

Name: _____

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Industrial Section Forum

Politics and Business—A Local Approach

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Going Beyond the T-Shirt: Maximizing Your Temporary Worker Engagement

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Tuesday, Oct. 25
4–5:15 p.m.



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Politics and Business—A Local Approach

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President and Chief Executive Officer
Reliable Staffing Services

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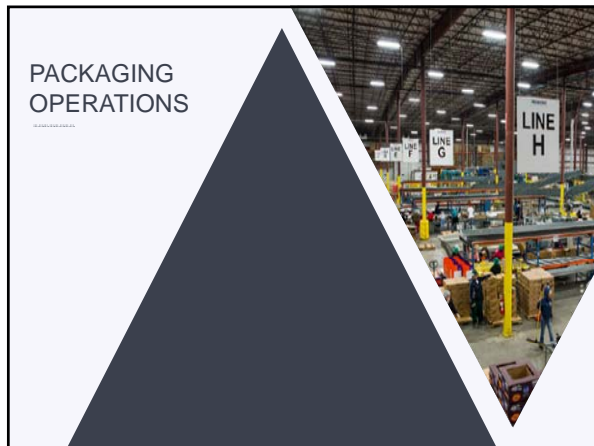

POLITICS and BUSINESS



Larry Kidd - President & CEO, Reliable Staffing Services

WAREHOUSING OPERATIONS







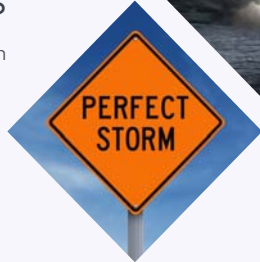


MINIMAL BWC EXPERIENCE

+

INCREASED SALES

RESULT: 1600% increase in
Workers' Compensation Rates



UNEMPLOYMENT BENEFITS



Wall Street Journal
Unemployment Extension
Adds Up to
99 Weeks of Benefits
[Real Time Economics](#)

SMALL BUSINESS AND BURDENSOME REGULATIONS





COAL, NUCLEAR ENERGY

POLITICAL INVOLVEMENT

SOCIETY ISSUES

- 80% of Americans believe corporations should take a position on issues that face society



POLITICAL INVOLVEMENT

ECONOMIC ISSUES

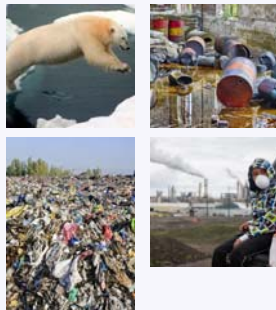
- 78% say it is appropriate for companies to take a position on the economy



POLITICAL INVOLVEMENT

ENVIRONMENTAL ISSUES

- 84% say it is appropriate for companies to take a position on environmental issues

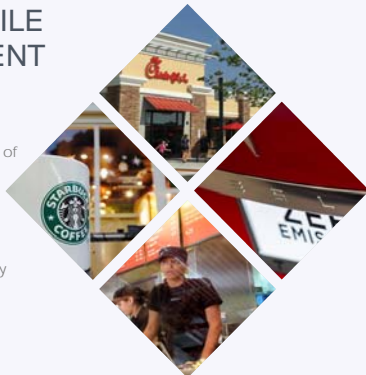


BUSINESS AND POLITICS

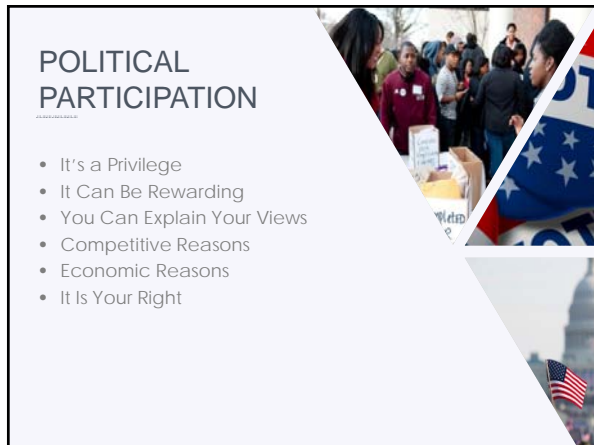


HIGH PROFILE INVOLVEMENT

- STARBUCKS
Support of Legalization of Gay Marriage
- CHIPOTLE
Social Issues
- TESLA
Environmentally Friendly









