

How to Keep Your Staffing New Year's Resolutions

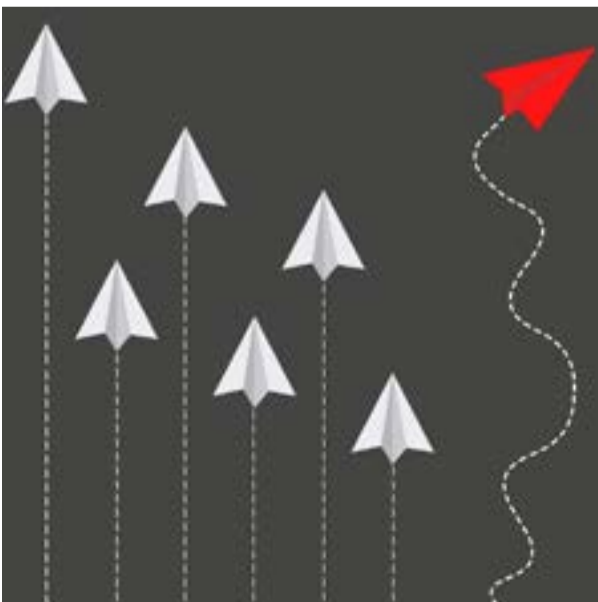
Level Up Your Talent Acquisition: Gamified Assessments for your Staffing Agency



6 Key Ways to Drive Revenue Expansion for Staffing & Recruiting Firms!

Making Decisions for Success in Recruiting

Plan Ahead!



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DID YOU KNOW?

* While goals can be set at any time, the new year is a quintessential time for New Year's resolutions- new year, new you, new business goals. Did you know though that only 9% of Americans that make resolutions complete them and 43% of people quit by the end of January? pg 5

* Adopting AI not only increases efficiency but also reduces burnout by allowing your team to focus on what they do best: engaging with people. It's an investment that can yield substantial returns by optimizing productivity and enhancing candidate and client experiences. pg 8

* **Uncover Hidden Potential:** Traditional reviews can miss crucial soft skills like critical thinking, problem-solving, and decision-making. Gamified assessments reveal these abilities in action. pg 9

* Being aware and alert to potential changes in your preferred or desired markets is very important to your strategic planning. To accomplish this, you need to speak frequently with clients and peers to know the "inside scoop." Regularly visit the websites for government entities such as the IRS, the Department of Labor, and US Census Bureau where you may learn of some potential impact on your industry specialty." pg 13

* Growth often comes from discomfort. Feeling uncertain or uncomfortable with a decision doesn't necessarily mean it's the wrong choice. It could be a sign that you're pushing boundaries and growing. pg 16



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How to Keep Your Staffing New Year's Resolutions

By Jennifer Roeslmeier Mikels

As we enter a new year, you may be setting individual and team goals for 2025. While goals can be set at any time, the new year is a quintessential time for New Year's resolutions- new year, new you, new business goals. Did you know though that only [9% of Americans](#) that make resolutions complete them and [43% of people](#) quit by the end of January? New year's resolutions can be hard to complete and carry on throughout the whole year. In this article, we will look at 6 simple ways to help keep both team and individual goals throughout the year.

1. Set Goals that are SMART

While you should always have goals that are "smart" in this instance smart refers to Specific, Measurable, Achievable, Relevant, and Time Bounded. Chances are, you are probably already familiar with SMART goals, but it is a good reminder of how you can set yourself and your team up for success. As you are setting goals, be specific with what you want to achieve and know how you can measure it. Remember to set goals that are achievable and not too far-fetched, otherwise you will never be able to complete them. It's also important to set a timetable for when you want to complete the goals by. You can break the goals up into different timetables as they might not all have to be completed at the same time. Making shorter goals throughout the year can help complete goals faster and have an immediate reward. For larger goals, be sure you set an appropriate timeline, so you have time to complete the goal - see #6 below!

2. Communicate Goals to the Team

For goals you are making for the team, communicate these goals. Everyone should be aware of both team and any individual goals you wish for them to achieve. Make these goals visible so they can easily be seen throughout the workday. Track the progress in real-time so everyone can see how close they are to achieving the goal at hand. This will help hold team members accountable for achieving their goals and motivate the team as they get closer to goal completion!

3. Write Down Individual Goals and Make To Do Lists

For individual goals, write these goals down and make to do lists. You may have large new year's goals or perhaps you have daily goals you wish to complete. Research has shown you are more likely to complete goals if they are written down. Each day write down your daily goals/ to do list. These could be tasks associated with your larger new year's goals or perhaps just individual daily goals. Setting a daily to do list will help you identify everything that needs to get done that day.

Several years back I read an article about how you should focus on one task and complete it before jumping to another because this will help reduce stress. We all have busy workdays filled with meetings, interruptions, and more. It's often hard to get the items completed on your to do list. If possible, though, set time aside for your to do list between other appointments you have throughout the day. If there is an interruption during this time, see if it is possible to address it after you finish your task at hand.

4. Ask for Help if You Need It

Often times we don't want to ask for help when it's needed, or we want things to be done a certain way, so we do it ourselves. If others can help though with something you don't have the bandwidth for, don't be afraid to ask for help. A project that is a lot for you to take on can be an exciting new project for someone else who has the bandwidth. Generally, people

