fill the position. Is there anyone in the industry you have a connection with that might know someone for the position or could help advertise it? Or maybe there is someone at your staffing agency that has filled similar positions in the past. Work with them to see if they can offer any advice-- they may even refer you to someone for the position. Using your connections can be extremely beneficial in recruiting. As I always like to say, "Teamwork makes the dreamwork!"

Teamwork can also come from the side of working with the client as well. In the beginning, you want to have a full understanding of the kind of candidate the client is looking for. You also will want to get any questions you have answered. After that, maintaining a good relationship throughout the process is important so they remain confident that you're the right person to find their candidate. If it all goes well, they will want to work with you in the future!

## 3. Communication

On and off court communication is key for a winning team. Off court, the team needs to clearly communicate the game plan so all players know their role for the coming plays. On court communication is just as important in communicating what you are seeing on the court, what play you are running, and more.

Effective communication is extremely important for recruiters as well. When you are presenting candidates to your clients, you need to find the best way to present the candidate and "sell" them so your client knows why they should consider this person for the position. Similarly, when talking to candidates, you need to present the job in a way that gets them interested in the position so they want to learn more. Both of these initial communications are critical in starting off the conversation right. You need to be prepared with knowing what to say, how to say it, and the best format in presenting it (phone call, video call, screen share, email, sending the information to a portal/mobile app etc.)

When communicating regularly with candidates, you also need to find out what the best mode of communication is for them. Is it email, text, phone call? Once you start an initial conversation with a candidate that is interested, find out what the best way is to get a hold of them. That will make both your life and their life easier. A slow response time can often be avoided, as long as you are communicating in the best way for them to give a timely response.

**Effective communication throughout the whole recruiting process is essential in getting you closer to winning your perfect recruit!**

## 4. Determination

Never giving up is a trait all winning NCAA teams have. No matter how many points they are down, they are determined to keep fighting because the game is never over until the end. **Anything can happen** and we have certainly experienced this while watching March Madness! Kobe Bryant, one of the greatest NBA players of all time, once said, "The moment you give up, is the moment you let someone else win."

The same can be applied in recruiting. You may not find the perfect candidate initially and go through ups and downs, but you need to stay positive and keep looking. It's easy to get discouraged if we fail, but staying determined to finding the right candidate will help you be successful in the long run. If you do start to get discouraged, take a step back and see what might not be working and how you can resolve it. Are you having trouble finding the right candidate? Are they missing something from their skill set that the client wants? Do you get close to filling the job order, but the candidate doesn't accept the offer? Analyze what's going on and ways you can come up with a solution to take over the game!

## 5. Finishing in the Final Moments

Similar to the above, we've all watched games when teams have been down by 20 points and made a miraculous comeback to be tied in the final moments! Or perhaps it's a nail biter game all the way down to the final seconds! March Madness is known for "buzzer beater wins." Anxiety rushes through us as we sit on the edge of our couches hoping our team is the one that pulls off of the victory! How can teams "finish" though in the final seconds? Sometimes it may be out of a team's control, but there are also ways to prepare for these moments when you are "tied at 88 with 5 seconds left!" One way is by practicing for buzzer beater moments and having a game plan when they happen.

For recruiters, the "buzzer beater win" is when the candidate shows up on the first day! You found the perfect candidate, offer was accepted, and they arrive at work on their first day. Hooray!!!

**\*\* CONFETTI FLIES DOWN, YOU PUT ON YOUR CHAMPIONSHIP HAT, AND HOLD UP YOUR VICTORY TROPHY!! \*\***

But as recruiters, you often know that even if a candidate accepts the offer, it doesn't mean they will show up on the first day! Why does this happen? What causes a candidate to "ghost" you? It could be a number of reasons, but one way to help prevent it is by *testing* ways to prevent it, such as sending a text to the candidate the day before their assignment. Once you discover best practices and methods to help eliminate ghosting, you will be able to finish more of those buzzer beater shots for the win!

The teams in March Madness are relentless and all have a drive to be the NCAA March Madness Tournament Champion! As you can see, there is a lot we can learn from these teams about strategy, leadership and teamwork, communication, determination, and finishing in the final seconds. So, go out there, bring this recruiting playbook with you, and be a recruiting champion!

[Read more from Jennifer Roeslmeier Mikels](#)

# Companies & Jobs Hiring in Top 10 Best States for Remote Work

## 1. New Jersey

### Companies Hiring:

BD - Becton, Dickinson and Company  
Cognizant  
SHI International Corp.

### Examples of High-Paying Jobs:

- Senior Manager, Regulatory Affairs (\$155,200 - \$256,800)
- ASG Presales Solutions Architect - SecOps (\$180,000 - \$250,000)
- Azure Networking Lead (\$120,000 - \$140,000)

## 2. Utah

### Companies Hiring:

Everlight Solar  
FranklinCovey  
Western Governors University - WGU

### Examples of High-Paying Jobs:

- Enterprise Account Executive (\$220,000 - \$270,000)
- Senior Manager Student Records (\$81,900 - \$135,200)
- MuleSoft Developer (\$60,000 - \$100,000)

## 3. Delaware

### Companies Hiring:

Chesapeake Utilities Corporation  
Solenis

### Examples of High-Paying Jobs:

- Manager - Engineering (\$107,250 - \$178,750)
- Senior Key Account Manager (\$91,800 - \$128,625)
- Site Lead (\$91,800 - \$128,625)

## 4. Maryland

### Companies Hiring:

GEICO  
Pearson  
Under Armour

### Examples of High-Paying Jobs:

- Senior Manager, Engineering (\$186,887 - \$256,969)
- Lead Product Manager, Digital Content (\$128,570 - \$176,783)
- Senior HRIS Engineer (\$90,000 - \$185,000)

## 5. D.C.

### Companies Hiring:

Danaher  
Fannie Mae  
Guidehouse

### Examples of High-Paying Jobs:

- Model Validation - Advisor (\$149,000 - \$201,000)
- Workday HCM, Compensation, & Benefits Lead (\$125,600 - \$188,400)
- Key Account Manager - Clinical (\$125,000 - \$135,000)

## 6. Connecticut

### Companies Hiring:

CVS Health  
The Hartford  
Synchrony Financial

### Examples of High-Paying Jobs:

- Inland Marine Risk Engineering Technical Manager (\$130,320 - \$195,480)
- Actuarial Associate (\$101,680 - \$152,520)
- Strategic Account Executive (\$60,300 - \$145,860)

