

Name: _____

Phone: _____

Office–Administrative Section Forum

How to Attract “A” Players to Your Firm (and Keep Them)

Aisha Quaintance
President and CEO
Fillmore Search Group
fillmoresearch.com

Power Branding: Build a Powerful Brand and Get Results

Nina Pickell
CEO and Managing Consultant
Beyond Intent


Wednesday, Oct. 28
3:45–5 p.m.



 American Staffing Association

Welcome

 **OFFICE –
ADMINISTRATIVE
SECTION**

 American Staffing Association

What Is the Office–Administrative Section?

- Niche community to provide resources and networking to office–administrative staffing firms
- Free benefit to ASA members
- Led by a policy council that advises ASA staff and board of directors on sector-specific issues

 American Staffing Association

Policy Council Members

- Robin Curran, CSP, CoWork Staffing Services—Chairman
- Jim Carchidi, CSP, JFC Staffing Cos.—Vice Chairman
- Jennifer Hamilton, PHR, CTS, CPC, High Profile Staffing Services—Past Chairman
- Steve DeVoe, CSP, Tiger Personnel Services Inc.
- Lola Lass, ADEETA Corporate Staffing
- Lisa McCallion, McCallion Staffing Specialists



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Policy Council Members (cont'd)

- Joe McDermott, Keepers
- Brian Robinson, TRC Staffing Services
- Pam Vaught, Tri-Starr Personnel
- Monica Vomastic, Landmark Staffing Resources
- Jeremy Wilcomb, The Daniel Group
- Jennifer Zahari, CSP, ABR Employment Services



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Section Resources

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



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ASA Central

- Join the office-administrative 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 Office–Administrative 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


 American Staffing Association

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AISHA G. QUAINANCE

Current Professional Affiliations

Founder, CEO

- Fillmore Search Group**
 - Executive Search & Specialized Staffing
 - San Francisco & Silicon Valley's Business Times - 100 Fastest Growing Private Companies, 2015 Recipient
- Quaintance Consulting**
 - Business & Executive Coaching, Training, Speaking and Consulting

Chairman of the Board, 2016

- American Staffing Association**
 - Search & Placement Section Policy Council

Vice President

- California Golden Gate Chapter**
 - California Staffing Professionals

Author & Writer

- "Career Smarts" & "The Hiring Advisor"**
 - Book due, Spring 2016



RECRUITING IS A WAY OF LIFE

THE BREAKDOWN



KEY TAKEAWAYS:

- Finding Future Recruiters
- What's Your Story
- Grooming Versus Losing
- Why You Long-term?

WHERE DO YOU FIND TALENT?

WHAT GOT YOU HERE WON'T GET YOU THERE

- Candidate Shortage isn't just for our clients!
- Are you better off starting from scratch?
 - Define "A Player" for you
 - Does that describe the "already trained" competition?
- Know what you want, go get it. Headhunt!

WHAT ATTRACTS TALENT?

NUMBER ONE REASON PEOPLE LEAVE?



ATTRACTING "A" PLAYERS

WHAT IS REALLY IMPORTANT TO YOUR FIRM?

- Results = Results Driven Environment
- Consider the Vital Factors (MAP)



What does that require?

- Monthly Results Meeting
- Clear Goals Versus Minimum Standards
- 1:1 Business Review as Needed
- Accountability & Consequences
- Bill of Rights on each side (i.e. Partnership Agreement)

RESULTS DRIVEN ENVIRONMENT

PARTNERSHIP AGREEMENT

You Must Provide:	Recruiter Must Provide:
<ul style="list-style-type: none"> • Working desk • Working Phone • Clear Expectations • Resources • Operating Standards • Training • Timely HR and Ops 	<ul style="list-style-type: none"> • Hitting GP Quotas or Hitting Activity Commitments • Strong Communication • Following Protocols • Pricing Guidelines • Desk Covered

RESULTS DRIVEN ENVIRONMENT

RECONSIDERING YOUR CULTURE

What do millennials want?

What I reconsidered:

- Dress code
- Unlimited PTO
- Work From Home & Laptops
- Flexible and/or Virtual Schedule

MANAGING A RESULTS DRIVEN ENVIRONMENT

Jail

- Rigid Schedule
- Account for all your activities
- Ask Permission to go anywhere
- No flex schedule
- Minimum Requirements Due

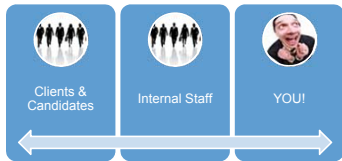
Country Club

- Free to go as you please
- Accountable for Results only
- Strong Communication
- "I don't know, can you?"

WHAT ARE YOU TRYING TO ACCOMPLISH?

