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Phone: _____

Industrial Section Forum

‘Mise en Place’ Your Staffing Firm

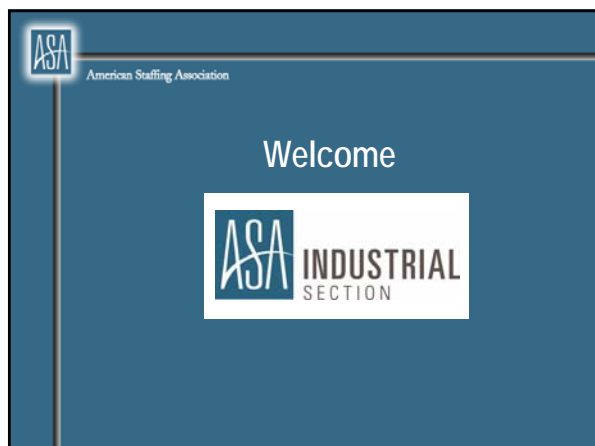
Jason Leverant, PHR, CSP, CSC
President and COO
@Work Franchise Inc.
atwork.com

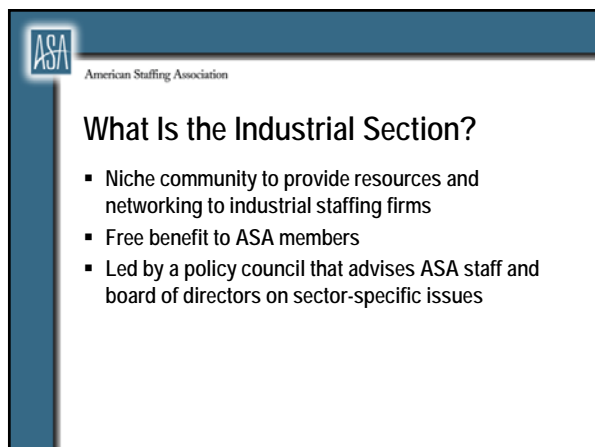
Recruiting in the Age of Social Media

Gerald S. Renoe
Senior Vice President, Marketing
TrueBlue Inc.
trueblue.com

Wednesday, Oct. 28
3:45–5 p.m.











American Staffing Association

Policy Council Members (cont'd)

- Kenneth Cuzelis, C3 Workforce
- David Dietz, CSP, Preference Personnel Inc.
- Tom Gilbert, ManpowerGroup
- Kimberly Guard, Express Employment Professionals
- Mark Holland, Intermountain Staffing
- Jonathan Klorfein, CSP, Labor Finders International Inc.
- Kelly McCreight, The Hamilton Ryker Group
- Derek Meinhart, Innovative Staff Solutions
- Gilbert Navarrette, Tri-Starr Personnel
- Alex Riley, MeritHall



American Staffing Association

Policy Council Members (cont'd)

- Dan Sharp, Staffing Resources Inc.
- Garry Smith, Columbia Place Associates
- Nick Stallard, The Reserves Network
- Lee Whetstone, FutureStaff Staffing Services



American Staffing Association

Section Resources

- Employee safety best practices and operating information
- Marketing resources for your firm
- Webinars on industrial staffing
- Town hall forums on sector topics



American Staffing Association

ASA Central

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





American Staffing Association

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*



American Staffing Association

Join the Industrial 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)



American Staffing Association

'Mise en Place' Your Staffing Firm



Jason Leverant, CSP, PHR
President and Chief Operating Officer
@Work Inc.


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1.25 CE



American Staffing Association

'Mise en Place' Your Staffing Firm

Jason Leverant, CSP, PHR
President and Chief Operating Officer
@Work Inc.

MISE EN PLACE

Mice in place ?!

mi zā 'plas ?!

MEEZ ahn plahs ?!

MISE EN PLACE

Literally: "put in place"

French Phrase—gather and arrange ingredients and tools needed for cooking

For many professionals, the phrase implies something deeper... some call it their religion!

One Definition—

"Mise en place helps coordinate vast amounts of labor and material, and transforms the lives of its practitioners through focus and self-discipline."

WOULD YOU RATHER HAVE
DINNER...

HERE?



OR HERE?



WHO WOULD YOU ASK FOR
HELP?

THIS PERSON?



OR THIS PERSON?



HELP ME!!

Americans spend \$10 BILLION per year on self-help and personal organization products.

Most colleges and graduate schools don't teach basic organization...

But culinary schools do!



WHY?