## 7. Washington

### Companies Hiring:

Highspot  
Smartsheet  
Zillow

### Examples of High-Paying Jobs:

- Sales Planning & Compensation, Senior Manager (\$139,800 - \$223,200)
- Senior Software Engineer (\$140,000 - \$185,000)
- Technical Account Manager (\$80,000 - \$110,000)

## 8. Pennsylvania

### Companies Hiring:

Bentley Systems  
Lincoln Financial Group  
PNC

### Examples of High-Paying Jobs:

- Relationship Manager (\$94,500 - \$200,000)
- Director (\$93,300 - \$169,700)
- Client Solution Manager II (\$65,000 - \$142,350)

## 9. Massachusetts

### Companies Hiring:

HubSpot  
RTX Corporation  
Thermo Fisher Scientific

### Examples of High-Paying Jobs:

- Medical Director (\$200,000 - \$278,900)
- Corporate Account Executive (\$165,000 - \$245,000)
- IT Administrator (\$66,000 - \$130,000)

## 10. North Carolina

### Companies Hiring:

Brighthouse Financial  
Cherry Bekaert  
CommScope

### Examples of High-Paying Jobs:

- Senior Cyber Security Engineer (\$129,700 - \$170,000)
- Managing Actuary (\$125,000 - \$140,000)
- Resource Manager - Advisory (\$100,000 - \$145,000)

Job seekers can also search for remote jobs by location by visiting <https://www.flexjobs.com/searchLocation>.

# Owner's Outlook



## The ROI Of Attending Live Events

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!

In today's fast-paced, globalized business world, live events remain one of the most valuable investments you can make as a business owner. Attending industry conferences and live networking events isn't just a luxury, it's a strategic necessity. In our interconnected economy, what happens in one corner of the globe often ripples across the world, and staying engaged with peers, thought leaders, and potential clients is essential to maintain your competitive edge.

I'm reminded of my own journey in the industry. Early in my career, I attended numerous conferences that not only provided me with technical training but also introduced me to inspiring individuals who would later become board members, trusted advisors, and lifelong friends.

Consider the NPA Network event, for example. With members from not only across the United States but around the world, this event underscores the fact that staffing and recruiting is a global business. By attending live events like the NPA Network conference, you gain access to insights and trends that transcend borders. You can learn how your peers in other markets are adapting to change, harnessing new technologies, or tapping into emerging talent pools. This global perspective is invaluable, it allows you to benchmark your strategies against best practices from around the world and make informed decisions that position your firm for long-term success.

This summer, I have the privilege of speaking at NAPS in Las Vegas, an event that holds a special place in my heart. I received much of my early training at NAPS. The lessons I learned there have shaped my entire career. Conferences like NAPS provide more than just educational sessions, they create an environment where ideas flow freely, and meaningful connections are forged. Sharing experiences with fellow owners, discussing challenges, and brainstorming solutions in an informal setting can provide new perspectives that no slide deck ever could.

One of the key benefits of attending such events is the opportunity to step outside the confines of your daily routine. When you're not in the office, you're in an environment where every conversation is an opportunity to learn. Whether you're discussing the latest industry trends or exploring new business strategies, these interactions can spark innovative ideas that you bring back to your company, ideas that can lead to improved operations, better client service, and increased profitability.

The vendors who exhibit at these events attend to demonstrate how their products or services can be a game changer in your business. The exhibit hall at ASA this past year had over 300 exhibitors you could interact with.

Another event that exemplifies the power of live interactions is the TechServe Alliance Owner Summit. This summit, which has recently partnered with SIM (the Society for Innovative Management), offers a unique opportunity to engage directly with potential clients. SIM's membership base comprises professionals from IT and engineering contract and direct hire firms. This kind of cross-industry mingling is rare in our digital age, and it provides an invaluable platform for understanding your clients' perspectives firsthand.

Hearing directly from potential clients allows you to gauge their needs, learn about their challenges, and adjust your service offerings accordingly. It's one thing to read market



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Daily, Reach  
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research reports and industry studies; it's another to have a candid conversation with someone who is directly affected by the services you provide. The insights you gather in these face-to-face encounters help ensure that your decisions are based on real-world data rather than assumptions.

This is where the research-based insights offered by organizations like SIA (Staffing Industry Analysts) come into play. They remind us that data-driven decision-making is a cornerstone of long-term success, and live events often serve as a practical complement.

Beyond the tangible benefits of networking and information sharing, live events offer something that digital interactions simply can't replicate: the power of human connection. There's a unique energy that fills a room when you're surrounded by people who are facing the same challenges and celebrating the same victories. When you attend these events, you invest in yourself, building relationships that can provide support, guidance, and inspiration for years to come.

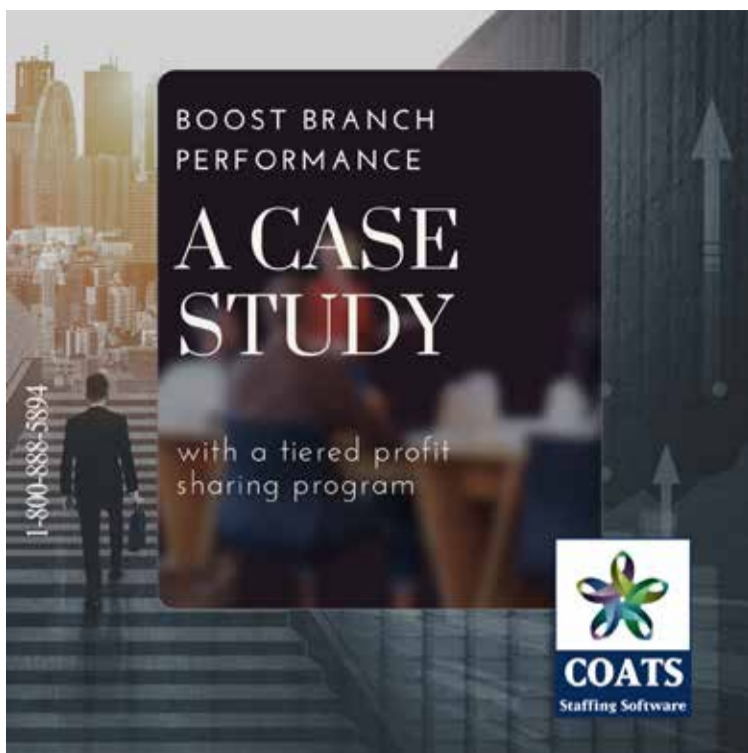
Many of us have experienced the phenomenon where a single conversation over a drink with another owner leads to a breakthrough idea or a new business opportunity. The informal interactions that occur at networking events allow you to gain insight into how others manage their firms, overcome obstacles, and innovate within a competitive market. These moments of candid exchange often prove more enlightening than formal sessions and can spur you to re-evaluate your own strategies and operations.

