Staffing Industry Insights with Tom Erb

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Every Downturn has Opportunity

- Scarce, marketable talent becomes available
- Competition thins out
- Candidates, Clients, and prospects are more accessible
- Our value as recruiting experts increases
- Processes are tightened up
- Relationships are solidified

Our Attitude Will Determine Our Success

How we respond

Who/what do we listen to

How we process the info

What we choose to believe

“I make my living off the evening news
Just give me something-something I can use
People love it when you lose,
They love dirty laundry”

Dirty Laundry
Don Henley

“Headlines, in a way, are what mislead you because bad news is a headline, and gradual improvement is not.”

Bill Gates

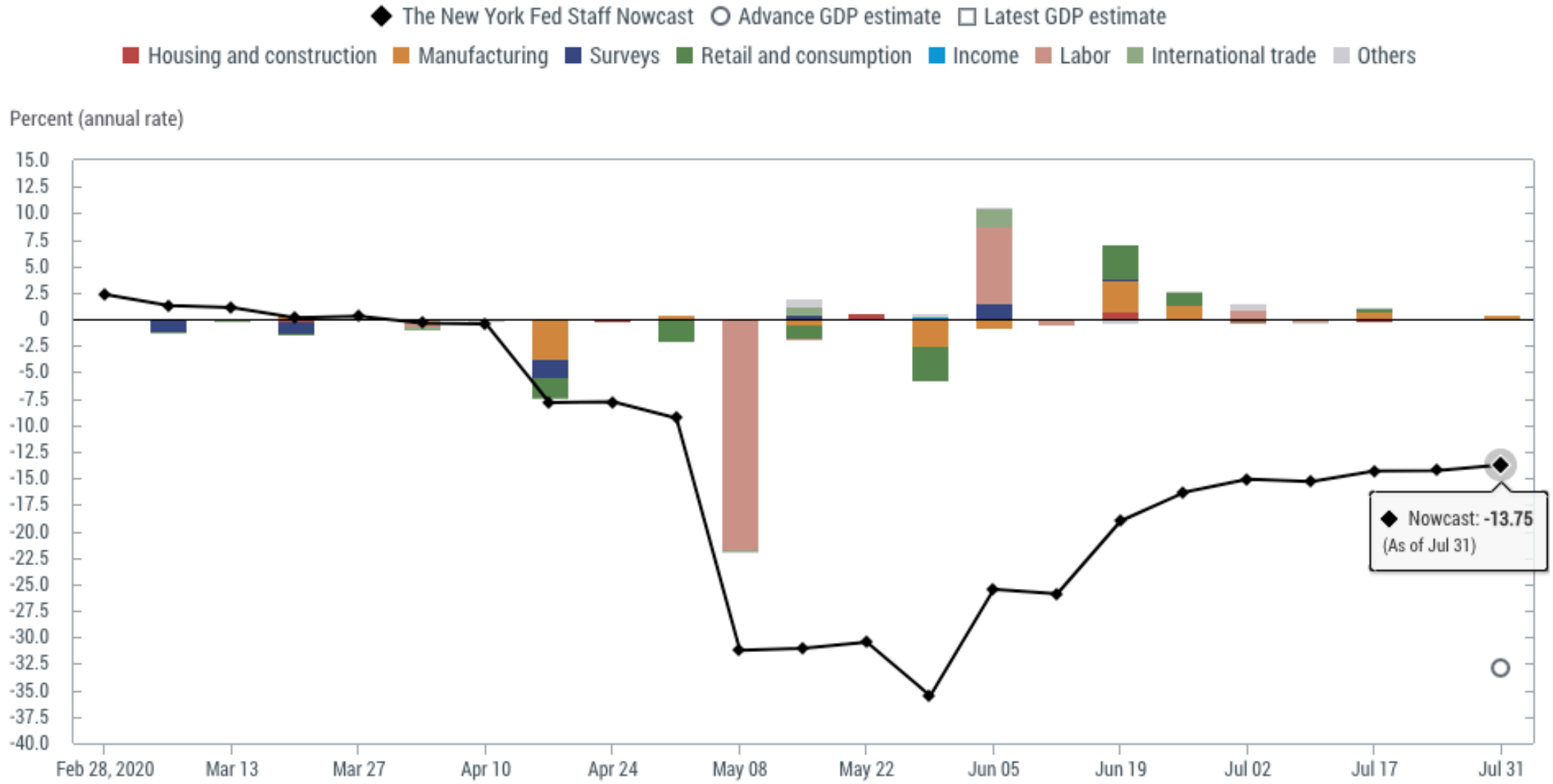
“The news media are, for the most part, the bringers of bad news... and it's not entirely the media's fault, bad news gets higher ratings and sells more papers than good news.”

Peter McWilliams
Author, Poet

“All I know is just what I read in the papers, and that's an alibi for my ignorance.”

