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Engineering, IT, and Scientific Section Forum

Eight Recruitment Rules: Maximize the Value of Your Investment

Leigh Ann Pagnard, TSC, CSP
Vice President of Operations
YourEncore Inc.
yourencore.com

Job Search Gone Mobile: How Recruitment Has Changed


Kevin Walker
Director of Employer Insights
Indeed
indeed.com

Sponsored by:




Wednesday, Oct. 28
3:45–5 p.m.






American Staffing Association

Welcome




Session sponsored by






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American Staffing Association

What Is the Engineering, IT, and Scientific Section?

- Niche community to provide resources and networking to staffing firms that place individuals with special skills or training in technical fields
- Free benefit to ASA members
- Led by a policy council that advises ASA staff and board of directors on sector-specific issues



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Policy Council Members

- Dan Royle, Ettain Group—Chairman
- Daniel Muhlfelder, L.J. Gonzer Associates—Past Chairman
- Alex Baldwin, Digital Intelligence Systems
- Wendy Benning Swanson, Verum Staffing
- Marc Berman, Vector Technical Resources
- J. David Cepicka, Alltek Staffing
- Rick Dionisio, TTS Staffing



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Policy Council Members (cont'd)

- Ron Eagle, HQ Aero Management
- Rachel Hardecke, Astrix Technology Group
- John Hennessy, Whitridge Associates Inc.
- Kurt Moore, TalentWRx
- Leigh Ann Pagnard, YourEncore
- Hetal Parikh, Rangam Consultants Inc.
- Freddy Vaca, Pinnacle Technical Resources
- Michele Wink, UP Professional Solutions



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Section Resources

- Sector-specific webinars
- Town hall forums on sector topics
- Employee safety best practices and operating information
- Marketing resources for your firm
- Technical Services CertifiedSM (TSCSM) credential





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ASA Central

- Join the engineering, IT and scientific section community
- Start a discussion or join a conversation
- Network with your industry colleagues
- View weekly sector news
- Connect with your peers using the new member directory





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Volunteer With ASA

- Join the policy council
- Write an article
- Provide content ideas
- Lead workshops or webinars
- Be a featured member on ASA Central
- Interview for Sections Sound Off for the ASA magazine *Staffing Success*



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Join the Engineering, IT, and Scientific Section

- Drop your business card in the bowl in the back of the room
- For more information or to express interest in volunteering, contact: Diana Mertz (dmertz@americanstaffing.net)



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1.25 CE



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Job Search Gone Mobile: How Recruitment Has Changed

Kevin Walker
Director of Employer Insights
Indeed





Who:

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Director, Global Employer Insights

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 @kpwalk |
 blog.indeed.com



Indeed is where people find jobs

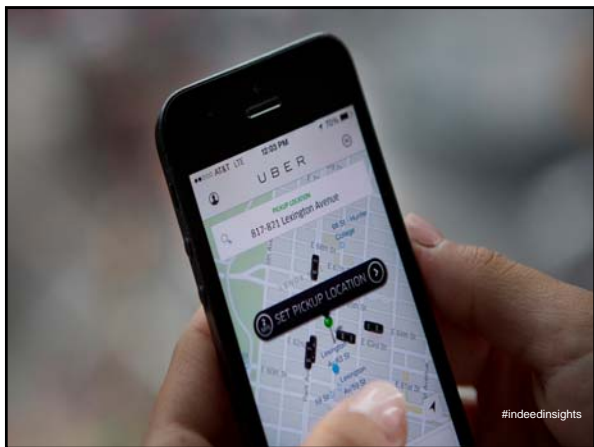
1 Job Site in the World
1 Job Site in the US
1 Mobile App in 20+ countries
150 Million Monthly Worldwide Visitors
6 Million Company Reviews
35 Million Resumes
16 Million Jobs in 50+ Countries