The networking opportunities, the relationships you build, and the insights you gather all contribute to an impressive return on investment (ROI). When you're surrounded by peers who are "walking in your shoes" every day, you'll quickly find that the value of those connections and the shared learning that comes with them pays dividends in both your personal and professional life.

It's important to choose the right events. Not every conference will be a perfect fit for your specific needs or goals. Take the time to research upcoming events, understand their agendas, and consider which ones offer the best potential to enhance your success. Whether it's an international conference like NPA, a career-defining event like NAPS, or a specialized summit like the TechServe Alliance Owner Summit, make a commitment to attend events that will challenge you, broaden your perspective, and connect you with other leaders in the industry.

I encourage you to select the conferences and summits that resonate most with your goals and make the commitment to join your peers in these enriching experiences. In doing so, you'll find that the investment of time and money will pay off in countless ways, from innovative business strategies and lasting partnerships to personal inspiration and renewed passion for your work. Embrace the live event experience and watch your firm soar to new heights.

Learn more about [Barb Bruno](#)



# Boost Branch Performance with a Tiered Profit Sharing Plan

By Lynn Connor

“The only way to do great work is to love what you do. If you haven’t found it yet, keep looking. Don’t settle.’ In the staffing industry, attracting and retaining top talent is crucial. A profit-sharing plan can be a key component in creating a rewarding and fulfilling work environment that fosters growth, development, and a shared commitment to company success.” - Source: SteveJobs It’s not too late to give your staffing agency a fresh start in 2025. Implementing a tiered profit-sharing plan is a simple yet powerful way to boost branch performance and drive overall company success.

## The Challenge

Reliance Staffing offered a salary and benefits to its permanent staff. Instead of annual cost of living increases, they wanted to tie performance to income. Management recognized the need to incentivize branch-level employees to contribute to the company’s financial success, while increasing their personal monthly income.

## The Solution

The company implemented a tiered profit-sharing plan designed to reward all branch team members for their contributions to profitability. Management sought a solution that would drive profitability, foster teamwork, and boost employee morale.

The plan includes a minimum profit threshold that must be met before bonuses are paid, ensuring that the company’s financial interests are protected. Once the threshold is met, bonuses are calculated based on a tiered structure with higher net profit leading to larger bonus percentages.

## Plan Details

**Eligibility:** All branch team members, including Branch Managers, Recruiters, On-Site Managers, Account Managers, and Administrative staff, are eligible to participate.

**Profitability Threshold:** A minimum branch profit of 3% of revenue is required to trigger bonus payouts.

**Tiered Bonus Structure:** Bonus percentages increase with higher net profit:

\$0 - \$5,000 profit: 1% of net profit  
\$5,001 - \$10,000 profit: 1.5% of net profit  
\$10,001 - \$15,000 profit: 2% of net profit  
\$15,001 - \$20,000 profit: 2.5% of net profit  
Over \$20,000 profit: 3% of net profit

## Results

The tiered profit-sharing plan yielded impressive results for Reliance Staffing & Recruiting:

**Increased Branch Profitability:** The plan motivated branches to exceed the minimum profit threshold and strive for higher net profit each month. They looked forward to seeing the results of their efforts, twelve times each year.

**Improved Teamwork:** The plan fostered a collaborative environment where all team members felt invested in the branch’s success. The involvement of all staff fostered a sense of inclusion.

**Enhanced Employee Morale:** Employees felt valued and appreciated for their contributions, leading to improved morale and reduced turnover. Providing a bonus or profit sharing on a monthly basis offered continuous attention to company income and expenses.

**Greater Financial Awareness:** Branch teams gained a better understanding of financial metrics and how their actions impacted the bottom line. Now, sales were no longer a single focus, expenses were as well. Worker's compensation and unemployment costs were followed closely and much better understood.

**Conclusion**

The tiered profit-sharing plan proved to be a successful strategy for Reliance, driving improved financial performance, teamwork, and employee engagement. By aligning employee incentives with company goals, the plan promoted a culture of ownership and accountability, contributing to the overall success of the organization.

"Almost a third of American workers whose pay is not tied in some way to their performance believe they would be more productive if they had a greater interest in the companies that employ them through benefits such as profit sharing, according to a survey from temporary staffing and outsourcing firm Kelly Services." - Steven Miller, SHRM

When implemented effectively and intentionally, performance-based compensation can drive better outcomes, both in terms of individual performance and at the business level. - Michelle Gouldsberry, Betterworks

COATS Staffing Software is a comprehensive solution designed to manage various aspects of a staffing agency, including front-and back-office operations. COATS supported the implementation and administration of this profit sharing plan:

**Comprehensive Data Management:** COATS manages employee data, client sales, job orders, payroll, and accounting in one system. This centralized data was leveraged to track metrics needed. The data used to calculate profit-sharing bonuses included revenue, gross margin/gross profit, individual/branch performance and more.

**Reporting and Analytics:** COATS offers flexible reporting, which is used to generate reports on branch and individual performance. Reports also track progress toward profitability targets, and calculate bonus amounts.

**Integration with Other Systems:** COATS integrates with various other systems. This allows for data to be shared with other financial or performance management systems that can be used to administer a profit-sharing plan.



To learn more about how COATS Staffing Software can help you implement effective incentive programs and optimize your branch performance, request a demo today.

**ONE, AND DONE**

**COATS Staffing Software**

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**“ THANK GOODNESS WITH COATS I CAN DO IT ALL. YOU GUYS ARE THE ABSOLUTE BEST IN THE INDUSTRY. ”**

*Theresa Morris, Cleveland Employment Agency*

**SELL, ADVERTISE, RECRUIT, ONBOARD, VET, PLACE, PAY & INVOICE, AP & GL**

The advertisement features a dark background with a glowing green and blue abstract pattern. It includes the COATS logo, a testimonial in large white quotes, and a vertical phone number on the right side.

# JUST ASK Judy

## Take Advantage Of The Coming Power Surge!



When we think of "Power Surge" we get worried. But don't despair! The "Power Surge" I am speaking about is the coming wave of expansion to the electric grid and electric power generation system in the USA. Why get so excited? Because all this bodes well for recruitment in the engineering design, construction, manufacturing, maintenance, and operations sectors of the electric energy industry. Why is energy so important? We are witnessing the new administration's initiatives to "energize" the American economy, encourage new domestic manufacturing, lure foreign investment in plant and equipment, and generally unleash the entrepreneurial forces of American enterprise. Recruiters can benefit from all this by staying in tune with what is happening and being prepared to help existing clients and bring on new ones in all sectors of the energy industry. This article will expand on the ideas above and hopefully provide some guidance to recruiters.