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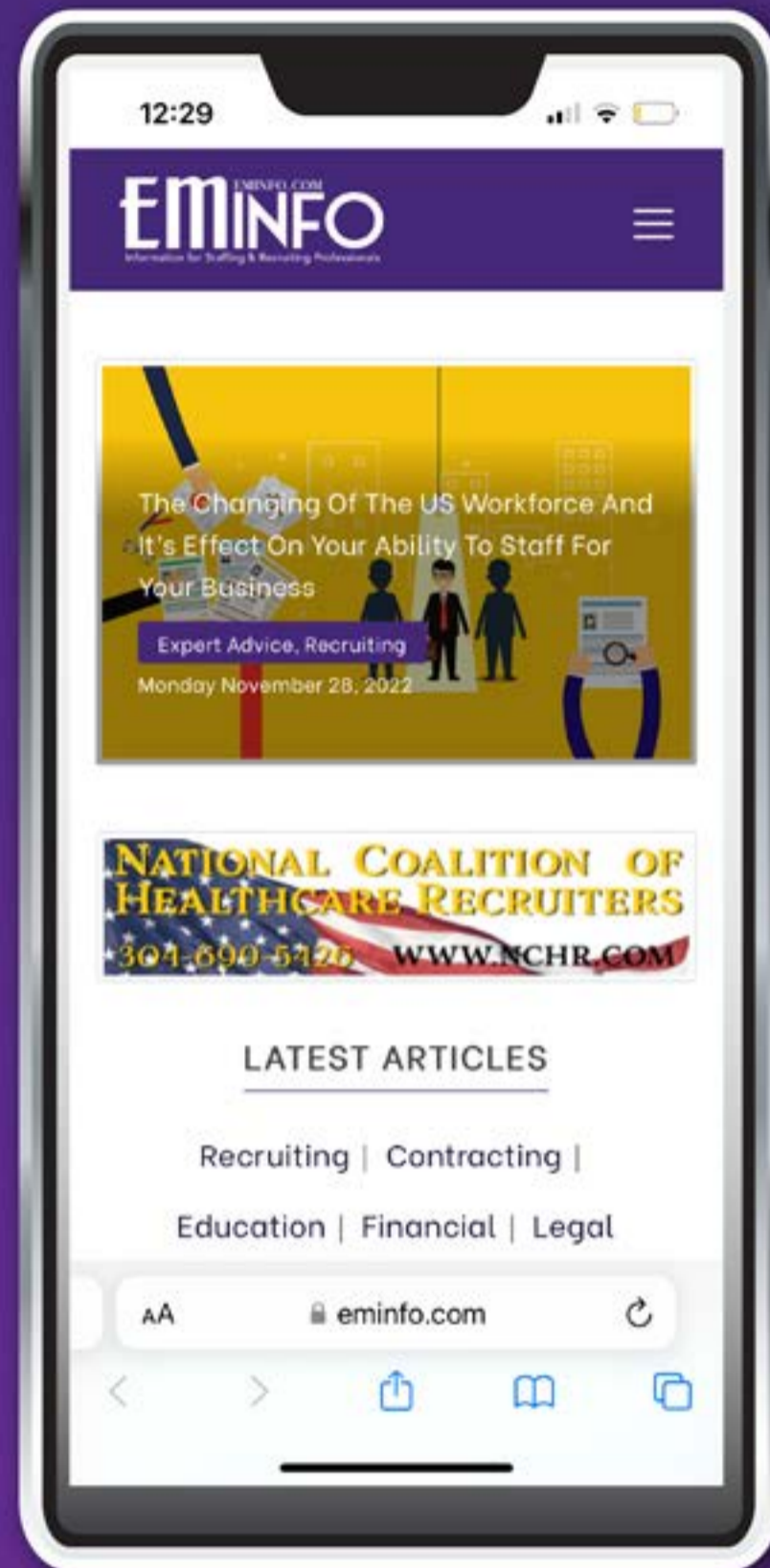
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want to help and are more than happy to help if they can. Of course, this will always depend on the project you are working on and if someone else can take it on.

5. Track Goals with Your Staffing Software

Technology can play a vital role in helping track and measure goals. Does your staffing software house reports you can use to measure your goals? Can you use your staffing software to visualize your goals and metrics? Does your staffing software have a dashboard for you to view and track team goals? Right within your ATS/CRM solution, you should be able to track key metrics you need to complete your staffing goals. If you are unsure how to use your staffing software to track some of your staffing metrics, reach out to your provider and see how you can begin tracking it with your software. Staffing software is there to help you work smarter and more efficiently, not harder. Take advantage of the technology you have at your fingertips to stay on top of your new year's goals and resolutions.

6. Give Your Resolution Time

Some studies show it takes 66 days for a routine to become a habit. Other studies show it can take more or less time. Sometimes it depends on the person and what the task is at hand. Needless to say, you want to make sure you give your resolution and goals time to achieve them. Don't set too short of a timeline where it is impossible to achieve. After a given time, if it seems like you won't be able to achieve your goal, you can always revise it to something more attainable. It's important to remember that goals can always be revised and re-evaluated as time goes on, but first give your goals a chance.

New Year, New Goals, New Resolutions

We reviewed 6 simple steps to help you achieve your new year's goals and resolutions in 2025. As you ring in the new year, know your staffing goals and how you want to set out and achieve them. It all begins with setting SMART goals. From there, communicate the goals with your team, write your goals down/your to do list, and use the technology built into your staffing software to help measure your staffing goals. Achieving goals and resolutions is not always easy, but setting your mind to it and working together on team goals helps make anything possible. Cheers to the new year!

Need a staffing software solution that will help you achieve and exceed your goals in 2025? [Schedule a demo of Ultra-Staff EDGE staffing software](#), a full front and back office solution with web portals, onboarding, mobile, and data analytics.

[Read more from Jennifer Roeslmeier Mikels](#)

Owner's Outlook

Six Key Ways to Drive Revenue Expansion for Staffing and Recruiting Firms in 2025

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!

Happy New Year! As an owner or manager of a staffing and recruiting firm, your ultimate goal is to drive profitability while building a thriving business. The key to success in 2025 lies in implementing focused, actionable strategies that align with your firm's goals and empower your team to operate at their highest potential. These six revenue-generating strategies will help position your firm for a record-breaking year.

1. Set a Strong Foundation with Clear Goals

The first step in driving revenue is defining clear, non-negotiable goals for the year. These goals should encompass professional growth, financial benchmarks, team development, and even personal aspirations, as success in business often correlates with personal clarity.

To ensure these goals are actionable, break them down into specific, measurable milestones with deadlines. For example, if your goal is to increase the gross margin by 15%, identify actionable steps such as increasing placements in high-demand industries or raising bill rates for certain clients. Goals provide your team with a sense of purpose and align everyone toward common outcomes.

Additionally, encourage your team to set their own individual income and productivity goals. Helping them understand how daily activities like candidate outreach, client calls, and placements contribute to their targets will foster accountability and engagement.

