

# TOP 10 STAFFING TRENDS FOR 2024



**Accelerate your growth  
in the year ahead.**

To help you navigate challenges  
and seize opportunities, we've  
compiled the top 10 trends in  
staffing for 2024 and provided  
curated resources for each.

# TOP 10 STAFFING TRENDS FOR 2024



## TREND #1: THE ECONOMY

**THE TREND:** The economy continues to be a top-of-mind issue for staffing leaders, but guidance from economists varies greatly across the board. Staffing firms must become much more agile, innovative, and data-driven to weather volatile geopolitical and macroeconomic conditions.



## HOW THE ECONOMY AFFECTS STAFFING FIRMS

- > Staffing firms' growth strategies should focus on high-demand and high-growth industries and sectors.
- > Strategic planning increasingly includes scenario planning.
- > Investing in technology can ease economic burdens by improving efficiency and effectiveness of employees.
- > Expanding geographic reach and developing new service offerings can increase market share and profitability.
- > Strengthening relationships with clients, candidates, and employees is essential to financial success.
- > Brand awareness and brand reputation play vital roles in future growth.

## TOP RESOURCES

1. **ASA Data Dashboard**
2. **“What the Data Say About the Staffing Opportunities Ahead”**
3. **2023 ASA Staffing Industry Playbook**



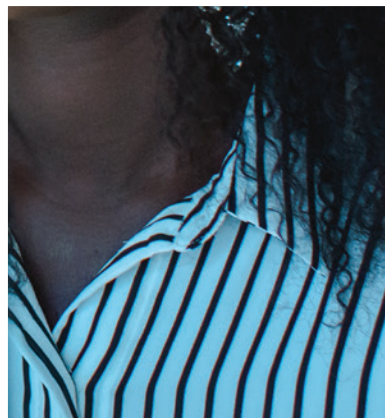
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## TREND #2: GENERATIVE AI

**THE TREND:** In 2024, organizations will find more and more ways to harness the potential of generative AI to improve worker productivity and company output. According to the Boston Consulting Group “To be an industry leader in five years, you need a clear and compelling generative AI strategy today.”





## HOW GENERATIVE AI AFFECTS STAFFING FIRMS

- > Most staffing companies are integrating AI into more aspects of the workforce and operations.
- > Leading firms are combining a data-driven mindset with the right technology to execute data-driven talent acquisition strategies.
- > Generative AI opens up possibilities for nearly every business to intelligently automate the customer experience.
- > New opportunities for human-machine collaboration are on the rise, including machine-generated ideas that are evaluated and refined by humans.
- > Generative AI can automate tasks, improve the quality of candidate matching, assess candidate skill and potential, and create personalized career plans for candidates and employees.
- > Demand is up for skills in AI development, AI ethics, and AI creativity.

## TOP RESOURCES

**1. “How AI Will Shape Staffing”**

**2. “Job Disruption or Job Transformation? The Automation Dilemma”**

**3. Infographic: Vast Majority of Americans Pessimistic on How AI Will Affect Employment**



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## TREND #3: EMPLOYEE EXPERIENCE

**THE TREND:** Driven in part by the labor shortage of 2022 and 2023, staffing firms are focusing on employee experience (EX) to attract and retain top talent. EX includes all interactions employees have with their employers—from application to resignation or retirement.



