




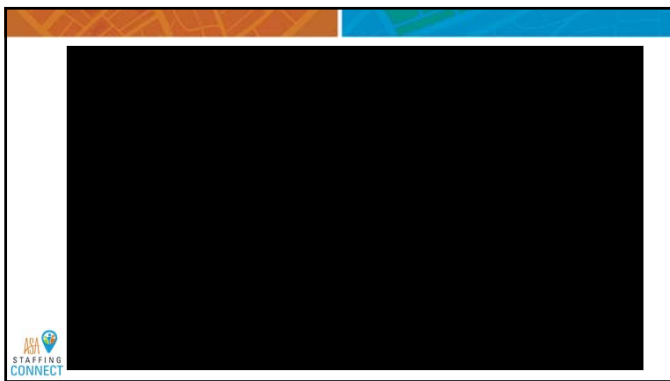
The New Language of Staffing

Steve Berchem, CSP
Chief Operating Officer
American Staffing Association


Adam Bleibtreu
Chief Marketing Officer
ASGN Inc.

With support from
MAXIMUS Tax Credit and
Employer Services






A few “thought starters”
before we begin



Address Top “Up-at-Night” Issue:
Recruiting Candidates

Our Objective


Become a valued first choice for job
seekers and be perceived as a source
of good jobs by the general public



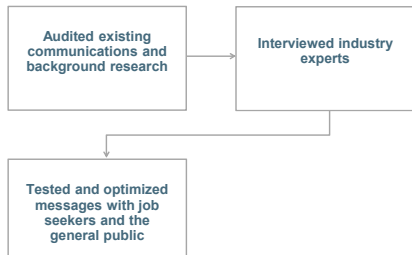
What Informed These Recommendations

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+ partners

it's not what **you** say,
it's what **they** hear.™



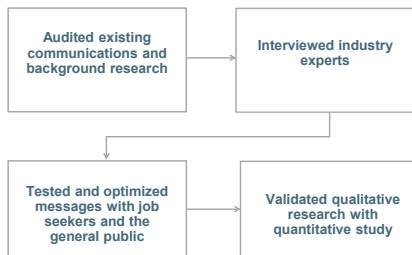
What Informed These Recommendations



What Informed These Recommendations



What Informed These Recommendations



Industry Key Messages

- ASA has performed message testing to gauge the general public's opinion of key messages about the staffing industry since the late 1990s.
- The last survey (2014) showed that the general public rated two industry messages—"bridge" and "flexibility"—as the most persuasive in influencing their perception of the staffing industry.

BRIDGE

Temporary and contract work provides a bridge to permanent employment.

FLEXIBILITY

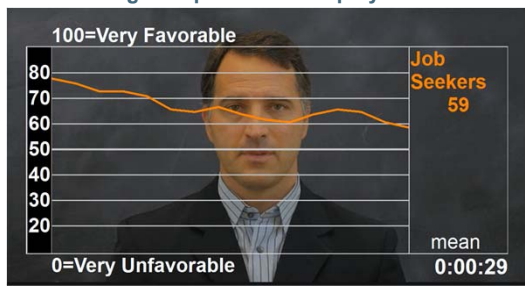
The staffing industry offers schedule flexibility to employees.



But what about job seekers?



We framed temporary and contract jobs as bridges to permanent employment.



Why It Didn't Work: There's a Credibility Gap

Many we spoke to have worked with a staffing agency, or know someone who has; they see transitioning to **permanent employment** as the exception, not the norm.

*"It makes it seem like majority of temp placements go to permanent jobs, and **that's an oversell.**"*
– Chicago

"Companies use staffing firms to abuse the system. They hire and fire people when they get to the point where it's time to bring them on permanently."
– Baltimore



We leaned further into the theme of "good jobs" with messages focusing on **flexibility**.



Why It Didn't Work: It Isn't a Draw for Most

Flexibility isn't what draws them to the industry and the idea of flexible employment contradicts their traditional idea of a "good job."

*"They **pay you less money** to make up for the flexibility."*
– Chicago

*"20 hours a week **won't feed a family.**"*
– Baltimore



So what do job seekers want?



What We Realized

Job seekers have different—and **more foundational**—needs.

