



Execu**Vision**[®]

INNOVATION

STRATEGY

GROWTH

CONNECTIONS





Stephen Dwyer
President
American Staffing Association

ASA ExecuVision 2025 Sponsors

ASA Corporate Partners



Benefits in a Card™

GOLF SPONSOR



CONVERZAI



VensureHR
Staffing Alliance



WORLD WIDE
Specialty

A Division of Philadelphia Insurance Companies

DINNER SPONSOR

Premier Sponsors



ELITE SPONSOR



JIM COLLINS SPONSOR

ExecuVision Agenda: Wednesday, Feb. 12

7:30–8:40 a.m.	Networking Breakfast
8:40–8:45 a.m.	Welcome
8:45–9:30 a.m.	Industry Speed Talks
9:30–10 a.m.	Panel Discussion on Economic and Industry Outlook
10–10:15 a.m.	Break
10:15–11:30 a.m.	Industry Speed Talks & Networking Session
11:30–12:30 p.m.	Networking Lunch
12:30–2:15 p.m.	Industry Speed Talks & Networking Session
2:15–2:30 p.m.	Break
2:30–3 p.m.	Industry Speed Talks & Networking Session
3–3:45 p.m.	Panel Discussion on Culture and Tech Strategies
3:45–4:30 p.m.	Peer Executive Coaching
4:30–4:45 p.m.	Closing Remarks



PJ Rescigno
Assistant Vice President, Specialty Products
PAI



ELITE SPONSOR

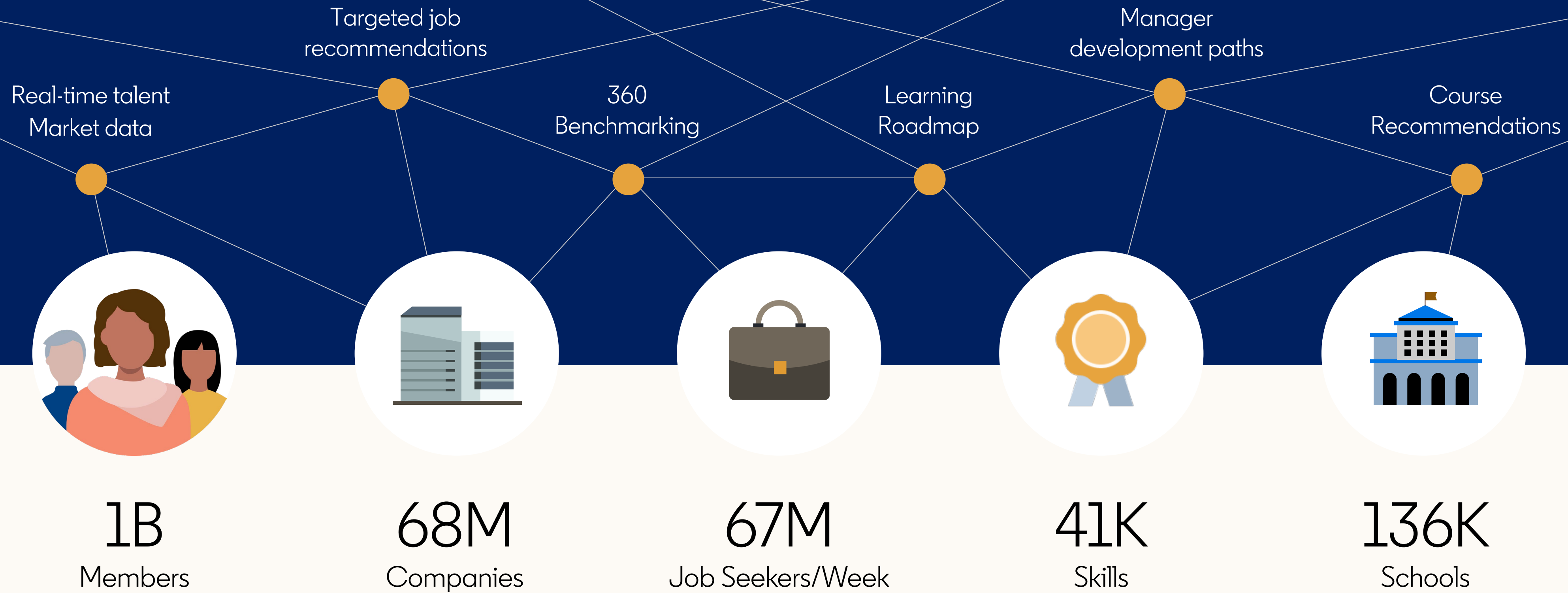
Noah Yosif
Chief Economist
American Staffing Association



Economics Overview: Staying Ahead of Growth Opportunities



Kory Kantenga
Head of Economics, Americas
LinkedIn



LinkedIn Economic Graph

How LinkedIn connects the dots between hiring, business development, and talent engagement strategies

