

## The Power of LinkedIn In Recruiting a 20 Year Journey

### Energy Management: The Recruiter's Key to Excellence



### Spooked About Filling Job Orders?

### Email Newsletters: Are They Still Viable?

### Is It Possible To Motivate Your Recruiters And Account Executives?



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# DID YOU KNOW?

\* Once you determine the ideal metrics for your staffing organization, you can establish goals for your team to be successful each step of the way in the recruiting process. pg 7

\* Email newsletters are a powerful tool for nurturing leads and building a pipeline of qualified candidates. By consistently providing valuable content and staying top-of-mind, you can convert potential clients into paying customers. pg 8

\* According to Amanda Cardoso, writing for The Muse, "Recession-proof jobs are those that aren't affected by an economic downturn and tend to stay in demand regardless of how good or bad the economy is."<sup>1</sup> Government jobs, healthcare, education, computer and IT including cybersecurity roles are expected to grow within the next 8-10 years. pg 11

\* By using LinkedIn strategically, you can unlock new career opportunities and create lasting professional relationships. pg 13

\* While you can't force someone to be motivated, you can certainly create an environment that encourages motivation. Motivation comes from both intrinsic and extrinsic sources. pg 14

\* Remember, in recruiting, your energy is a limited resource to be invested wisely. By focusing on positive, constructive activities and avoiding energy drains, you'll find yourself not only becoming a more successful recruiter but also building a more fulfilling life. pg 18



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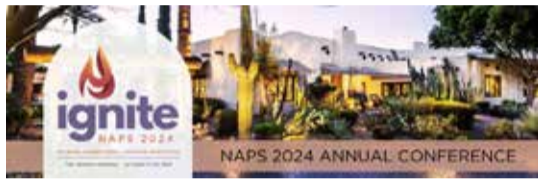


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Frank Burntnett our beloved writer passed on recently. We were honored to have Frank write for us for the past 10 year. He was a wealth of knowledge and a true educator. He leaves behind an amazing legacy.

Frank was a counselor, consultant, educator, and author. He earned a Bachelor of Science degree in Education at Shippensburg University (PA) and the Master of Arts and Doctor of Education degree in professional counseling at George Washington University (DC).

During his early career, he served as a teacher, counselor, and student services director in the Fairfax County, Virginia, schools and as a state counseling supervisor with the Pennsylvania Department of Education. Later he became engaged in professional association work, including positions as Executive Director of the National Association for College Admission Counseling and Associate Executive Director of the American Counseling Association. Eventually, he formed an independent consulting practice, Education Now, which focused on helping institutions, organizations, and businesses design and improve educational and career development programs and services.

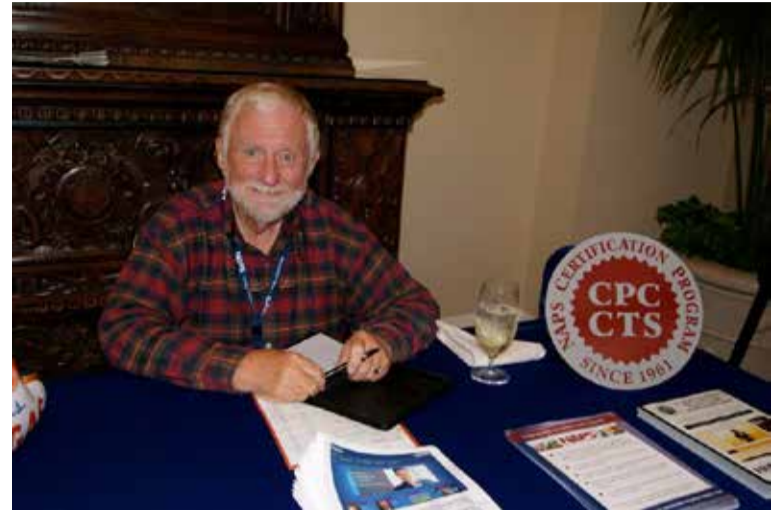
Frank was the recipient of numerous awards and honors over his life and career, including the Shippensburg University Jesse B. Heiges Distinguished Alumnus Award. Frank was most proud of being named a Fellow of the American Counseling Association in 2016 in recognition of his contributions to the counseling profession. The National Association of Personnel Services (NAPS) honored his quarter century of service to that organization by naming him to their Hall of Fame and by creating the Frank Burntnett Education Scholarship to support the certification and educational experiences of emerging members of the search and staffing profession. He was as proud of those recognitions as he was of achieving the rank of Eagle Scout at the age of fifteen.

Frank had a special interest in preparing future generations of counselors and served on various metropolitan Washington graduate school counselor education faculties, including a long affiliation with the counselor education program in the School of Health and Education at Marymount University in Arlington, Virginia.

Since the beginning of the millennium, Frank has written three books designed to address career and educational issues: Bound-for-College Guidebook, Bound-for-Career Guidebook, and Career Challenges: Straight Talk about Achieving Success in The Technology-Driven Post-COVID World of Work. His fourth book, Navigating the Senior Years, which focuses on the challenges of entering into and passing through the senior stages of the life span and offers a series of strategies to negotiate those transitions. He was in the process of finding an editor when he passed.

Frank was the creator and editor of monthly columns designed for members of the American Counseling Association, the National Association of Personnel Services, and the subscribers of EMinfo(Employment Marketplace).

He will be missed by all.



# Spooked About Filling Job Orders? Find Your Secret Potion with These 7 Metrics in Your ATS

By Jennifer Roeslmeier Mikels

Finding ways to grow your staffing business can be scary. This Halloween season though it's nothing to be spooked about! By taking advantage of the data in your ATS, you can establish your secret potion for filling job orders successfully and growing your business. In this article, we will look at 7 spell binding metrics that can help you establish goals for your team to be successful in filling open job orders with a higher retention rate. In doing so, it will help foster business growth for your staffing firm.

## Metrics in Your Secret Potion for Filling Job Orders

### 1 Cup of New Applicants

The first metric to track in your secret potion is **how many new applicants are coming into your database on a daily and/or weekly basis**. You can even take it a step further and track how the applicants are coming into your system. Are they finding you through your website, through social media, a posting on a job board, etc.? Keeping track of new applicants coming into your system will help you determine if you are getting enough new applicants or if you need to do more to get new applicants in the door. By tracking the referral source, you can further see what source is doing the best in attracting new candidates. Later, you can also begin to see what sources are the **most successful** in bringing in quality candidates with a low turnover rate.

### 1 Cup of Applicants Being Contacted by Recruiters

Next, once you determine the number of applicants coming into your system you will want to **track the number of applicants being contacted by recruiters on a daily and/or weekly basis**. It's fantastic to have new applicants coming into your system, but if they aren't being contacted then it is all for naught. See the percentage of applicants being contacted and if it's not close to 100%, see what might be happening. Does a new process need to be put into place for contacting new applicants? How are new applicants being assigned by recruiters? These are a couple of questions to ask if this metric needs to be improved.