Industry Truth	Job Seeker Truth
The industry needs to show job seekers that these jobs are good.	I need a job. Now. Period.



They're frustrated with how hard it is to find a job; that's their biggest hurdle.



What This Means

Messaging needs to appeal to job seeker core needs to resonate.

This is so aspirational that they're not even thinking about it right now.

This is what they strive for, but for most it's a "nice-to-have"—after finding a position in the first place.

This is the core, immediate need. If they believe a staffing agency can help here, they will consider using one.

The Job Seeker Hierarchy of Needs

ASA STAFFING CONNECT

The Key Shift in What You Talk About

the job itself

↓

what you can do to help them in the job search process

ASA STAFFING CONNECT

The Good News

- The industry has benefits that address what job seekers want
- You need to elevate the benefits that most align with their core, immediate needs.

They think the job search process is...	So you need to...
A black box	1 Help job seekers get noticed by the right people
A drain of time and energy	2 Make the job search process easier for job seekers
Automated and impersonal	3 Provide personal support to job seekers

ASA STAFFING CONNECT

Your Value Proposition for Job Seekers

When you emphasize the right things, the industry becomes incredibly compelling.

Job placement agencies help candidates get noticed and land positions that match their qualifications at companies that are hiring.



A Closer Look

“Job placement” is specific and intentional, focusing more on the benefit to the job seekers than the hiring company.

“Agencies” is simple, straightforward and true to how they see staffing businesses.

“Match their qualifications” works because many job seekers feel like they’re either underqualified or overqualified for every open position.

Job placement agencies help candidates get noticed and land positions that match their qualifications at companies that are hiring.

“Getting noticed” addresses job seekers’ key pain point—that they feel like their résumés never get where they need to go.

“Companies that are hiring” may sound like it’s stating the obvious, but is important: job seekers question whether a company is even hiring when they don’t hear back.



What Is the Best Label for Your Individual Business?

“Agencies” is clearly preferred over other terms, among both job seekers and non-seekers. It’s simple, straightforward, and aligns with how they think of the industry today.

Job seekers and non-seekers say:

- Agencies: 82%
- Companies: 13%
- Firms: 5%



What Is the Best Label for Your Industry?

While job seekers liked the specificity of the “job placement industry,” “staffing and recruiting industry” rose to the top in the quantitative survey. It’s straightforward and more inclusive than “staffing industry.”

Job seekers and non-seekers say:

- Staffing and Recruiting Industry: 37%
- Employment Services Industry: 26%
- Job Placement Industry: 26%
- Staffing Industry: 20%
- Recruiting and Hiring Industry: 17%
- Workforce Solutions Industry: 15%
- Job Matching Industry: 10%
- None of These: 5%



What Is the Best Label for the People You Hire?

Interestingly, “temp” doesn’t carry the stigma some in the industry feared, but it’s not the best language to use.

Most Appropriate Term

- Temporary Employees: 37%
- Contract Employees: 34%
- Temps: 33%
- Staffing Employees: 26%
- Employees: 22%
- Contract Professionals: 19%
- Contractors: 15%
- Workers: 11%
- Freelancers: 8%
- Contingent Workers: 7%
- None of These 5%

Least Appropriate Term

- Freelancers: 37%
- Contingent Workers: 26%
- Temps: 24%
- Workers: 17%
- Employees: 16%
- Contractors: 16%
- Temporary Employees: 16%
- Contract Professionals: 14%
- Contract Employees: 10%
- Staffing Employees: 10%
- None of These 5%



How does the industry deliver on the value proposition?




MESSAGE ARCHITECTURE FOR JOB SEEKERS: Themes to Elevate + Talking Points			
who we are	Job placement companies		
our value proposition	We help job seekers get noticed and land positions that match their qualifications at companies that are hiring		
our core pillars	HELP THEM GET NOTICED	MAKE IT EASY FOR THEM	PROVIDE PERSONAL SUPPORT
job seeker's key pain points	Job seekers think the process is a black box, and its holding them back. With us, there's less guess work and more opportunities to get noticed by the right people.	Job seekers think finding a job is a drain of time and energy. We make the process easier, so they can get hired faster and start earning more quickly	Job seekers think the process is impersonal. We provide personal support, partnering with them, so they can find the right job for their needs.
Key talking points that express how we deliver on their key concerns <small>These are customizable and emphasize the actions and results that sets your agency apart under these themes.</small>	<ul style="list-style-type: none"> ✓ We have access to positions that otherwise might not have been available. ✓ We get their résumés in front of the right people. ✓ We can't guarantee a candidate will get the position, but we can ensure they get noticed by the right people. 	<ul style="list-style-type: none"> ✓ We use our deep relationships with companies to match job seekers to positions they're qualified for. ✓ That means job seekers don't have to spend as much time searching and sending résumés. 	<ul style="list-style-type: none"> ✓ We work one-on-one with job seekers. ✓ We'll return phone calls and follow up on emails. ✓ We make support services available, like résumé revisions and interview prep workshops.