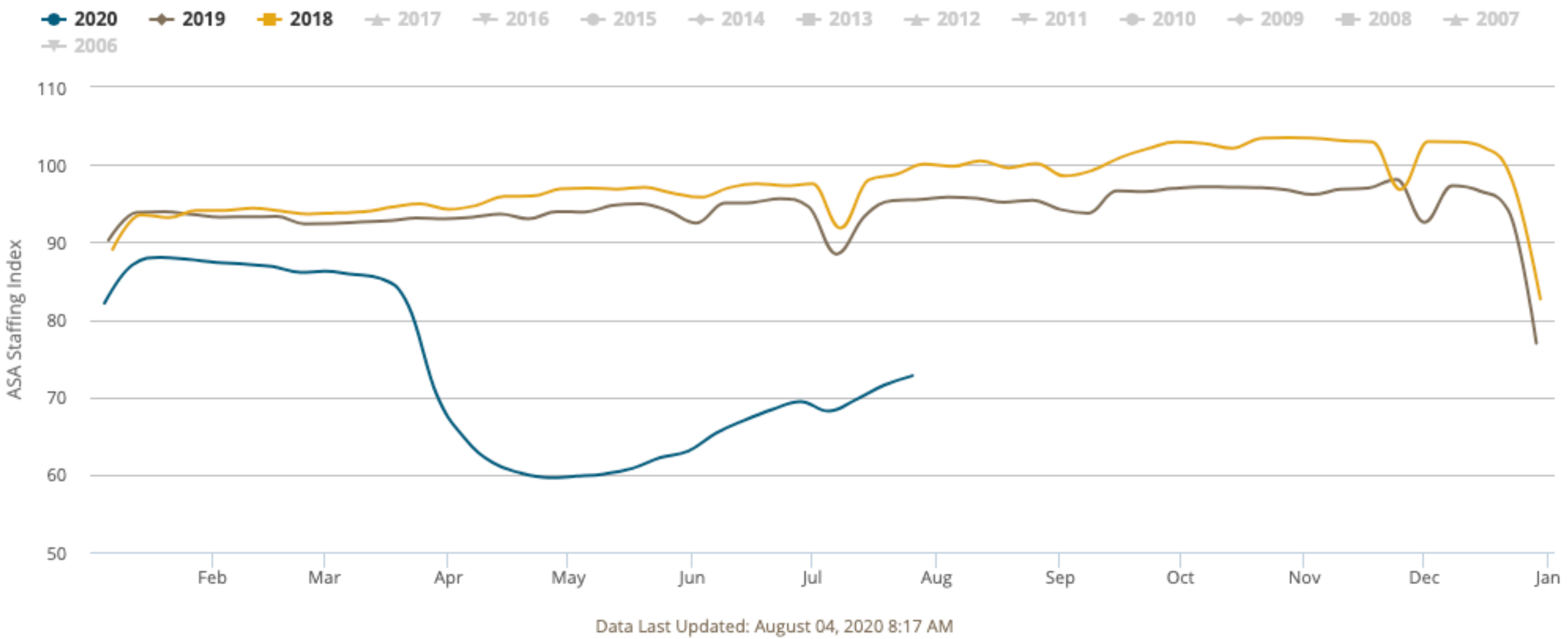
Will Rogers
Humorist, Actor

GDP Recovering



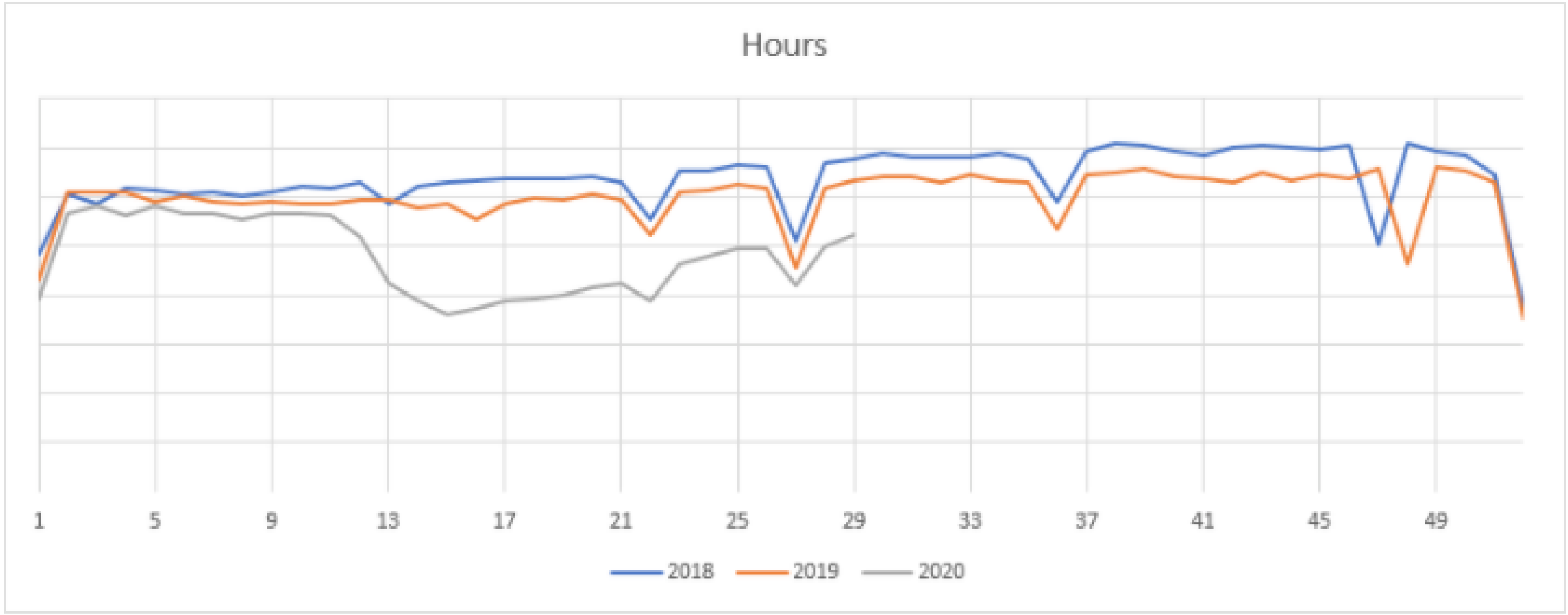
Source: Federal Reserve of New York

DYNAMIC CHART | 52 WEEK CHART



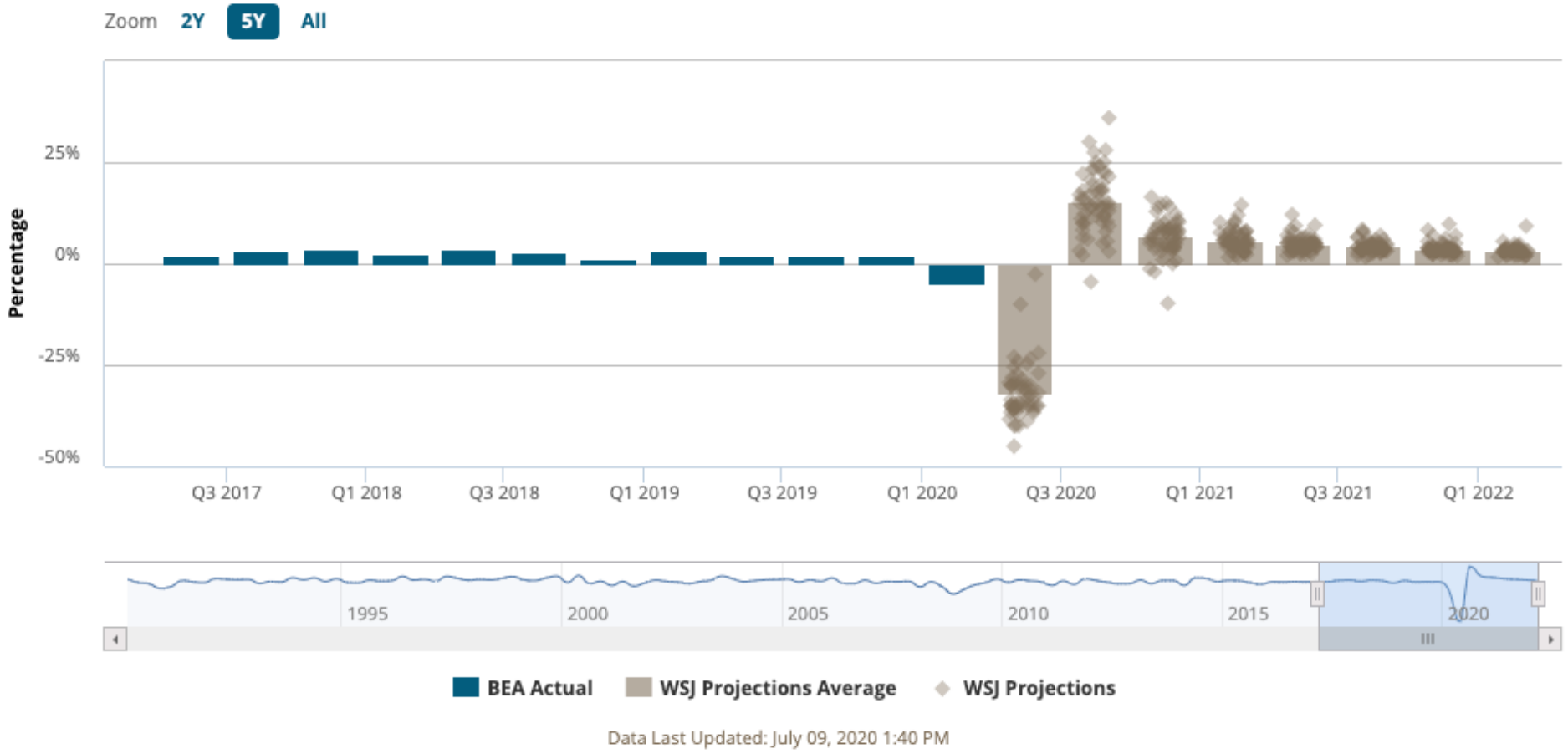
Data Last Updated: August 04, 2020 8:17 AM

Year over Year comparison: 2018-2020 Staffing Hours



GDP Quarterly

Actual gross domestic product annualized rates and projections by *Wall Street Journal* economists.