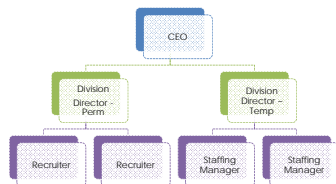
✓ A Triple Win!

What's in it for you?



GROOMING YOUR STAFF & RETENTION

Results Succession Plan



EMPLOYEE RECOGNITION MADE SIMPLE:

Free	Low Cost
<ul style="list-style-type: none"> Remember Special Days Profile Employees Lead with Praise Internal Customer Service Fun Form upon Arrival <ul style="list-style-type: none"> Favorite Breakfast Treat Starbucks Drink Order Gift cards from where? Favorite Color What motivates you? 	<ul style="list-style-type: none"> Lunch on Me Coupon Staff Appreciation Event Team Recognition by teams Grab Bags <ul style="list-style-type: none"> Movie Tickets from Costco Starbucks Gift Cards Lunch Coupons ASA Freebies!

EMPLOYEE RECOGNITION MADE SIMPLE:

Change it up!

- SurveyMonkey your staff
- Annual Chairman's Club Themes
- Contest to Support Theme
- Spot Bonuses!
- Thank Spouses when and where possible
- Events/Surprise Baseball, Concerts, etc.



Online Branding:

- Pre-Order Credibility
- Subject Matter Expert
- Trusted Advisor
- Long-Term Partner
- Different Level of Service
- Vested Interests in outcome
- High Placement Retention Rate

Key selling point for employees



Using Social Media to Set the Tone For INTERNAL Culture as well!

- picture at a baseball game
- Recruiter Spotlight of an achievement
- Hitting the gong for a recent placement
- Make you company have a personality online!

IN SUMMARY:

- Don't judge resume until in person
- Hire for the character traits you would consider to be an "A" Player and be willing to train
- Don't show your cards in the interview process and play hard to get
- Attract the best of the best by selling the dream and making them work to be part of it!
- Have and exude a deep caring for their Results Succession Planning
- Take the time to do the small things that matter
- Make Internal Customer Service a Key component of your Culture
- Don't fight the small battles if it making your employees happy!
- Promote all that you do for your employees online
- Give your company an online personality
- Go after those you know you want!

ALWAYS BE PIPELINING!

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Quaintance Consulting

Power Branding: Build a Powerful Brand and Get Results

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Why Should You Care?

A strong, positive brand is like a magnet!



*A strong brand attracts
candidates, clients, referrals,
staff and sales!
It is magnified through
"word of mouth"!*

A negative or undesirable brand image repels.
It will hurt your business!

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Examples of Strong Brands

- **Starbucks** – community, the experience
- **Apple** – people-focused, easy, innovative, anti-bureaucracy
- **Richard Branson (CEO Virgin Group)** – intelligent, innovative, playful, approachable, friendly, caring
- **Nike** – empowering real people, achievement, "Just do it," innovation
- **Lady Gaga** – expression, non-conformance, theatrics
- **Taylor Swift** – genuine/authentic, uplifting, relatable, approachable, BFF
- **Employment brand examples** – discussion!

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What Makes a Great Brand?

Great brands have...

- Great products / services – but that alone doesn't do it.
- Emotional appeal.
- Great recognition and brand recall.
- Stories and ideas that are memorable, repeatable and emotionally appealing.
- A strong, loyal following!
- Consistency in what they say and do.
- A perception that drives sales and talent acquisition.

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Topics Today

- How to build a strong brand that works *for you* – and gets results
- Brand basics
- Influences on perceptions of your brand
- Trends and technologies (workforce demographics, mobile, social, technologies, content, video)
- Case studies and tips
- Creating brand ambassadors

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Branding Key Facts

“Your brand is the single most important investment you can make in your business.” (Steve Forbes)

- You have a brand, whether you think about it or not.
- Your brand can work for or against you.
- You can shape your brand, reinvent yourself, and shift your brand in new directions over time.
- Your employment brand and your corporate brand are connected.
- *Think:* Who are we? What do we want to say? Are we delivering on our brand promise consistently?

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Perspective and Trends

- Social networks, content, video, mobile, texting, chat, etc. *Is it impersonal? Does it have to be?*
- Hot technologies – instant access, communications, education, the speed of *everything!*
- Demographics, variety of priorities
- More educated consumers with more information at their fingertips, including peer reviews!
- Employment marketing: here to stay. Are you on board?

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The More Things Change...

The more they stay the same!

- Your message matters. It must be unique, compelling and digestible.
- Consistency and authenticity are key.
- You must first understand your audience and what matters to it.
- Every day is filled with countless moments of truth. You have an opportunity to deliver on your brand promise and delight with every single interaction.
- Leadership matters. You ARE the embodiment of your brand.

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What Shapes Your Brand?