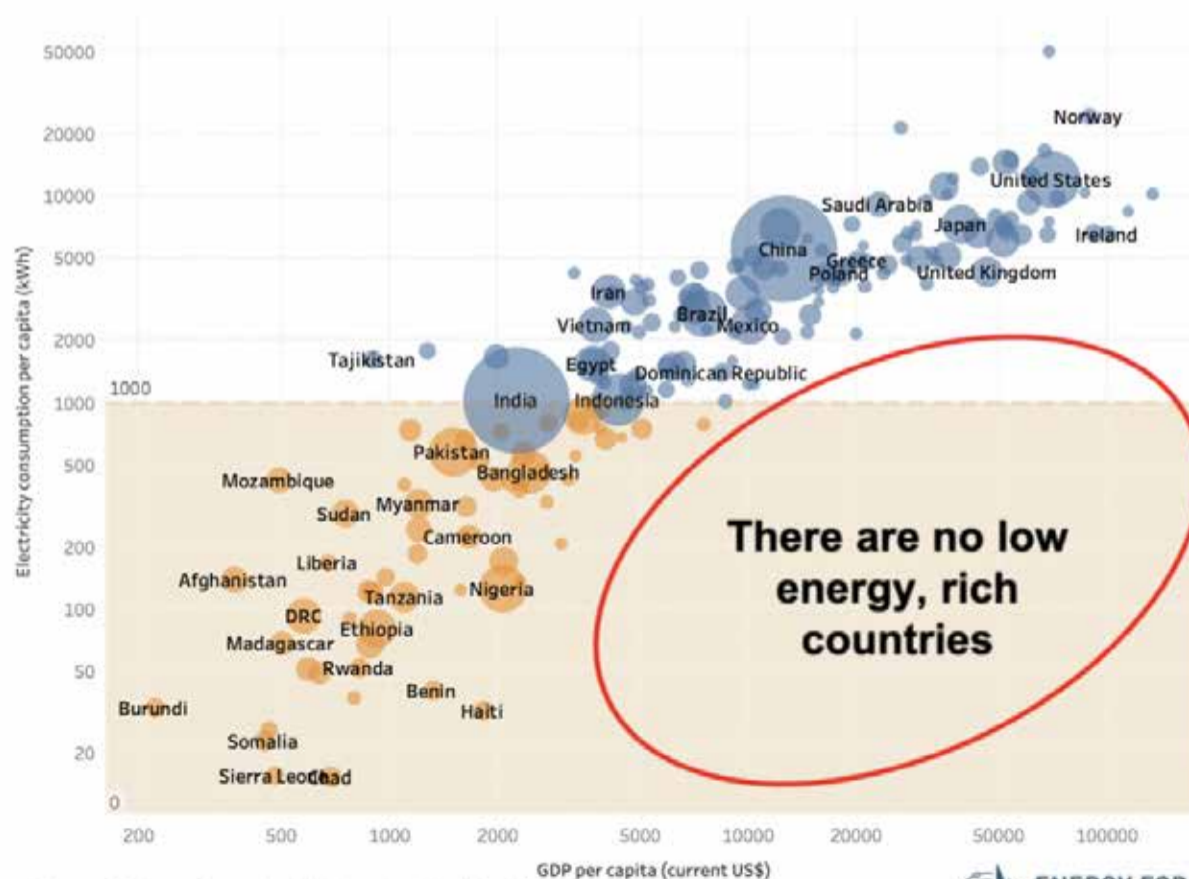
First of all, we have to understand why energy is so important for our economic wellbeing. A fascinating article by Todd Moss and Jacob Kincer<sup>1</sup> clearly demonstrates the close linkage of energy and economic growth. Quoting the authors, "There are no low energy, rich countries" and importantly "...A low-energy future is a **jobless** future." Emphasis added! The authors list evidence in the literature that "... links reliable, low-cost energy for firms with:"

- Productivity
- Profitability
- Job Creation
- Macroeconomic growth

Todd and Jacob illustrate the per capita correlation of electricity consumption and Gross Domestic Product (GDP) in the graphic below. Look where the wealthier countries (blue circles) are positioned on the graphic: the higher up and further to the right, the better.

So, if we take as a given that a robust, low-cost energy supply is a prerequisite for an economic boom, how do we get there? The first step is to recognize that we have a problem.

We have all heard about the "Grid" which refers to the complex interconnection of power generating sources and means of distribution to end users. Kate Duncan<sup>2</sup>, 2021 President of the IEEE notes that: "grid modernization is a pressing national imperative" and that "reliable generation and distribution of electricity is critically important to our economy, and to the health and safety of all..." In the same article, Will Robinson, VP of Government Relations of the IEEE notes that "today's electrical grid faces challenges as it transitions to a modern infrastructure that meets our needs in the 21st century" and that "the grid must become more sustainable, resilient, and reliable, while remaining affordable to all customers..." Recognition of the problem is there and the demands



Source: US Energy Information Administration, World Bank (2021)  
R<sup>2</sup> = 0.8



placed on the system will drive investment in system upgrades and expansions to keep up with the demand. There should be lots of activity by transmission line designers and contractors to get the distribution aspect of the system done.

Power generation is another aspect of the grid that will change radically. Over the last decades we have seen the inclusion of many different and innovative power sources such as photovoltaic (or solar), wind, battery storage, fuel cells, and other schemes, all with varying degrees of success and all possessing pros and cons. These sources complement the more traditional sources such as hydro, nuclear, coal-fired, and gas-fired power plants. We are likely to see accelerated development of these sources to provide the power to feed into the upgraded distribution system. All these systems will require significant investment in capital and labor and the opportunities to make job placements should be quite substantial.

We are seeing announcements of large investments in manufacturing in the US.<sup>3</sup> One example is that of datacenters, which are notoriously power-hungry and will require upgrade and/or expansion of the grid to service the demand. Y. Chen, et al., note<sup>4</sup> that "Datacenters consume about 2% of the world's electricity with continuing growth." Some data centers are being planned with a dedicated power source to avoid any energy shortfall. In an article by Zachary Skidmore<sup>5</sup> ExxonMobil is in the early stages of a project to utilize a gas-fired power generation plant to offer reliable power to datacenter customers.