Staffing like restaurants = SERVICE!

How do 5-star restaurants push lots of tables and keep people happy?

HOW?!

ORGANIZATION!!!

Fastest, best, cleanest, tastiest service WINS!!!

What's the difference in staffing?
(OK maybe not tastiest...)

WHY FOR ME??



FOCUS

"It really is a way of life ... it's a way of concentrating your mind to only focus on the aspects that you need to be working on at that moment, to kind of rid yourself of distractions."

-Melissa Gray, Culinary
Institute of America

FOCUS
FOCUS
FOCUS
FOCUS
FOCUS

ORGANIZATIONAL STRATEGY

Plan your days

Stick to your schedule



MINDSET=CONTROL

"Every component of one single dish is in one single corner so their hand literally moves inches..."

... Once students set up their station I should be able to blindfold them... and they should know that their tongs are always here, their oil is always right here, their salt and pepper is right here..."

-Dwayne Lipuma, Culinary Institute of America

KEY: YOUR MINDSET

Preparation is critical!!!

Account for **EVERY MINUTE**
of your time...
IT IS VALUABLE!



MAKE LIST, CHECK IT TWICE

Hundreds of “organizational” apps for smart phones

Old-school method: MAKE A LIST!



CENTRAL TENET: WORKING CLEAN

“It’s like a very... Zen-like thing. All my knives are clean. Clean cutting board. Clear space to work. Clear mind.” – Greg Barr, Esca Restaurant, Manhattan, NY

Paramount – unclean food is dangerous.

Don’t work clean, people get sick.

Clean as you go!



WORKING CLEAN IN BUSINESS

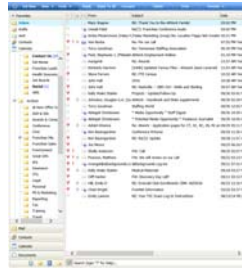
How?

EMAIL

Keep INBOX clean / organized.

Use RULES... lots of them!

Use FOLDERS!

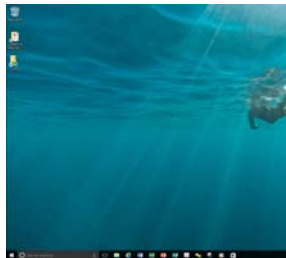


DESKTOP

Keep it CLEAN!

Use your FOLDERS!

Sort by
"Date Modified"



CENTRAL TENET: SLOW DOWN TO SPEED UP

Take your time, get it RIGHT!

Service needs to be perfect;
reputation is on the line

One minute spent NOW saves six minutes
later fixing/redoin



MILITARY DISCIPLINE

Kitchen version of good old-fashioned military discipline

The culinary "Brigade System"

Focus on EFFICIENCY



YOUR MOST VALUABLE RESOURCE: TIME

At highest level, "mise en place" says that

- Time is precious
- Resources are precious
- Space is precious
- Your self respect and the respect of others is precious

Use all of these things wisely.



Q&A



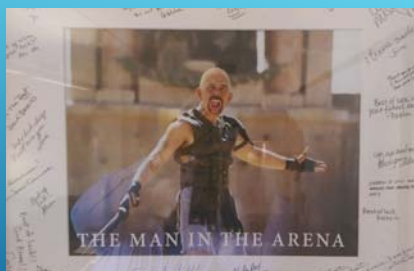
Jason Leverant, PHR, CSP, CSC
President/COO
AtWork Franchise, Inc.
Knoxville, TN



American Staffing Association

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Me by the Numbers

- 5 children
- 2.5 marriages
- 0 hair
- 68 million pounds lifted
- 10 thousand feet
- 5 states
- 2 countries
- 5 months
- 25 years
- 16 industries



About TrueBlue

- Founded as Labor Ready in 1987 in Kent, WA
- TrueBlue, Inc. (NYSE: TBI) is the nation's largest industrial staffing company
- Based in Tacoma, WA
- E&I | Construction | Hospitality | Transportation | Retail | Manufacturing | Disaster Recovery
- Skilled Trades | General Labor
- Temporary staffing | on-demand | temp-to-perm
- Branch based – 600 locations, 4 brands



WITH AN ATTENTION SPAN
OF FIVE MINUTES,
THE AVERAGE AUDIENCE
IS GOING TO
TUNE OUT 84%
OF YOUR 30-MINUTE SPEECH

SEAN O'BRIEN, FORTUNE.COM



3.6 slides a
minute




Recruiting in the
Age of Social
Media



Recruiting is **the last**
thing you should
worry about.