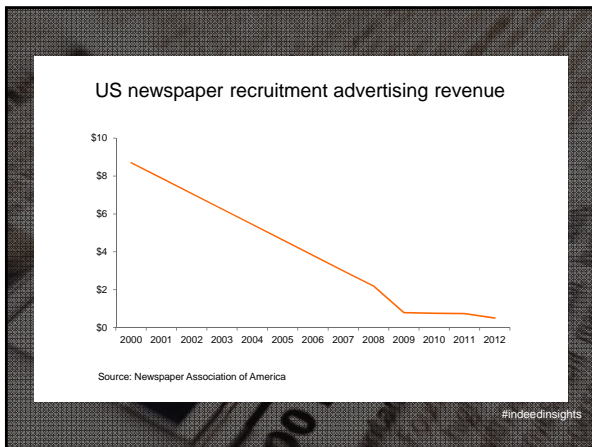




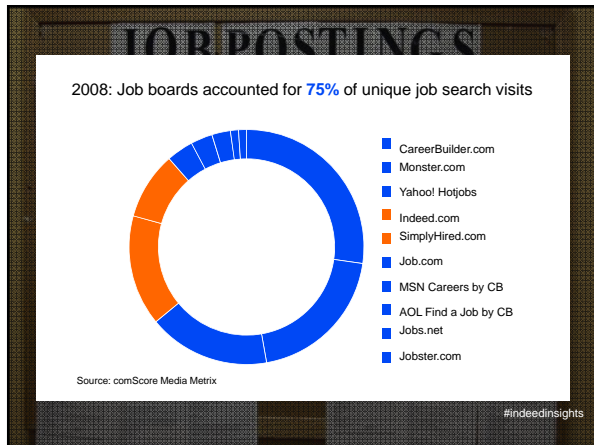


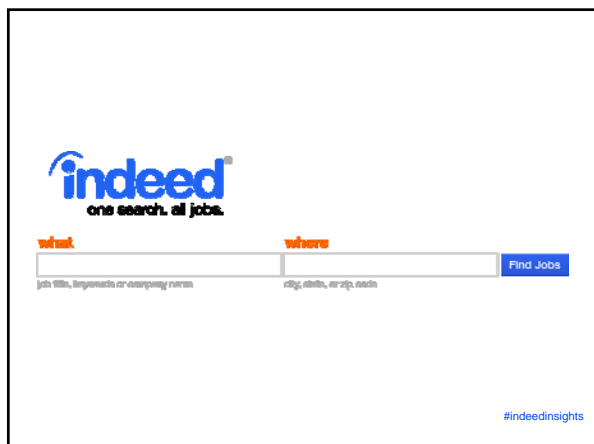




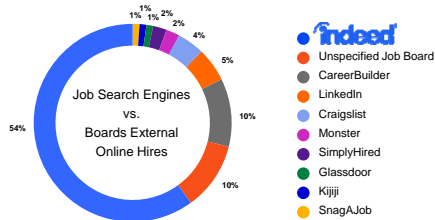








More people are hired here than anywhere else



Source: SilkRoad

#indeedinsights

The pace of disruption is increasing



1693:
Fairbanks' tavern in Boston
named repository for overseas
mail



1966:
Xerox launches the
Magnafax Telecopier



2007:
Twitter is
incorporated



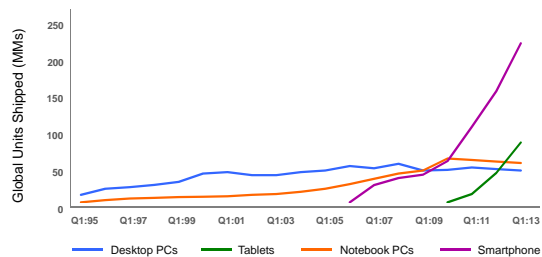
1844:
First telegraph
message sent

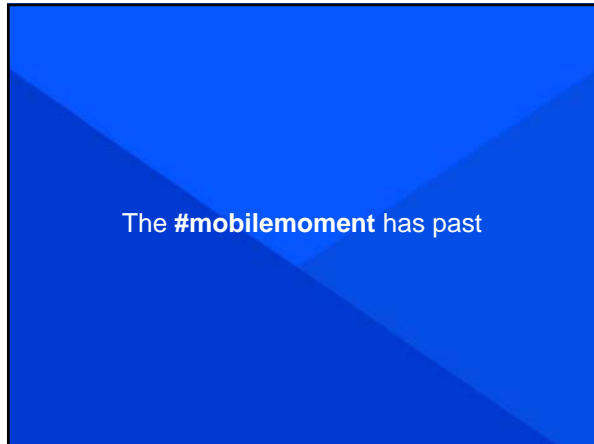


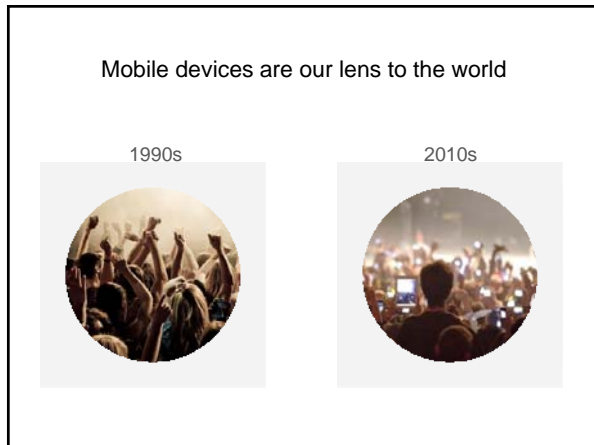
2004:
Gmail
launched

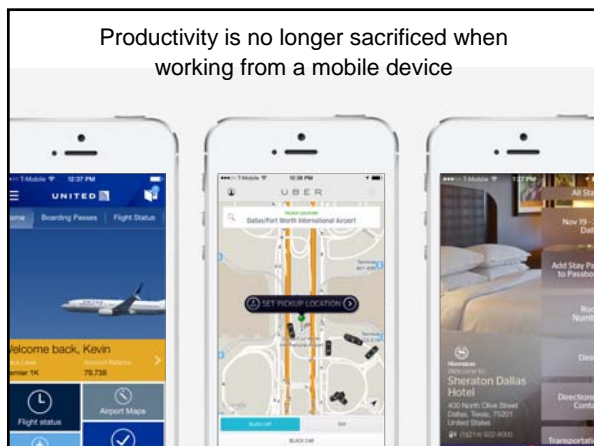
Mobile devices are growing faster than PCs ever did

Global PC (Desktop/Notebook), Smartphone and Tablet Shipments
by Quarter – Q1:95 – Q4:13