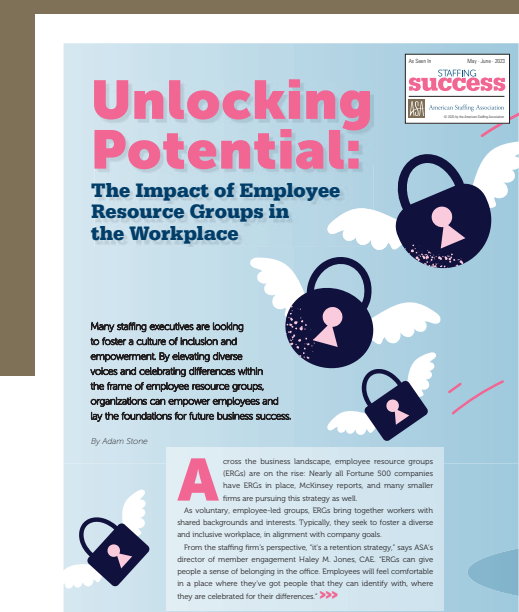
## HOW EMPLOYEE EXPERIENCE AFFECTS STAFFING FIRMS

- > Company culture, the physical environment, employee resources, and relationships with managers and colleagues all fall under the EX umbrella.
- > The EX conversation includes shifting the focus from work-life balance to work-life integration and work-life fit.
- > The traditional idea of work-life balance implies a clear—but unrealistic—line between work and personal life.
- > Work-life integration looks at work and personal life as intertwined and aims to optimize their relationship. Flexibility is a key component to this approach.
- > Work-life fit finds a balance for each individual, not a one-size-fits-all approach.
- > Staffing firms are especially adept at providing flexibility to workers and workforces.
- > Trends such as quiet quitting and bare minimum Mondays suggest many employees have a negative relationship with work.
- > Client and candidate misalignment, work location, expectations vs. reality, and culture continue to be top reasons candidates seek new jobs.

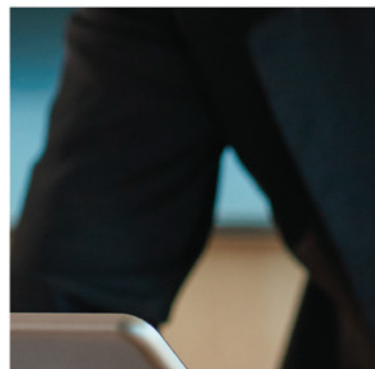


## TOP RESOURCES

1. **“Unlocking Potential: The Impact of Employee Resource Groups in the Workplace”**
2. **“What It Takes to Elevate Women in Staffing”**
3. **ASA State of the Industry Webinar: Focus on Employee Experience**



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## TREND #4: LABOR SUPPLY IMBALANCES

**THE TREND:** The Bureau of Labor Statistics predicts that jobs will grow by 13.6% from 2020 to 2040, but the talent pool will grow by only 6.2% during that time. Factors driving this trend are baby boomers retiring, technological change, and globalization.







## HOW LABOR SUPPLY IMBALANCES AFFECT STAFFING

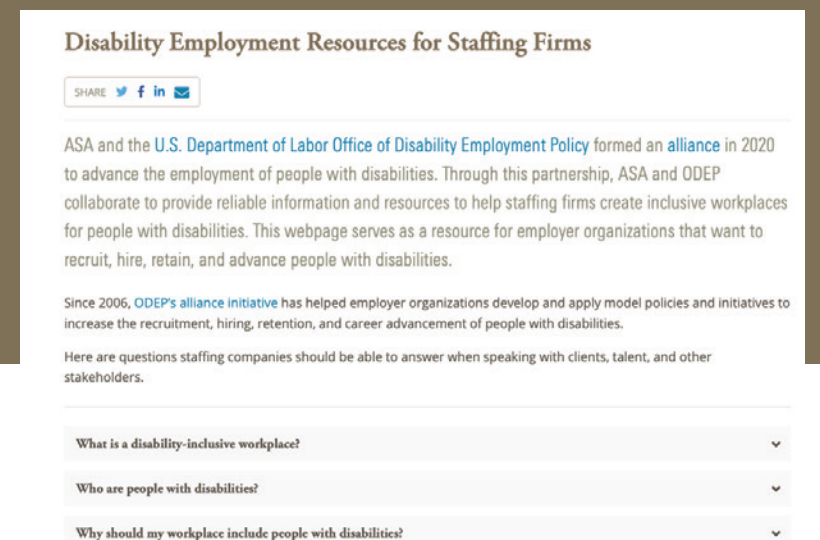
- > For several decades, the birth rate has been too low to replace baby boomers in the workforce.
- > Technology is causing job displacement and a disconnect between worker skills and economic needs.
- > Globalization contributes to increased competition for skilled workers from around the world.
- > The staffing industry, clients, and government need to work together to engage more workers.
- > Staffing firms can tap into the “forgotten workforce,” which accounts for 14%–17% of U.S. workers. This group includes retirees who want to work, neurodiverse individuals, people with long-term health problems, caregivers, the formerly incarcerated, and people without higher education.
- > Employers should hire based on skills and abilities rather than education and experience.
- > Skills-based hiring is more effective at identifying qualified candidates and building a diverse, inclusive workforce.

## TOP RESOURCES

**1. “Rising to the 2024 Employment Challenge”**

**2. Disability Employment Resources for Staffing Firms**

**3. Staffing STATS Webinar: The 2023 Staffing Industry Playbook**



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## TREND #5: FUTURE-READY WORKFORCE

**THE TREND:** According to a 2023 Pew Research report, 37% of U.S. workers have never received upskilling or reskilling training. Given the rapid pace of change driven largely by technology, the workforce is not prepared for the future. This could have dire consequences for the U.S. economy.