2. Evaluate and Refine Existing Strategies

Before adopting new strategies, assess your current ones. Identify which strategies are generating the most revenue and which are underperforming. For those that aren't working, dig deeper: Is it a problem with execution, a lack of resources, or misalignment with market demands?

If you don't like your current results you need to change two things. First the decisions you make and second the actions you and your team take. That is the only way to obtain different results.

If a strategy has potential but needs adjustments, refine it to better fit your 2025 objectives. If it's no longer viable, replace it with a new approach that aligns with market trends and your firm's goals. Eliminating ineffective strategies creates space for fresh ideas and innovation.

3. Harness the Power of AI

In 2025, AI tools have become indispensable for staffing and recruiting firms. By automating repetitive, time-consuming tasks, AI allows teams to focus on high-value activities like relationship building and closing deals.

All ATS and CRM systems include various AI tools. Ask your provider for training for your team.

Consider integrating AI tools for:

- **Candidate sourcing:** Platforms like Hiretual or Entelo can quickly identify qualified candidates from various online sources.
- **Resume parsing and screening:** Automate the review of resumes to prioritize top candidates.
- **Interview scheduling:** Use tools like Calendly with AI integrations to streamline scheduling with candidates and clients.
- **Data analysis:** AI-powered dashboards can track key metrics, helping you make informed decisions about your firm's performance.

Adopting AI not only increases efficiency but also reduces burnout by allowing your team to focus on what they do best: engaging with people. It's an investment that can yield substantial returns by optimizing productivity and enhancing candidate and client experiences.

4. Diversify Revenue Streams

In a competitive and dynamic industry, diversification is key to long-term stability. Beyond traditional staffing and recruiting, consider adding complementary revenue streams that support your clients and candidates.

Ask your clients what services they would like you to offer. You could earn affiliate income by partnering with firms who offer services they are already utilizing.

Some options include:

- **Career development tools:** Offer candidates access to resources like skills assessments or career coaching services.
- **Training programs:** Provide training for candidates to enhance their skills, increasing their marketability and loyalty to your firm.
- **Consulting services:** Help clients optimize their hiring processes by offering insights and strategies tailored to their needs. We offer a [Career Portal](#) for the candidates you don't place or hire and it also generates passive income.

Diversifying your services not only generates additional income but also strengthens your firm's value proposition, making you a go-to resource for clients and candidates alike.

5. Track Metrics That Matter

Success in staffing and recruiting is built on measurable results. By consistently tracking

key performance indicators (KPIs), you can identify what's working and make data-driven adjustments.

Metrics to monitor include:

- Resume submissions versus callback rates
- Interviews scheduled per recruiter
- Conversion rates from interviews to placements
- Revenue generated per recruiter or client

Encourage your team to track their progress as well. When recruiters understand the specific daily activities needed to meet their income goals like the number of interviews, send-outs, submittals, placements and fills, they are more likely to stay focused and motivated.

6. Foster a Culture of Innovation and Adaptability

The staffing and recruiting industry is constantly evolving, driven by technological advancements, shifting market demands, and candidate expectations. To stay ahead, it's essential to foster a culture of innovation within your firm.

Encourage your team to experiment with new tools, approaches, and ideas. Staying informed about industry trends is equally critical. Attend conferences, participate in [webinars](#), and engage with professional organizations to ensure your strategies remain relevant and forward-thinking.

Finally, schedule stay interviews throughout the year. Quarterly check-ins can help you assess progress, address challenges, and make necessary adjustments to keep your firm on track.

In 2025, success in staffing and recruiting requires clarity, adaptability, and a willingness to embrace change. By setting clear goals, refining strategies, leveraging AI, and diversifying revenue streams, you can drive profitability while empowering your team to thrive.

Remember, the most successful firms are those that remain proactive and innovative. By implementing these six revenue-generating strategies, you'll not only achieve your financial targets but also position your firm as a leader in the industry. Start today and make 2025 your best year yet.

Learn more about [Barb Bruno](#)



Level Up Your Talent Acquisition: Gamified Assessments for your Staffing Agency in 2025

By Lynn Connor

With a look into recruiting and hiring in 2025, staffing agencies need every advantage to attract and evaluate top talent. Applicants aren't interested in questionnaires and generic interviews. Gamified assessments to identify top candidates, can make the process engaging, insightful, and enjoyable.

What is Gamification?

Can you remember the last time you were truly engrossed in a game? You were focused, motivated, and probably even enjoying the challenge. That's the power of gamification. By applying game mechanics to assessments, you can:

- **Boost Candidate Engagement:** Gamified assessments transform the evaluation process into an interactive experience, keeping candidates motivated and invested.
- **Uncover Hidden Potential:** Traditional reviews can miss crucial soft skills like critical thinking, problem-solving, and decision-making. Gamified assessments reveal these abilities in action.
- **Gain Deeper Insights:** Observe how candidates approach challenges, strategize, and react under pressure. These behavioral insights provide a more holistic view of their capabilities.



- **Enhance Your Brand:** Gamified assessments position your agency as innovative and forward-thinking, attracting tech-savvy candidates and giving you a competitive edge.

How can staffing agencies use and benefit from gamified assessments?

- **Personality Profiling:** Use game-based scenarios to assess personality traits, work style preferences, and cultural fit. To illustrate, agencies can test candidates' ability to prioritize tasks and handle pressure in a fast moving office setting and assess customer service skills and problem solving or evaluate collaboration and communication in a warehouse through different zones/work environments.
- **Cognitive Ability Testing:** Measure critical thinking, problem-solving, and logical reasoning through engaging puzzles and challenges. For example, higher level candidates can be asked to analyze data patterns, identify trends, and make predictions in a simulated stock market challenge, evaluating their logical reasoning and ability to interpret information.
- **Skills Evaluation:** Create simulations to test specific skills like coding, customer service, or language proficiency in a realistic environment. In particular, a staffing firm can present candidates with a series of challenges that test their skills in areas like typing speed, data entry accuracy, customer service scenarios, or language proficiency.
- **Teamwork and Collaboration:** Assess how candidates interact and cooperate in virtual team-based challenges. Role-Playing is a good example where you can assign candidates different roles and observe their communication, teamwork, and conflict resolution skills throughout the challenge.