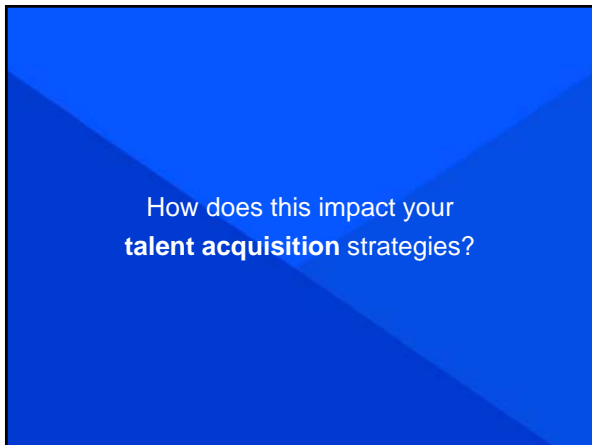


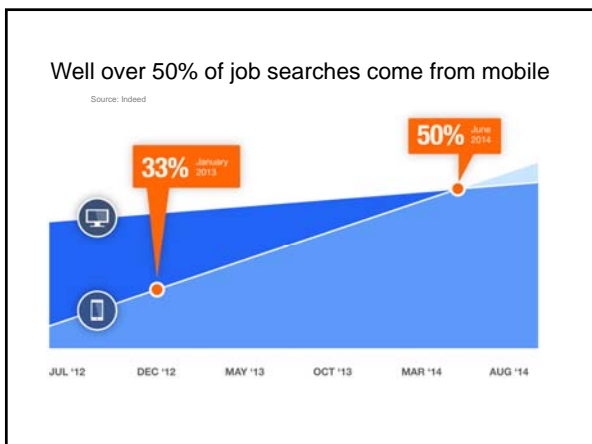


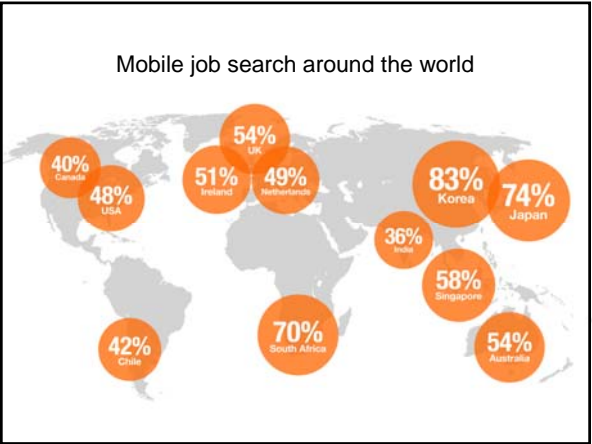


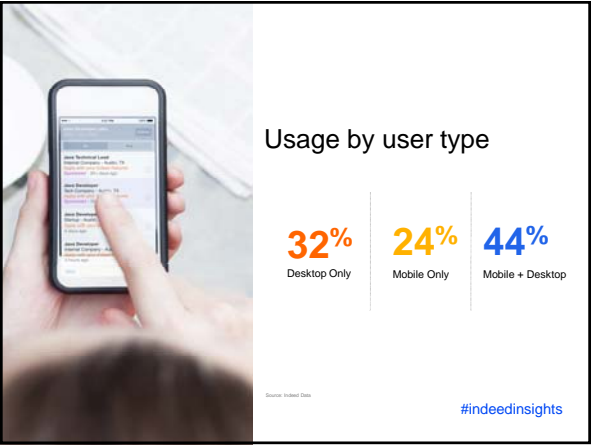


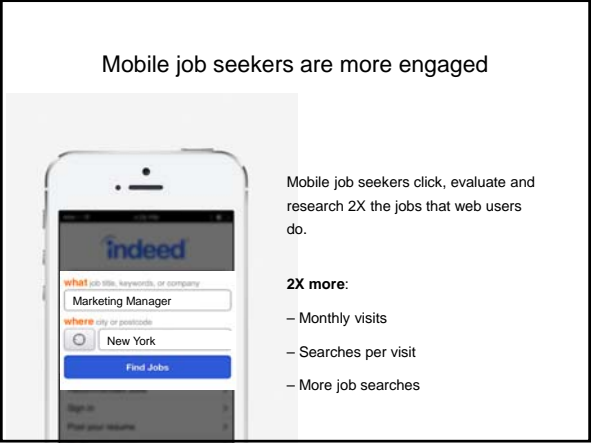




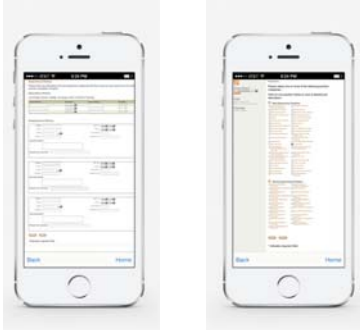








Today, the mobile experience matters more than ever



Job seekers are frustrated by a bad experience



Email this job?

Send To My Email

Email a Friend

Warehouse Team Member - Bolingbrook
Expense Warehouse (Job Number: 011506)
US-IL-Bolingbrook