What It Does


To change perceptions of the industry, use language that prioritizes seekers' core needs—finding a job—and addresses their pain points

IT SOUNDS LIKE THEY'RE REALLY TRYING TO WORK MORE WITH **PEOPLE AS PEOPLE.**




Resources

- Take free online course—get certificate
- Purchase copies of the handbook
- Download graphics and talking points



With support from
MAXIMUS Tax Credit and Employer Services

americanstaffing.net/new-language



"The New Language of Staffing course offered by ASA has had a tremendous impact on our office. My entire staff has read the handbook and passed the course; we now have our 'new language' taped on our desks—as a reminder to change our conversations. Now that we use our new language, we have double the job seekers coming in the door, which means more job orders filled."

Deborah Miller
vice president of operations, ProStaffing US LLC



Questions?



Let's put your new knowledge to work





Implementing *Our New Language*

Adam Bleibtreu
Chief Marketing Officer
ASGN, Creative Circle

Rules of Engagement

Please ask questions

I've tried to break down this session into digestible bytes

Today's Plan

- The Numbers
- Your Audience
- Our New Language
- Why tell it like a Story?
- How are we doing?
- Job Descriptions
- One Last Thing



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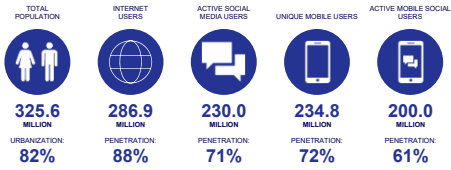
The Numbers

Because they matter

Lets set the table

Digital in the United States as of January 2018

A snapshot of the country's key digital statistical indicators



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Does Marketing still matter?

If you're using yesterday's marketing blueprints.

You will fail

The four P's are an outdated concept, right?

NO, they still matter

What worked before will not work again, right



All that's changed are the channels of communication and the attention span of the audience



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If you remember one thing: Digital

Digital isn't just a device or a channel, it's how people communicate in today's world.

You now need a fully integrated strategy

It starts with your audience. Who are we trying to talk to?

What do we want to say?

What do we want them to hear?

What action do you want them to take?



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How to reach and hold today's audience



To succeed
It all starts
with a story

of CMOs now admit that past formulas are no match against the new breed of disruptors that seem able to win, time and time again, by delivering more relevant customer experiences.



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Let's Start with Your Audience

Whom are you taking to?

Create Personas

Who do you want to talk to?

- Talk to one person, not a group
- Who are they?
- What are their interests?

How do they listen?

- Digital channels
- At work
- Through their network



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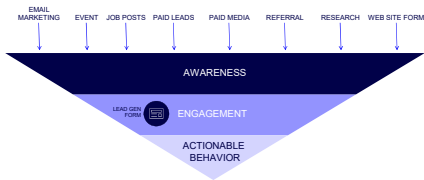
Examples of personas



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Visualize a funnel



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How Do We Use Our New Language?

It's not what you say, it's what they hear.

It begins and ends with content

1 Start by asking yourself a simple question...

- "What are the common questions my audience is asking?"
- When creating content, remember—the more visual, the better.

2 Your audience should always be at the center of your content. This is about **THEM**, not **YOU**.



Publishing and sharing content online is the single biggest lever to increase lead generation.

— Kipp Bodner, HubSpot



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Why Telling it Like a Story Matters

Because they work
And because Robert Rose at The Content Advisory says so

[@TCAAdvisory](#)


The World We Live In




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What Makes it a Story?