Choosing the Right Gamified Assessment Platform:

When selecting a platform, here are some factors to consider:

- **Relevance:** Ensure the games align with the skills and traits required for the roles you're filling. Start with one client with specific needs and this can be a highly sought after feature in sharing the benefits of using your staffing agency.
- **Validity and Reliability:** Choose assessments that are scientifically validated to measure what they claim to measure. If clients have questions, firms want to make sure their tests are accurate and useful.
- **User Experience:** The platform should be intuitive, engaging, and accessible across various devices. Make it easy for candidates to access and complete the assessment.
- **Data and Analytics:** Look for platforms that provide

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comprehensive reports and actionable insights. Sharing examples of the assessments your firm provides with potential clients can shine a light on how you differ from other agencies in your area.

COATS Staffing Software: Using Gamification for Success

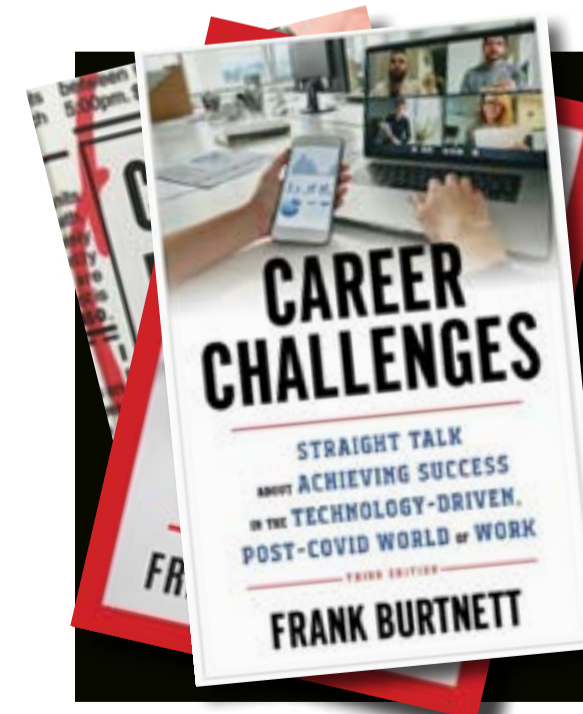
[COATS Staffing Software](#) recognizes the power of gamified assessments. Our platform is designed to store and search interview notes, skill assessments, drug test and criminal record checks, shifts available and desired to work, preferred cities for job assignment, and type of role desired, to name a few.

- **Centralize Candidate Data:** Store assessment results in each job candidate's record along with other relevant candidate information for a complete view of each candidate to match every job opening.
- **Streamline Workflows:** Move from application and assessment to online onboarding to save time and increase efficiency.
- **Enhance Decision Making:** Combine assessment data with other insights to make informed hiring decisions.

And here's where COATS truly shines: Our software offers powerful customization features, including custom screens that allow you to create highly specific searches. This means you can tailor your searches to identify candidates who excel in particular assessments, quickly pinpoint individuals with the skills and traits you need, and ultimately make faster, more effective hiring decisions. Many clients have very unique and specific needs and being able to customize these is key to searching your database quickly to fill open positions fast.



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JUST ASK Judy

Plan Ahead!



Looking to the future will help you ensure the financial health or enhance the growth of your recruiting firm. If you are solely focused on short-term, day-to-day crises, you are very likely to get blind-sided by unexpected events. While no one can predict the future with any certainty, there are a few steps you can take to maximize your awareness of trends and minimize your risk exposure to adverse events in the marketplace. This article focuses on a few of these steps.

Set Reasonable Goals

First of all, set reasonable goals to help you focus your efforts. These goals could be making more calls, improving your interview-to-hire ratio, targeting a new market, expanding your share of the existing market, or perhaps starting a new revenue stream. Setting a goal or goals to work towards is a huge step forward in improving your business. The intent is for you to spend your time and effort to achieve the goals rather than always reacting to crises. Once you have determined the goal(s) you wish to achieve, review your present work processes and make an honest assessment of the likelihood that you will achieve your goals. You may need to adjust your processes, or perhaps temper your goals. Of course, there will always be those times that you have to drop everything and respond to a crisis but discipline yourself to return to your goal-oriented behavior!

Make A Forecast

You must determine what can help you achieve your goals. To do this you need to research the markets you serve, or want to serve, gather data, and identify trends so that you can better forecast what may happen. An example might be if you see an announcement that a large manufacturer is planning to build a car assembly plant in your market area. You tell yourself that "I don't ever place anyone in a car assembly plant." This may be true, but the car plant will trigger a whole series of subsidiary supply and support businesses, residential expansions, service industries, financial firms, and the list goes on. Research what these support or secondary industries are likely to be and find the opportunities!

Forecasting is not an exact science. Think of the weather! The quality of your forecast will be directly dependent on the quality, and appropriateness, of the data you gather. Some useful tips on forecasting errors to avoid, noted by Jeffrey Porter¹, can be applied from the inventory-based industries. These include:

- Lead Time Underestimation - Placements are time-critical. Be sure to anticipate your client's needs.
- Process Delays - Allow sufficient time for the hiring process.
- Seasonal Variance - Include in your forecast impacts of seasonal delays such as weather, holidays, etc.
- Safety Stock Availability - Having a portfolio of available candidates will improve your chances of making a placement.
- Consider Sales Data - Stay current on trends in your placements.
- Promotions - Promote your firm's services via social media, direct phone calls, email, industry associations, and other means.

Call Your Clients

An important aspect of the "Plan Ahead" mantra is to be in close contact with your clients. When you do call, don't just ask "How many more people are you going to need?" Ask instead "How can I help you achieve your goals?" By doing this you become a partner and not just a vendor. You also gain knowledge on how you may further your own goals and how you may need to adjust your processes or strategies.