Job seekers are frustrated by a bad experience



Upload a resume?

Please take a moment to decide how you would like to proceed. *

- ☐ Upload a résumé/CV document.
- ☐ Copy and paste the content of an existing plain-text résumé/CV.
- ☐ Proceed without resume/CV.

Continue

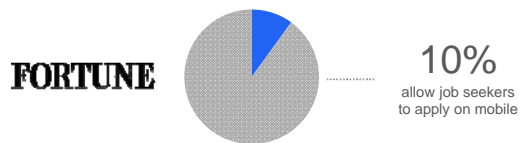
Warehouse Team Member - Bolingbrook
Expense Warehouse (Job Number: 011506)
US-IL-Bolingbrook

Job seekers are frustrated by a bad experience



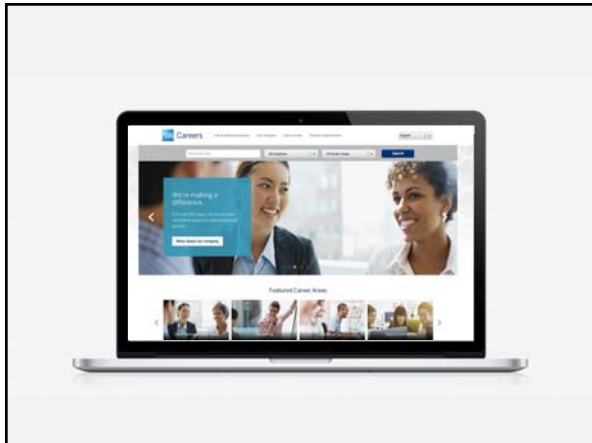
Type out my entire resume?