Data Last Updated: July 09, 2020 1:40 PM

Source: American Staffing Association

Recruiting Complications

Moral Stance

Enhanced Government Benefits

Fear of Infection

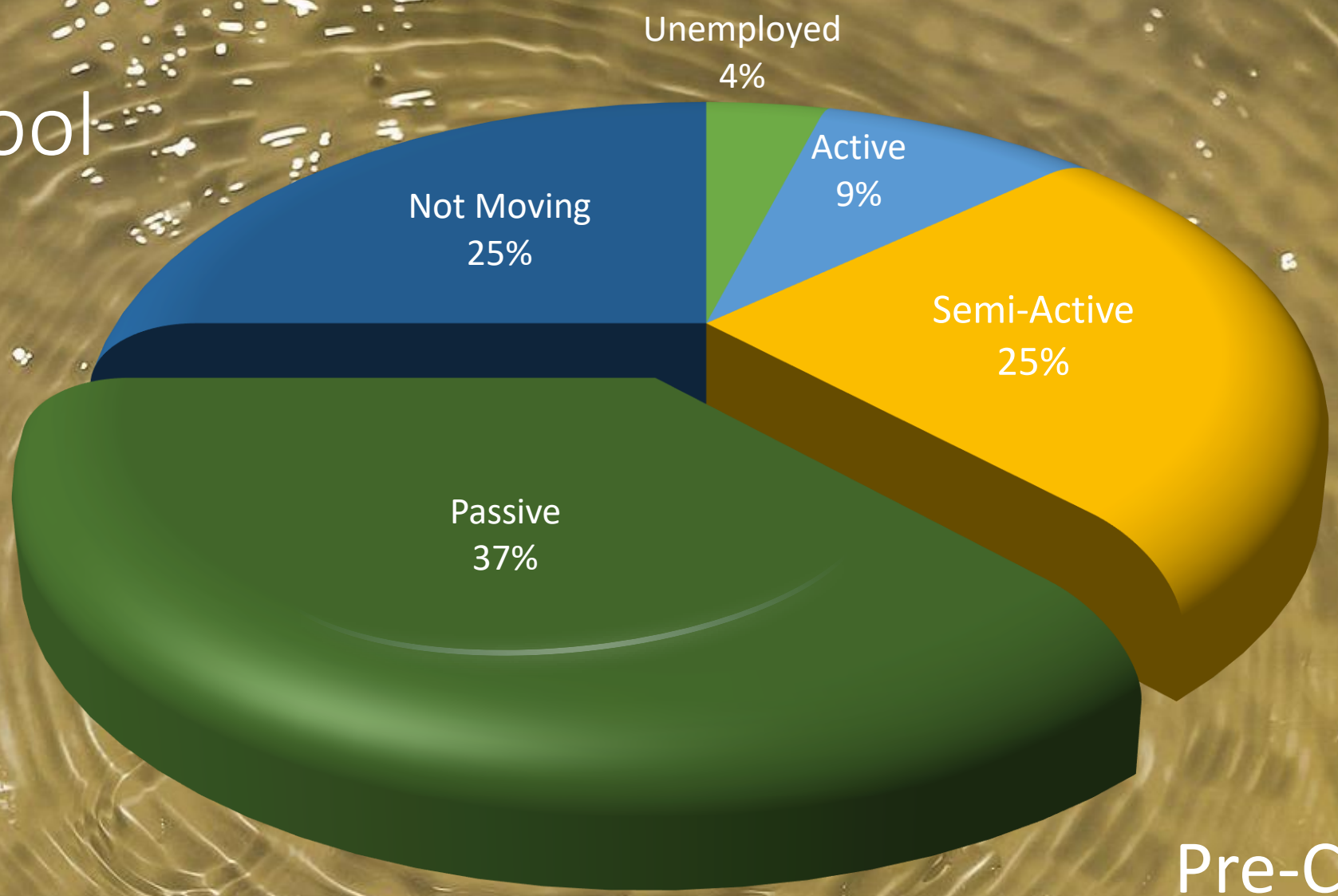
School/Childcare Issues

The Talent Pool

1.4 Million more jobs than job seekers

Over 7 million open jobs

19 States at historic low unemployment



Pre-Crisis

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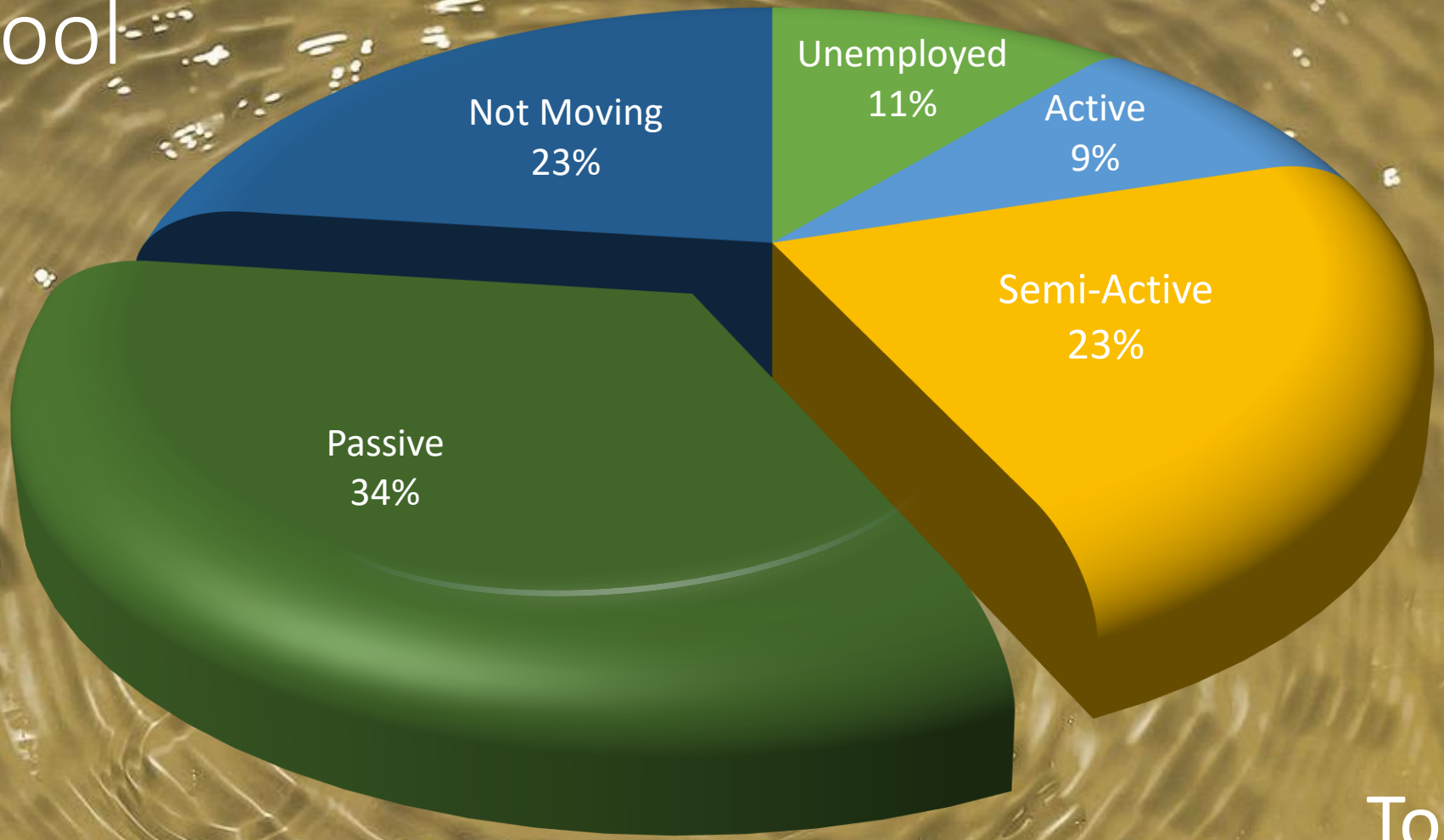
The Talent Pool