Our Vision

Create economic
opportunity for every
member
of the global
workforce



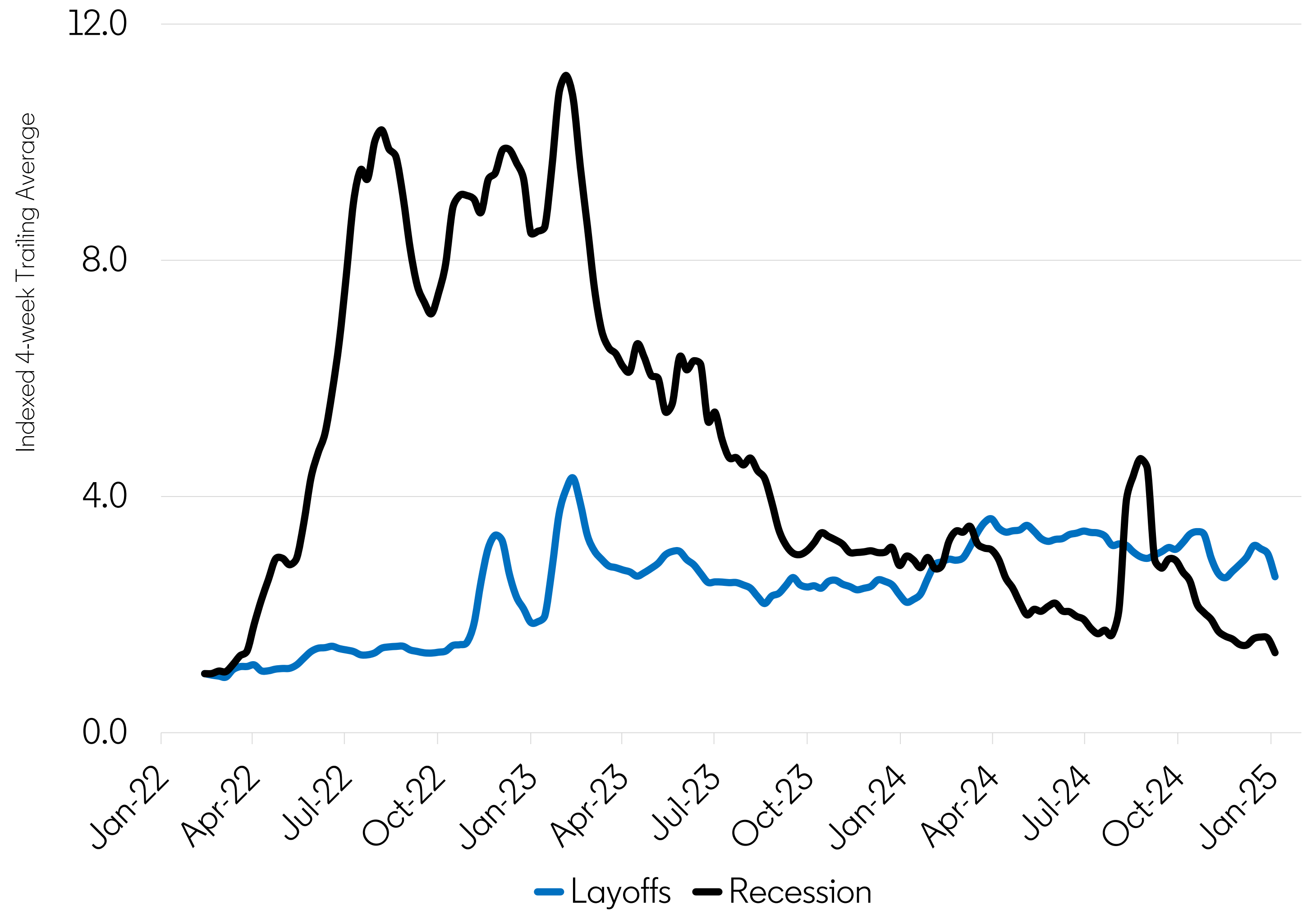
Agenda

1. Confidence
2. Global Outlook
3. US Outlook

Confidence

LinkedIn feed posts suggest a **steady** economy with a **slower** labor market

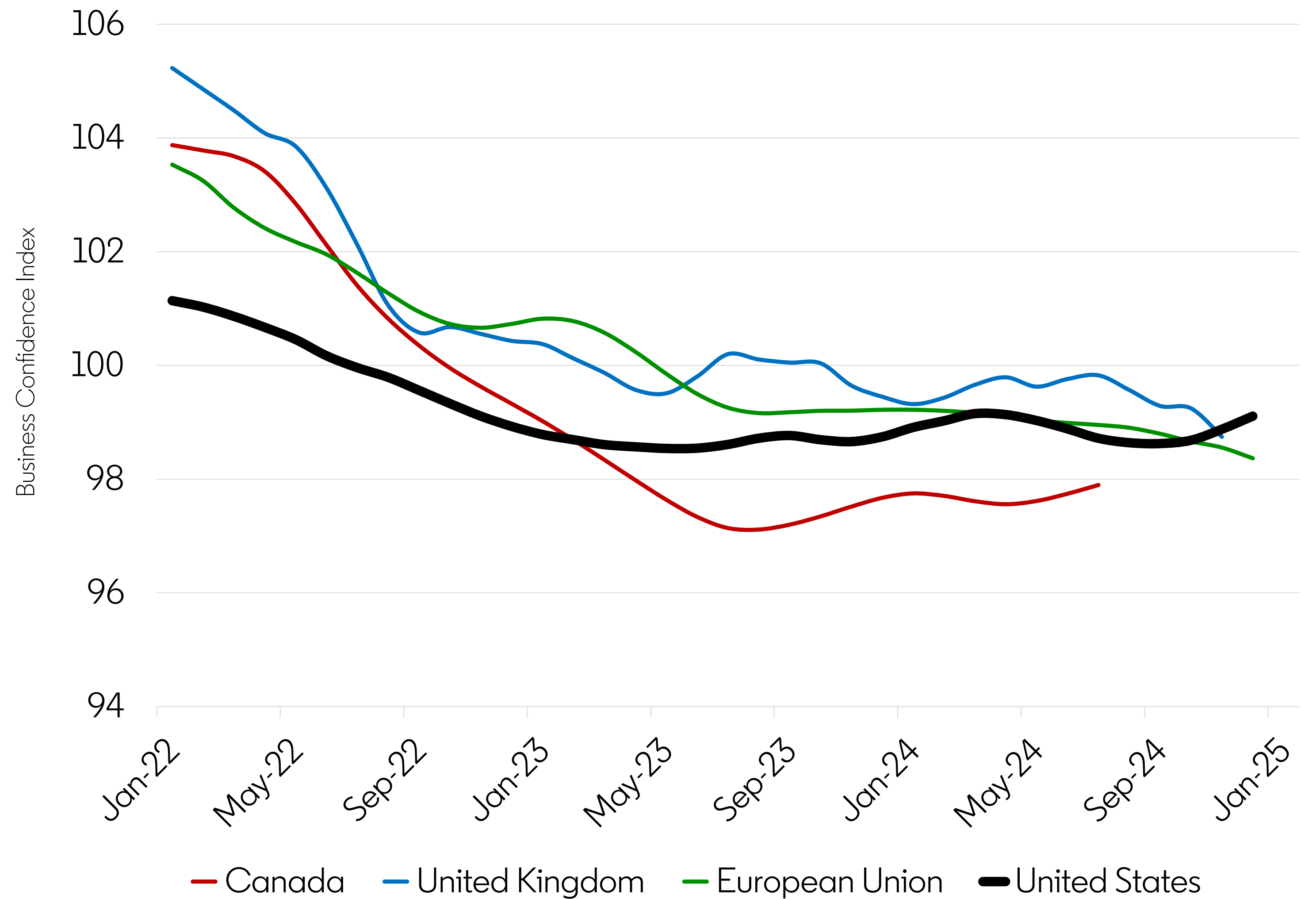
LinkedIn Global Feed Post Activity



Source: LinkedIn Economic Graph

Improving
business
confidence in
the Americas,