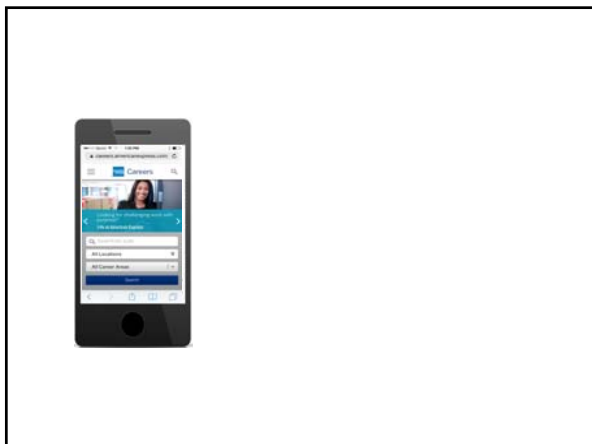
The mobile experience of the Fortune 500

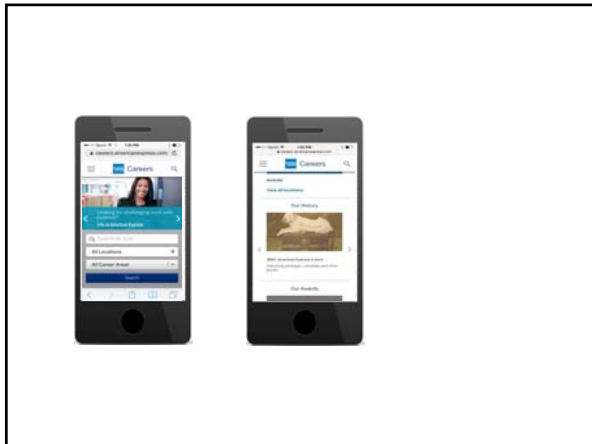


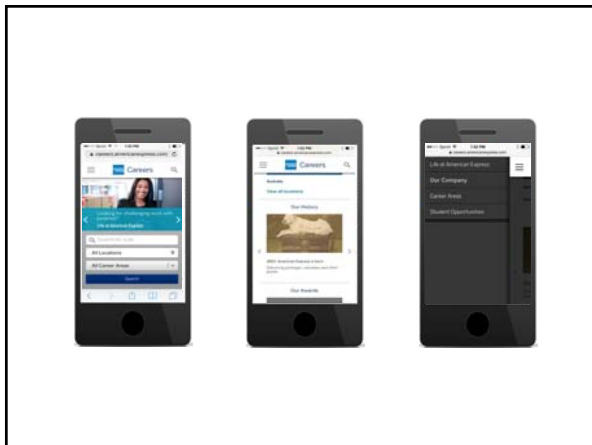
Addressing the #mobilemoment

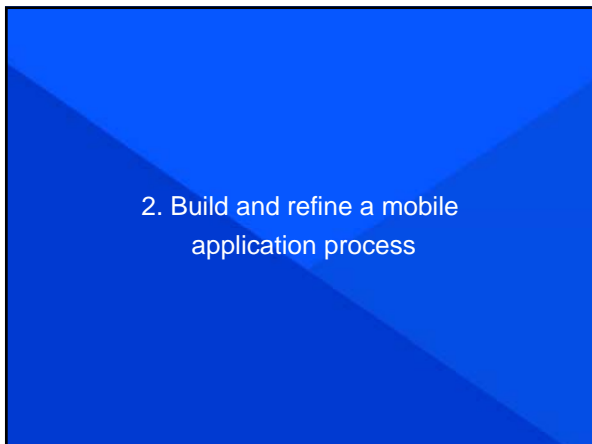
1. Ensure career pages and job content are optimized for mobile