### A Dash of a Conditional Job Offer

After you determine the number of applicants that have been contacted, see **how many are being issued a conditional job offer on a daily and/or weekly basis**. This will help you determine the quality of the candidates coming into the system and if they are a fit for your open positions. If not many are receiving job offers, you can see why this may be. Is their skill set not aligned with the positions you are recruiting for? You can also refer back to the referral source. Is one source bringing in candidates that aren't a fit? If applicants are coming in that aren't the right fit for an opening, perhaps the job description has to be modified or the platform you are promoting the job on isn't the right fit for the job.



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## **A Spoon Full of Placements on an Assignment**

Once you determine the number of applicants receiving a conditional job offer, see **how many applicants are being placed on an assignment**. Of the job offers you are giving out; how many are being accepted? If a low percentage is being accepted, why might this be? Was the offer not competitive with the industry? Was the recruiting process too long and they already accepted another job offer? These are all avenues to investigate if a low percentage of job offers are being accepted.

## **A Sprinkle of “Show Rate”**

Next, after you determine the number of applicants that accepted the job offer, **what is your “show rate”**? How many applicants are showing up to work on their first day of employment? If your show rate is low, you can determine why this may be. Did you send out reminder texts to the applicants for their first day? Did they accept another job offer? Or did they decide just not to show up to work? Determining why applicants didn't show can help set quality candidates apart. If someone didn't have an excuse not to show, then maybe you would put them on a do not place list. If someone was a good candidate, but landed up accepting another job offer then perhaps you would still keep them in mind for future positions with caution. It can also help you determine if any internal processes could be improved. Do you need to be in touch with the applicant more leading up to their first day? Would reminder texts help ensure they show? These are all aspects to think about when evaluating your show rate.

## **A Teaspoon of Your Turnover Rate**

**For the applicants that do show up to their assignment, what is the turnover rate?** How many applicants finish the assignment compared to leaving mid-way through? This can also help you set apart quality candidates. From the candidates that didn't finish the assignment, why might that be? Did they not like the job? Did they receive another offer? Did they decide just not to show up? You can also see if check-in texts were sent throughout the assignment. If not, perhaps this is something that can be implemented into your process to check in on candidates throughout their assignment. In doing so, the applicant will know you care and are looking out for them. They may also tell you if they aren't happy and you can begin to find someone to replace them and find another position for them.

## **A Tablespoon of Retention Rate**

In addition to tracking your turnover rate, you will also want to **track your retention rate**. Of the applicants that you placed on an assignment, how many finished the assignment? This is an important metric because it determines the success of your placements and the quality of the candidates being placed. If you have a low retention rate, then you know something has to change in your process. As you evaluate your retention rate, you will want to look at the 6 metrics we discussed prior and go all the way back to the number of applicants coming into the system. **What is the ideal number for each of these metrics that will help get you to the retention rate you are seeking?**

## **Your Secret Potion Revealed**

Once you determine the ideal metrics for your staffing organization, you can establish goals for your team to be successful each step of the way in the recruiting process. Ultimately, it will help you fill more job orders successfully and help increase your retention rate. A win, win for your staffing agency and your customers. So, what's your secret potion? Shhh it's only for you to know this Halloween season!

*Ready to create your secret potion? [Schedule a demo](#) of Ultra-**Staff** EDGE staffing software to see how you can track these metrics easily on an ATS dashboard.*

*Or are you attending the [2024 Annual NAPS Conference](#)? If so, join Automated Business Designs Chief Sales Officer, Bob Pettke, for his presentation on *Data Analytics: Discover Your Secret Sauce to Recipe Growth*.*

[Read more from Jennifer Roeslmeier Mikels](#)

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# Email Newsletters: Are They Still Viable?

*By Cole Windler*

In an age dominated by social media, instant messaging and digital advertising, you might wonder if email newsletters are still a viable tool for recruiting firms. The simple answer is yes. Despite the rise of new communication channels, email newsletters remain a powerful way to attract top talent and build long-lasting relationships with clients.

Let's explore why email newsletters continue to thrive, the benefits they offer, best practices for creating them—and common mistakes to avoid.

## **The Enduring Power of Email Newsletters**

Email newsletters have been a cornerstone of digital marketing for decades and are far from obsolete. According to recent studies, email remains one of the most effective communication tools, boasting higher engagement rates than social media and other digital channels. One key reason for their continued success is the personal nature of email. Unlike social media posts that can be easily missed or ignored, email lands directly in your subscribers' inbox, giving you a direct line to their attention.

## **Benefits of Email Newsletters**

### **1. Building and Maintaining Relationships:**

Email newsletters are a powerful tool for nurturing leads and building a pipeline of qualified candidates. By consistently providing valuable content and staying top-of-mind, you can convert potential clients into paying customers. Beyond lead generation, email newsletters can help you strengthen relationships with existing clients. Share industry insights, case studies, and other relevant content to demonstrate your expertise and value. Over time, this consistent communication helps to build trust and deepen relationships with your audience.

### **2. Targeted Communication:**

One of the standout benefits of email newsletters is the ability to segment your audience. Unlike blanket social media posts, you can tailor your content to specific email list segments. This targeted approach ensures that your message resonates with the right people, increasing the likelihood of engagement and conversions.

### **3. High ROI:**

Email marketing consistently delivers one of the highest returns on investment (ROI) among digital marketing channels. The low cost of sending emails and the potential for high engagement make email newsletters a cost-effective way to reach your audience. Whether you're promoting a new product, sharing industry insights, or offering exclusive deals, email newsletters can drive significant revenue for your business.

### **4. Driving Traffic and Conversions:**

Well-crafted email newsletters can be a powerful tool for driving traffic to your website, blog, or online store. By including clear calls-to-action (CTAs) and links to relevant content, you can guide your subscribers to take specific actions, such as reading a new blog post, signing up for an event, or making a purchase.

## **Best Practices for Creating Effective Email Newsletters**

### **1. Know Your Audience:**

Understanding your audience is the first step in creating successful email newsletters. Take the time to segment your email list based on demographics, purchase history and engagement levels. This allows you to tailor your content to different segments, ensuring each subscriber receives relevant and valuable information. Tailor your content to specific segments of your audience based on demographics, interests and stage of the hiring process. This will make your emails more relevant and engaging.



## 2. Provide Value:

The success of your email newsletters hinges on the value you provide to your subscribers. Focus on delivering content that is informative, entertaining or offers a clear benefit. Whether it's industry news, expert tips or exclusive offers, make sure your content is something your audience looks forward to receiving. Offer valuable resources, such as ebooks, whitepapers, or webinars, in exchange for email addresses. This is a great way to build your email list and generate leads.