deteriorating in
Europe

Global Business Confidence

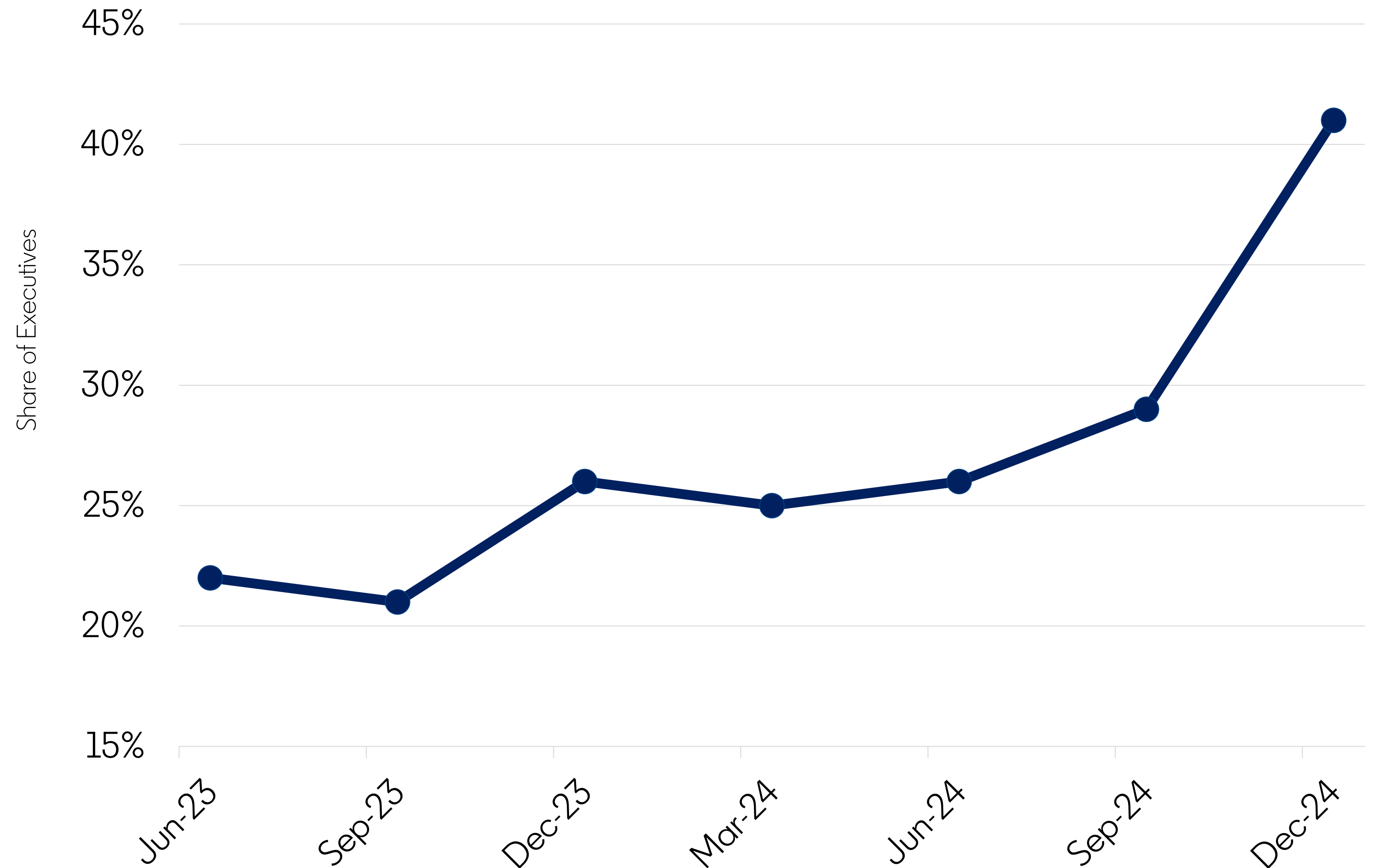


Source: OECD

More US executives expect economy to fare better, and **30%** plan to hire contingent workers

LinkedIn US Executive Confidence

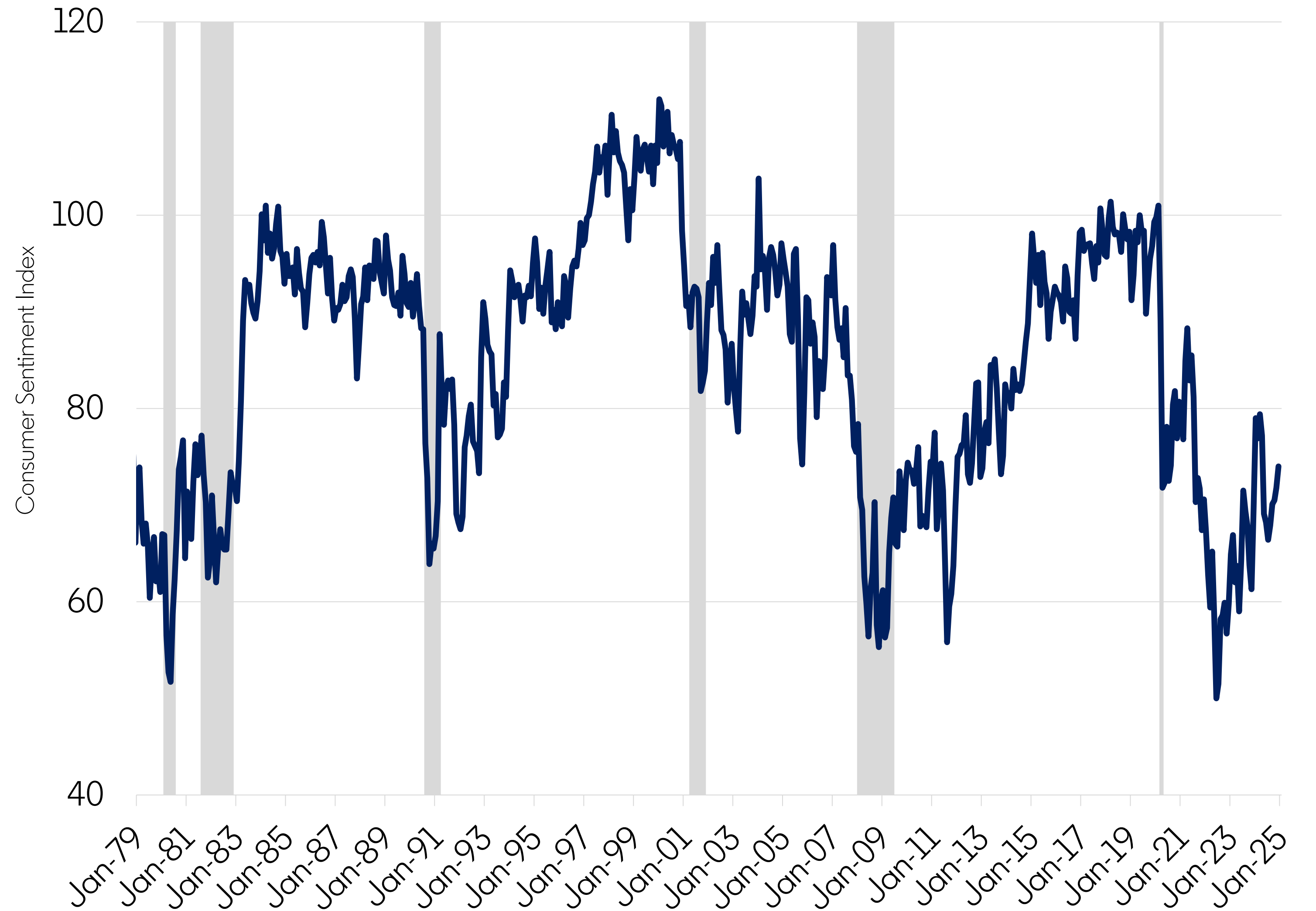
“Share of Executives expecting economy to fare better 6 months from now”



Source: LinkedIn Market Research

Consumer sentiment remains “recessionary”