The proposed facility would minimize emissions, with 90% being eliminated by carbon-capture technology. The article also cites a \$10 billion data center to be built in northeast Louisiana which will be powered by a dedicated gas-fired turbine power plant. The bottom line here is the scale of the investments being made or planned and the collateral impact on the recruiter who can potentially see an increase in placements if they are positioned correctly.

My recommendation for recruiters is to do some research on industries you serve and clients you have and consider expanding your scope to include engineering firms, manufacturers, contractors, and other firms which are likely to be involved in the upgrades discussed above. Follow the trends and be ready to offer your services to these industries. You should get set up in advance with an EOR to handle contract placements since contract hires can fill an employer's immediate need until direct hires are found.

If you would like to discuss any of these ideas or would like help defining a business strategy, please feel free to give me a call or contact me at [judy@jcsrllc.com](mailto:judy@jcsrllc.com), or visit my new website at <https://www.jcsrllc.com> for more information.

<sup>1</sup> Todd Moss and Jacob Kincer. "How does energy impact economic growth? An overview of the evidence." Energy For Growth Hub, March 7, 2023.

<sup>2</sup> Kate Duncan. "White Paper: Why (and how) America Should Upgrade Our Vulnerable Electrical Grid." IEEE, February 25, 2021.

<sup>3</sup> Judy Collins. "Will Manufacturing in the US Make a Come-Back?" February 2025.

<sup>4</sup> Y. Chen, K. Shi, M. Chen and D. Xu, "Data Center Power Supply Systems: From Grid Edge to Point-of-Load," in IEEE Journal of Emerging and Selected Topics in Power Electronics, vol. 11, no. 3, pp. 2441-2456, June 2023.

<sup>5</sup> Zachary Skidmore, "ExxonMobil plots natural gas power plant to exclusively power data centers." Data Centre Dynamics, December 12, 2024.

[Read More By Judy Collins](#)

# Retailers Brace for 2025: Fallout from Amazon & Dockworkers Strikes

By Trevor Fandale

Significant strikes in 2024, such as the Amazon workers' and the dockworkers' strikes, are preparing retailers for 2025, which could be challenging. With the resurgence of powerful labor unions, these two strikes of 2024 are worrying retailers as they portend supply chain delays and rising prices for 2025.

## **Amazon Strike**

Between Black Friday and Cyber Monday of 2024, Amazon workers in more than 20 countries, including the U.S., went on strike. The strike aimed to target one of the biggest shopping weekends of the year to raise awareness of what the Amazon workers describe as "anti-worker practices."

Following the Black Friday/Cyber Monday action, Amazon facilities in New York City, Illinois, California, and Atlanta faced disruptions as delivery workers threatened to picket right through the holidays. It was one of the most significant strikes in Amazon's history, and no one was sure how long it would last.

This strike affects Amazon's logistics network, threatening delays in order processing, shipment, and delivery. Electronics—like gaming consoles and smartphones—are especially vulnerable as demand surged during holiday shopping.

This is the fifth year demonstrations over the busy holiday shopping weekend have been called to hold Amazon accountable for working conditions. In 2023, Amazon represented 18 percent of the worldwide Black Friday sales, with more than \$170 billion in holiday sales.

## **Dockworkers Strike**

In October of 2024, dockworkers from Maine to Texas walked picket lines, hoping to bring attention to their complaints over wages and automation. Affecting 36 ports along the East and Gulf Coasts, the strike disrupted supply chains, led to a temporary shortage of goods, and caused panic about price increases. Like the Amazon protests, this strike was particularly worrying to electronics retailers who are reliant on imports.

Fortunately, the strike only lasted three days, but it did halt the flow of imported goods and caused delivery backlogs that took weeks to be cleared. Had it gone on longer, the work stoppage could have significantly impacted supply chains, caused higher prices, and resulted in goods arriving late for the holiday shopping season. The worry was that the damage would roll into 2025. J.P. Morgan estimated that a prolonged strike like this could cost the economy \$3.8 billion to \$4.5 billion daily.

Both of these strikes—Amazon and dockworkers—indicate that labor disputes are becoming more regular. Experts warn that more could be coming in 2025 if unresolved issues remain. The International Longshoremen's Association only agreed to a temporary contract extension through January 2025.

## **The Price of Uncertainty**

Delays in product availability and increased costs are the concerns caused by the strikes that worry retailers. Basic economics tells us that supply shortages raise costs. The supply chain disruption evidenced by these stoppages increases shipping costs and rerouting expenses, usually passed on to consumers. The Chamber of Commerce adds that prolonged labor disruptions could cause inflation, which would show up in electronics.

The upside for shoppers in 2024 was that due to the strikes, retailers bulked up on their supplies, which meant more goods pushed down costs during the holiday season. However, as these inventories go down and new shipments face possible delays, the fear is that prices will rise significantly in early 2025.

### Temporary Staffing

With all this worrying going on, one way to calm fears is to look at temporary staffing to mitigate stoppage problems. One benefit of reliable staffing agencies is that they can keep supply chains operational during labor negotiations. Skilled temporary workers who are ready to go can fill critical roles in logistics and transportation. While labor and management move toward agreement, these reliable workers keep warehouses operating, assist with shipment processing, and ensure supply chains keep operating.

It is imperative to understand that this type of labor solution provided by temporary workers is just that—temporary—the mitigation measures designed to prevent disastrous disruptions and economic losses are temporary measures. The benefit of a good staffing agency is that it can provide breathing room for both parties to negotiate so that a fair and sustainable solution can be reached without jeopardizing product delivery for the consumer.

### CONCLUSION

With more disruption looming due to labor unrest, the chances of long, impactful strikes in 2025 and their dreaded impact on consumer goods—such as electronics—cannot be ignored. The wisdom of the shopper cannot be underestimated, either. They tend to heed the economic signals by grabbing products before availability diminishes and prices climb.

It behooves businesses to prepare for when supply challenges seem possible. Preparations like having a trusted temporary staffing agency on the road to keep operations running are the precautions that keep a business running and profitable. Temporary staffing can play a highly valued, critical role in patching gaps due to workflow stoppage, so supply chains won't stop when labor does.

#### Editors Note:

Trevor Fandale is the President of Huffmaster. He joined the company in 2016 as Vice President of Finance, bringing a strong financial analysis and strategic planning background. Trevor has provided executive assistance to develop short and long-term company goals, plans, and development strategies. Trevor's expertise and vision have been invaluable to the company's success.