## 3. Optimize for Mobile:

With more people accessing their emails on mobile devices, designing your email newsletters with a mobile-first approach is essential. Ensure your emails are easily read on smaller screens, with a responsive design, clear fonts and concise content. This will help to maximize engagement and reduce the risk of your emails being deleted or ignored.

## 4. Craft Compelling Subject Lines:

Your subject line is the first thing your subscribers will see, which is crucial in whether they open your email. Aim for subject lines that are short, intriguing, and convey the value of the content inside. Avoid spammy language or excessive punctuation, which can trigger spam filters and reduce open rates.

## 5. Include Clear CTAs:

Every email newsletter should have a clear purpose and a specific action you want your subscribers to take. Whether clicking a link, scheduling a consultation or downloading a resource, include a prominent call-to-action (CTA) that guides your readers toward the desired outcome.

## 2. Ignoring Analytics:

Analytics are your best friend when it comes to optimizing your email newsletters. Keep an eye on key metrics like open rates, click-through rates and conversion rates to see what's working and what's not. Use this data to refine your content, timing, and strategies for better results.

## 3. Failing to Segment:

Sending the same email to your entire list is a missed opportunity. Without segmentation, you risk delivering irrelevant content to portions of your audience, which can lead to disengagement or even unsubscribes. Take the time to segment your list and personalize your newsletters to match the interests and needs of each group.

## 4. Inconsistent Sending Schedule:

Consistency is key in email marketing. If you send newsletters too frequently, you risk annoying your subscribers; if you send them too infrequently, you risk losing their interest. Find a schedule that works for your audience and stick to it, whether weekly, bi-weekly, or monthly.

## 5. Neglecting the Unsubscribe Option:

Ensure your emails are delivered to your subscribers' inboxes by maintaining a clean email list, avoiding spam triggers and using a reputable email marketing service. While it might seem counterintuitive, making it easy for subscribers to unsubscribe is a best practice. Not only is it a legal requirement in most countries, but it also helps you maintain a healthy email list. If someone no longer wants to receive your emails, your deliverability rates and brand reputation should let them go.

## Common Mistakes to Avoid

### 1. Overloading with Content:

Packing your email newsletters with as much content as possible is tempting, but this can overwhelm your subscribers. Keep your newsletters focused and concise, with one or two key messages. This makes it easier for your readers to digest the information and act.

So, are email newsletters still viable? At Recruiters Websites, the answer is "Absolutely." With the right strategy, they remain one of the most effective tools in your digital marketing arsenal. By focusing on providing value, segmenting your audience and avoiding common pitfalls, you can harness the power of email newsletters to engage your audience, build relationships and drive business growth. Don't underestimate the potential of this tried-and-true method in today's mobile world.

[Read more by Cole Windler](#)

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# How to Use AI to Train Your Sales Team

By Cathy Lanski

Imagine your sales team as knights preparing to defend their kingdom. They can either go into battle with outdated tactics or harness a powerful new weapon—artificial intelligence (AI)—to prepare themselves to win every possible confrontation. AI is a game-changing tool in the competitive staffing and recruiting industry, helping your team sharpen their skills and outperform the competition.

The staffing and recruiting industry demands sharp communication and persuasion skills. Our friend Mary Ann McLaughlin at Butler Street has shown how AI, particularly ChatGPT, can revolutionize training by boosting sales performance.

Here's how leveraging AI can prepare your team to meet and exceed their targets.

## The Role of AI in Training

Training using artificial intelligence isn't just a futuristic concept; it's a competitive advantage you can use right now. AI role-playing through tools like ChatGPT creates an interactive training environment where sales professionals can practice their pitches, handle objections, and refine closing strategies.

With AI, your team can simulate conversations with various client personalities—from the friendly and open to the skeptical and impatient. ChatGPT can challenge your sales team with real-world scenarios, asking probing questions and presenting obstacles they will likely encounter during sales calls.

## Interaction with AI to Develop Skills

With ChatGPT, you can ask AI to role-play as your ideal client, posing common questions and objections your sales team will face. This helps your team solidify their knowledge of your services and articulate the value proposition in a way that resonates with clients.

Take it further by prompting ChatGPT to act as a demanding buyer. This challenges your team to stay composed, think on their feet, and turn complex questions into opportunities to showcase your firm's adaptability and depth.

## ChatGPT Voice for Real-Time Practice

The ChatGPT Voice feature adds another dimension to

training by simulating real-time sales calls. Your team can practice their scripts, tone, and delivery with immediate AI feedback. This immersive training sharpens their communication reflexes and ensures they aren't just heard and truly understood.

## Practical Applications

To make training stick, analyze and critique AI role-playing sessions as a team. Identify communication patterns that need improvement and share successful strategies. You can also use AI tools like Grammarly and Copy.ai to fine-tune email templates and sales collateral, ensuring your messaging is clear, persuasive, and impactful.

## The Bottom Line

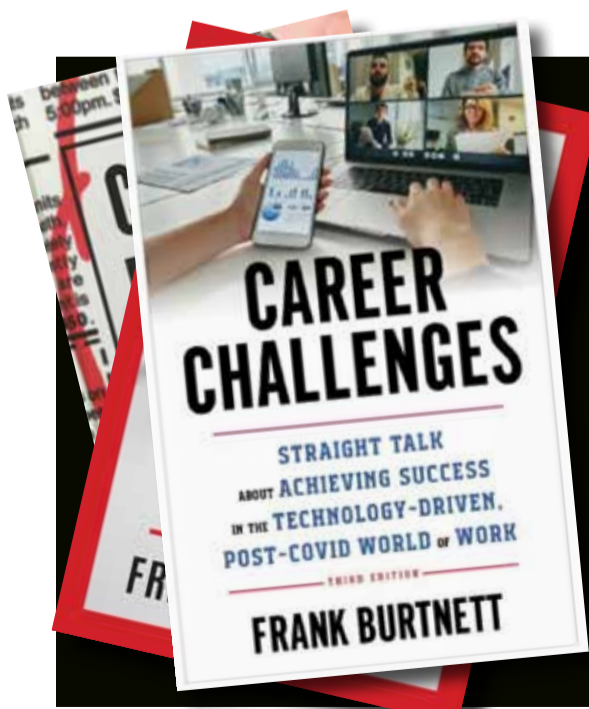
Using AI as a training tool doesn't just prepare your team for challenging sales scenarios—it empowers them to anticipate client needs and deliver proactive solutions. AI hones their skills in ways traditional role-plays and textbooks can't match.