All but 3 states hit historic high unemployment

31 States under 10%

4 States above 15%



Today

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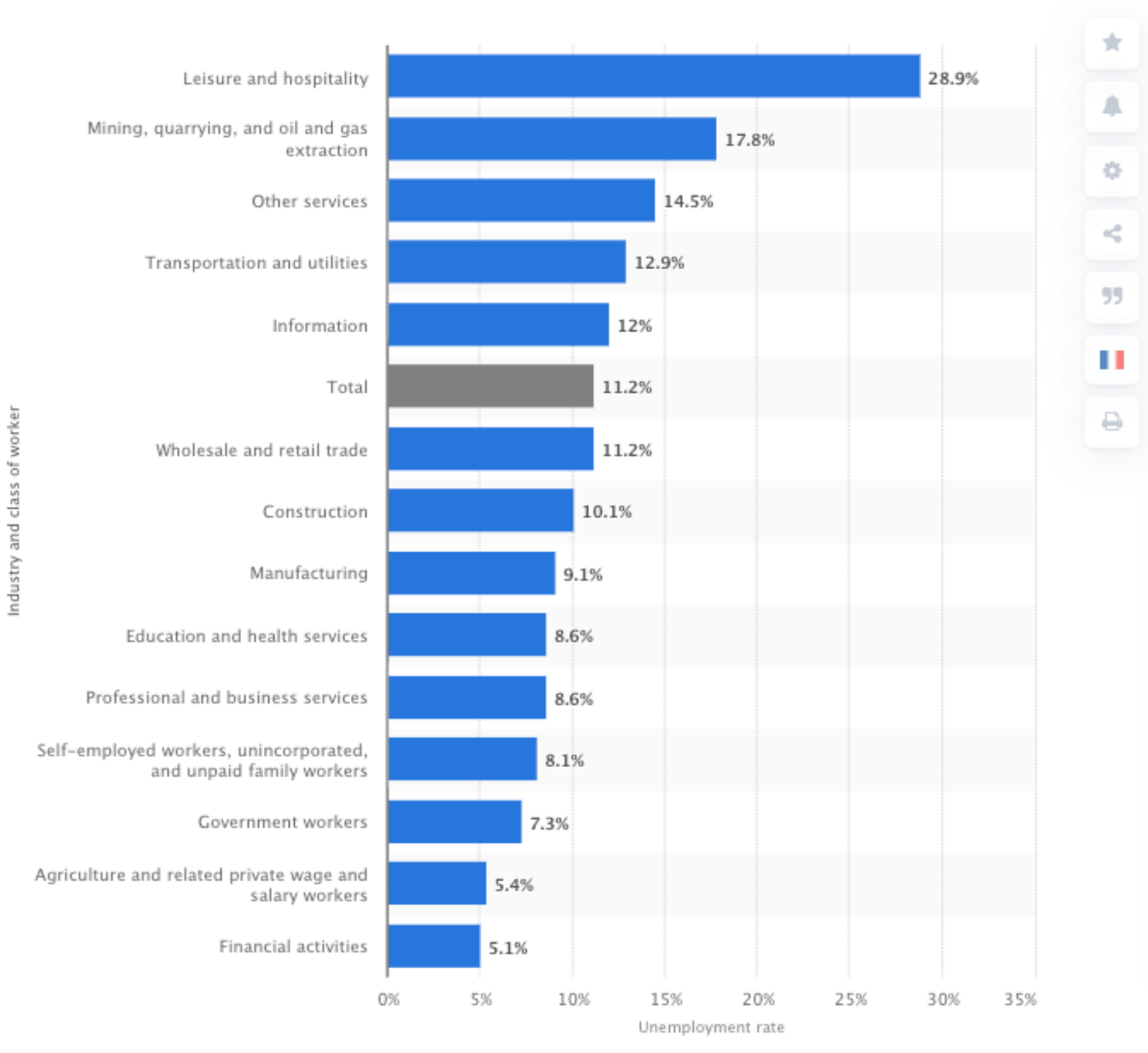
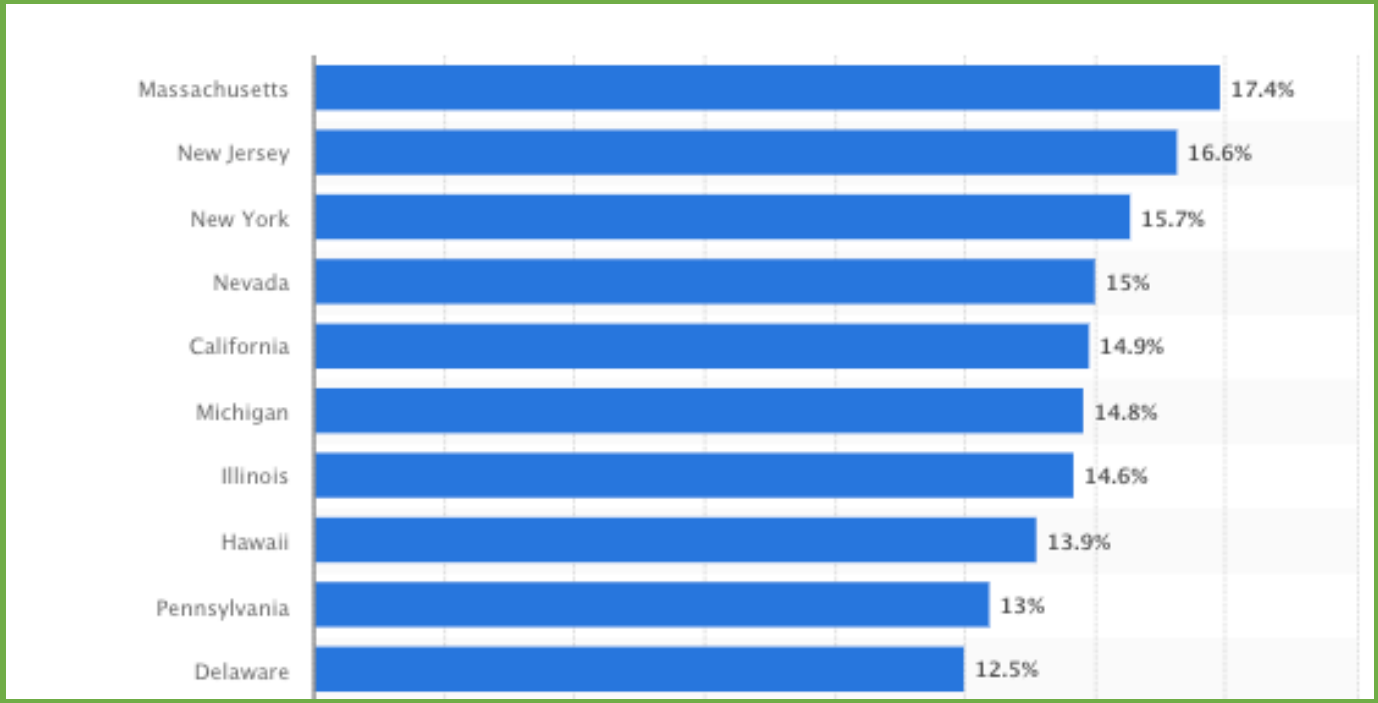
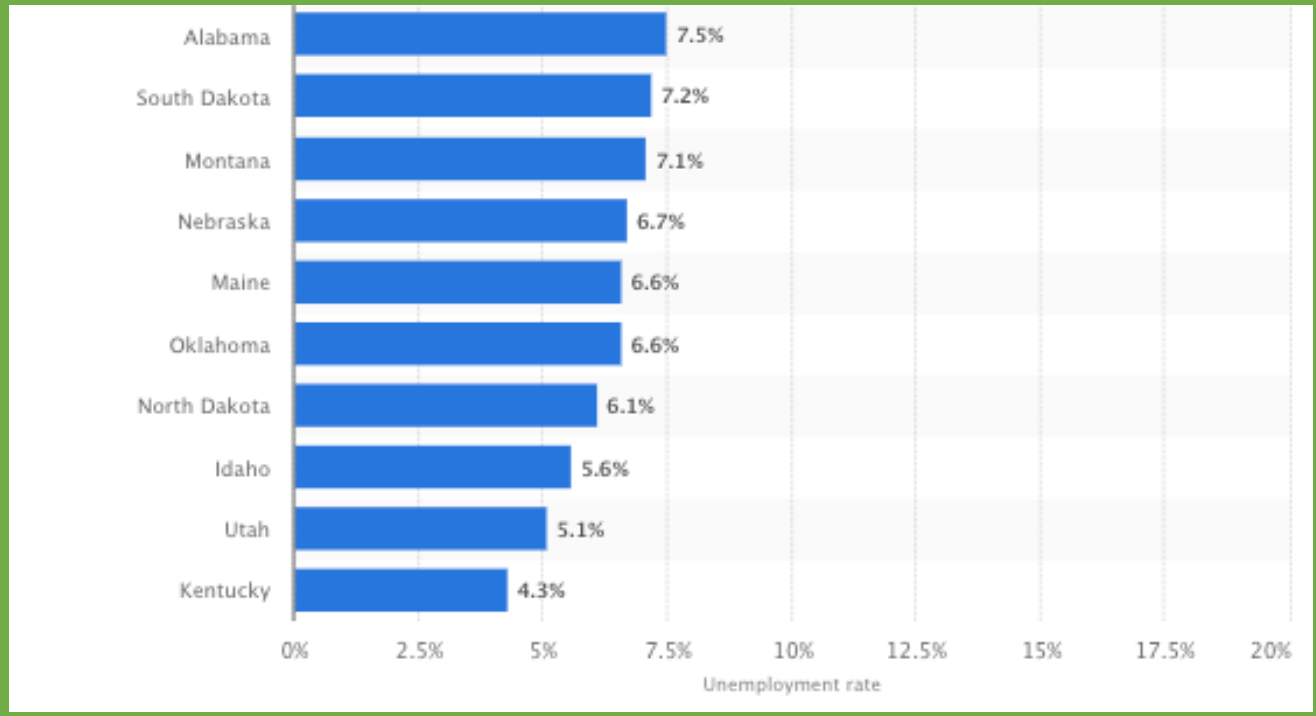
Unemployment by Industry