US Consumer Sentiment

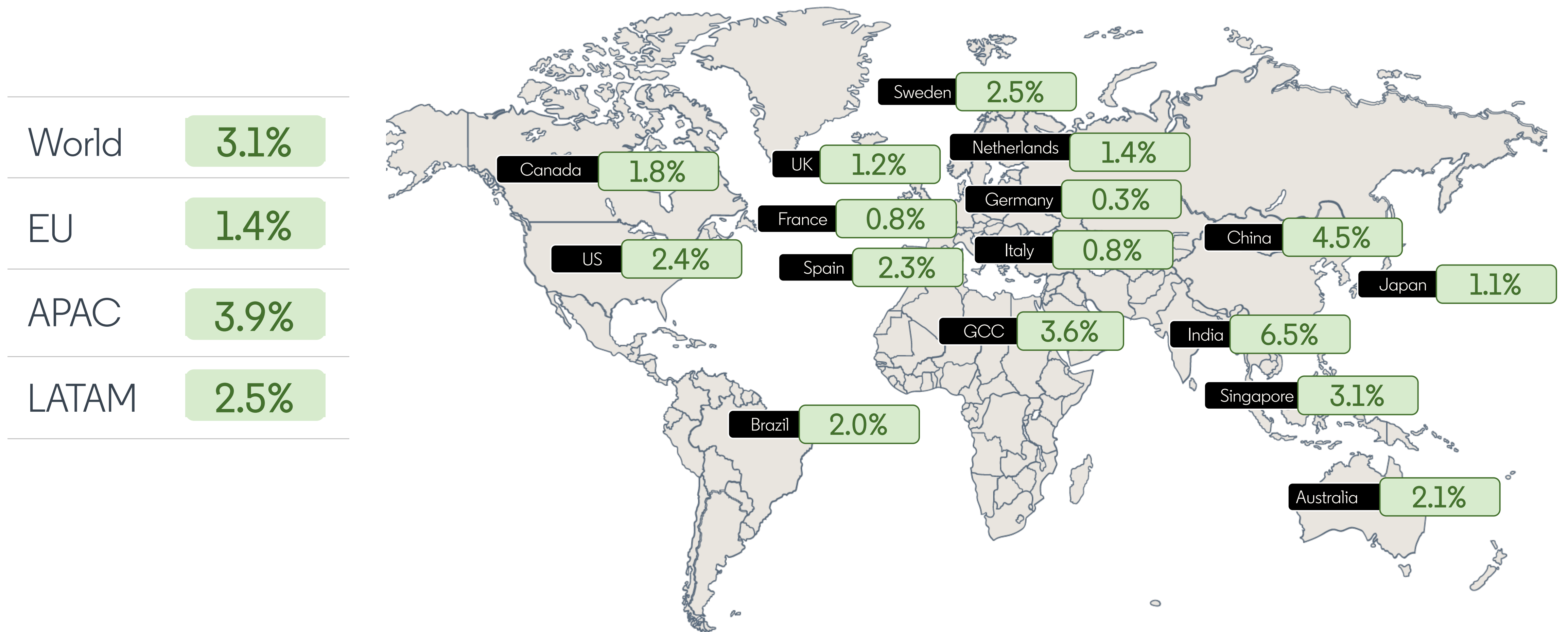


Source: University of Michigan

Global Outlook

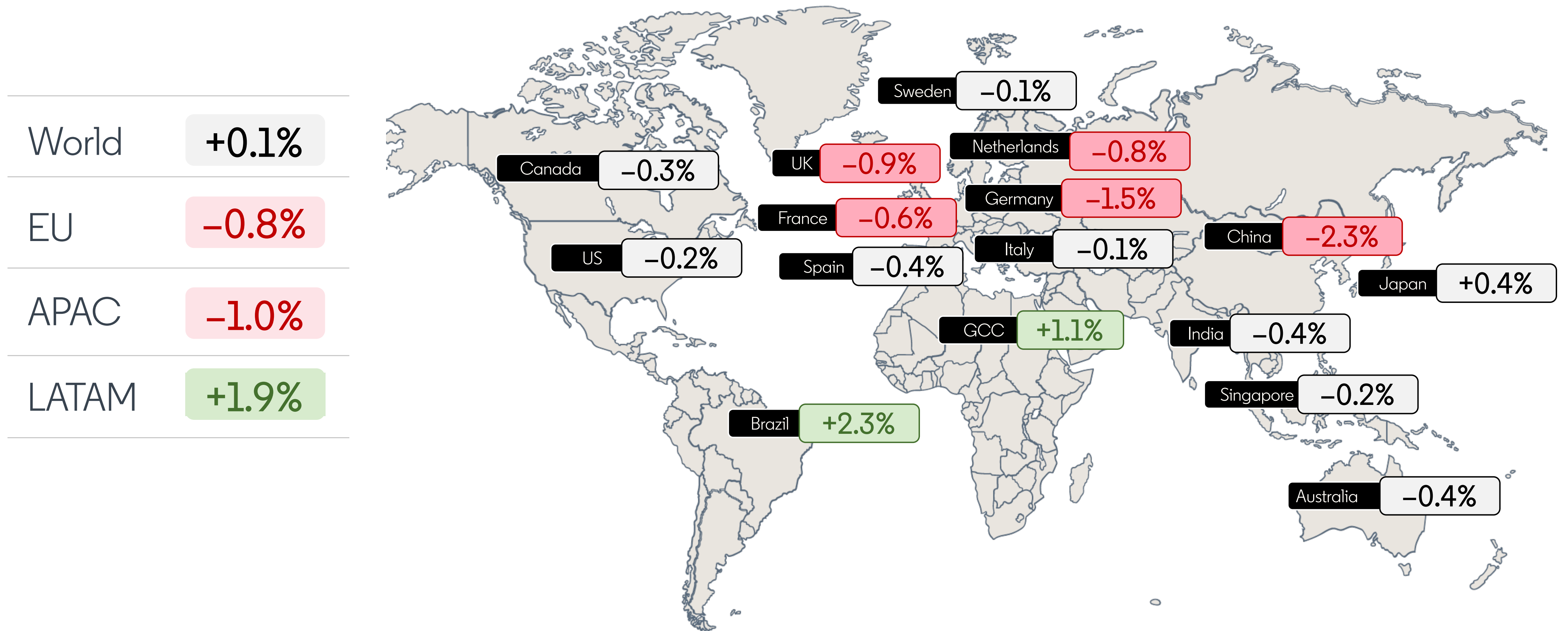
Global economy expected to avoid recession this year

Real GDP Y/Y Growth Forecast, 2025



Relative performance varies regionally

Percentage Point Difference between Forecast and Recent Historical Average (2014-2019)



Monetary Policy

Fiscal Policy

What are the key risks?