Stay Informed

Being aware and alert to potential changes in your preferred or desired markets is very important to your strategic planning. To accomplish this, you need to speak frequently with clients and peers to know the "inside scoop." Regularly visit the websites for government entities such as the IRS, the Department of Labor, and US Census Bureau where you may learn of some potential impact on your industry specialty. Do periodic internet searches to find articles of interest. Subscribe to your local Business Journal and any other industry publications that focus on your specialty. Staying informed is one of your best defenses against unpleasant surprises!

Expect The Unexpected

Try as you might to plan in great detail, mother nature has a habit of surprising us with unforeseen events and the same applies to the business world. Leave an allowance or contingency for the unknown in your planning. Your plan should include setting aside a contingency fund to help you ride through periods of market downturns or upsets. Consider the shock COVID was to the worldwide marketplace! We are still feeling its impacts. Diversify to better withstand market volatility. If you are overly specialized in one industry and that industry takes a hit, you may suffer the consequences.

Sleep Well At Night

Having a consistent set of goals, forecasting what might happen, keeping in close touch with your clients, staying informed, and being aware that the unexpected will happen should make you better prepared to sleep well at night! You will no longer be reacting to crises, but will be on a proactive, planned path to success! If you have any questions or if I can be of help growing your business, please feel free to call me. I am always happy to help!

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¹Stock IQ Technologies, Jeffrey Porter, "6 Forecasting Errors and How To Avoid Them," April 11, 2023.

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I bet you a lot of people reading this have a lot of great ways to do their own research. However, we have done studies. We found that recruiters are wasting three or four hours a day on LinkedIn gathering phone numbers and looking at profiles at \$150 an hour, which is what a \$300,000-a-year person would make. They would bill \$150 an hour if they were recruiting during that time instead. It means they are spending a minimum of \$300 to \$600 a day doing their own research, and they have a loss of productivity, when for about \$800 a month, they could have somebody 20 hours a week uncovering all of that for them.

So \$300 to \$600 – let’s meet in the middle – \$450, a minimum number, there are 22 working days, so \$450 x 10 is \$4,500. Close to \$10,000 a month in lost opportunity is what recruiters are spending on the cost of doing their own research versus outsourcing that for \$800 a month and then making another \$10,000. Basically, they invest \$800 to \$1,000, and they get \$10,000 back. You put in \$1,000 and get \$9,000 back, provided you do the work.

Expert Training for Research

If you are hellbent on doing your own research, Tricia Tamkin of [Moore Essentials](#) is the best trainer on the subject. I send my clients to her and Jason Thibeault, who are partners. If one of our clients hires an internal researcher, I want them to be trained by Jason and Tricia.

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

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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...>

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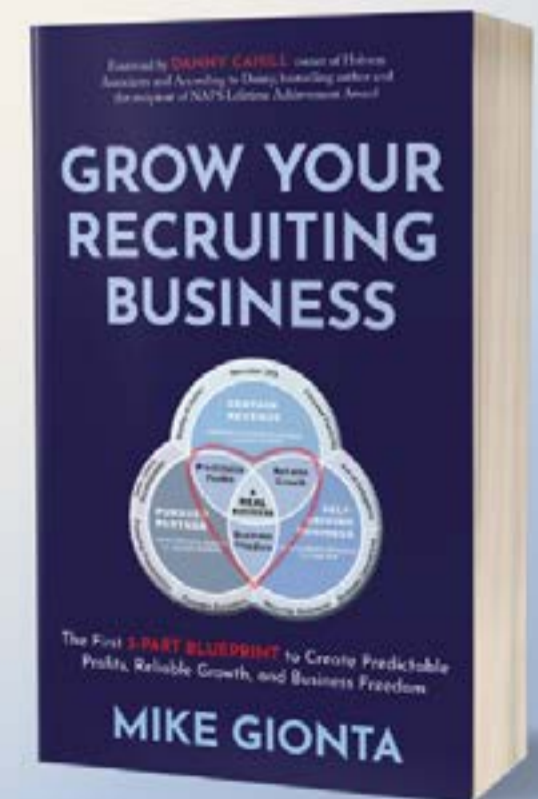
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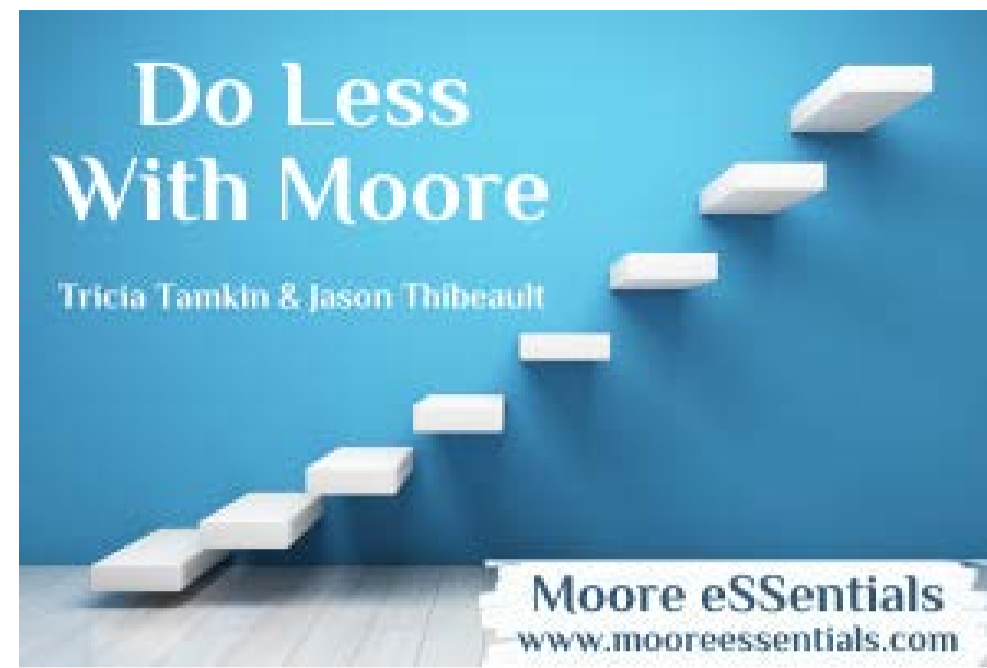
“I’ve read several books on recruiting and listened to a number of trainers over the years, but Mike is the one that has helped me the most in growing my recruiting practice. Mike and his team have a way of identifying and clarifying the key processes and mindsets to be successful in recruiting. They 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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Making Decisions for Success in Recruiting

By Tricia Tamkin



Balancing Personal Interests with the Mission

Recruiters are constantly faced with decisions which can shape our careers and influence our success. It's crucial to differentiate between choices serving the larger mission of your career and those which merely satisfy personal pride or ego. Understanding this distinction is key to making smart, strategic decisions.