## HOW A FUTURE-READY WORKFORCE AFFECTS STAFFING

- > Traditional skills providers, such as education systems and other workforce intermediaries, aren't keeping pace with the evolution in job content.
- > Employers should focus on the skills needed for tasks, not on unrelated degrees.
- > Life-long learning and upskilling are imperative for individuals and businesses.
- > The staffing industry can help candidates future-proof their careers by working with clients to provide on-the-job training, online training, and access to certificate programs.
- > Federal and state government training resources and training grants are available.



## TOP RESOURCES

1. **ASA Workforce Monitor<sup>®</sup>**
2. **National Skills Coalition**
3. **Workforce Innovation and Opportunity Act**

**ASA Workforce Monitor**

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The American Staffing Association Workforce Monitor is an online survey conducted by The Harris Poll among 1,000 or more U.S. adults age 18 and older. The survey series focuses on current workforce trends and issues.

NEW DATA FROM THE ASA WORKFORCE MONITOR

**Distrust in Recruiting: 49% of Employed Job Seekers Say AI Recruiting Tools are More Biased Than Humans**

Nearly half of employed U.S. job seekers (49%) believe artificial intelligence (AI) tools used in job recruiting are more biased than their human counterparts, according to the latest Association Workforce Monitor<sup>®</sup> online survey conducted by The Harris Poll.

[View the results »](#)

LATEST RESULTS

**ASA Workforce Monitor Summary and Infographics**

Four in ten (39%) current job seekers have used AI tools to assist in applying for a job, according to the latest American Staffing Association Workforce Monitor<sup>®</sup> study.

[Download infographics »](#)

<p><b>AI In Hiring</b></p> <p><small>Candidates see bias and benefits in AI.</small></p> <p style="text-align: center;"><a href="#">View details »</a></p>	<p><b>AI Outlook</b></p> <p><small>U.S. adults say automation could impact employment.</small></p> <p style="text-align: center;"><a href="#">Get results »</a></p>	<p><b>Job Interviews</b></p> <p><small>How do approaches for job interviews differ?</small></p> <p style="text-align: center;"><a href="#">Find out »</a></p>
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## TREND #6: LEADERSHIP PIPELINE

**THE TREND:** Executives across industries are worried about where the next generation of leaders will come from. The current generation is aging and retiring, while the business landscape is constantly changing. Companies need adaptable, innovative leaders who can attract, retain, and engage top talent.





## HOW LEADERSHIP PIPELINE AFFECTS STAFFING FIRMS

- > CEOs are more worried about developing and retaining future leaders than they are about economic and business challenges, according to the DDI Global Leadership Forecast.
- > The role of today’s leaders has expanded to include fostering a culture of safety and inclusion, mentoring employees, building career pathways, and much more.
- > Deloitte’s 2023 Human Capital Trends Report identified a “readiness gap,” with 94% of survey respondents saying that leadership skills amid disruption are important, but only 23% believing their organization’s leaders are prepared.
- > Effective leadership development programs focus on strategic thinking, decision-making, communication, and teamwork.
- > Staffing leaders need to create a culture of mentorship and sponsorship, where mentors provide guidance and sponsors advocate for high-potential employees.
- > Inclusion and diversity efforts will ensure a pipeline of leaders from all backgrounds, including underrepresented groups.