Do not lose good candidates
to overly complex application processes

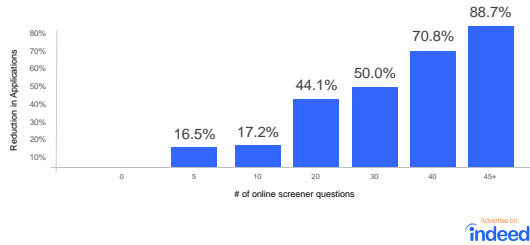
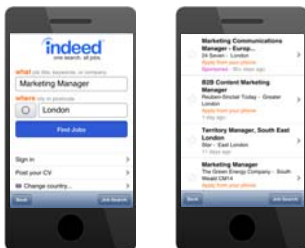


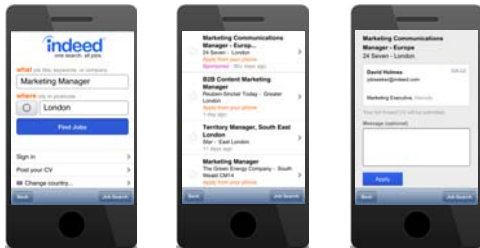
Figure out how to enable job seekers to
apply from a mobile device



Converting mobile traffic to applicants



Integrating in to existing processes & systems



Applicant data submitted directly into your ATS

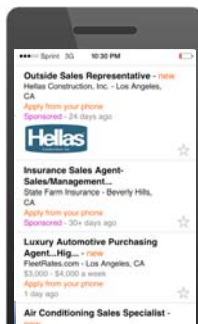
3. Invest to reach the right candidates

3 ways to reach 180 million job seekers on Indeed

Organic Job
Jobs are matched on relevancy, older jobs receive less traffic

Sponsored Job
Receive up to 5X more clicks to your jobs

Featured Employer
Provides the most prominent logo branding opportunity




Questions?

Thanks!

Kevin Walker
 Director of Employer Insights
 Indeed

@kpwalk

#indeedinsights




American Staffing Association

Eight Recruitment Rules: Maximize the Value of Your Investment

Leigh Ann Pagnard
 Vice President of Operations
 YourEncore Inc.

Why 8 Rules?

- We're in Nashville, a city known for its musical heritage!
- An **OCTAVE**, defined by Paul Cooper as "the basic miracle of music," is made up of 8 notes.
- Music helps us remember!

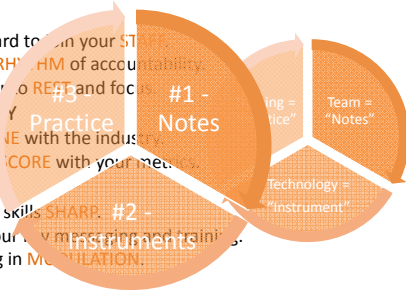


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Agenda (Prelude)

- TEAM
 - Make it hard to join your STAFF.
 - Keep the RH of accountability.
 - Remember to REFOCUS and focus.
- TECHNOLOGY
 - Stay in TUNE with the industry.
 - Know the CORE with your metrics.
- TRAINING
 - Keep your skills SHARP.
 - REPEAT your own message and train!
 - Everything in MODULATION.



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"Chime" In!

It's poll time! Let your VOICE be heard!

technical/professional recruiter?

- 1. \$40-60,000
- 2. \$61-80,000
- 3. \$81-100,000
- 4. \$101-120,000
- 5. \$121-140,000
- 6. \$141-160,000
- 6. Over \$160,000



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MEASURE It!

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Your CRESCENDOing Investment

Standard Costs

- Salaries
- Benefits
- Incentives
- Bonuses

Additional Costs

- Training
- Mentoring
- Software
- Job Board Access & Postings

Potential Churn Costs

- All of the "Investment" Plus:
- Advertising
- Interviewing
- Screening
- Onboarding
- Lost Productivity
- Lost Relationships
- Wisdom Withdrawal
- Cultural Impact

Doing it Wrong:



Nothing but
"Treble"

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For Added MEASURE – Lost Gross Margin



Find Replacement and
Provide Initial "Get up to
Speed" Training

x



Average Placements
per Week

x



Average GM per
Placement

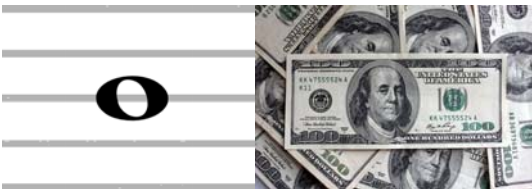
\$112,000 Reasons to Protect Your Investment

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COUNT!

