#1. The Economy. 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.

#2. Generative AI. In 2024, organizations will find more ways to harness the potential of artificial intelligence (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."

#3. Employee Experience. 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.

#4. Labor Supply Imbalances. 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 changes, and globalization.

#5. Future-Ready Workforce. 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.

#6. Leadership. 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.

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

#8. Regulation. 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 nurse staffing, taxes on services, and more.

#9. Customer Experience. 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.

#10. HR 5.0. 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.