## TOP RESOURCES

**1. “Empowering Middle Leadership”**

**2. ASA Mentor Match Program**

**3. ASA Webinar: Empowering Women in Staffing—Strategies From Industry Leaders**



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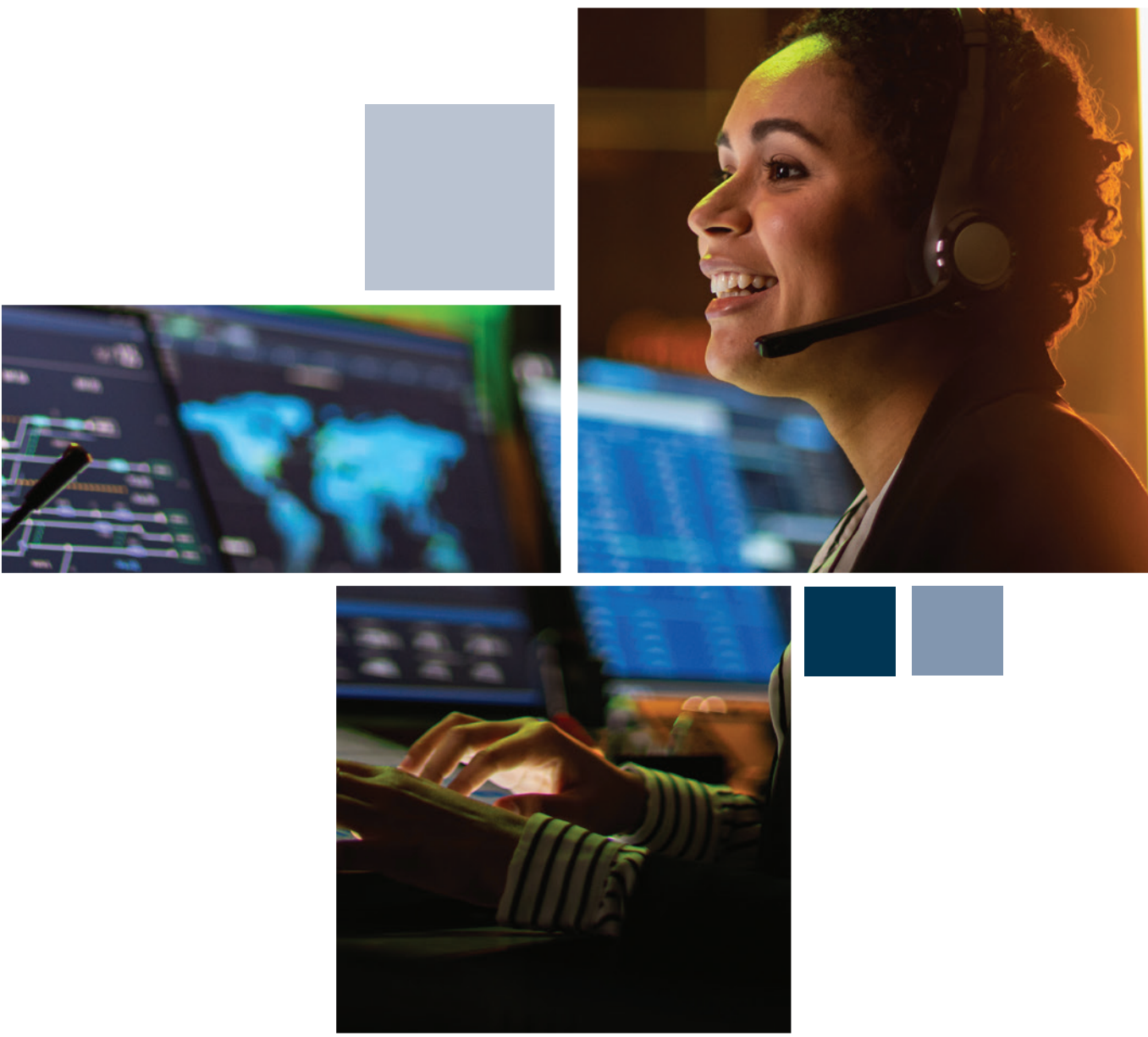
## TREND #7: CYBERSECURITY

**THE TREND:** Cybersecurity remains a top concern for businesses—especially threats enabled by new technology, such as generative AI. According to a new report from Accenture, 96% of CEOs see cybersecurity as critical to business growth and stability. Yet, 75% are concerned about their organizations’ ability to avert or minimize damage from a cyberattack.



## HOW CYBERSECURITY AFFECTS STAFFING FIRMS

- > Generative AI can be used to orchestrate phishing scams, automated hacks, and more, according to the same Accenture report.
- > Staffing firms need also to be on the lookout for increasingly elaborate social engineering schemes aided by AI technology, such as fake job applicants and false résumés.
- > More integrations in the tech stack mean more potential for breaches.
- > Navigating the complex cybersecurity insurance market will require assessing internal controls.
- > In addition to internal protections, cybersecurity will also require participation from clients and industry partners.



## TOP RESOURCES

1. “The Tech-Enabled Leap”
2. “A Cybersecurity Roadmap for Thwarting Threats”
3. Staffing World Session: Top Trending Technology Tools You Should Have in Your Tech Stack



# TOP 10 STAFFING TRENDS FOR 2024



## TREND #8: REGULATION

**THE TREND:** Again in 2024, the staffing industry faces an expanding list of legislative and regulatory issues at the state and federal levels. Current issues include the use of AI recruiting tools, immigration reform, staffing firm regulation, classification of employees, mandates for pay and benefits, rate caps on nursing staffing, taxes on services, and more.