It's a WHOLE lot of NOTES!

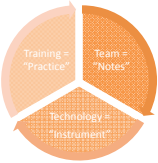


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3 Rules for the TEAM



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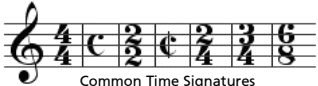
Rule #1: Make it Hard to Join your STAFF




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Rule #2: Keep the RHYTHM of Accountability

- Weekly Team Meetings
 - Standards: Open Job Prioritization, Coverage, Workload Balancing
 - Drivers: Cross-Submittals, Reference Checks, Proactive Submittals
- Create a CRESCENDO of Capability – “Brilliant at the Basics”



Common Time Signatures

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Rule #3: Remember to REST and Focus

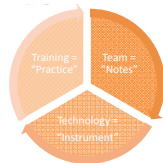
- Look at your employees' schedules. How many meetings? How many initiatives?
 - Recruiters are pulled in all directions – it's part of the job description.
 - Encourage your team to take necessary vacations and "rest."
- It is more important to choose 2 things and succeed at them than to choose 8 things and execute them poorly.



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2 Rules for TECHNOLOGY



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Rule #4: Stay in TUNE with the Industry

- Tools Up-to-Date
 - Mobile Friendly
- Team REALLY Using Social Media Effectively?
 - Key Issue for More Experienced Recruiters
- In acCHORDance with your Budget
 - Include Annual Website & Social Media Updates (Not Optional)



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Rule #5: Know the SCORE with your Metrics

- Your ATS/TMS/CRM should MEASURE what matters (predictive and influenceable lead indicators from 4DX) – on Dashboards – for Individuals and Groups!
- Leadership - Does it help you CONDUCT your business and coach effectively?
- Employee – Can everyone see theirs and can they tell at a glance if they are “winning?”



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Rule #5: Know the SCORE, cont.

Executive Level Metrics

Team Member Metrics

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3 Rules for TRAINING

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Rule #6: Keep Skills SHARP

- PRACTICE makes Permanent, not Perfect
 - Invest in your experienced team members, too!
- Job Board “Refresher” Training
- Skills Training
 - Attend then Train the Team (Schedule Training & Follow-up Share/Training prior to Attendance)
- ASA Events – Use as Motivation (Tack on the Weekend!)



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Rule #7: REPEAT your Key Messaging & Training

- One and Done is Tossed and Lost
- One and Done is Tossed and Lost
- One and Done is Tossed and Lost
- It takes 3 times, on average, for everyone to join the CHORUS.

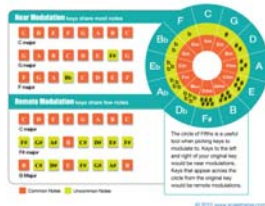
Messaging and training :||
 Messaging and training :||
 Messaging and training :||

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Rule #8: Everything for MODULATION

- Nope. Not in moderation – for modulation. “Taking it to the next level.”
- Make decisions based on where you plan to be in 5 years.
 - Don’t design for the exceptions. (Everyone can’t be the soloist.)
 - Is it scalable?
 - Is there backup?



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Has Anything Struck a CHORD?

- You've heard this before. It should sound familiar.
- Is anything out of tune in your organization?



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REPEAT the CHORUS

TEAM

- Make it hard to join your **STAFF**.
- Keep the **RHYTHM** of accountability.
- Remember to **REST** and focus.

TECHNOLOGY

- Stay in **TUNE** with the industry.
- Know the **SCORE** with your metrics.

TRAINING

- Keep your skills **SHARP**.
- **REPEAT** your key messaging and training.
- Everything in **MODULATION**.



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Follow the 8 Recruitment Rules

Continue to Make Beautiful Music for Years to Come



Leigh Ann Pagnard
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Vice President, YourEncore
President,
Crescendo Consulting

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American Staffing Association

Thank you for attending this
Staffing World 2015 Section Forum



Kevin Walker
Director of Employer Insights
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Leigh Ann Pagnard
Vice President of Operations
YourEncore Inc.