Case study...



Case Study Facts

- Innocence by non-association
- 2013 – 2014 timeframe
- Focused “attraction”
- Targeted active and passive jobseekers



In late 2013 TBI asked the following questions:

Does social media work as an attraction channel?



The Pilot Set-Up

- **Focused** – skilled trades | FB, Twitter, LinkedIn
- **Organized** – content strategy, calendar, roles etc.
- **A-B-C testing** – local | central | collaborative
- **Monitoring** – listen, respond
- **Social media policy** – response protocol
- **Training** – prepare the team

The Results

- Staff and workers **did not engage**
- Pilot project had **no impact** on
 - website hits
 - applicants
 - followers/likes
 - comments/posts
 - recommends
- After 10 weeks, **less than 1 Facebook “like”** per branch

WHAT DID WE LEARN?

Three Learnings - #1

Facebook ad campaign did help **awareness** – one of our goals - but **not recruiting**.



Three Learnings - #2

Emails sent to workers with links to social **moved the needle** the most.



Three Learnings - #3

Job postings on our websites drive recruiting & applications.

- Overall website traffic increased more than 2x prior averages.
- Organic traffic up 142% vs. prior year
- Indeed.com traffic up 546% vs. prior year



End of case study...



Recruiting is **the last thing** you should worry about.





Because in the “age of social media” ...



...well, it's
complicated.





What should
I worry
about?




4 Things...



4 Things...
THEN Recruiting.
(and yes, one of them is social media)



#1
How are you making your
customers and workers
feel?





“People will forget what you said,
people will forget what you did,
but people **will never forget** how
you made them **feel**.”

Maya Angelou



**This is about you, your
organization, and about
your brand.**



Attitude?



"What's aspirational about 'middle skill'? It's going to take a generation to get people to really challenge the stereotypes. "

Mike Rowe



*Deceived?
Slighted?
Unappreciated?
Neglected?*

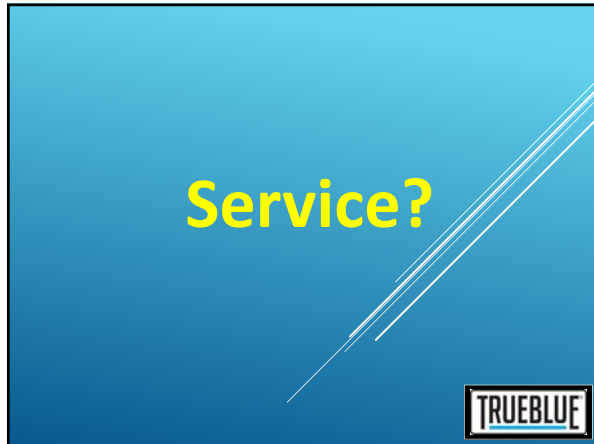


Trust?



Fewer than 1 in 4 clients and candidates say they actually **trust** what their staffing firms tell them. Career Builder, 2014










Every touch point
is a win / lose
opportunity.



DO this:

Think **inside out**. Put yourself in
the customer or worker's place.

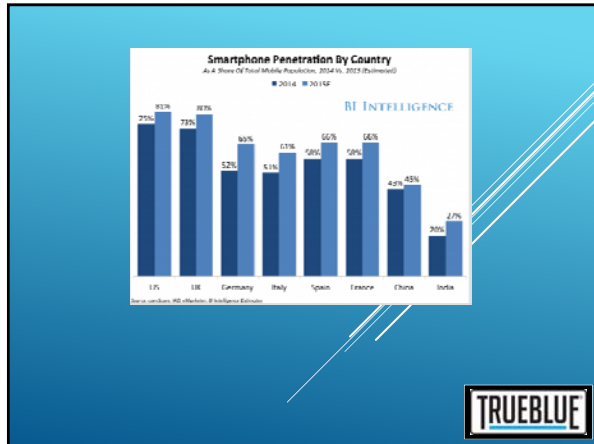
How we think about and relate
to our workers and customers
matters.



#2

Hello? Are you there?





25% of those who make less than \$35k/year have little access to broadband, 13% have no access.

Pew Research

Their Smart phone is there connection point.

TRUEBLUE


71% of staffing firm candidates have searched for a job on a mobile site.

Source: JPM

TRUEBLUE


44% of clients
review applications
submitted by their firm
via their **mobile device**.