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## Surprising Benefits of Calling After 5 PM

**QUESTION:** Mike, I have been following you for a long time and implemented much of your stuff. I am increasing my marketing activity and getting more searches because of it. My question is, I am reluctant to call hiring managers after 5:00 p.m. I feel like I would be bothering them, or they might not be around. What are your thoughts on that?

### The Dilemma of Calling After Business Hours

Such a good question. This also came up in one of our group calls the other day. For me, it was never an issue, but it's just that people have that mindset, whether it is being respectful or just thinking about things as a typical business day. I am interpreting that you are okay [calling after 5:00](#), but you don't want to call them because you do not think they will be there or are bothering them.

### Personal Experience and Best Times to Reach Out

Here is my experience. If they pick up, they will talk. My experience is after 5:00 their time; if you get them, they are generally more relaxed. Even though it is the end of their day, they are less frantic. There are fewer things going on. Again, there are always exceptions to this. I found I had better conversations. It was easier to get a hold of people after 5:00 and between 7:30 and 8:45 in the morning. I just remember feeling the same way, especially on the early side, not so much on the late side.

### A Successful Strategy for Recruiter Outreach

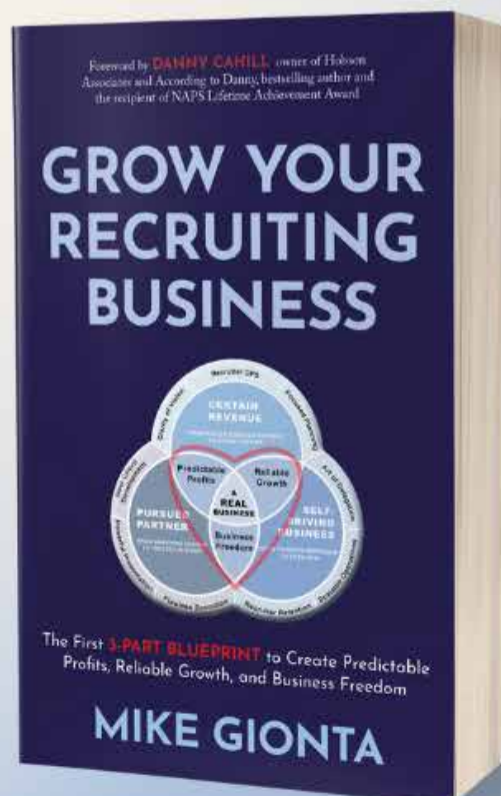
I remember hearing about an opening for a VP of Sales through networking. My intention was to talk to the CEO to get the search. I tried contacting him, but he [would not call me back](#). I tried, tried, tried, tried, and tried again. Eventually, I got his executive assistant, talked to her a few times, and left messages with her a few times. She liked me a little bit. I was very professional with her.

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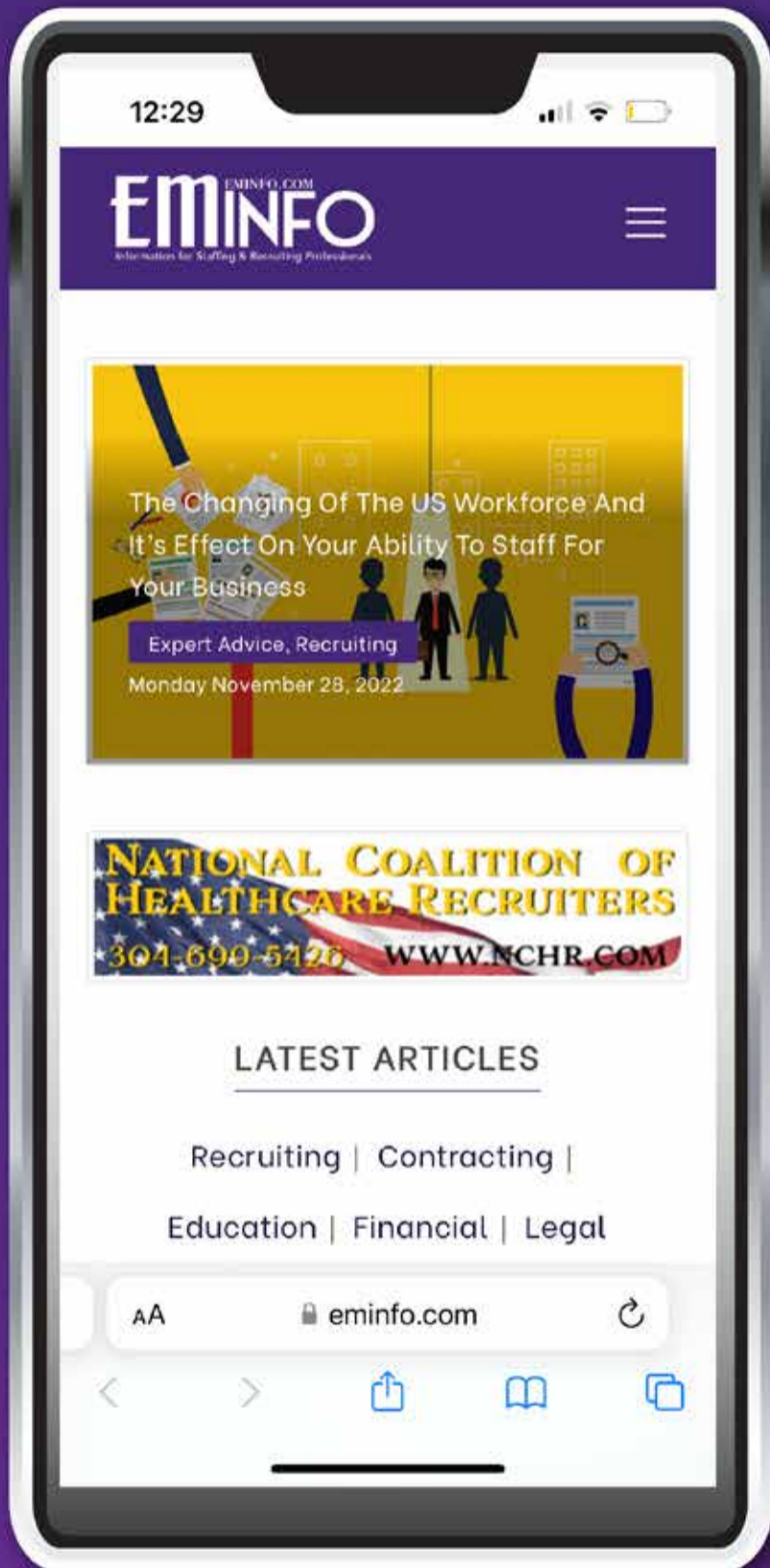
*"I've read several books on recruiting and listened to a number of trainers over the years, but Mike is the one that has helped me the most in growing my recruiting practice. Mike and his team have a way of identifying and clarifying the key processes and mindsets to be successful in recruiting. They 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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She goes, look, I don't get in until 8:30. He comes in around 7:30. He makes his coffee and reads his Wall Street Journal. He'll often pick up calls between 7:30 and 8:30, so I would wait until 7:45, give him a buzz, and see if he would pick up.