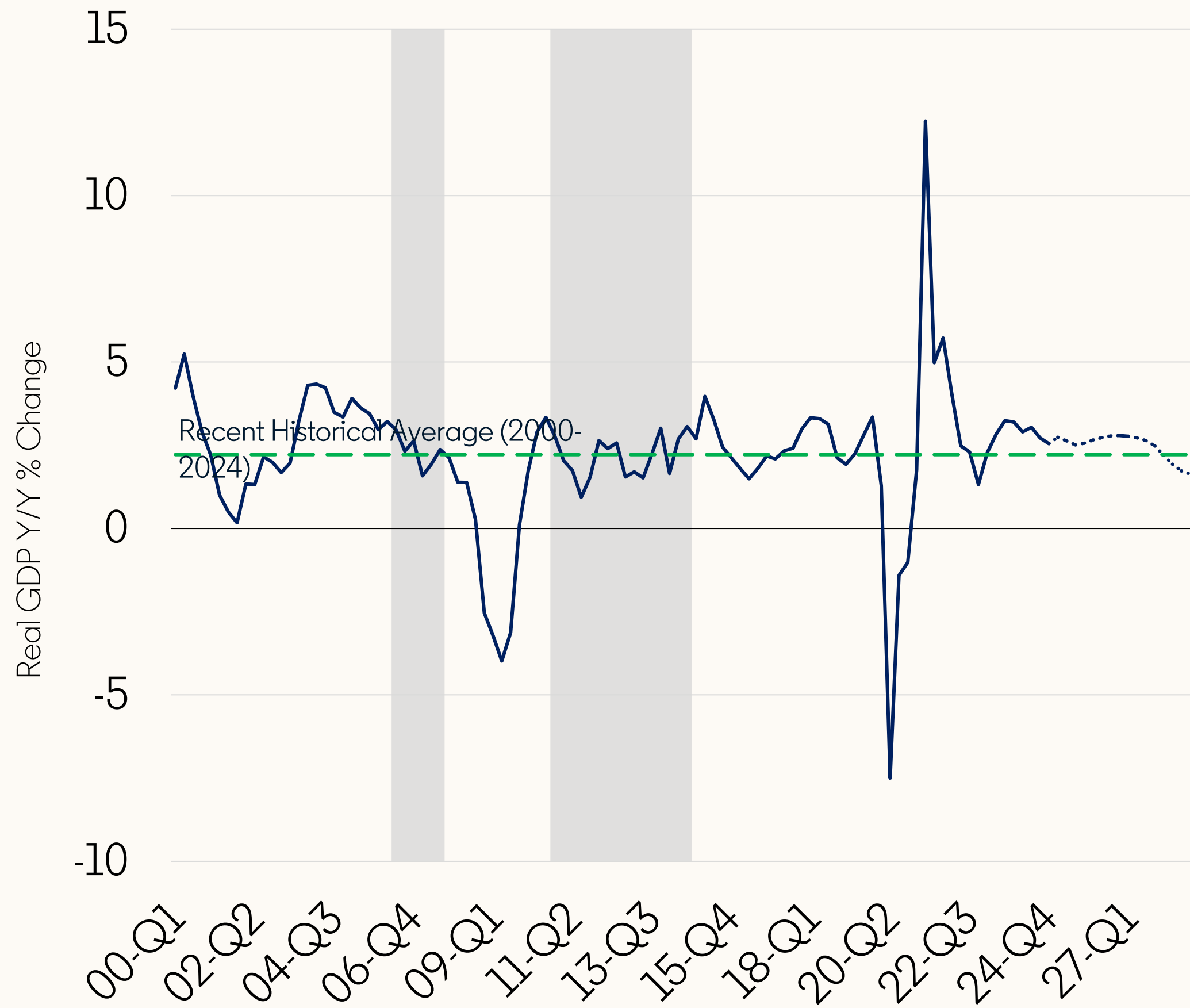
Labor Market Imbalances

Geopolitical Conflict

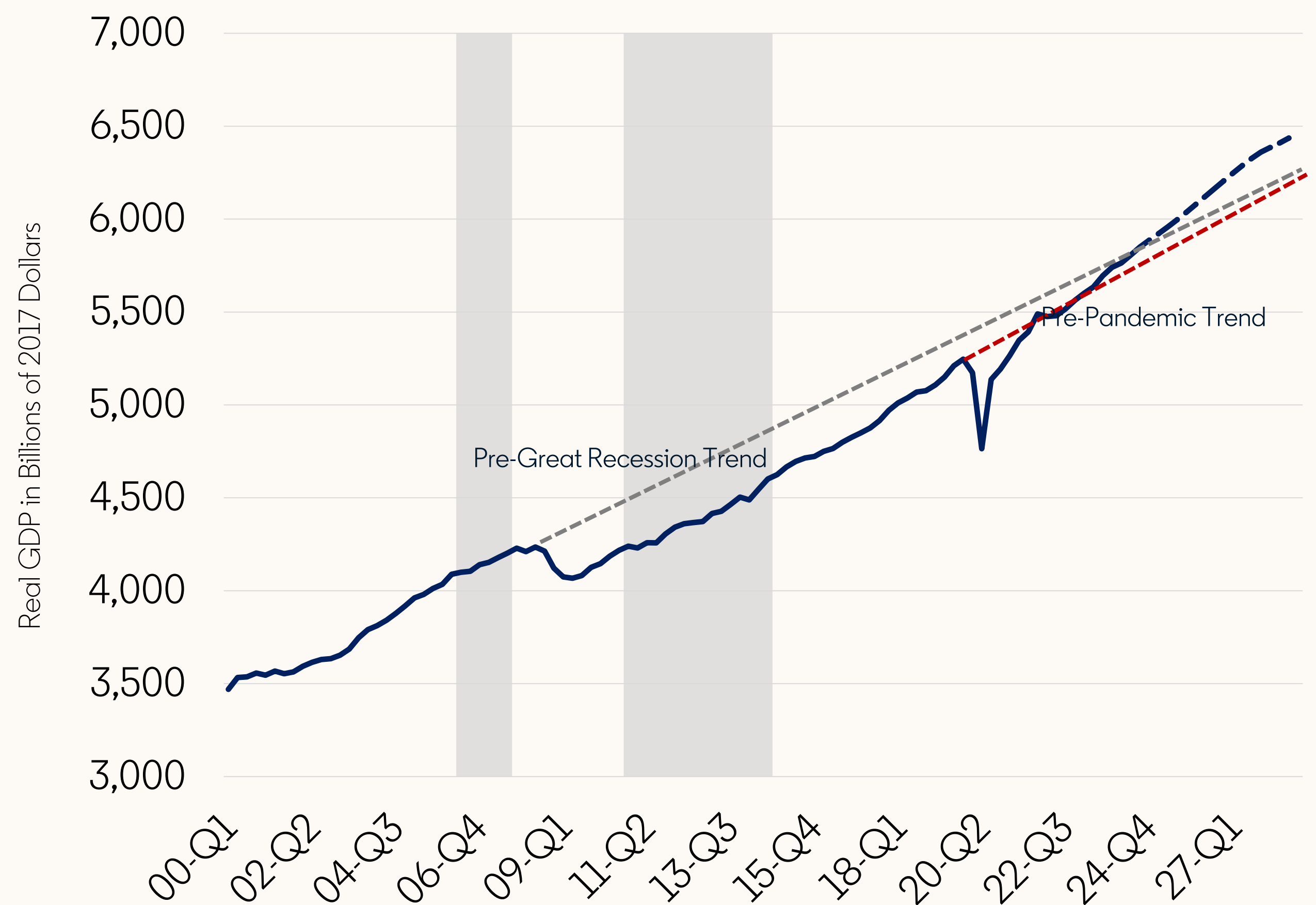
US Outlook

US economy on track to outperform prior trends

Real GDP Y/Y Growth Forecast



Real GDP Forecast



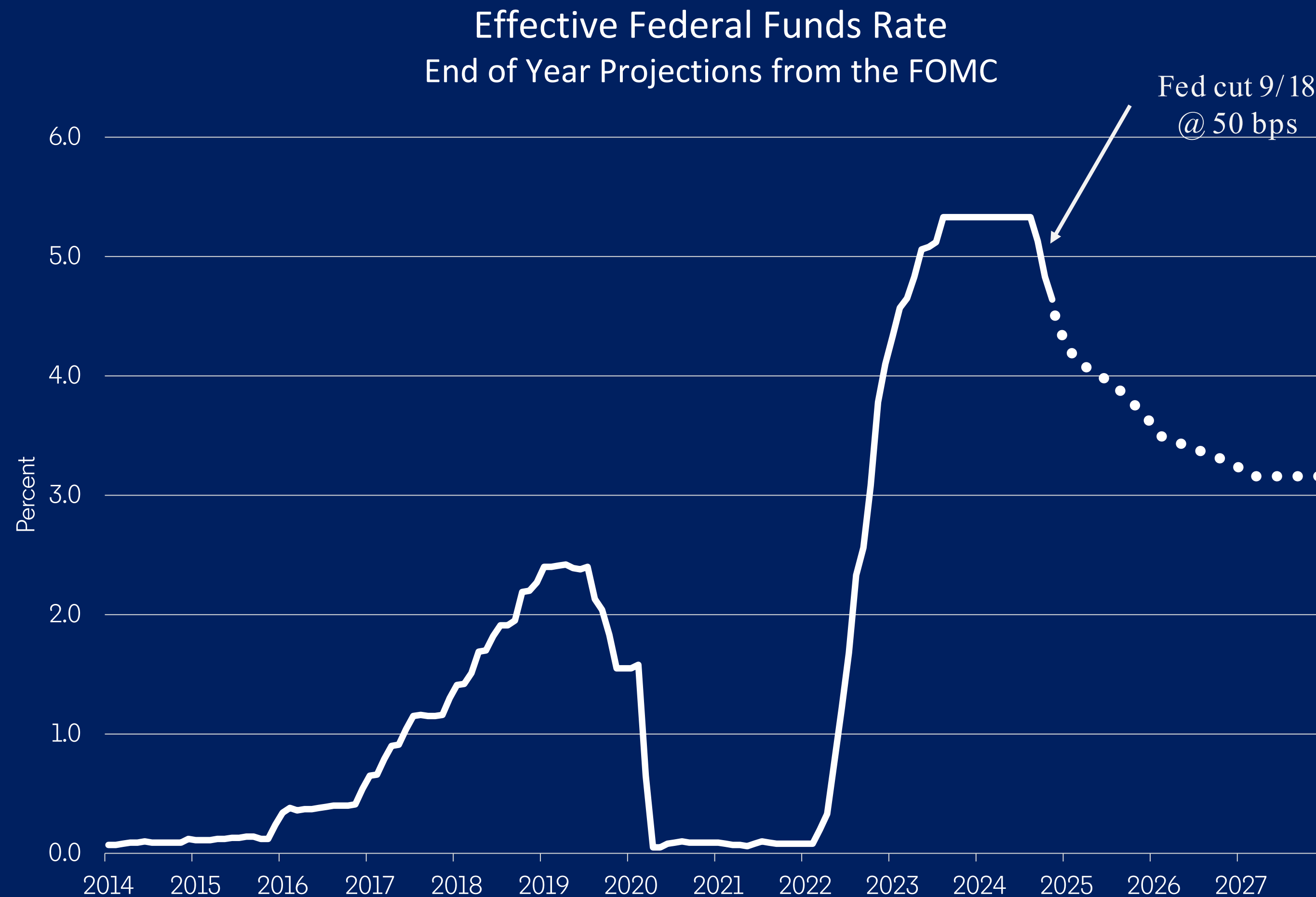
Employment
growth still driven
by a few sectors

Sectoral Growth Forecast, 2025 (Q4/Q4 % Change)

Sector	Real GDP	Employment
Accommodation and Food Services	3.3%	1.3%
Construction	4.4%	2.0%
Consumer Services	1.4%	1.5%
Education	0.5%	0.8%
Financial Services	1.2%	0.8%
Government Administration	0.0%	1.0%
Healthcare and Social Services	2.5%	2.2%
Information and Communication	6.5%	0.4%
Manufacturing	3.4%	0.6%
Oil, Mining, and Gas	-0.4%	-0.7%
Professional and Business Services	2.9%	0.9%
Real Estate	2.2%	0.7%
Retail and Wholesale	2.0%	0.7%
Transport, Logistics and Storage	2.9%	1.0%
Utilities	2.2%	0.6%