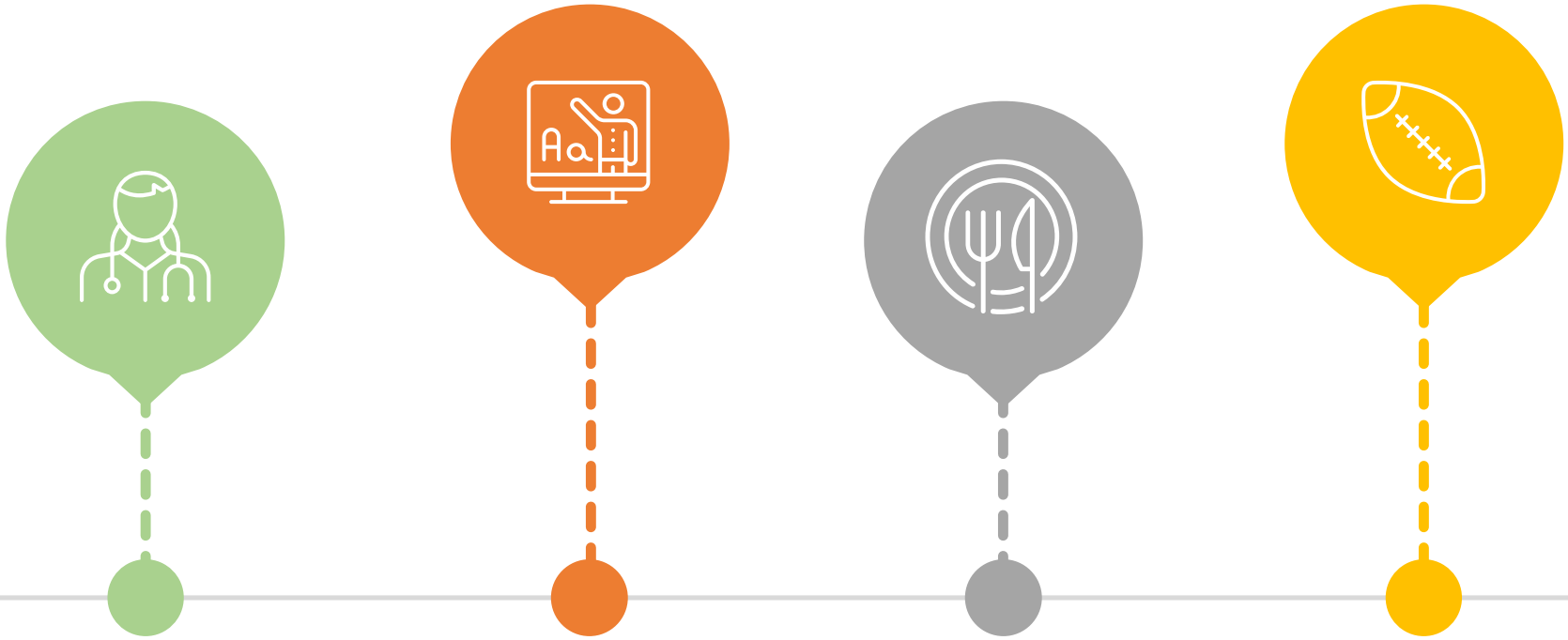
Source: Statista

Unemployment by State





Source: Statista



Now

Healthcare

Supply Chain/3PL

Some Manufacturing

Some IT

Some Retail

1-3 months

Retail

Manufacturing

Finance/Accounting

Sales

IT

3-6 months

Restaurant

Hospitality

Domestic Air Travel

Some Tourism

Oil & Gas

6+ months

Tourism

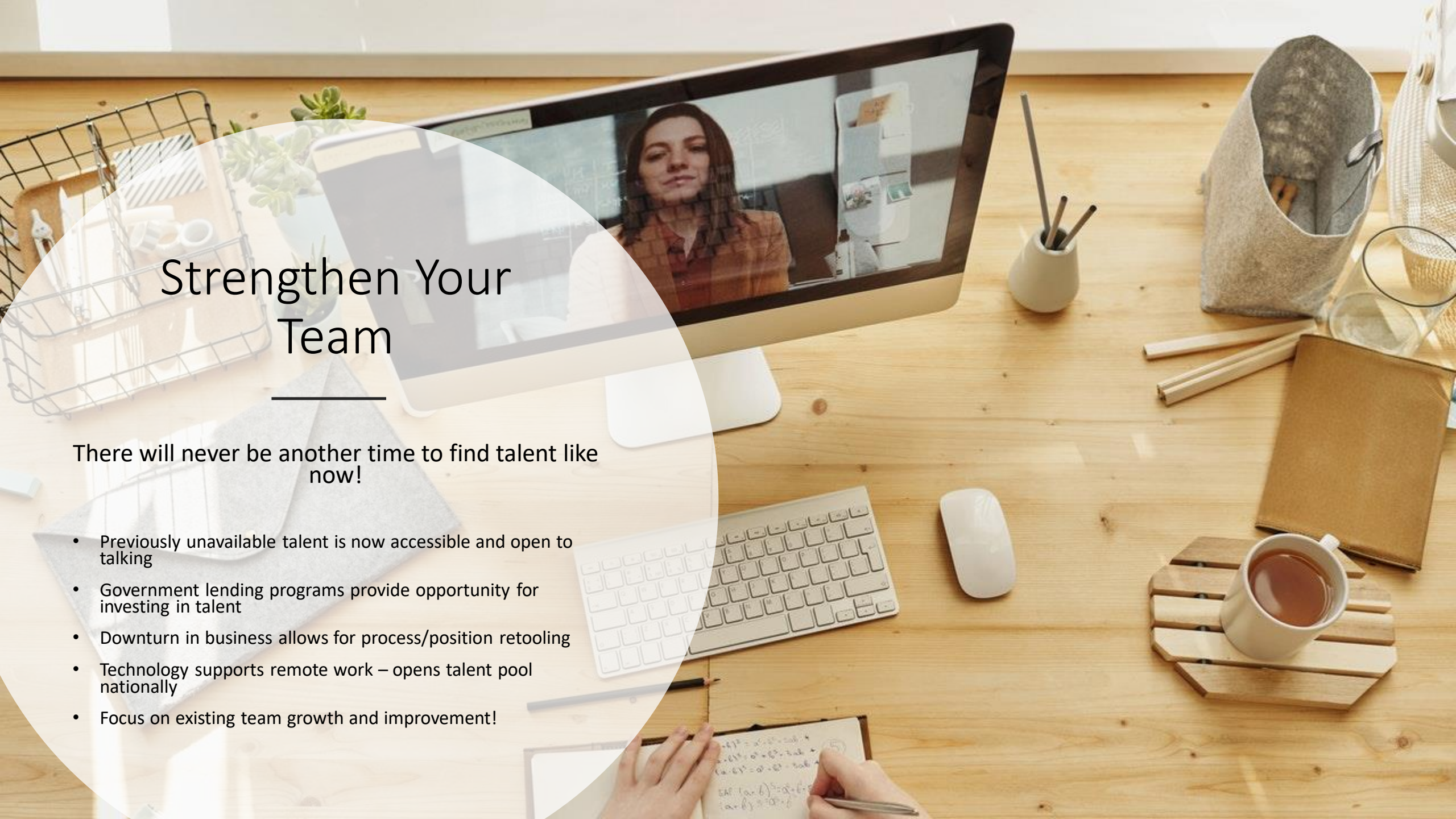
International Travel

Cruise Lines

Sporting

Events/Festivals/Concerts

- Evaluate your niche/client base/market
- Determine your timeline
- Identify similar niches
- Take action
  - < 3 months – Recruit & Sell!
  - < 6 months – Look for Opportunities to Diversify
  - > 6 months – Target new niches



Strengthen Your Team

There will never be another time to find talent like now!

- Previously unavailable talent is now accessible and open to talking
- Government lending programs provide opportunity for investing in talent
- Downturn in business allows for process/position retooling
- Technology supports remote work – opens talent pool nationally
- Focus on existing team growth and improvement!

Reengage Your Database

Utilize your Database

Get everyone in your database

Run searches first

Ongoing Communication

Tailor the Message

- Active - Open Jobs, Resume Tips
- Semi-Active – Advancing Your Career
- Passive – Career, Company Culture

