

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

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

# Professional—Managerial Section Forum

## Become the Influencer—Making the Business Case

Rob Mosley  
Senior Director of Training and Development  
Next Level Exchange  
*nlrtraining.com*

## Macro Job Seeker Trends: Are You Using Them to Your Advantage?

Shelly Mudd  
Vice President, Sales and Development  
Jobs2Careers  
*jobs2careers.com*

Wednesday, Oct. 28  
3:45–5 p.m.



ASA  
American Staffing Association

# Welcome




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ASA  
American Staffing Association

## What Is the Professional-Managerial Section?

- Niche community to provide resources and networking to professional-managerial staffing firms
- 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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ASA  
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## Policy Council Members

- Brian Frydenlund, TeamPeople LLC—Chairman
- Allison O'Kelly, Mom Corps—Past Chairman
- Rose Ames, TheBestIRS
- Susie Aubuchon, McKinley Marketing Partners
- Debra Boyle, CSP, CAC, Kearney Boyle & Associates Inc.
- Harry Danz, That's Good HR
- Kelli Fiore, Fillmore Search Group
- Jerry Grady, UHY LLP

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### Policy Council Members (cont'd)

- Jered Haddad, Gateway Group Personnel
- Kristen Harris, CSP, Portfolio Creative
- Michelle Kahley, Sedona Staffing Services
- Ron Proul, Century Group Professionals
- Dane Reese, CSP, PeopleAxiom
- Karen Rehn, HH Staffing Services
- Michael Reichwald, Yorkson Legal
- John Thomas, CSP, CSC, Express Employment Professionals

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### Policy Council Members (cont'd)

- Dan Wagner, Aspire Business Consulting
- Kim Whiteley, Mee Derby & Co. Inc.

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### Section Resources

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

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American Staffing Association

## ASA Central

- Join the professional-managerial 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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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*

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## Join the Professional-Managerial 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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Become the Influencer—  
Making the Business Case



Rob Mosley  
Senior Director of Training and Development  
Next Level Exchange

Macro Job Seeker Trends: Are  
You Using Them to Your  
Advantage?



Shelly Mudd  
Chief Revenue Officer  
Jobs2Careers




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ASA  
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Become the Influencer—Making the  
Business Case

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*Influence / Power / Positioning*



Power is your ability to influence the customer  
Power perceived is power achieved  
Power is not about role, title, or position

***Positioning through the use of Power  
is how we ultimately Influence our  
client's and candidate's Behavior***



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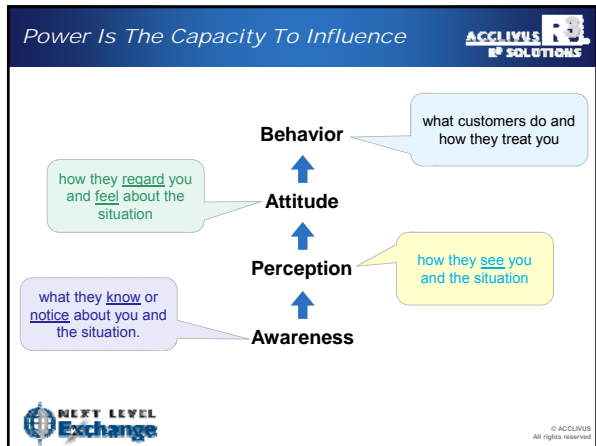
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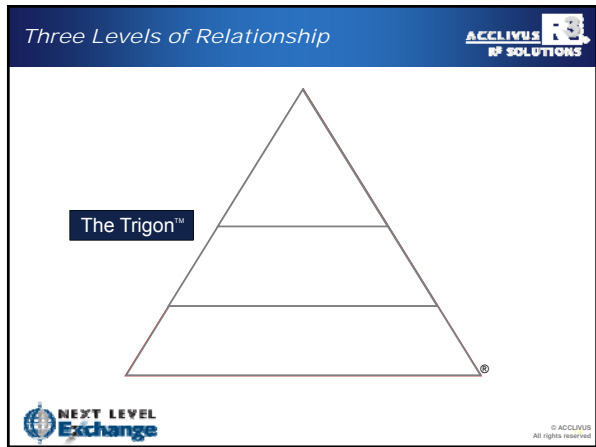
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*Three Levels of Negotiation* **ACCLIVUS R<sup>®</sup> SOLUTIONS**

Perception of NEEDS	MOTIVATION	TRUST	Application of POWER
inter-dependent	optimal return for both	very high, implicit	shared
compatible	fairness and equity	moderate	balanced
In conflict	victory or advantage	low or non-existent	exercised

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Sources of Power

ACCLIVUS  
IP SOLUTIONS

**Personal Power**  
The power we bring to a situation

Attitude Skill Preparation

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Sources of Power

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**Personal Power**  
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The Power of Insight

ACCLIVUS  
IP SOLUTIONS

Attitude Skill Preparation

Need/Solution  
Legitimacy Relationship  
Insight

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The Power of Positioning Insight ACCLIVUS  
BP SOLUTIONS

A minimum of **3 channels** of information—three different perspectives or opinions

Both **quality** and **quantity** are important

**3x3 Information**

**INSIGHT**

**Indicators**      **Implications**

What things are you hearing or seeing that **support** or **conflict** with any new information?