A well crafted, entertaining, engaging, and ultimately a convincing argument that we TRUST



A good story gets to a UNIVERSAL truth. A story is not a recitation of facts



Plot is what happens. A plot has a beginning, middle and end. It is the flow of the story.

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Foundations of a Story

People don't remember facts; **they remember stories**

Stories are the most **convincing way** to make a point; people not only see themselves in stories - they believe in you; the storyteller.

Stories need to answer three fundamental questions:

- What do you believe – what is your truth?
- How are you different?
- Why does the difference matter?

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How Are We Doing?

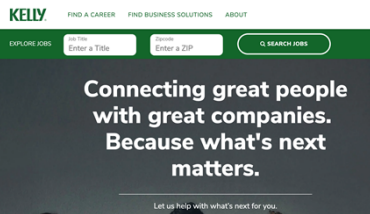
Examples from the field

A few Samples



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At Creative Circle, we partner with top creative talent and connect them with opportunities that will put their skills to work in exciting ways. Apply now.

ASGN

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STAFFING · SERVICES · JOB SEEKERS ·

EmployBridge

Workforce Specialists

EmployBridge is the largest industrial staffing company in the U.S. with three decades of proven success. More importantly, it's the backbone behind the nation's leading workforce experts: Select, ResourceMFG, ProLogistik, ProDrivers, RemX, Remy and Westaff. The foundation of our success is our specialized staffing delivery model, providing our customers and temporary associates in manufacturing, logistics, warehousing, contact centers and more, with unmatched industry expertise.


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How Should We Talk to People?


- 1 Be authentic
 - "I know you need a job. I'm here to help"
 - Don't over promise

- 2 Be Empathetic
 - "I'm here to help you stand out. Can we start by working on your resume"

“

They are unnecessary middlemen.

Job Seeker - Baltimore


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Be Consistent Across all Touchpoints

Where is your brand present?

- Trade Shows
- Career Fairs
- Recruiting Fairs
- Collateral
- Swag
- Web Site

What you can do to help them in the job search process?


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I Want A Job!

CREATING A BETTER WORK LIFE

For our **temporary associates**, it means working with **an industry insider** who treats you with respect and knows how to pair you with not just any job – but the right job – and who is committed to helping you **live a better work life**. EmployBridge and its specialty divisions is the only **staffing** organization that does more than care about our people – we invest in them! Offering our associates free skills training, apprenticeship opportunities and the tools and support they need to advance their career, pay and quality of life.

Why Robert Half is right for job seekers

Robert Half **works with hiring managers** across the globe and we're always looking for in-demand job candidates to help staff our clients' open temporary and full-time requisitions.

Competitive pay

We know what fair and competitive compensation is for your area and work with our clients to help keep them educated on the market value for **in-demand skills**.



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Quick Note on Job Descriptions

If you don't post, they won't come.

Good Descriptions Matter

It's your largest expense

Concise title; 50-60 characters
No special characters

Avoid:

- ALL CAPS
- Our client...
- Our "INDUSTRY" client..."
- The ideal candidate...
- The ideal "title"...

Repeat keywords x3 in JO description

Administrative Assistant

If you're results-oriented and deeply passionate about growing their career in the **Non-Profit industry**, you might be interested in OfficeTeam's new opening for an **Administrative Assistant**. You'll succeed in this **Administrative Assistant** position, if you can perform various administrative and office support duties. If you're looking for a position that involves a lot of mail merging, pivot tables, and presentation design, don't hesitate to contact us! If you're looking for work in the Dallas, Texas area, check out this terrific long-term temporary **Administrative Assistant** opening!



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One Last Thing

Isn't there always one last thing?

Growth Hacking

A process of rapid experimentation across marketing funnel, product development, sales segments, and other areas of the business to identify the most efficient ways to grow a business

Pursuing disruptive growth.

Don't be afraid to pursue radical new avenues for future growth and overturn conventional legacy thinking and processes. Look to frequently challenge the status quo in pursuit of better customer experiences and more sustained growth.

Re-orientating and re-invigorating your organization around the customer.

Unlock value by relentlessly ensuring you can deliver relevant experiences at every touchpoint. To that end, own the end-to-end customer experience, and build agility into your organization to evolve around the changing needs of your customers.



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Questions?