Career Builder, 2015



Apps now represent
86% of time spent
on **mobile**. Mobile
web is only 14%.

emarsys



Google now basis
rankings on whether a
site is mobile-friendly or
not...on mobile and
desktop searches.



DO this:

You've heard the term "mobile
first"? **Live that.**

*Choices. Education.
Investment....*

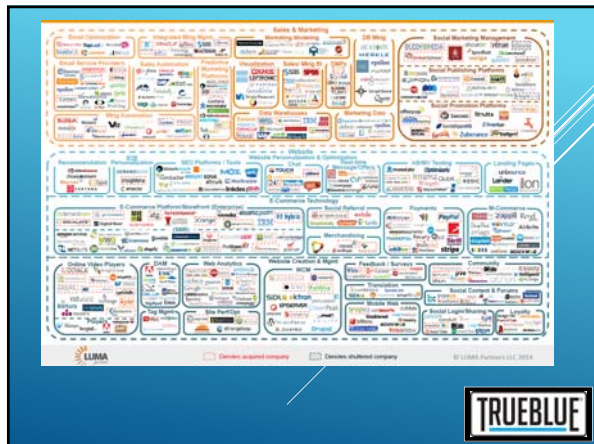


#3

**Do you know where
Waldo is?**












Coca-Cola, JPMorgan and many other companies have discontinued use of voicemail.



SMS?



98% of all SMS messages are opened.



90% of consumers
who signed up for
special offers via SMS
feel they have **gained**
value from them.



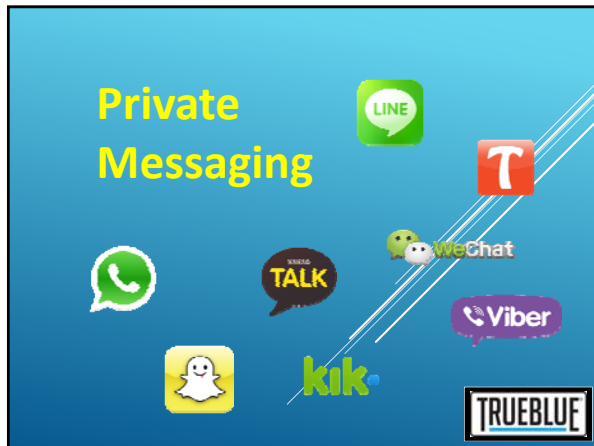
65% of clients
correspond **via text**
with someone from
their staffing or
recruiting firm.

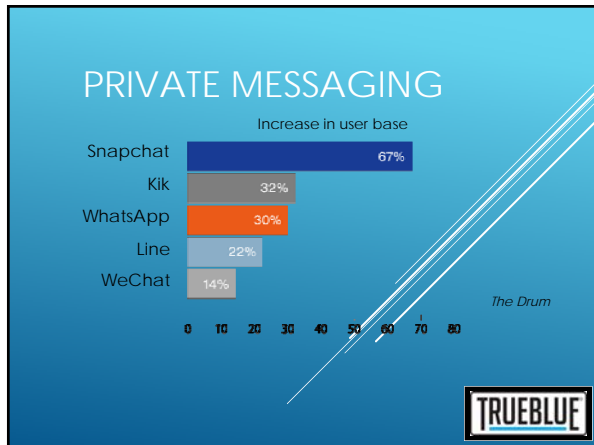
Career Builder, 2015



**Private
Messaging?**







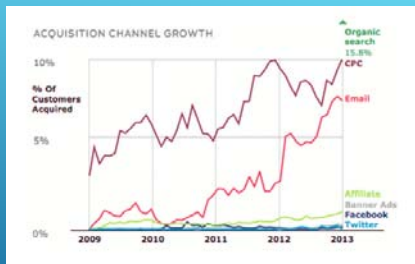
58% of college students are likely to purchase from a company that sends a **Snapchat coupon**.

DMR

TRUEBLUE

Email?





DO this:

Forget what you know and what you prefer. Go where they are. Communicate how they prefer.



#4

Now about that “age of social media” thing...