What does the information mean? What could it mean? What are the possibilities? What are the consequences of acting or not acting on the info?

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3x3 INSIGHT ACCLIVUS  
BP SOLUTIONS

1-3 years {	<b>Executive</b>	Project Goals
	↓	
6-12 months {	<b>Management Departmental</b>	Project Problems
	↓	
1-90 days {	<b>Individual Project Field</b>	Project Needs

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INSIGHT ACCLIVUS  
BP SOLUTIONS

- What is their title/role?  
    **C.E.O. Construction Company**
- How are they measured?
  1. Cash generation
  2. Growth
  3. Margin
  4. Velocity
  5. Customer trends
  6. Image

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The Power of Positioning Insight



The Window of Sales Opportunity™



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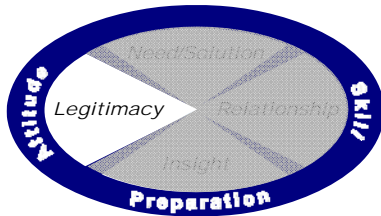
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The Power of Positioning Legitimacy



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The Power of Positioning Legitimacy



- Reputation
- Expertise
- Policy

*Preparation*  
(published, printed, public)



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The Power of Positioning Relationship **ACCLIVUS R<sup>3</sup> SOLUTIONS**

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The Power of Positioning Relationship **ACCLIVUS R<sup>3</sup> SOLUTIONS**

The quality of each Relationship is a measure of the individual's:

- ▶ position
- ▶ role
- ▶ influence

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VIDEO **ACCLIVUS R<sup>3</sup> SOLUTIONS**

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The Power of Positioning Need/Solution **ACCLIVUS R<sup>2</sup> SOLUTIONS**

**Need/Solution**

Legitimacy Relationship

Insight

Preparation

Attitude Skill

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The Power of Positioning Need/Solution **ACCLIVUS R<sup>2</sup> SOLUTIONS**

Goals → Problems → Needs

positional  
personal

**DRIVING FORCES**

- PTM Pressure
- Options
- Investment-Commitment

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Following Through **ACCLIVUS R<sup>2</sup> SOLUTIONS**

**LEARNING TO AND THRU PERFORMANCE**

Nothing is learned until it is applied.

Nothing is **fully** learned until it is **fully** applied.

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ACCLIVUS **RF**  
SOLUTIONS

# Questions?

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ASA  
American Staffing Association

## Macro Job Seeker Trends: Are You Using Them to Your Advantage?

Shelly Mudd  
Chief Revenue Officer  
Jobs2Careers

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## How is the industry evolving?

- Millennials in the Workforce
- The Rise of Mobile
- The Gig Economy



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## Millennials


**50%**

Of the workforce  
by 2018

**91%**

Expect to stay less  
than three years

\*Source: Google




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## Millennials and their mindset

**culture**

Company culture is critical, where they work is part of their social story.

**meaning**

Millennials place an especially high focus on finding work that is meaningful to them. They look for a "cause".

**search**

Millennials have an "always on" job-seeking mentality, even when satisfied with their current job.

\*Source: Google




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## Millennials and their job search

Take

**28**

weeks on average

Use

**15**

resources




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## Millennials

and what you and your clients can do about it

**Be Transparent**  
Millennials trust peer reviews


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## Millennials

and what you and your clients can do about it

**Apply**  
For awards





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## Millennials

and what you and your clients can do about it

**Share**  
Company Wins


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**Millennials**  
and what you can do about it

**53%**

Visit a company's website

**Optimize it!**

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**THE ROLE OF MOBILE**

**70%**  
Of All Job Seekers Search Jobs From Their Mobile

**27%**  
Of All Job Seekers Expect to Apply From Mobile

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**THE ROLE OF MOBILE**

Mobile friendly vs. mobile optimized

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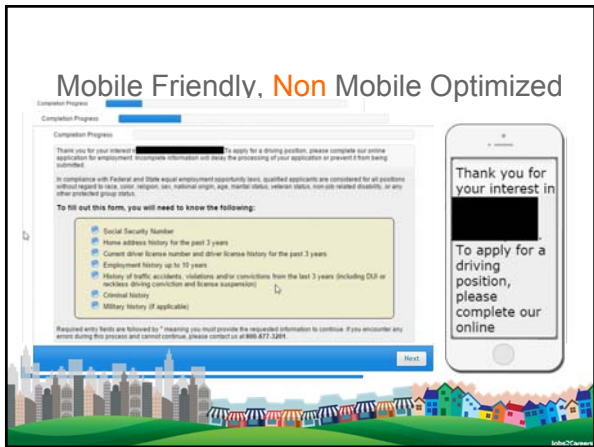
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Non Mobile Friendly, Non Mobile Optimized