Source: Oxford Economics

US interest rates
expected to keep
falling, but the path is
uncertain

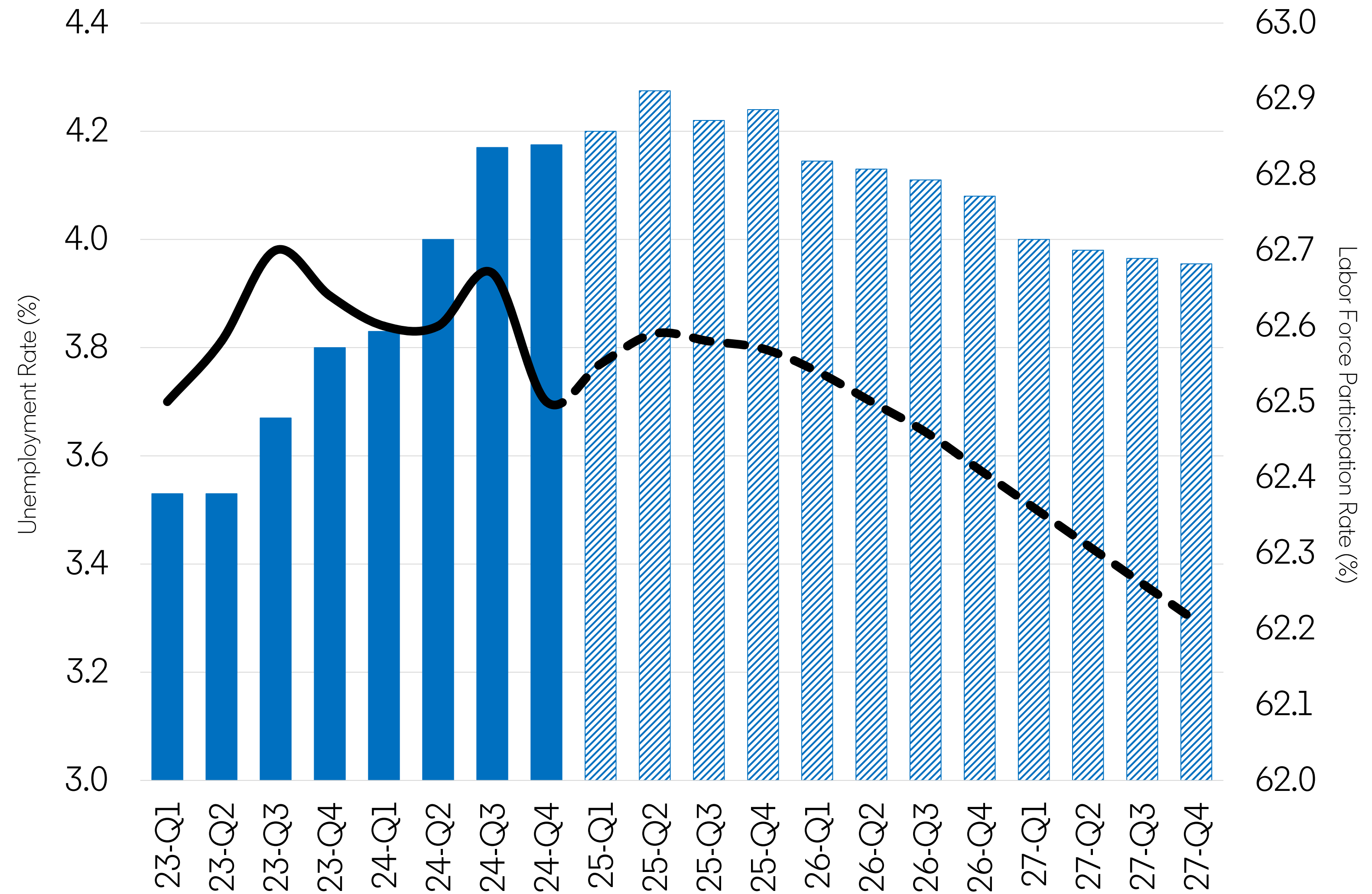


Source: U.S. Federal Open Market Committee ("FOMC")

Note: End of year projections for the median federal funds rate are shown by dotted lines.