## Want more ideas for your staffing firm to leverage AI?

Watch these SMART IDEAS Summit 4 On-Demand Presentations (*they're free!*):

- AI in Action: Enhancing Efficiency for Temp and Perm Recruiters
- AI in Marketing: 20 tools in 20 minutes

[Read More by Haley](#)



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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)

# JUST ASK Judy

## Pathways to Success for Your Search & Staffing Firm



When recruiters face a potentially down market, they must take precautions to recession-proof their firm. Depending on the status quo is not enough. You may find yourself losing clients, missing out on opportunities, and experiencing a reduction in profitability. This article addresses some ways in which you can prepare your firm to better weather coming storms, maintain your client base, minimize risk of profitability loss, and perhaps even gain market share. Fine-tuning your operation will give you an advantage over the competition!

### **Client Focus**

Don't be a salesperson but become a service provider to your clients. Find out what their pain points are and offer to help. Become their trusted advisor. If you are the go-to recruiter for your clients, your ability to ride through rough waters is enhanced.

### **Know the Marketplace**

Look at the big picture and know current expectations – salary ranges, work-from-home (WFH) options, hybrid work schedules, current market analysis, new companies in the market and new technologies. Keep current with local and industry trends. As of September 2024, health care, professional and business services and government have added to the work force.

If you're worried that your current specialty is going to slow down or be replaced during a time of uncertainty, look at expanding your base. Research growth potential in new job titles that you want to move into and partner with a trusted advisor. Look at industries that are recession proof. According to Amanda Cardoso, writing for The Muse, "Recession-proof jobs are those that aren't affected by an economic downturn and tend to stay in demand regardless of how good or bad the economy is."<sup>1</sup> Government jobs, healthcare, education, computer and IT including cybersecurity roles are expected to grow within the next 8-10 years.

According to Andy Medici, Senior Reporter at The Playbook, The Business Journals, September 4, 2024, smaller business, with 10-49 employees, are laying off employees at a higher rate than large companies with 250 or more employees. "Small Business are now the ones more likely to be cutting workers while bigger businesses are holding onto them or even adding employees."<sup>2</sup>

### **Get Your Message Out**

Be a consistent contributor on social media. You must keep your name prominently displayed in the marketplace by all means available. Emails & text messages should be sent out regularly in a thoughtful way, but with the caveat that you do not want to become a nuisance or be considered a spammer! Of course, the most important message delivered is via phone or in-person contact with your clients. This "Personal Touch" demonstrates to your client that you have their best interests at heart.

### **Know Your Key Performance Indicators**

Take your last successful placement and build upon it. What did you do right? How can you improve on success? Can you apply this model to a different market niche? Ask yourself these questions and fine-tune your organization!

A useful strategy is to track your successes by job titles and industry. From this you may be able to discern trends that can be worked to your advantage. An example is the statistic that in 2024, more CEO's have retired or left the workforce more than any other year over the past 20 years.<sup>2</sup> What is driving this trend? Perhaps this high-value resource can be tempted back into the market with a contract position!

**Defend and Maintain Your Reputation**

No business is better than bad business. Research all of your clients’ financial history to determine if they are a financial risk. Look at indicators including slow accounts payable, non- pay, and tax liens. You should be known for working with reputable clients and always acting with integrity. Your reputation will follow you and earn you continuing business as well as new business from referrals.

**Attitude**

Be positive – even when you don’t feel like it! People like to be around positive people. Your clients will look forward to talking with you and following your successes. Any challenge becomes an opportunity to show what you can do. A positive can-do attitude will help keep your clients relying on you for their staffing needs.

**Continuous Improvement & Community Service**

New emerging technologies and shifting trends can have great impact on a recruiter’s business. Work on new certifications to stay current. Join an association to expand your network. Be active in your community and take advantage of the opportunity of helping others. Be sure to announce any new recognitions or successes via your social media accounts. Your commitment to the community cements your good reputation and demonstrates your connection with the marketplace.

Follow these steppingstones on the pathway to success for your search and staffing firm to improve your overall performance and enhance your profitability! If you have any questions or would like to explore any of these ideas, please feel free to contact me. I would be more than happy to help you in any way possible!

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- 1 Cardoso, Amanda. "67 Recession-Proof Jobs to Consider in 2024." The Muse, August 16, 2024.
- 2 Medici, Andy. "Layoffs climb at certain types of businesses as job market cools." The Business Journals, September 4, 2024.

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# The Power of LinkedIn In Recruiting a 20 year Journey

By Henry Glickel

LinkedIn, launched in 2003, has revolutionized professional networking and recruiting. Henry, one of the first 200K adopters of the platform, recognized the immense potential of LinkedIn early on. Now, 20 years later, Sales Recruiters has leveraged this powerful tool to place top-tier talent in leading roles, helping businesses grow their sales and profits.

At Sales Recruiters, they specialize in finding talent that fits your company culture and business needs. Through years of expertise and a deep understanding of LinkedIn's recruiting potential, they've honed their approach to match the right candidates with the right roles—leading to increased success for both companies and candidates.

In the early days, Henry trained recruiting associations and members on how to maximize LinkedIn for hiring and professional connections. Back then, sharing contacts and connections was considered risky; many thought he was crazy for making his network visible. But Henry knew that by sharing information, he could build deeper relationships, facilitate introductions, and grow opportunities for both candidates and clients.

Now, LinkedIn is a core tool in recruiting, and Henry's foresight has paid off. Sales Recruiters have connected thousands of professionals with businesses, creating a vast network of successful placements.

## 3 Tips For Networking On LinkedIn

Whether you're new to LinkedIn or want to improve your networking game, these tips will help you build meaningful connections:

- 1. Optimize Your Profile:** First impressions matter. Ensure your profile has a professional photo, a compelling headline, and a clear summary that highlights your skills and career goals. Make sure to include keywords related to your industry to attract recruiters and potential employers.
- 2. Engage with Your Network:** It's not just about adding connections—engage with them. Like, comment on, and share posts to build visibility. Regular engagement keeps you top of mind and helps establish your presence as a thought leader in your industry.
- 3. Join Groups and Participate in Discussions:** LinkedIn groups provide access to communities in your field or areas of interest. Join relevant groups, contribute to discussions, and offer valuable insights. This not only grows your network but also positions you as an industry expert.

By using LinkedIn strategically, you can unlock new career opportunities and create lasting professional relationships. Sales Recruiters is here to help you navigate this ever-evolving landscape and find the talent your business needs to thrive.

LinkedIn has come a long way, and we're proud to have been part of that journey from the beginning. Let us help you find the perfect candidates through the platform that's transformed recruiting.

Henry Glickel, Sales Recruiters Inc, has been serving been in the recruiting industry helping clients and candidates find meaningful connections in job opportunities.

[Read More by Henry Glickel](#)

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# Owner's Outlook

## Is It Possible To Motivate Your Recruiters And Account Executives?

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 the competitive world of Staffing and Recruiting, the success of your firm heavily depends on the performance of your recruiters and account executives. To maintain a high level of productivity and consistently hit or surpass goals, motivation is key. But is it even possible to motivate someone else, or is motivation something that must come from within? Let's explore how you, as an owner or manager of a Staffing and Recruiting Firm, can create an environment that fosters motivation across different generations, from Baby Boomers to Millennials and Gen Z.