The Smart Decision-Making Approach

- 1. Align with Your Goals:** Before making a decision, consider how it aligns with your long-term goals in recruiting. Does it serve the broader mission of your career or your firm? Or is it merely a short-term gratification of your ego? Are you chasing an idea because it's new and different (shiny object syndrome) or because it is the best use of your time?
- 2. Big Picture Thinking:** Always keep the big picture in mind. In recruiting, this might mean prioritizing client relationships over immediate gains or focusing on long-term candidate quality rather than quick placements. It also means treating candidates like gold. We always make the assumption we are going to run into the same people again as their career grows. How will that person remember you?
Overcoming the Ego Trap
- 1. Swallowing Your Pride:** At times, the best decision for your career might require you to put aside personal pride. This could mean admitting a mistake to a client, reevaluating a failed strategy, or seeking advice when you'd rather go it alone. It is hard to ask for help. Just remember how easy it is to give help. When someone asks you, how do you react? Why do you expect less from others?
- 2. Embracing Discomfort for Growth:** Growth often comes from discomfort. Feeling uncertain or uncomfortable with a decision doesn't necessarily mean it's the wrong choice. It could be a sign that you're pushing boundaries and growing. Change is hard, becoming more is difficult. Think of it like bootcamp, in a few short weeks young people are transformed: stronger, faster, more resilient. It takes a lot of yelling and push-ups to get there.
- 3. Pain isn't Growth:** Sometimes people learn growth is uncomfortable and push themselves too hard in the wrong ways. Or they embrace "hustle culture" which seems to embrace working harder over smarter. You may have noticed those hustle bros are very vocal and arrogant about how much "pain" they can handle. That's

ego too. Don't be the bodybuilder tearing a ligament because you took on too much.

The Impact of Ego in Decision Making

- 1. Ego vs. Long-Term Wins:** Your ego can be a significant obstacle in achieving long-term success. Making decisions to feed your ego can sabotage potential wins and hinder your professional progress. If you remember Back to the Future III, Marty McFly succeeds in life and has a happy family when he decides not to street race.
- 2. Controlling the Outcome:** By controlling your ego, you gain more control over the outcomes of your decisions. This means making choices which are thoughtful, mission-aligned, and conducive to your long-term success. Think of two politicians debating on stage. Who wins, the one reacting to their opponent from ego, or the one sticking to the communication objective? Inside of you are two politicians....

In Conclusion

In the competitive field of recruiting, making decisions which align with the success of your mission rather than personal ego is essential. It's like getting your first real job and deciding between getting a nice showy new car, or a certified-preowned econobox. Your mission is to get to work reliably, not prove you can get approved for a car loan. One of those choices will get you to financial success sooner, and you already know which!

This approach requires humility, foresight, and the ability to embrace discomfort. That used car will develop a squeak sooner. Remember, the most successful recruiters are those who play the long game, making decisions that contribute to the overall mission and not just immediate gratification. Control your ego, focus on the bigger picture, and you'll find yourself making smarter, more effective decisions that lead to lasting success.

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

A year in Review . . .

January:

New Staffing and Recruiting Podcast Launches: The Staffing Buzz Network, an Ultra-Staff EDGE Original Podcast

This month Automated Business Designs, developers of Ultra-Staff EDGE Staffing and Recruiting Software, launched The Staffing Buzz Network, an Ultra-Staff EDGE Original Podcast. The Staffing Buzz Network will dive into the latest staffing industry trends and news to help staffing professionals stay ahead of the curve and gain valuable insights they can apply to their staffing business.

February:



March:



April:

Recruitment Leader NPAworldwide Announces Kerry Crockett as President and COO America's least productive states - Missouri takes tenth

NPAworldwide, a member-owned recruitment network with headquarters in Grand Rapids, Michigan (USA), has announced the appointment of Kerry Crockett, MBA, CPC, CAE, CMP Fellow, DES, as its new President and Chief Operating Officer. Crockett succeeds Past President Dave Nerz, who will retire June 30, 2024 after an 18-year tenure.

May:

What is the Outlook for the Job Market in 2024?

The chaos in some sectors of the job market is offset by strong demand and stability in others. This theme plays out in the highly turbulent food service, leisure and hospitality, and retail industries which are most impacted by the tighter labor market. These industries must scramble to gain an edge by offering better compensation and benefits to stay competitive. On the other hand, qualified professionals are in short supply and are highly sought after by firms in the fields of technology, healthcare, and "green" solutions. This article will explore some of the factors driving these trends. An excellent analysis of this market is available at www.pegstaff.com.²

June:

NPAworldwide Honors Nerissa Reyes of Avanti People Partnership with Prestigious Chairman's Award

Nerissa Reyes of Avanti People Partnership in metro Manila (Philippines), is the recipient of the 2024 NPAworldwide Chairman's Award. The Chairman's Award, established in 1996, recognizes a current or former NPAworldwide owner, manager, recruiter, or staff member, whose contributions and service to the network represent substantial and lasting benefit. Nominations are sought from the NPAworldwide membership, and the board of directors selects the recipient.

July:

Surge in Strikes: Economic Impact on Workers Reaches New Height

In 1768, a group of tailors in New York took a stand against their employers, who were implementing wage cuts, leading to insufficient earnings to support a family. Fast-forward to 2023, and the United Auto Workers (UAW) initiated a strike, citing inadequate wages to cover living expenses. Despite the vast time gap, the issues and outcomes of these strikes were remarkably similar—improved pay and working conditions were the primary demands.

