

Name: \_\_\_\_\_

Phone: \_\_\_\_\_

# It's a War for Internal Talent in the Staffing Industry—Build Your Strategy

Nicole D. Bieker, CSP  
Vice President of Operations  
Milliner & Associates  
*millinerandassoc.com*

Sonya A. Buckley, CSP  
Chief People Officer  
Hire Dynamics LLC  
*hiredynamics.com*

Robin M. Mee  
President  
Mee Derby & Company Inc.  
*meederby.com*

Deborah Keller-Wise, CSP  
Regional Vice President  
Elwood Staffing Services  
*timeservices.com*

Wednesday, Oct. 28  
2:30–3:30 p.m.





American Staffing Association

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Facilitated by  
Robin Mee  
President  
Mee Derby Co.

Wednesday, Oct. 28, 2:30–3:30 p.m.



American Staffing Association



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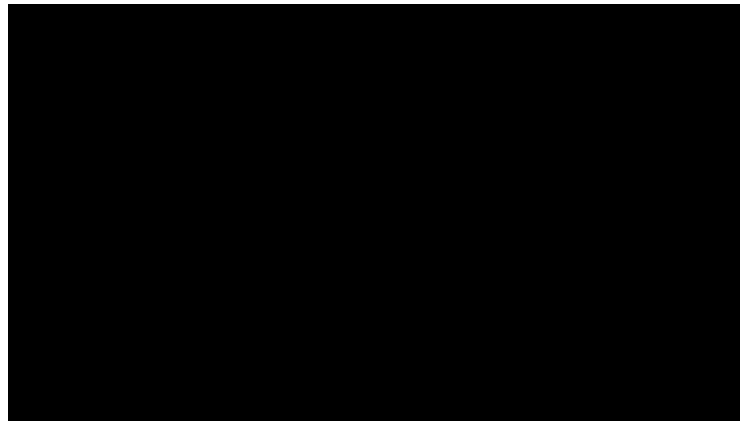


Sonya Buckley, CSP  
Chief People Officer  
Hire Dynamics



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## Staffing as a Career



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## Fill Internal Vacancy—NEW Video Promotes Careers in Staffing

Post new ASA video that promotes careers in the staffing and recruiting industry on your website and via social media. Share it with local colleges and student groups. Help spread the word!





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- *Staffingasacareer.net* (resource to share with colleges and student groups)
- *americanstaffing.net/member-staffing-resources* (Promoting the Profession: Develop Your Internal Recruiting Strategy, a new ASA member resource)



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# Attract, Engage, and Retain



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## New and Innovative Techniques to Attract Top Talent



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## Strategic Partnerships With Universities

- Sponsor a program with the university
- Partner with career center
- Get involved with student groups
- Participate in on-campus career events



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## College Recruiting Program

- Work with career services and academic schools (deans)
- Create a career progression ladder for students
- Engage in career center student workshops
- Participate in career fairs and alumni programs



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## Internal Referral Program

- Set internal goal for referrals
- Each employee gets \$1,000 for each employee referred who gets hired
- Contests
- Referral cards for employees
- Add to our internal talent pool



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# Internship Program Development



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## Benefits of Internship Programs

- Find future employees
- Test drive the talent
- Increase productivity
- Increase employee retention rate
- Give back to the community

courtesy of *internships.com*



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## Internship Resources

- Available on *[americanstaffing.net/member-staffing-resources](http://americanstaffing.net/member-staffing-resources)*
- Also on *[americanstaffing.net/sw15handouts](http://americanstaffing.net/sw15handouts)*



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## Management Trainee Program Development





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## Management Trainee Overview

- Day 1—assigned a mentor; field operation specialist
- Elearning classes and classroom training working with mentors
- Work as staffing assistant and move up to manager
- Take on more projects and shadow branch manager



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## Strategies to Engage and Retain



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## Professional Development

- Blended learning
- Really involved with all departments
- Industry offerings by ASA



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## Retention Strategies

- Empowerment exchange
- ASA certifications at two-year anniversary
- Support professional development for association dues
- Jobs for America's Graduates
- Conduct stay interviews
- Service awards
- Leadership training
- Certification
- Anniversary PTO
- Loyalty milestones
- Deferred compensation based on retention goal for leadership
- Top grading (making the right decision on the front end)



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# Group Discussion



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Thank you for attending this  
Staffing World 2015 workshop



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