## HOW REGULATION AFFECTS STAFFING FIRMS

- > According to the CEO Action Group, 91% of CEOs see government regulation as a major threat to their business.
- > The burden of costly, inappropriate government regulations is especially heavy for small businesses.
- > The downsides of government regulation include uncertainty, instability, and lack of innovation.
- > A coping strategy for staffing firms is to build relationships with elected officials to ensure representatives understand the industry's important contributions to job creation and economic growth.
- > By working directly in support of ASA advocacy efforts, staffing firms will help ASA protect the industry's ability to grow and thrive in an environment that is free of burdensome regulation.



## TOP RESOURCES

1. "Compliance: Get It Right and Sleep Better at Night"
2. ASA Policy Agenda
3. "Virtual Form I-9 Is Here to Stay"



**Do business compliance woes have you up at night? Here are three steps you can take today to reduce your risk and ease your mind.**

**Bring a staffing firm leader to 2023 is not far from the future of hours. In addition to inflation, a labor shortage, and the looming threat of recession, staffing firms are struggling to understand and implement dozens of new laws.**

**Over the last decade we have seen an explosion of employment laws at the state and local level, with over 250 jurisdictions regulating minimum wage, background checks, paid leave, and more. The increase in employment legislation is nothing new. What is new is that lawmakers are passing novel regulatory frameworks that have left staffing leaders scrambling their heads as they try to implement complex, never-seen-before regulations.**

**Look no further than New Jersey and Illinois, where recently passed legislation requires staffing firms to pay temporary employees the same wages and provide the same benefits for pay the each equivalent of those benefits as the client's employee performing the same role. Imagine that—having to pay a temporary worker the same pay and benefits as your client's 35-year facility veteran. Of course, these new laws carry heavy penalties for technical violations, creating incentives for plaintiff attorneys and regulators to pursue staffing firms for even the most minor mistakes. With clear action writing in the millions, the stakes for getting it right have never been higher.**

**For staffing firms, a disciplined approach**

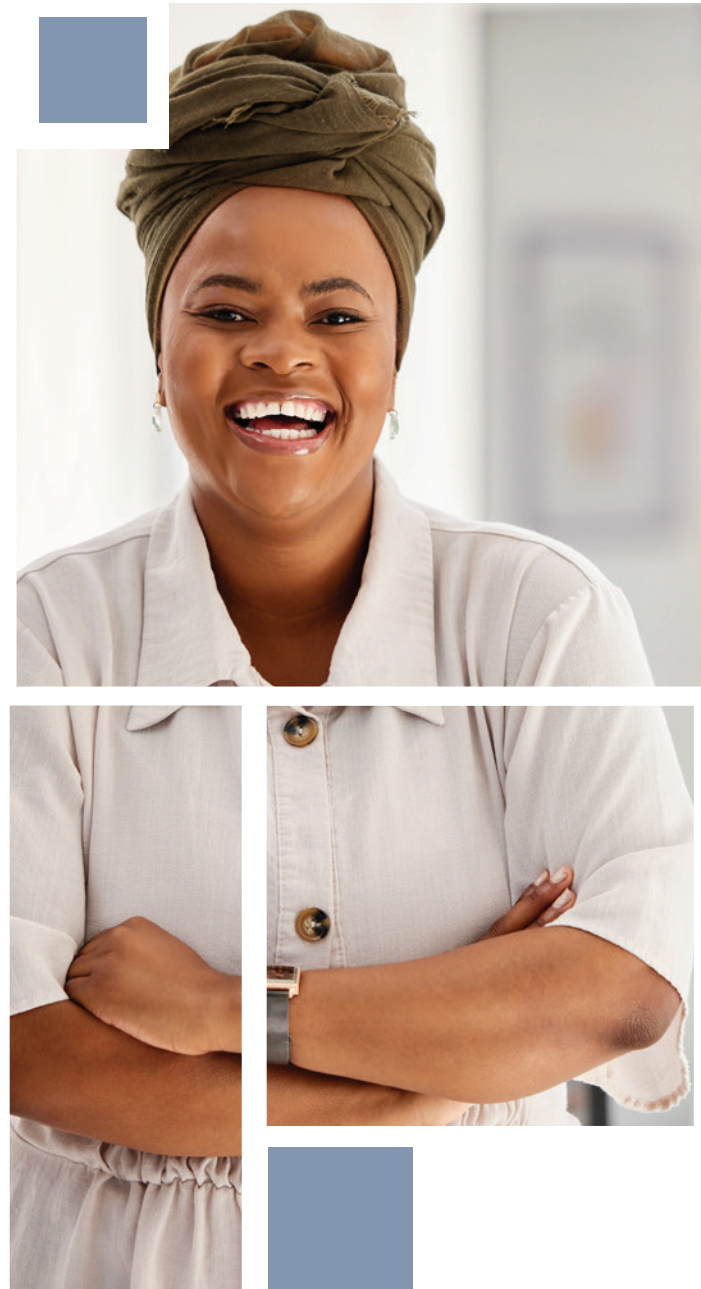
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## TREND #9: CUSTOMER EXPERIENCE