In 2023, the United Auto Workers (UAW) strike was not an isolated event. It was part of a more significant wave of labor unrest that saw over 150,000 UAW workers, 80,000 members of the Writers Guild of America (WGA) and Screen Actors Guild-American Federation of Television and Radio Artists (SAG-AFTRA), 75,000 healthcare professionals, and United Parcel Service (UPS) workers on the verge of a strike. If it had occurred, the potential UPS strike would have been the largest labor stoppage in U.S. history.

September:

STRATEGIC STAFFING SOLUTIONS & TRICENTIS SIGN MASTER ALLIANCE AGREEMENT

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

October:

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.



November:

Crelate's "The Full Desk Experience" Podcast Wins Three Prestigious MarCom Awards

Crelate, a leading recruiting and staffing platform, is proud to announce that its podcast, "The Full Desk Experience," has been honored with three MarCom Awards. This recognition highlights the podcast's excellence in marketing and communication within the staffing and recruiting industry.

December:

Looking back in our Rearview Mirror....

MKSSA Review Members of the Missouri and Kansas Search and Staffing Association met in Kansas City for an educational, networking and fun event in the downtown area of KC at the recently renovated 21c Museum Hotel.

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NEWS RELEASES

Missouri Workers and Families Celebrate Rise in Minimum Wage

New minimum wage of \$13.75 p/hr helps over 440,000 workers and 1 in 5 children who live in a MO household that will get a pay raise.

An overwhelming majority of Missouri voters supported Proposition A on November 5th passing the ballot measure with over 57% of the vote. Proposition A's passage means the minimum wage will rise to \$13.75 on January 1st, 2025 and \$15 on January 1st, 2026. The measure also means, beginning May 1st, workers can earn up to 7 paid sick days per year.

"This raise shows what happens when workers come together to create change," said Gabriella Love, a nursing home worker in St Louis. "Many workers in my profession don't make \$15/hour. That leads to workforce shortages in our nursing home facilities - where many of our loved ones receive care. That simply is not right and will no longer be our reality."

Raising the minimum wage is a proven strategy that helps workers, families and our economy thrive. The increase on January 1st will raise wages for nearly 440,000 MO workers, injecting over \$365 million into the MO economy. One in five Missouri children live in a home that will see an increase in household earnings. This increase in wages will have positive ripple effects that benefit all Missourians as low wage workers spend their increased earnings in local communities.

Research shows that during the phase-in of Missouri's last minimum wage increase, Missouri's unemployment rate went down at a rate higher than the national average and higher than each of Missouri's neighbors that did not increase the minimum wage. This is consistent with prior research that suggests increases in the minimum wage increase employment, in part by reducing turnover among employees.

"Working families are the drivers of the economy," said Caitlyn Adams, Executive Director of Missouri Jobs with Justice Voter Action. "We are proud to take another step forward in building an economy that works for all."

CALIFORNIA'S JOB GROWTH IS BOTH RESILIENT AND CONSTRAINED

Unemployment Rate Holds Steady Up; Labor Supply Falls... Again

California's labor market expansion continued in the latest numbers. Total nonfarm employment in the state grew to a seasonally adjusted 18,115,900 in November, an increase of 11,100 positions over the month, according to an analysis released today by Beacon Economics.

The state's labor market has remained relatively resilient despite slowdowns in handful of industries such as manufacturing, tech, and entertainment (this is discussed in more detail in Beacon Economics' latest economic outlook for California). Perhaps more importantly, October's declines were revised up to a 9,100 job gain in the latest numbers, an 14,600 increase from the preliminary estimate of a 5,500 decline.

However, employment growth in California has trailed the nation in recent years. Since February 2020 (the start of the pandemic), total nonfarm employment in the state has grown 2.5% compared to a 4.6% increase nationally. California increased payrolls by 1.2% from November 2023 to November 2024, just behind the 1.4% increase nationally over the same period.

"There are a mix of influences both driving and constraining the state's job growth," said Justin Niakamal, Research Manager at Beacon Economics. "On one hand, California is seeing comparatively high incomes, strong consumer demand, and high economic output, but our critical lack of housing supply has led to the state's well-known labor force contraction, and that is most certainly holding back job growth."

California's labor supply fell by -10,200 in the latest numbers and since February 2020, has contracted by -196,300 workers, a -1.0% decline. This is primarily being driven by the housing shortage, and also by the retirement of aging workers.

California's unemployment rate held steady at 5.4% in November, unchanged from the previous month, but still among the highest in the nation. The state's unemployment rate has increased over the last year, notably for younger workers.



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However, initial claims for unemployment insurance have remained stable over this period, one of the reasons Beacon Economics has linked the rise in unemployment to California's minimum wage increases.

Also, affecting the job numbers, the two surveys that make up the monthly estimates have diverged in recent survey. The divergence between the payroll and household surveys suggests there years. Total nonfarm employment is up 1.8% over the last two years according to the payroll survey, while household employment is down 0.1% over the same period according to the household survey. A downward revision in payroll employment when the annual revision of employment figures occurs in March.

Industry Profile

Health Care led growth over the last year, with payrolls expanding by 130,900 or 4.7%. Other sectors posting strong gains over the past year were Government (57,700 or 2.2%), Education (18,500 or 4.6%), Administrative Support (17,100 or 1.5%), Retail Trade (15,700 or 1.0%), Transportation, Warehousing, and Utilities (14,100 or 1.7%), Professional, Scientific, and Technical Services (11,600 or 0.8%), and Leisure and Hospitality (11,000 or 0.5%).

Manufacturing led declines over the last year, with payrolls falling by 42,800, a -3.2% decrease. Other sectors with notable declines over the last year were Information (-14,800 or -2.8%), Construction (-11,500 or -1.2%), Real Estate (1,200 or -0.4%), and Finance and Insurance (-1,100 or -0.2%).

At the industry level, growth was mixed this month, with some sectors adding positions while others saw layoffs. Health Care led the gains in November, with payrolls expanding by 11,400, an increase of 0.4% on a month-over-month basis. In addition, payrolls in Health Care are 16.4% above their pre-pandemic peak, the strongest growth among major industries over this period.