**It was the next morning. Bingo.**

I started doing that more and more with people I had trouble getting a hold of, either earlier or later in the day, and it was rare that they were frustrated with that. Because remember, they chose to pick up the phone. They chose to pick up the phone. Great question. [Call at will. Call at will.](#)

**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>

[Read More by Mike Gionta](#)



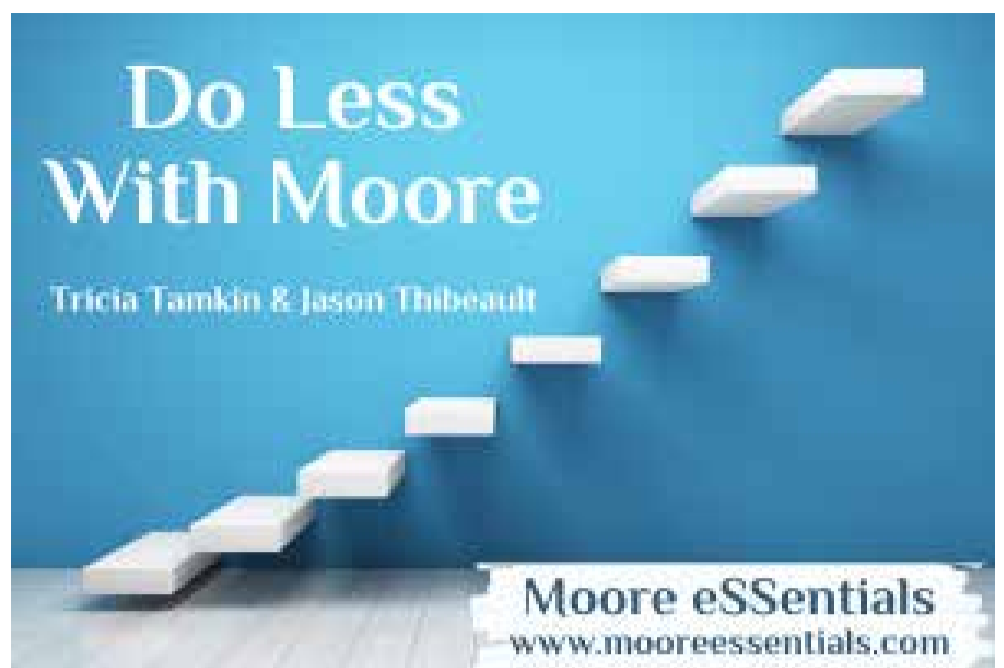
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# The Two Forces That Will Make You a Better Headhunter (and a Better Human)

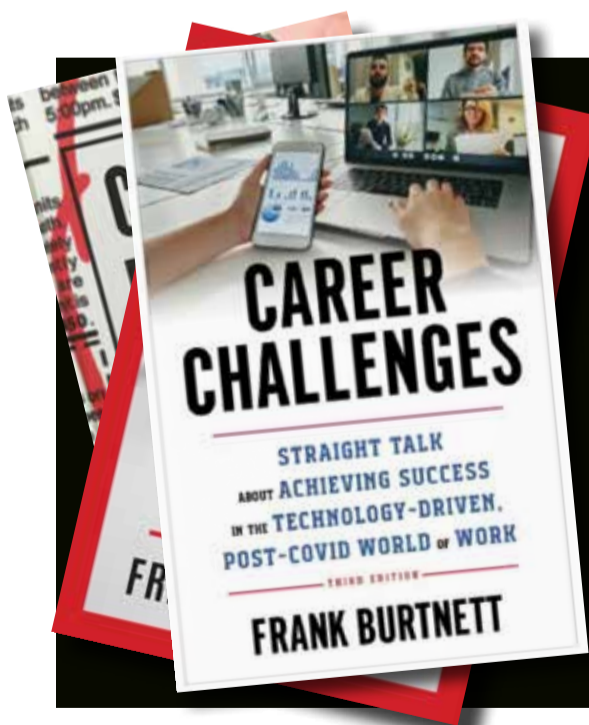
By Tricia Tamkin



Let's get real for a moment. This recruiting world? It's like a high-stakes poker game where the chips are people's careers, and the table is constantly shifting. Recruiting can chew you up and spit you out if you let it. We deal with a whirlwind of phone calls, emails, and expectations that can leave you feeling like you're running a marathon in quicksand. But success is far more than just matching candidates to job openings. It's a complex, nuanced dance of human interaction, emotional intelligence, and strategic communication. Our hiring process becomes an endless, undefined journey, and internal teams descend into chaos when roles and responsibilities remain unclear. These aren't mere inconveniences; they're fundamental breakdowns in professional communication eroding trust and credibility.

But the power of clear expectations extends far beyond your desk. The same principles used to create successful professional interactions can revolutionize personal relationships. Imagine applying the same level of clarity to personal dynamics. What if you were communicating explicitly with partners, setting precise boundaries with children, or addressing the nuanced expectations in friendships? The result is a more transparent, honest, and ultimately more satisfying way of engaging with the world around you. Clear communication becomes a tool of empowerment, removing the guesswork and potential for misunderstanding that often plague human interactions.

The second transformative force is equally powerful yet often overlooked: genuine gratitude. In our relentless pursuit of the next placement, the next fee, or the next professional milestone, recruiters frequently forget the profound impact of appreciation. Closing a deal becomes a momentary triumph before immediately pivoting to the next req. Guiding a candidate through a career-changing opportunity



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## **Career Challenges**

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

(Rowman & Littlefield Publishing Group)

often concludes without a moment of heartfelt recognition. Our constant forward momentum can cause us to forget to pause and acknowledge what we have.

Gratitude is not a sign of weakness or professional sentimentality. It's rocket fuel for personal and professional growth. When expressed authentically and consistently, appreciation transforms professional relationships. Referrals begin to flow more naturally, client connections deepen, and personal satisfaction reaches new heights. But the magic of gratitude also transcends professional strategy. We'd like it to become a life philosophy enabling you to be more pleasant, build remarkable resilience, and provide a buffer against professional and personal stress – which we have in spades.