Mass & Automated Communication

- Texting
- Email

Reinforce Credibility

Share relevant content - blogs, articles, news

Be a resource – career info & advice

Connect on a Personal Level

Find and record common interests

Stay away from potential legal topics

Interact "Socially"

Google, Facebook & Glassdoor reviews

LinkedIn Status Updates and shares

Twitter retweets and likes

Instagram, YouTube

Tailor the Message

Topics	Unemployed/Active	Semi-Active	Passive	Not Moving
Open Jobs	✓	✓	✗	✗
Job Search/Interview Tips	✓	✓	✗	✗
Job/Career Advancement	✓	✓	✓	✓
Referral Requests	✗	✓	✓	✗

Candidate Interest Level

Kickstart your Sales Process

- In-person Cold Calling is Dead (at least for a while)
- Incorporate Technology
  - Video Appointments
  - Recorded video in prospecting activity
  - Sales process automation and workflows (Outreach, Zoho, etc.)
- Execute a Repeatable Process
  - Strong Messaging
  - Prospecting Cadence
  - Pipeline Management
- Adjust Your Metrics (a little)
  - Modify for the times – Activity types, Appointments
  - Don’t compromise on expectations

Leverage Technology

- Don’t return to your old ways
- Integrate, don’t add
- Redefine how your processes work

Transformative Staffing/Recruiting Technologies

In Closing

Don’t let this temporary crisis impact your long-term strategy

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