Other sectors posting strong gains during the month were Administrative Support (2,300 or 0.2%), Wholesale Trade (2,300 or 0.3%), Retail Trade (2,200 or 0.1%), Information (2,100 or 0.4%), Education (1,700 or 0.4%), and Transportation, Warehousing, and Utilities (1,200 or 0.1%).

Payrolls decreased in a handful of sectors in November. Other Services had the largest payroll declines this month, with payrolls falling by -3,300, a decline of -0.5% on a month-over-month basis. Other sectors posting significant declines during the month were Real Estate (-3,200 or -1.0%), Construction (-2,800 or -0.3%), and Finance and Insurance (1,200 or -0.2%).

Regional Profile

Regionally, job gains were led by the Southern California. The Inland Empire saw the largest increase, where payrolls grew by 3,700 (0.2%) during the month. Orange County (MD) (2,500 or 0.1%) and Ventura (900 or 0.3%) also saw their payrolls jump during the month. On the other hand, payrolls decreased in San Diego (-2,600 or -0.2%), Los Angeles

(MD) (-900), and El Centro (-100 or -0.2%). Over the past year, Ventura (2.0%) has enjoyed the fastest job growth in the region, followed by the El Centro (1.9%), Inland Empire (1.6%), Los Angeles (MD) (1.0%), Orange County (0.9%), and San Diego (0.6%).

In the Bay Area, the East Bay experienced the largest increase, with payrolls expanding by 1,900 (0.2%) positions in November. San Francisco (MD) (600 or 0.1%), San Rafael (MD) (500 or 0.4%), and Vallejo (200 or 0.1%) also saw payrolls rise during the month. Over the past 12 months, San Rafael (MD) (2.6%) has experienced the fastest job growth in the region, followed by Vallejo (1.0%), the East Bay (0.9%), Santa Rosa (0.7%), San Jose (0.6%), Napa (0.0%), and San Francisco (MD) (-0.2%).

In the Central Valley, Visalia (700 or 0.5%) had the largest monthly increase in November. Payrolls in Modesto (600 or 0.3%), Chico (500 or 0.6%), Merced (200 or 0.3%), and Yuba (200 or 0.4%) increased as well. On the other hand, payrolls declined in Fresno (-2,000 or -0.5%), Sacramento (-900 or -0.1%), and Hanford (-200 or -0.5%). Over the past year, Stockton (4.2%) saw the fastest growth, followed by Yuba (3.7%), Chico (2.6%), Merced (2.3%), Madera (2.3%), Fresno (2.1%), Visalia (2.0%), Redding (1.8%), Modesto (1.8%), Hanford (1.4%), Bakersfield (1.4%), and Sacramento (1.0%).

On California's Central Coast, Santa Cruz (200 or 0.2%) added the largest number of jobs during the month. In contrast, Salinas (-900 or -0.6%) and Santa Barbara (-700 or -0.4%) saw payrolls fall. Payrolls remained unchanged in San Luis Obispo. From November 2023 to November 2024, Salinas (1.5%) added jobs at the fastest rate, followed by Santa Cruz (1.1%), San Luis Obispo (1.0%), and Santa Barbara (0.4%).

Injunction on Corporate Transparency Act Lifted, Deadline to File Reinstated to January 13, 2025

The filing requirement for the Corporate Transparency Act (CTA) has been reinstated by the Fifth Circuit of the United States Court of Appeals with a new deadline of January 13th, 2025. We previously alerted you that on December 3, 2024, a nationwide preliminary injunction was issued by the U.S. District Court for the Eastern District of Texas temporarily halting enforcement of the CTA and its beneficial ownership information (BOI) reporting requirements.

In light of this Court of Appeals decision on December 23, 2024, all companies formed before or after January 1, 2024 must comply with the filing requirements of the CTA and associated regulations issued by the Treasury Department's Financial Crimes Enforcement Network (FinCen).

FinCen has extended the deadline to January 13, 2025, so we recommend that companies continue to gather information for filing and aim to file by this new deadline. If there is any extension or further guidance from FinCen that would affect this upcoming deadline, we will inform you.

Please contact your Tannenbaum Helpert attorney with any questions or concerns you may have about the lifting of the injunction or the CTA generally.

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Letter From The Editor



Don't miss out!

We made it through a rough year, with elections, war and various challenges. Now what? Positive thoughts start the year off right. Self-reflection about YOU is a good place to start. Lots of ideas from our authors on how to improve in 2025 are in this issue. Jennifer Mikels writes a very good goal specific business-related article. Enjoy reading her 6 steps to help you achieve success in 2025 by making and keeping your staffing new year's resolutions.

I'd like to invite you to look inward. The number one issue in today's society is wellness. Every year people try to look at how they can improve one's own wellness. Also, many people in today society are actual caregivers, meaning they are always on the clock trying to take care of others which adds to their own stress. BUT, if you aren't feeling well then that becomes more of a challenge, risking one's own health.

What do you do? First and foremost, look at all the good qualities and positive traits you have. Be grateful. Be thankful. Feel empathy towards others that you know have a difficult road to travel. Offer support.

Employers need to be more aware of the personal side of their employees and offer resources that may be needed to keep their team well. Ask your team what they need to be at their best. After the holidays, there is usually a letdown or is it relief? Be aware and notice discomfort, stress or are they just tired?

As a business owner, there are the W2s, 1099s, other new forms that have to be filed immediately as we turn the calendar. The endless tax preparations. Again, stop and congratulate yourself on the improvements you've made to simplify these necessary processes. If you haven't, perhaps, you may need to engage a full-service payroll system.

As you review your own wellness, consider new workouts, a better diet and better eating and sleep habits. Remember, food is our fuel so the higher quality we add to our systems the better our performance. Make these important and obtainable, setting realistic achievable goals. Baby steps.

Let yourself off the hook and see that you gave your best; 100% in all of 2024. Whatever it takes to know that you are a solution provider. You did good. You help others find rewarding careers and client great team players.

After a reflection of positives, make note of small changes that would encourage you and your team ways to improve their work-life balance.

Add a positive good motto to each day. Asking how can we help is crucial. See the rewards yourself and feel blessed.

Happy New Year and happy recruiting....

Pat Turner

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