True power emerges when these two forces, clear expectations and genuine gratitude, work together. Setting realistic, transparent expectations creates a foundation of trust. Acknowledging when those expectations are met reinforces positive behavior. Being flexible enough to reset expectations when circumstances change demonstrates adaptability. Expressing appreciation, even in imperfect situations, humanizes professional interactions and creates lasting connections.

As recruiters embrace this holistic approach, they'll discover that professional success becomes almost a byproduct of their improved interpersonal dynamics. The journey of becoming a better headhunter is, ultimately, a journey of becoming a more thoughtful, empathetic, and intentional human being. By mastering the art of clear expectations and genuine gratitude, we can transcend the traditional boundaries of our roles, creating ripple effects of positive change. It's not about perfection, but about consistent, heartfelt effort to connect, communicate, and appreciate.

When you start leading your life with clarity and appreciation, the recruiting part gets easier. It's not magic. It's mindset. And it works.

[Read More by Tricia Tamkin](#)



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**Efficiency Boost:**  
AI streamlines hiring processes and enhances candidate experiences.



**Data-Driven Decisions:**  
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## 40% of Workers Have Quit a Job due to Distrust of their Manager

New LiveCareer report reveals workplace trust issues across generations; Gen Z least likely to trust corporate leadership.

LiveCareer®, a career service dedicated to resumes and cover letters, released findings from its Generational Workplace Trust report today. The report polled 1,000 U.S. workers on their feelings about the level of trust the workplace has in corporate management and how those feelings differ by generation. The report found that one in four (25%) don't trust their manager to act in their best interests and 43% of respondents say that Gen Z is the most likely to challenge leadership decisions openly.

Key takeaways:

- 40% of workers have quit a job due to distrust in their manager
- 3% have felt misled or lied to by their manager
- 25% do not fully trust their manager to act in their best interests
- 45% believe Gen Z has the least trust in corporate leadership

Over half (54%) believe baby boomers are the most trusting of corporate leadership. Regardless of generation, two-thirds say that their leaders do not understand the priorities and challenges of their specific generation.

Trust in Leadership: Navigating Manager-Employee Relationships

Trust between employees and their managers is a critical element of workplace success. However, many workers report varying levels of trust in their managers' ability to act in their best interests.

- 25% do not fully trust their manager to act in their best interests
- 53% have felt lied to or misled by a manager

Trust on the Line: What Undermines Confidence in Leadership

Trust between employees and managers is built through communication, fairness, and accountability. However, certain leadership behaviors can erode that trust, making it difficult for employees to feel fully supported or valued in the workplace.

Respondents report that favoritism (23%), unethical behavior (18%), and poor communication (17%) are the top three factors that most damage employees' trust in their managers.

The report also found a lack of accountability among those in management positions:

- 48% say their manager acknowledges mistakes but downplays them
- 29% report their manager takes full responsibility for mistakes

- 23% have managers that do not admit fault when they make a mistake

The bottom line is that poor relationships between managers and their employees can have serious consequences. 40% of respondents reported that they have left a job because they did not trust their manager.

Generational Divide: How Different Generations View Workplace Leadership

Workplace trust isn't universal—it shifts across generations. The report found older generations place more confidence in corporate leadership, while those newer to the workforce remain skeptical about their company's top brass.

Nearly half (45%) of workers believe Gen Z has the least trust in corporate leadership

A majority (54%) say baby boomers trust corporate leadership the most

Gen Z Empowered to Speak Out

Gen Z is redefining workplace dynamics by challenging leadership more openly than previous generations. With a strong willingness to voice concerns and question decisions, they are pushing for greater accountability and transparency in the workplace.

- 40% of workers believe Gen Z is the generation most likely to raise concerns when they disagree with leadership
- 43% of respondents say Gen Z is the most willing to push back against leadership choices
- 34% feel baby boomers are least likely to voice their concerns about company leadership

"While more seasoned professionals often have strong criticisms of Gen Z, the root issue is that many managers are either unwilling or slow to adapt to a different leadership style that works best for younger workers," said Jasmine Escalera, career expert for LiveCareer. "While Gen Z's outspokenness may be surprising for managers used to working with baby boomers, Gen X and millennial professionals, leaders should instead appreciate this level of transparency. We are in the middle of the Great Detachment and can use this feedback to course correct."

Majority of Workforce Feels Misunderstood

The one common thread across age groups is a significant gap in understanding between themselves and leadership. Regardless of generation, the majority of respondents (63%) say that leaders do not understand the priorities and challenges of their specific generation.

To view the full report and more information, please visit <https://www.livecareer.com/resources/careers/generational-workplace-trust-report> or contact Elizabeth Bucciante, senior manager, public relations at [elizabeth.bucciante@bold.com](mailto:elizabeth.bucciante@bold.com).

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# Letter From The Editor



Recently, the best social post I saw was a past video of Steve Jobs' 18 second pause. Never has that been more poignant in today's world, where people are posting/speaking and not thinking.

The question posed to Jobs was, "What's the one thing you personally learned at Apple that you're doing at neXT?" Holding in a response (18 second pause) and thinking carefully Steve, demonstrated his commitment to thoughtful reflection and careful consideration of his response.

The video was from a 1992 visit to MIT when he was running NeXT, after he was fired from Apple and before he was rehired by Apple.

"The pause and his subsequent answer resonated with audiences, showcasing his thoughtful approach to leadership and problem-solving."

Jobs in this video says, "I now take a longer term view on people, in other words when I see something not being done right my first reaction isn't to go fix it. It's to say we are building a great team together for the long term ... and what do I do to help so the person screwing up learns."

In today's recruiting world, knowing when to pause is critical to your success and your company. In this issue, thought leaders offer insights into processes that will consistently guide your company.

In Just Ask Judy, she shares information on the coming expansion to electric grids, construction, maintenance and operations as we consume more energy. Looking for where the next great needs in staff are, is key. Take time to research the niches that are growing and will need staff for the future.

Tricia Tamkin discusses clear communication along with genuine gratitude making a consistent positive impression on both clients and candidates will make you a better recruiter.

Tricia of Moore eSSentials has training that offers lots of tips to understanding the dynamics of AI and how to apply it to recruiting. With AI growing, learning how to use this tool in your company is also key. Choose wisely. Give Moore eSSentials a chance to show you and your team how to implement this tool into your recruiting processes. Don't forget to mention EMinfo.

Until next month, happy recruiting.

*Pat Turner*

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