The concept of motivation is complex. While you can't force someone to be motivated, you can certainly create an environment that encourages motivation. Motivation comes from both intrinsic and extrinsic sources. Intrinsic motivation is driven by personal satisfaction, while extrinsic motivation is influenced by external factors such as rewards, recognition, and career advancement.

Your role is to tap into these sources of motivation by understanding what drives each individual on your team. You can provide the tools, resources, and environment that enable them to find their own motivation. In essence, you create the conditions for motivation to flourish.

To effectively motivate your team, it's crucial to understand that different generations may have varying motivations, communication styles, and values. Here's how you can tailor your approach to motivate Baby Boomers, Generation X, Millennials (Generation Y), and Generation Z.

### Motivating Baby Boomers (Born 1946-1964)

#### Values and Characteristics

Baby Boomers are known for their strong work ethic, loyalty, and dedication. They often seek stability, respect, and recognition for their experience and contributions. They value face-to-face communication and may be more resistant to change, particularly when it comes to technology.

#### Motivation Strategies

- 1. Recognition and Respect:** Baby Boomers value being recognized for their hard work and expertise. Public recognition, awards, and titles can be powerful motivators. Acknowledge their contributions in team meetings and company communications.
- 2. Career Advancement:** Many Baby Boomers are still interested in career growth and development. Offering opportunities for mentorship roles or leadership positions can help keep them motivated.
- 3. Clear Goals and Feedback:** Set clear, achievable goals and provide regular, constructive feedback. Baby Boomers appreciate knowing how their efforts

contribute to the overall success of the firm.

- 4. Flexibility with Technology:** While they may prefer traditional methods, providing support and training for new technologies can help Baby Boomers feel more comfortable and motivated to adapt.

### Motivating Generation X (Born 1965-1980)

#### Values and Characteristics

Generation X is often characterized by their independence, adaptability, and resourcefulness. They value work-life balance, autonomy, and opportunities for professional development. Unlike Baby Boomers, they are more comfortable with technology and change.

#### Motivation Strategies

- 1. Autonomy and Flexibility:** Give Generation X employees the autonomy to manage their own work. They thrive in environments where they have the freedom to make decisions and set their own schedules.
- 2. Work-Life Balance:** Respect their need for work-life balance. Offering flexible work arrangements, such as remote work options or flexible hours, can be highly motivating.
- 3. Professional Development:** Provide opportunities for continuous learning and professional development. This generation values skill-building and career growth, so investing in their development can keep them engaged.
- 4. Recognition of Contributions:** Like Baby Boomers, Generation X appreciates recognition, but they prefer it to be meaningful and relevant to their individual achievements.

## Motivating Millennials (Generation Y, Born 1981-1996)

### Values and Characteristics

Millennials are often described as tech-savvy, socially conscious, and collaborative. They value purpose-driven work, career progression, and continuous feedback. They are highly motivated by opportunities to make a difference and seek meaningful connections with their work and colleagues.

### Motivation Strategies

- 1. Purpose and Meaning:** To motivate Millennials, connect their work to a larger purpose. Explain how their efforts contribute to the success of the firm and the impact they have on clients and candidates.
- 2. Continuous Feedback and Communication:** Millennials thrive on regular feedback and open communication. Implement frequent check-ins, one-on-one meetings, and real-time feedback to keep them engaged and motivated.
- 3. Career Growth and Development:** Offer clear career progression paths and opportunities for learning and development. Millennials are eager to advance in their careers and appreciate firms that invest in their growth.
- 4. Collaborative Work Environment:** Foster a collaborative and inclusive work environment. Encourage teamwork and create opportunities for Millennials to work on projects that allow them to learn from others and contribute their ideas.

## Motivating Generation Z (Born 1997-2012)

### Values and Characteristics

Generation Z is the most tech-savvy generation, having grown up with the internet and social media. They value innovation, diversity, and social responsibility. They are pragmatic, financially driven, and prefer clear communication and feedback.

### Motivation Strategies

- 1. Technology and Innovation:** Leverage technology to engage Gen Z employees. Provide them with the latest tools and platforms that streamline their work and allow for innovation.
- 2. Clear Communication and Expectations:** Gen Z values transparency and clarity. Provide them with clear goals, expectations, and regular feedback to help them stay focused and motivated.
- 3. Opportunities for Advancement:** Like Millennials, Gen Z is motivated by career growth. Offer opportunities for rapid advancement and skill development and make it clear how they can progress within the firm.
- 4. Diversity and Inclusion:** Emphasize diversity and inclusion in the workplace. Gen Z is socially conscious and motivated by workplaces that reflect their values and promote a culture of acceptance and equality.

## Creating a Motivational Environment

While it's important to tailor your approach to different generations, there are also universal strategies that can help motivate your entire team, regardless of age.

- 1. Incentives and Rewards:** Implement a structured incentive program that rewards high performance. This could include bonuses, commissions, extra time off, or other perks that appeal to your team.
- 2. Open Communication:** Foster a culture of open communication where employees feel heard and valued. Encourage feedback and suggestions and be transparent about company goals and decisions.
- 3. Goal Setting and Accountability:** Set clear, achievable goals for your team and hold them accountable for meeting these goals. Regularly review progress and provide support where needed to ensure success.
- 4. Positive Work Culture:** Create a positive, supportive work environment where employees enjoy coming to work. This includes recognizing achievements, celebrating successes, and promoting work-life balance.
- 5. Empowerment:** Empower your employees to take ownership of their work. Encourage them to take initiative, make decisions, and contribute to the company's

By understanding what drives each generation and implementing strategies that align with their values, you can build a motivated, high-performing team that consistently achieves success which will have a positive impact on growth and profits.

Learn more about [Barb Bruno](#)





## Successful Candidate Engagement: The Power of Persistence in Recruitment

This is from Tim. Thoughts and recommendations on the 7 times of contacting a candidate? Any particular order or frequency?

### **The Art of Recruiting: A Powerful Voicemail to Get Candidates on the Phone**

Great question. Again, my whole goal is to get clients and candidates on the phone. For me, recruiting is an art form, and you all have stuff that works for you. I always liked mystery. This was my office's first voicemail, 25 people all at once leaving this voicemail.

Hey Tim,  
I have no idea what's going on in your career. I just wanted to talk to you quietly and confidentially to see if you are open to hearing about something – pause like this – *potentially* stronger than your current situation. Call me back at \_\_\_\_-\_\_\_\_-\_\_\_\_.

### **Leveraging Different Communication Channels Effectively**

I can leave that in a voicemail today on Monday. I can do it through a LinkedIn message on Wednesday. Same message. Don't say – this is where people get tied up – hey, I left you a voicemail, and I am following up. No. Just leave the same thing in a different media. Different people respond to different things. Here is what the benefit of 7 times is. Again, order and frequency, those 7, I want over the course of three weeks, so 2 or 3 per week.