- What you **offer** – to companies and individuals
- Your “**look**” – logo, materials, website, offices, etc.
- What you **say** – written online/offline and oral
- What you **do** and how you **act** – as a company and individually
- What you **post/share** as well as how you **engage on social media**
- What others say plays a role – but don't let that stop you. YOU can shape your brand with consistency over time. **You need a plan!**

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Your Target Market

Assessments tips:

- Who is your target audience (clients, talent)?
- Do all aspects of your brand/message fit your target?
- What successful companies have a similar product and positioning? Who is buying their services and working with them?
- Research online and in person (demographics, etc.)
- Are you marketing to and connecting with the right target audience? Who is in your network/following online and offline?



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Alignment - Key to Power Brands

All aspects of your brand must align with your target audience and each other!



- Visual elements of your brand, website, images, video, online presence, job postings, updates you share on social media, content, etc.
- Communications with current/potential associates, clients, staff, partners and others
- Employment brand and corporate brand

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Enduring Brands

Great brands appeal to the heart and share theirs – motivations, values, beliefs and mission.

*“...the most powerful and enduring brands are **built from the heart**.*

*They are **real and sustainable**.*

*Their foundations are stronger because they are built with the strength of the **human spirit**, not an ad campaign.*

*The companies that are lasting are those that are **authentic**.”*

- Howard Schultz, CEO of

Starbucks

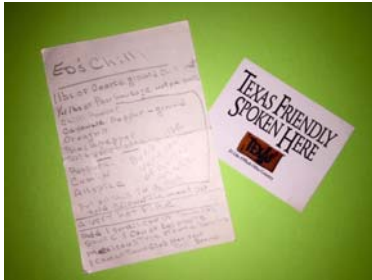
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Exercise – Take Two!

- What does it feel like to interact with your company?
- How does it feel to...
 - Walk into your office? Call in? Email? Write you on social media? See you at a job site? Interview? Exit?
 - Use your services? Call you? See you at an event?
 - Visit your website? Follow you on social media?
- **How do you want people to feel? (3-5 elements)**
- What is your story? **What are 3-5 key takeaways?**
- How does your team talk about what you do and your company?

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Lessons from Ed



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The Story You Tell...

- **Brand building starts with your message!**
- **“What is it”** (what you do, offer, what problem you solve, your mission) and **commercial** for your business
- Simple, memorable, repeatable
- Authentic
- Emotional appeal – includes your story, your motivation, your values, among other things
- Uniqueness – what’s different about your company?
- Speak to what’s important to your audience
- **Tell the story! Everyone must “own” it.**

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Online Presence

Today, people have made up their minds long before they take action. And, they are seeking out employment brands like consumers seek their brands of choice.

- What do your social media profiles say about your company? Status updates by you and your team?
- Website? Job posts? Emails?
- Do you provide opportunities to experience your company through associates & clients?
- Are you telling the stories – the people side – that people can relate to?
- Images, video, content, thought leadership



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Integrating Content

- Budget and plan to fit your audience – what do you want to accomplish?
- Mix of curated and original content
- Team profiles – share passion, heart!
- Stories – associates, clients
- Video and pictures
- Blogs – plan ahead!
- Webinars
- Thought leadership; ebooks
- Email campaigns, website, social media, talent community

Interviews (blog, video) are great ways to build your brand and share your message!



© 2015, One to one

Creating Brand Ambassadors

Brand ambassadors build your network, referrals and brand – simply because they are your biggest fans!

- Leverage the power of networks!
- Create opportunities to share and build relationships
- Use events online and offline
- Make it fun with contests, rewards, retweets, interacting w/them
- Post easy-to-share content
- Create a hashtag campaign
- People will share your story, content, and events! They bring new followers, referrals and business!



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Key Takeaways

- Your brand works for or against you.
- A strong brand does a lot of the work for you!
- All aspects of your brand must align with your target audience and each other!
- You must be clear about who you are and what you offer to grow your brand effectively.
- **Simplify!** Your brand message must make sense, fit with what you say/do, be digestible and repeatable.
- Powerful brands have emotional appeal. **You have a story, values, and something to offer. Start there**

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What's Next?

- Do something with what you learned today!
- Know yourself. Get feedback to assess your brand.
- Be authentic!
- Make sure you pull the brand through your organization.
- Listen to your audience and keep an eye on the market! Read and learn!
- Follow great brands – and strong employment brands – on social media! Watch interactions.
- Build your plan and do it!

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Questions?

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Join my mailing list (nina@beyondintent.com) to get an invitation to my blog and email newsletters!

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American Staffing Association

Thank you for attending this
Staffing World 2015 Section Forum



Aisha Quaintance
President and Chief Executive Officer
Fillmore Search Group



Nina Pickell
Chief Executive Officer and Managing
Consultant
Beyond Intent