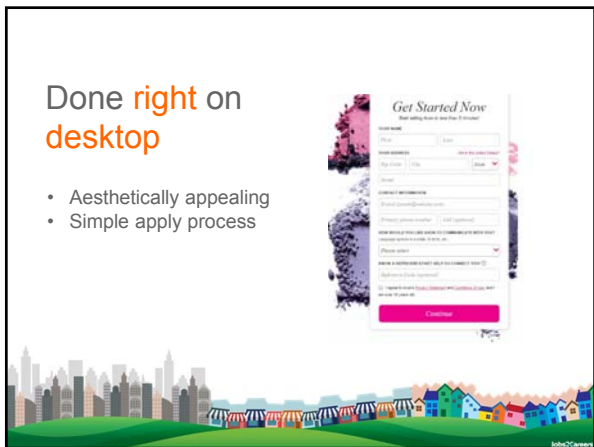


Mobile Friendly, Non Mobile Optimized



Done right on desktop

- Aesthetically appealing
- Simple apply process





Done **right** on mobile

**Mobile Friendly** and **Mobile Optimized!**

- Mobile responsive
- Aesthetically appealing
- Simple apply process

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**J2C Apply**  
Desktop and Mobile

Use when advertising on J2C and:

1. You **don't** have an ATS or Talent Community
2. Your ATS is **not** set up for mobile-optimized lead capture

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**Mobile**  
and how you can take advantage of it

**Talent Pool** = database of everyone who has ever applied. One way interaction.

**Talent Communities** = platform for building relationships and engaging with a large volume of candidates. Two way interaction.

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Partner with companies who work with your ATS to create a mobile optimized experience



Avature



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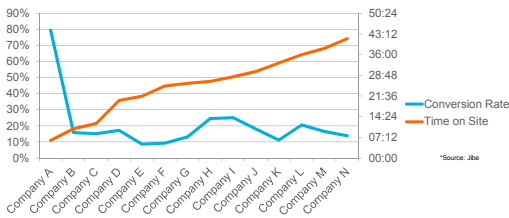
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### Application Time to Apply Ratio: Desktop + Mobile



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### Benefits of Mobile Optimization

**13%**

decrease in time to hire

**19%**

increase in quality of applicants

\*Source: Jibite



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## Think like a marketer!

- ➔ Lead Capture through Mobile Optimized Apply Process.
- ➔ Email applicant a link to finish on desktop or ask them to complete during their initial interview.
- ➔ Introduce applicant to your employer brand by sending newsletters, announcements about career fairs and blog articles.
- ➔ Invite applicant to follow you on social media.



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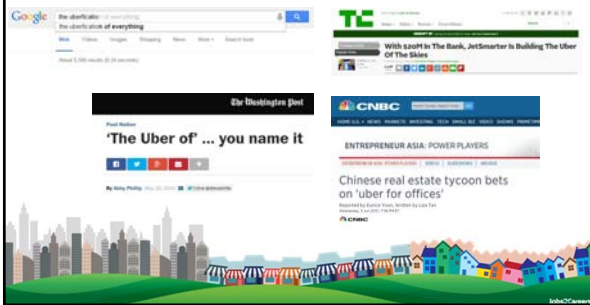
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## THE GIG ECONOMY



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## THE GIG ECONOMY

The same thing is happening in recruiting. On-demand employment is an alternative, or a supplement, to a full time job.



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## The Gig Economy

42% That's a 1.3 MI  
Million increase in the workforce has a 10%  
Freelance increase in 2020  
(Source: Jibite)




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## THE GIG ECONOMY

10% of the jobs on Jobs2Careers are Gigs.  
 That's over 600,000 jobs!





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## THE GIG ECONOMY

The gig economy has changed the way people are finding work.  
 What does this mean for staffing agencies?

- **New Job Types:** Staffing agencies need to think differently to recruit talent that might otherwise prefer to freelance.
- **New Competition:** Potential placements are moving to online marketplaces to match their skills to jobs (traditionally that was Staffing Agency's job): Upwork, Care.com, Thumbtack, etc. as an alternative.




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## KEY TAKEAWAYS

- Attract millinneys through several channels: social, awards, company pages, job boards, etc.
- Create talent communities and take advatage of all the resources job seekers use to look for work.
- Optimize the mobile apply experience.
- Embrace the gig market—it's here to stay!




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## Questions?

## THANK YOU!

Shelly Mudd | Chief Revenue Officer  
shelly@jobs2careers.com


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Thank you for attending this  
Staffing World 2015 Section Forum



Rob Mosley  
Senior Director of Training and Development  
Next Level Exchange



Shelly Mudd  
Chief Revenue Officer  
Jobs2Careers

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