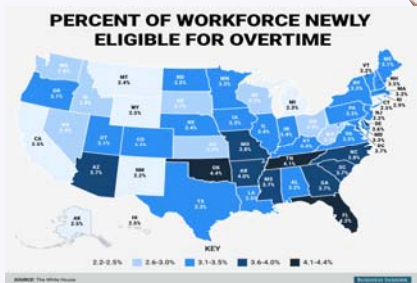
AFFORDABLE HEALTH CARE ACT



EMPLOYMENT SERVICE TAX



OVERTIME RULES

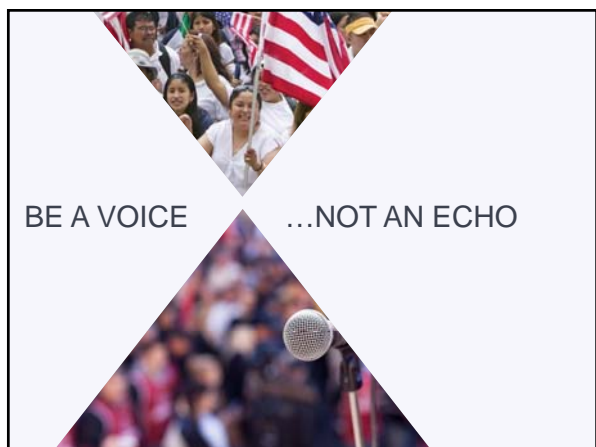


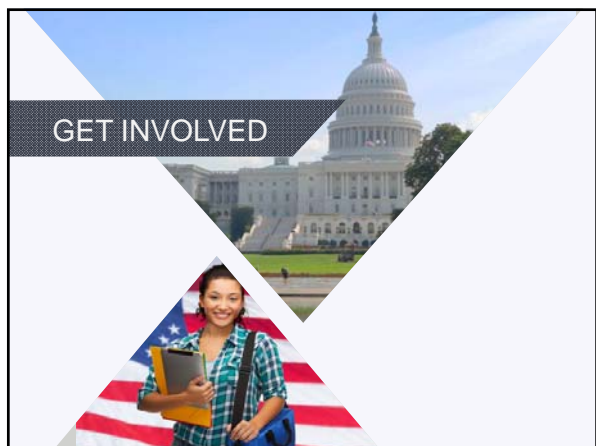
















Industrial Section Forum

Going Beyond the T-Shirt: Maximizing Your Temporary Worker Engagement

Linda Sasser
Founder and Chief Executive Officer
Impact Performance Group

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What we'll cover

- Barriers that prevent us from creating an engaged temporary workforce
- Practical steps that you can take toward improving your temporary workers' engagement




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Where do our partnerships lie?



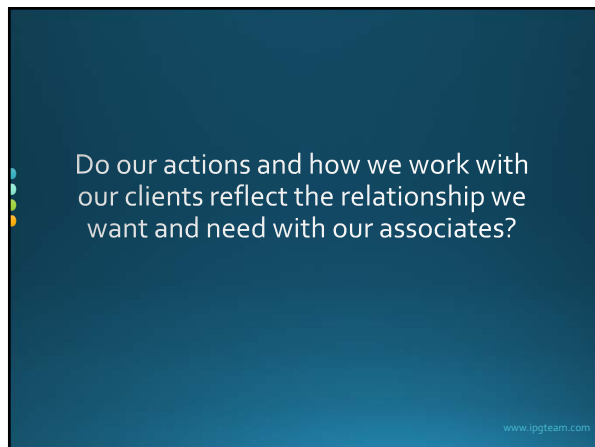
The Staffing Firm



The Client

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A reminder of why employee engagement matters

- 71% of all employees are not fully engaged
- Companies with engaged employees outperform those without by up to 202%
- \$11 billion is lost annually due to employee turnover.

If these are the stats for a company's core employees, what are they for temporary employees?

Employee Engagement Across The U.S.

Category	Percentage
Are ACTIVELY DISENGAGED	26%
Are NOT Engaged	45%
Of the Workforce is ENGAGED	29%

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Two Key Elements to Engagement

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Maslow's Hierarchy of Needs

Level	Engagement Status	Needs / Characteristics
1	HIGHLY ENGAGED	<ul style="list-style-type: none"> What can I do for others I inspire others to do their best I love it working here
2	ENGAGED	<ul style="list-style-type: none"> I'm a valid part of the business I feel important at work I'm really busy and very likely I'm highly stressed
3	ALMOST ENGAGED	<ul style="list-style-type: none"> I know I'm part of something bigger I'm almost engaged but there are times when I'm not I'm proud to work here but I wouldn't necessarily shout it from the rooftops
4	NOT ENGAGED	<ul style="list-style-type: none"> I'm interested in overtime I have more sick days than I should I have poor working conditions
5	DISENGAGED	<ul style="list-style-type: none"> I'm here for the money I'm leaving when I can I'm not satisfied with the job I do

4 Actions to Maximizing Temporary Worker Engagement Starting Monday

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1. Change your mindset.

Regard your temporary associates with the same importance and respect as you do your clients.

- Answer questions and follow-up promptly.
- Prepare them for assignments the same way you'd want to be prepared for a new job.
- Check in with the associate after the placement.
- Be more excited for their opportunity than your "placement."
- Who's more important: the associate or the client?



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2. Find out what your employees really want.

- How do you learn from your associates?
- Conduct focus groups with your larger groups of associates at client locations.

Ask them:

- What is the best part of working at the client's facility?
- Would they recommend the facility to a friend looking for work?
- What are the pros and cons of their job?
- How are complaints or problems handled?

- You are the voice of your employees.



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3-

Stop treating temporary workers as less than the client's core workforce.

Too often "temps" are paid and treated as less than, yet their production is expected to be the same or better than the client's core.



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4-

Talk about associate engagement with your clients.

We rarely talk about temporary workforce engagement in our service reviews. Why not?

- Discuss focus group results with clients.
- Strategize together on how you can improve temporary worker engagement.

Tactics may include:

- Incorporating recognition.
- Keeping them "in the know."
- Including them in discussions.
- Getting their feedback.
- Supervisor engagement

- Be advisors of engagement. Stop walking on eggshells.



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YOU can make a difference...

...in the engagement of your temporary workforce
...in the success of their careers
...and as an engagement advisor to your clients

But it will require you to care, to consult, and to desire to impact those you have been asked to serve.

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Thank You for Attending



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 Founder and Chief Executive Officer
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