It can be voicemail, text, email. There is no combination in any order, but I generally do not go 7 voicemails, or 7 emails, for those of you afraid to leave a voicemail.



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## The Significance of '7': Why it Matters in Recruitment Outreach

I like 7. Here is why. Most recruiters give up after 2 or 3. Most of our clients, and this was a requirement in my office, again, everything I still teach, we test with our clients. This still works in 2023. Those that connect with you on number 5, 6, or 7, are going to thank you 90% of the time for your persistence. They might be a little annoyed 10% of the time, like leave me alone, nothing harsh, but just leave me alone. You got your answer.

## Real-World Results: A Success Story from the 7th Attempt

I had one of our clients fighting me so hard on this. I go, *you are paying me a lot of money to teach you what I know works. Why don't you fail my way?* He was like, *you know what, good point, Mike.* To his credit, a few months later, **he made a \$45,000 or \$48,000 placement on the 7<sup>th</sup> attempt** to connect with a candidate. He goes, **I will not doubt it anymore.** Again, some people, 15% to 20%, might not get a hold of you after 7 times. That's fine. It is also, just to reiterate, a phenomenal selling point, when you talk about what you provide as search consultant.

## Balancing Information and Intrigue: The Key to Captivating Candidates

Again, I like leading with voicemail. Vague. Certain candidates in certain spaces, after 2 or 3, maybe you put a couple bullet points about the position. Ensure it is really, exciting stuff. Do not post bullet points of the job duties,

which is what they are doing already. Make it sexy, like something you know candidates in your space have said to keep them and hold them. Mystery. A lot of people think a lot of information gets people to call back. No. It is the mystery that gets them to call back.

Great question. If you like what you heard and you want to learn more go to [therecruiteru.com](http://therecruiteru.com).

[Read More by Mike Gionta](#)



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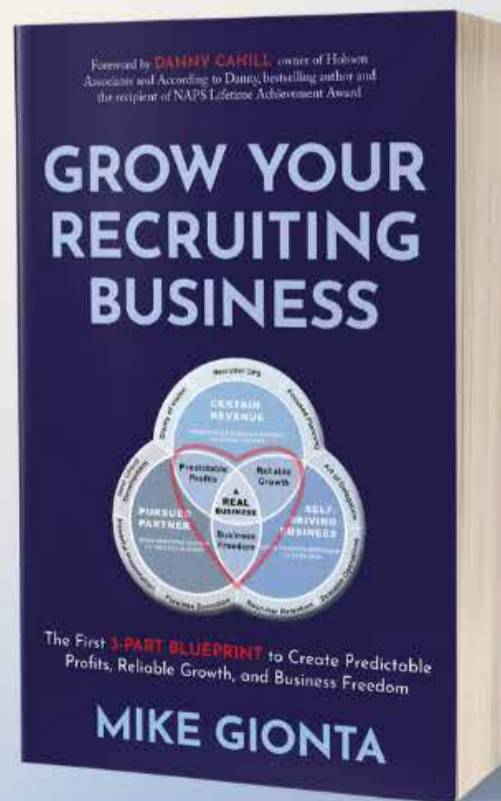
Looking for help engineering your one to three year vision? Email me at [mikeg@therecruiteru.com](mailto:mikeg@therecruiteru.com) and we can have a quick chat to see if or how we can help.

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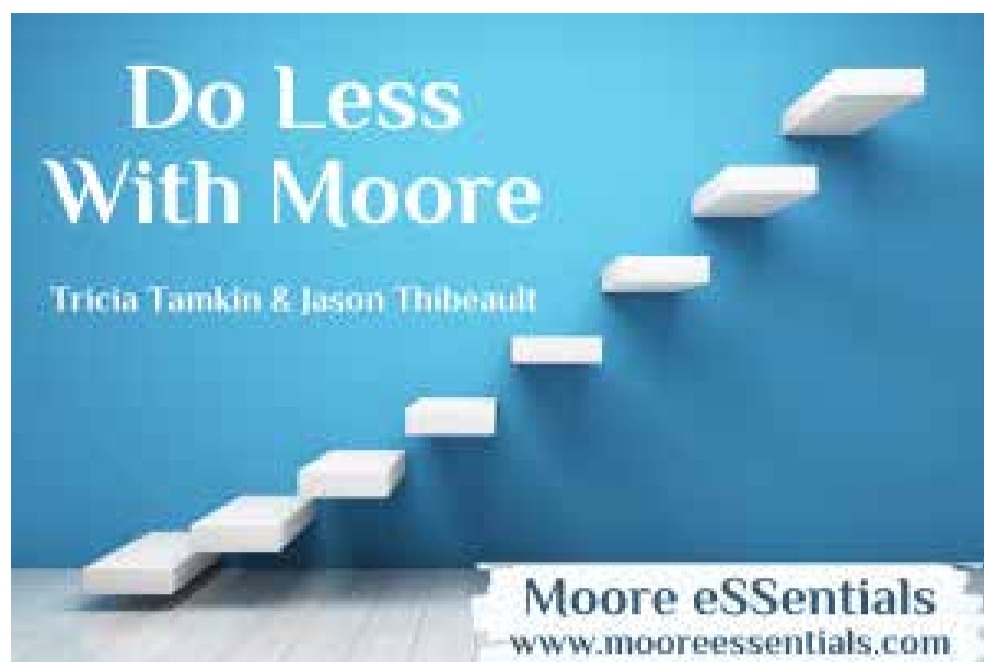
*"I've read several books on recruiting and listened to a number of trainers over the years, but Mike is the one that has helped me the most in growing my recruiting practice. Mike and his team have a way of identifying and clarifying the key processes and mindsets to be successful in recruiting. They 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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# Energy Management: The Recruiter's Key to Excellence

By Tricia Tamkin



## The Finite Nature of Energy

In the demanding world of recruiting, your energy is your most precious asset. Successful recruiters understand each day brings a finite amount of energy. How you choose to spend this energy can make the difference between an ordinary recruiter and an exceptional one.

## The Cost of Negative Engagements

**1. Avoiding Unproductive Conflicts:** Engaging in arguments or getting drawn into workplace drama is more than just a distraction – it's a significant drain on your energy. Every moment spent in these negative interactions is a moment not spent on advancing your career and life goals.

**2. Steering Clear of 'Energy Vampires':** Certain people and situations can act as 'energy vampires,' draining you of the vitality needed to pursue your goals. Recognizing and distancing yourself from these energy drains is crucial.

**3. Your Inner Critic:** Worry, self-doubt, and self-criticism may stem from a desire to please others, concern over your image, or perfectionism. Yet if we saw that in our best friend, we would know it never helps and extend them grace. How are you treating you?