**THE TREND:** In the latest incarnation of “The customer is always right,” CEOs are making customer experience (CX) a priority in 2024. According to PwC, 79% of CEOs believe CX to be the most important factor in their company’s success.





## HOW CUSTOMER EXPERIENCE AFFECTS STAFFING FIRMS

- > Brand reputation hinges on CX. Customers naturally recommend brands they've had positive interactions with.
- > A Nielsen study found that 92% of customers are willing to pay more for a product or service from a brand they trust.
- > The same Nielsen study found that 87% of consumers used Google to evaluate local businesses in 2022, up from 81% in 2021.
- > Clients value third-party validation from sources such as Yelp and the Best of Staffing.
- > Staffing firms can gain a competitive advantage by communicating differentiators.
- > In the past, companies built business models around quality and value, but in 2024 the focus is on satisfying the customer at every interaction.
- > Appointing a chief experience officer can ensure personalized marketing, on-time delivery, a frictionless experience, and efficient problem resolution.

## TOP RESOURCES

1. "2023 NPS Staffing Industry Benchmarks"
2. ASA Webinar: Unlocking ROI—Maximizing Your Client and Talent Experience Initiatives
3. ASA State of the Industry Webinar: Focusing on Client Experience



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## TREND #10: HR 5.0

**THE TREND:** Today's human resources function has the potential to enable and support business strategy and execution. Assisted by technology, HR can play a critical role in improving efficiency and productivity and maximizing the talent of temporary and permanent employees.



## HOW HR 5.0 AFFECTS STAFFING FIRMS

- > Staffing firms play a critical role in helping HR enable flexibility, focus on skills development, engage employees, and adopt digital solutions.
- > Talent acquisition software can help HR streamline recruitment, tap untapped talent pools, enhance candidate experience, predict candidate fit, and make data-driven hiring decisions—all while reducing costs and improving the bottom line.
- > Staffing firms need to combat misconceptions that HR is about processes and administrative tasks. These myths are driving disproportionate layoffs in HR teams and a general lack of pride in HR’s contributions to the business.



## TOP RESOURCES

1. ASA Staffing Tech Center

2. “Tech-Powered Resilience for Your Firm”



By Bradley Cooper

Implementing staffing technology can certainly help with navigating uncertainty and fortifying your firm against the challenges of today's dynamic landscape—but first fixing redundant and flawed processes is key to its success.

Staffing World 2023, the recent ASA annual convention, had a strong focus on how staffing companies can bullet-proof themselves against economic downturns and recessions. The answer is resilience. While economic uncertainty, regulatory shifts, and global political disruption are factors largely beyond a company's control, building a resilient business can serve as a robust shield.

### Understanding Resilience in the Modern Era

Resilience isn't merely about weathering financial storms—it's about having efficient, repeatable, and compliant processes. It's about knowing your business, the risks

at your disposal, and—most importantly—how to leverage them. Technology often proves itself as a cure-all to these concerns. However, while technology promises many solutions, it comes with its own challenges, such as regulatory ambiguities, cost implementation timelines, and learning curves.

### Technology: A Blessing or a Curse?

The allure of flashy new technological solutions is undeniable. They promise efficiency, speed, and agility. But one stark truth stands out: Technology cannot fix flawed processes. If an existing process is fractured, overly complicated, or inefficient, automating it will merely amplify those problems.

Consider this: If a process requires multiple back-and-forth steps between



## LOOKING FOR MORE STAFFING-SPECIFIC INSIGHTS AND TOOLS? JOIN THE AMERICAN STAFFING ASSOCIATION.

The American Staffing Association exists to help staffing firms grow and thrive. We work tirelessly at the national and local levels to advance the industry and protect your ability to do business. Click below to see the full range of member benefits, including legal expertise, research and benchmarks, peer connections, and sector-specific resources for your firm.

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