TRUEBLUE

47% of all online time is spent on social media.

globalwebindex

TRUEBLUE

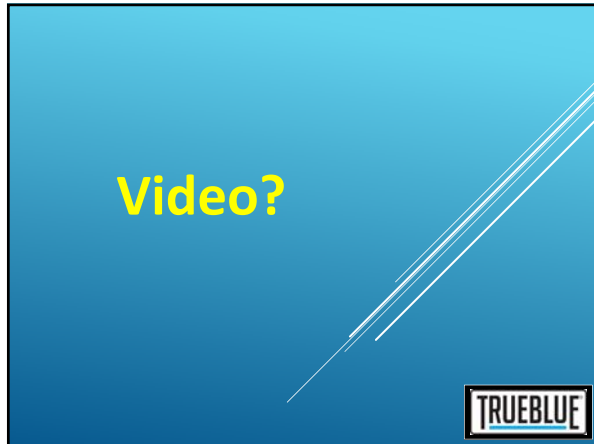
JAN 2015

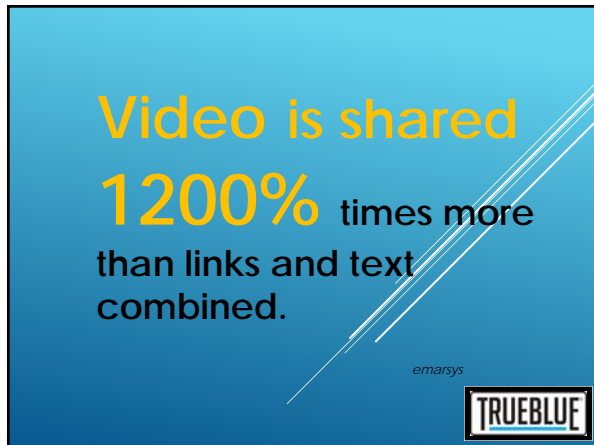
TOP ACTIVE SOCIAL PLATFORMS

Platform	Percentage
FACEBOOK	43%
FACEBOOK MESSENGER	20%
TWITTER	18%
PINTEREST	13%
GOOGLE+	14%
INSTAGRAM	11%
LINKEDIN	11%
SKYPE	10%
TUMBLR	7%
SNAPCHAT	7%

Source: GlobalWebIndex, Jan 2015. Figure represents percentage of the total online population using the platform in the past month. [Learn more about us](#)

TRUEBLUE









500 years of
YouTube videos are
watched on Facebook
every day

Relevancy Group



Instagram videos are
creating
double the engagement
of Instagram photos

Totems





sCommerce?




If they **buy**
they will **apply**.



Social commerce
will account for
5% of retail
ecommerce this
year.



UGC?



On Youtube, UGC fan videos get **10x** more views than brand-owned content

filemobile



Brand engagement rises by **28%** when consumers are exposed to both professional content and user-generated product video.

filemobile





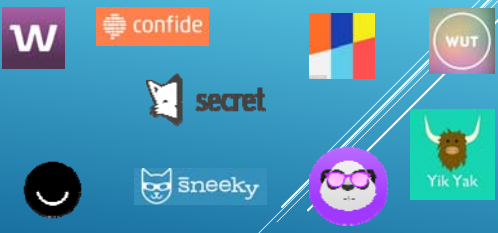
Anonymous?



Whisper is nearing **3 billion** page views a month with **45%** of users actively creating content

Allthingsdigital





But you said social didn't help recruiting?



Businesses that use **social media** as part of a planned corporate approach are **1.5 to 2** times more likely to anticipate **revenue growth** than ad hoc users.

Business to Community, 2014



The Russian winter has arrived. Learn what we're doing to battle the big freeze and keep the cargo flowing: <http://maersk.ly/V6e98J>



Like · Comment · Share
 7,377 people like this.
 View previous comments

LEGO	48.0**
Maersk Line	37.0
Disney	34.2
GE	32.9
Shell	19.1
Ford	17.2
McDonald's	10.2
Oreo	7.2
Dell	7.0
Red Bull	6.0
Converse	5.1**
Starbucks	4.5
Coca-Cola	2.2

CORP. COMM. 5/5

- Average score for this brand: 18.2 (out of 100)
- Score for Maersk Line: 37.0
- Score for McDonald's: 10.2
- Score for Shell: 19.1
- Score for GE: 32.9
- Score for LEGO: 48.0



DO this:

Don't judge it the way you judge media.

Build your brand in Social—by—**connecting** with your customers and workers.



Recruiting is **the last thing** you should worry about.





What should **YOU** consider first??




**If you worry about
YOUR 4 things first...**




**...YOUR recruiting
efforts will be infinitely
more effective.**






American Staffing Association

Thank you for attending this
Staffing World 2015 Section Forum



Jason Leverant, CSP, PHR
President and Chief Operating Officer
@Work Inc.



Gerald S. Renoe
Senior Vice President, Marketing
TrueBlue Inc.