## Positive Energy Investments

**1. Surround Yourself with Positivity:** Cultivate relationships with people who inspire and motivate you. Engage in conversations that stimulate growth and learning. Consume content that enriches your understanding of the recruiting industry and enhances your skills. Make your desk and your office a place you want to be with art, music, humor and the right attitude.

**2. Focus on Constructive Activities:** Channel your energy into activities that move you forward. Whether it's networking, developing new strategies, or learning about industry trends, ensure your efforts contribute to your growth.

**3. Look for Positivity:** When you see something beautiful, stop and smell the roses. When you see people doing right, take heed and smile. You will find what you look for.

## Treating Energy as a Valuable Resource

**1. Conscious Energy Allocation:** Be mindful of where your energy goes. Prioritize tasks and interactions that align with your professional goals. If you're spinning your wheels in the mud, there's nothing wrong with turning them in a direction where you get traction.

**2. Practicing Self-Care:** Managing your energy isn't just about work. It also involves taking care of your physical and mental well-being. Regular exercise, a healthy diet, and adequate rest are essential for maintaining high energy levels. Science shows the people who manage enough sleep, exercise and eat right are higher performers and more successful. Duh.

**3. Focus:** If you are going to do something, do it right. Give your full attention and energy to the task at hand. Would you hire a half-asser?

## The Bottom Line

Remember, in recruiting, your energy is a limited resource to be invested wisely. By focusing on positive, constructive activities and avoiding energy drains, you'll find yourself not only becoming a more successful recruiter but also building a more fulfilling life. Manage your energy and you'll find yourself with a lot more of it.

**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 Tricia directly, call her cell on 630.240.4454. She answers her phone.**

[Read More by Tricia Tamkin](#)

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# NEWS RELEASES

## Announces the 2024 Wisconsin Staffing Employee of the Year

James Fletcher of Hatch Staffing Services received the MVP vote as Wisconsin's Staffing Employee of the Year! Congratulations to James for being selected amongst 48 All-Star employees that were recognized and 7 MVPs that were nominated to receive Wisconsin's 2024 NSEW Award at last week's awards banquet. Though we didn't take home a Brewer's win, the WASS All-Stars knocked it out of the park with a great night at the ball park...and all went home WINNERS!

James Fletcher received the MVP vote as Wisconsin's Staffing Employee of the Year! at the recent All-Star Celebration of Staffing. Hear his story.

Each of the candidates nominated had amazing personal stories and their respective staffing agencies made it clear that they feel honored to be part of those stories. The stories were wonderful examples of how the agencies are serving as the bridge that is helping these candidates overcome their personal challenges and unique circumstances and helping them gain meaningful employment. As a collective state-wide industry, we put almost 300,000 people to work annually and daily over 57,000 workers – and this group of nominees are absolutely the reason we go to work every day!

As we put a close to National Staffing Employee Week 2024, we want to thank all the agencies that nominated candidates and attended the NSEW All-Star Celebration and Brewers Game. It is a week where we celebrate YOUR hard work, along with that of your organizations' temporary and contract employees. The week concluded with the awards banquet. The event is a great chance to get together as an industry to also recognize the amazing contributions your agency makes and gently remind you that your daily efforts can be meaningful and even life-changing to the employees you put to work every day.

Thank you to each agency represented at the awards dinner – Site Staffing, Seek Careers/Staffing, QPS Employment, PS Companies, Parallel Employment Group, Halpin Staffing Services, Hatch Staffing Services, QTI and Celerity Staffing Solutions.

Additional gratitude to Marshall McLennan Agency (formerly Assurance Agency) for your 24th year of sponsoring this event. Thank you for this long-standing dedication to WASS and specifically the NSEW event. We are fortunate to have a partner like MMA and a sponsor who helps make these events happen.

This event was about showcasing the nominees and their remarkable stories. But remember, it is because of you – our WASS Members and your agency employees - who get up and go to work every day without looking to be recognized that are the bridge! It is YOU that first recognizes the spark and potential in people. It is YOU that truly makes the difference - and it matters in our communities! You should be proud of what you do every day!

Thank you to all who helped make this event happen – and already looking forward to NSEW Week 2025 next September!

## Integrity Staffing Solutions' Dorina Olloni Wins National Staffing Employee of the Year Award in the Clerical/Administrative Category

American Staffing Association Honor Recognizes Top U.S. Staffing

Integrity Staffing Solutions is thrilled to announce that Dorina Olloni, a Data Entry Clerk from Tempe, AZ, has been named the 2025 National Staffing Employee of the Year All-Star in the Clerical/Administrative Sector by the American Staffing Association. This prestigious award highlights the top staffing employees across the nation, and Dorina's exceptional contributions have earned her this well-deserved recognition.

Dorina began her career with Integrity Staffing Solutions in April 2022 on a seasonal assignment with JPMorgan. Thanks to her outstanding work ethic, she quickly became a core associate, extending her employment beyond the original contract. Her dedication and commitment to the client's culture led to her full-time hiring in October 2023. Dorina's journey is a remarkable example of how temporary work can lead to permanent career growth.



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The National Staffing Employee of the Year program recognizes the country's most outstanding temporary and contract workers. In 2023, U.S. staffing companies employed 2.4 million such workers, and Dorina stood out among them, securing this national award for her excellence in the Clerical/Administrative category.

"Dorina's journey from a temporary associate to a full-time team member is a shining example of the opportunities we aim to create every day," said Todd Baval, CEO of Integrity Staffing Solutions. "Her story showcases the impact that staffing agencies can have on transforming lives, and we are beyond proud to see her success recognized on such a grand stage."

Dorina will be officially honored alongside other winners during the 2024 Staffing World Convention and Expo, set to take place in Nashville, TN from October 22-24, 2024.

At Integrity Staffing Solutions, our associate-first approach is key to ensuring that our associates succeed not only at work but in life. This strategy has consistently produced award-winning results, making Dorina Olloni the fourth Integrity associate to be named a National Staffing Employee All-Star. Integrity Staffing Solutions holds the distinction of having more National Staffing Employee All-Star awardees than any other staffing agency in the U.S., a testament to our commitment to helping our associates achieve their full potential. Learn more at [integritystaffing.com](https://integritystaffing.com).

### **Crelate Announces Major Product Update with AI-Powered Co-Pilot and Enhanced User Experience**

Crelate Announces Major Product Update with AI-Powered Co-Pilot and Enhanced User Experience

Crelate, a leading talent platform for staffing and recruiting agencies, today announced the latest updates to Crelate Recruit and Crelate Omni. This release introduces the innovative Crelate Co-Pilot, powered by AI and Real Recruiter Intelligence™, which brings over real-world automation tasks into the daily workflow of business, along with a refreshed user interface, and advanced checklist functionalities to keep recruiting teams organized.

The centerpiece of this update is the Crelate Co-Pilot. This AI-powered assistant offers over 20 different Skills, which are based on the requests of professional recruiters. These Skills respond to the user's current task and context within the application, providing intelligent support throughout the recruiting process. This is just the first iteration of Co-Pilot; look for more Skills to be added soon.

"Our September 2024 release represents a major leap forward in how recruiters and talent professionals interact with their tools," said Aaron Elder, CEO of Crelate. "With the introduction of our AI-powered Co-Pilot, major updates to time keeping, and payroll and checklist automation, we're not just improving our platform – we're reimagining the recruiting experience to drive productivity and business growth for our customers."

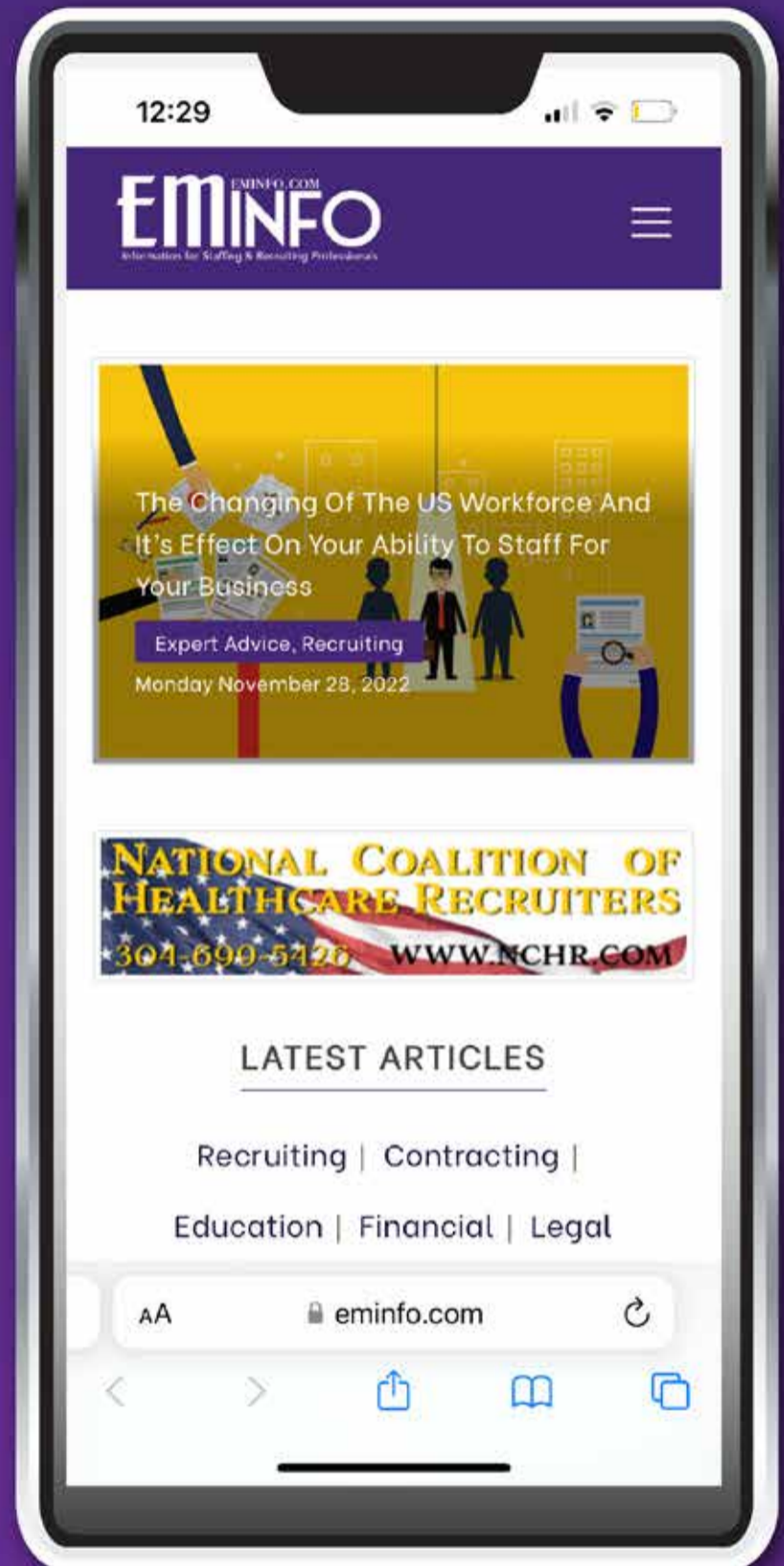
Other Improvements: Complementing the Co-Pilot feature is an enhanced user experience through over 150 interface improvements, creating a more intuitive and visually appealing platform. The new UI features refreshed colors, labels, spacing, and menus throughout, with subtle changes designed to enhance usability without disrupting familiar workflows. New Quick Filters in the Reports dashboard streamline data analysis, while enhanced checklist and list management features offer greater flexibility in task and data organization.

Major Expansion of the Crelate Marketplace: The release also includes integration of nine new preferred partners, and significant enhancements to organizational and analytical capabilities.

Crelate is committed to innovation, continual improvement, and responsiveness to our customers' ever-changing needs. The new features and improvements are designed to enhance user productivity, streamline workflows, and provide deeper insights for recruiting professionals.

For more information about Crelate and the September 2024 release, visit [www.crelate.com](https://www.crelate.com).

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# Letter From The Editor



## Don't miss out!

September just blew by and we are entering the last quarter of 2024. Motivating your team as well as yourself is critical if you are a firm owner wanting to end 2024 strong. Understanding how AI can play a role in performing tasks that can expedite certain processes will help your firm run ahead of the pack. Jason Thibeault and Tricia Tamkin just recently shared some fascinating AI applications in the recent Haley Marketing Smart Idea Summit 4. Lots of great information was shared thru this Haley speed summit. Sharing ideas and ways to use new technology will enable staffing and recruiting firms to be better prepared to enter 2025. Change is constant. Stay educated.

In this issue, some thought leaders share ideas that can lead to better productivity. Trainer Barb Bruno shares ways to motivate your staff if at all possible by better understanding each individual. Recognize the way different generations think and what methods to use to gain their highest level of performance helps everyone on the team win.

Focusing on the positives is best. Whether facing an up market or a down one, finding a strategy that works will help your team move forward no matter what obstacles you face in the upcoming year. Recently at an industry event, I asked an owner what obstacles she faced in her staffing practice and her reply was, "There are no obstacles, only solutions." That really says it all as in the staffing and recruiting industry; you serve business leaders by offering them candidates who bring solutions to their companies. When well matched, everyone wins.

Starting each day, we all see the opportunities in helping people connect. Check out what new tools will help make your processes more efficient.

Keep reading EMinfo! Send us your thoughts. We'd love to hear from you.

Happy recruiting....

*Pat Turner*

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