Unemployment to peak and participation to erode

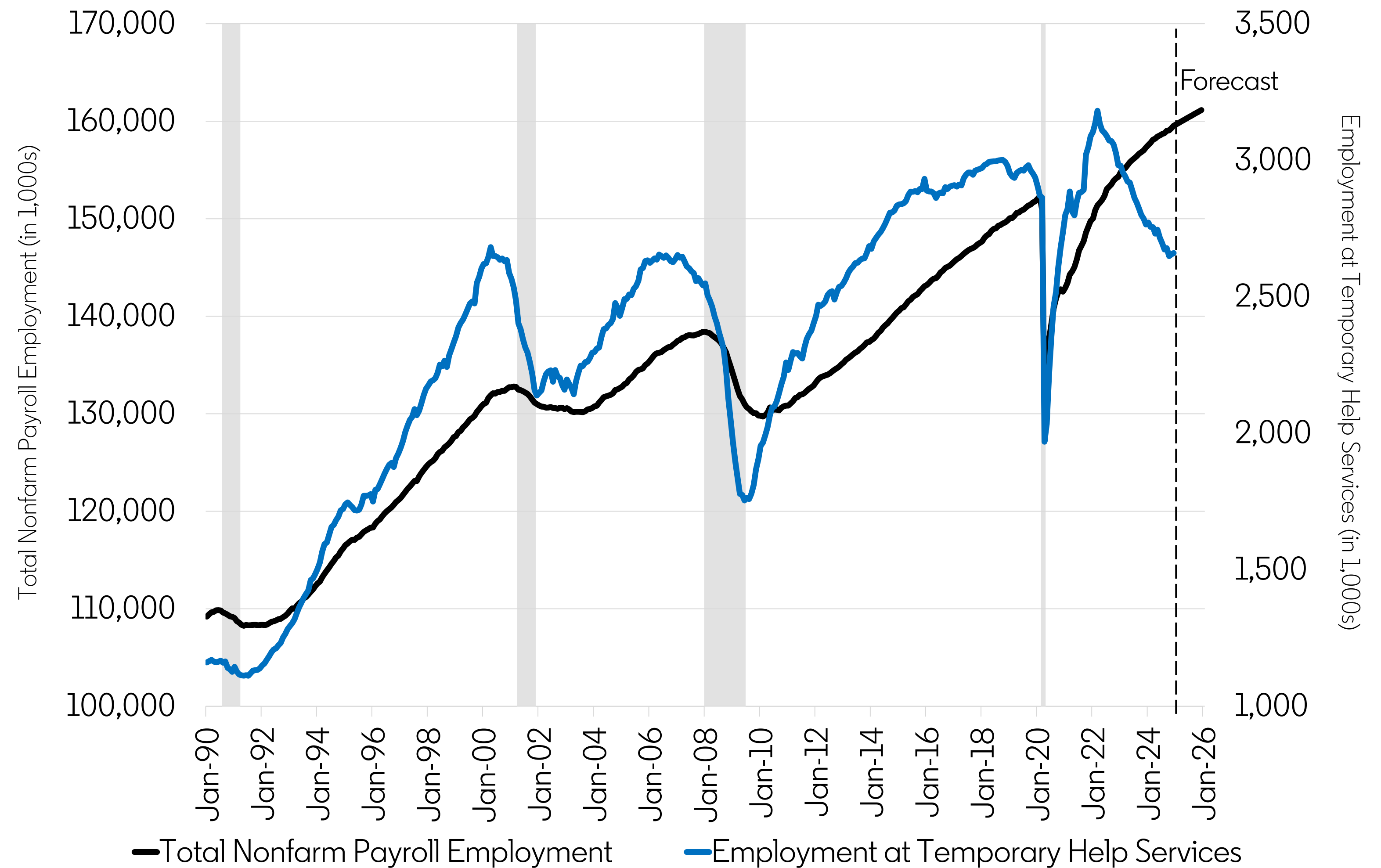
Unemployment and Participation Forecast



Source: Survey of Professional Forecasters, Oxford Economics

Employment growth to remain solid but contingent work decoupled

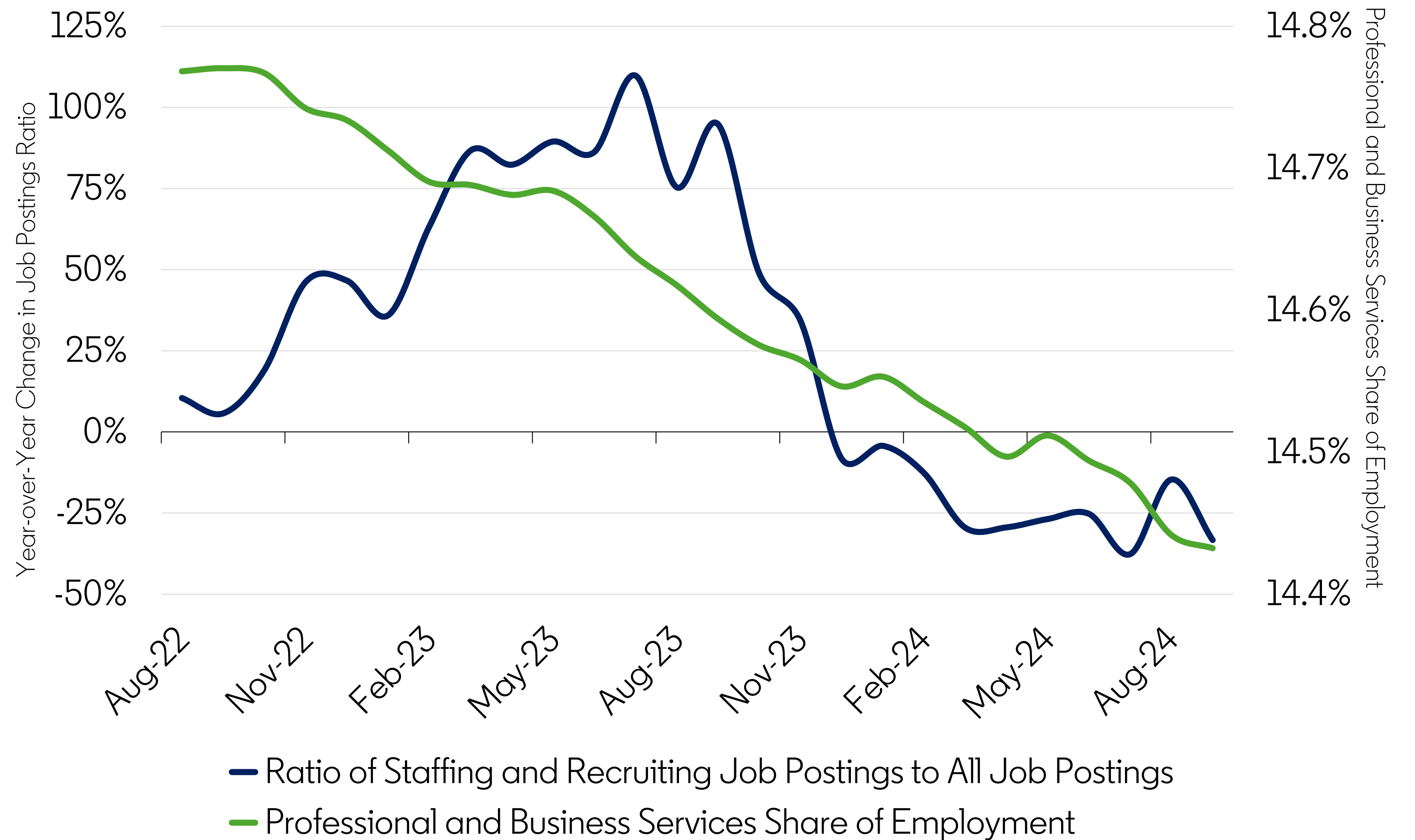
Employment Forecast



Source: Survey of Professional Forecasters, Bureau of Labor Statistics

Staffing has **lost** ground as employment gains **skew** to a few sectors

Ratio of Staffing and Recruiting Job Postings to All Job Postings on LinkedIn



Source: LinkedIn Economic Graph, Bureau of Labor Statistics

Challenges & Opportunities

AI

Workforce Aging

Policy Uncertainty

Labor Market Imbalances

Thank you



Follow on
LinkedIn

Industry Overview: A Growth-Focused Look Ahead



Jeff Silber

Managing Director and Senior Analyst
BMO Capital Markets

Presentation Overview

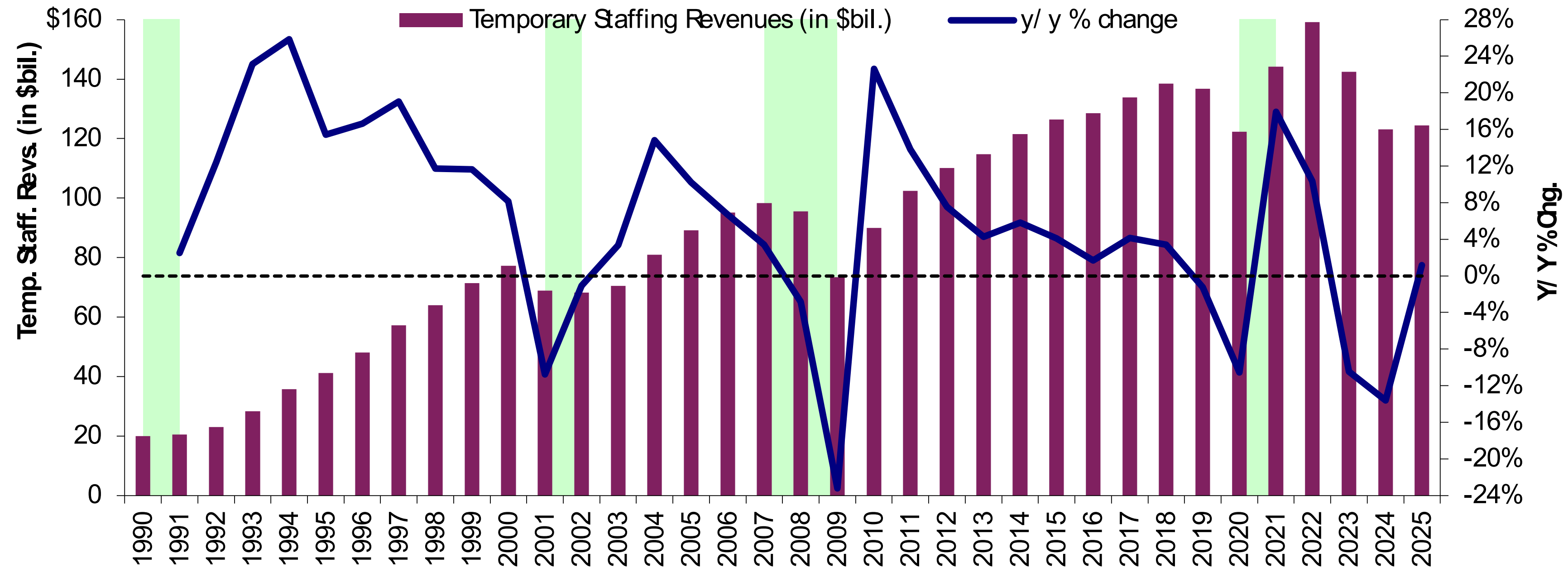
- US Temporary Staffing Industry Recent Trends
- Why the Sector Has Been Underperforming
- BMO Proprietary Staffing Survey
- Potential Impact of Trump Presidency/Republican-Controlled Congress
- BMO 2025 Forecast

About BMO Capital Markets

- Founded in 1817, serving customers for over 200 years.
- BMO is a highly diversified financial services provider - the 8th largest bank (by assets) in North America, with total assets of more than \$1.4 trillion as of October 2024.
- BMO provides a broad range of personal and commercial banking, wealth management, global markets, and investment banking products and services to more than 13 million customers across Canada, the U.S., and in select markets globally.

Temporary Staffing Has Been a Growth Industry

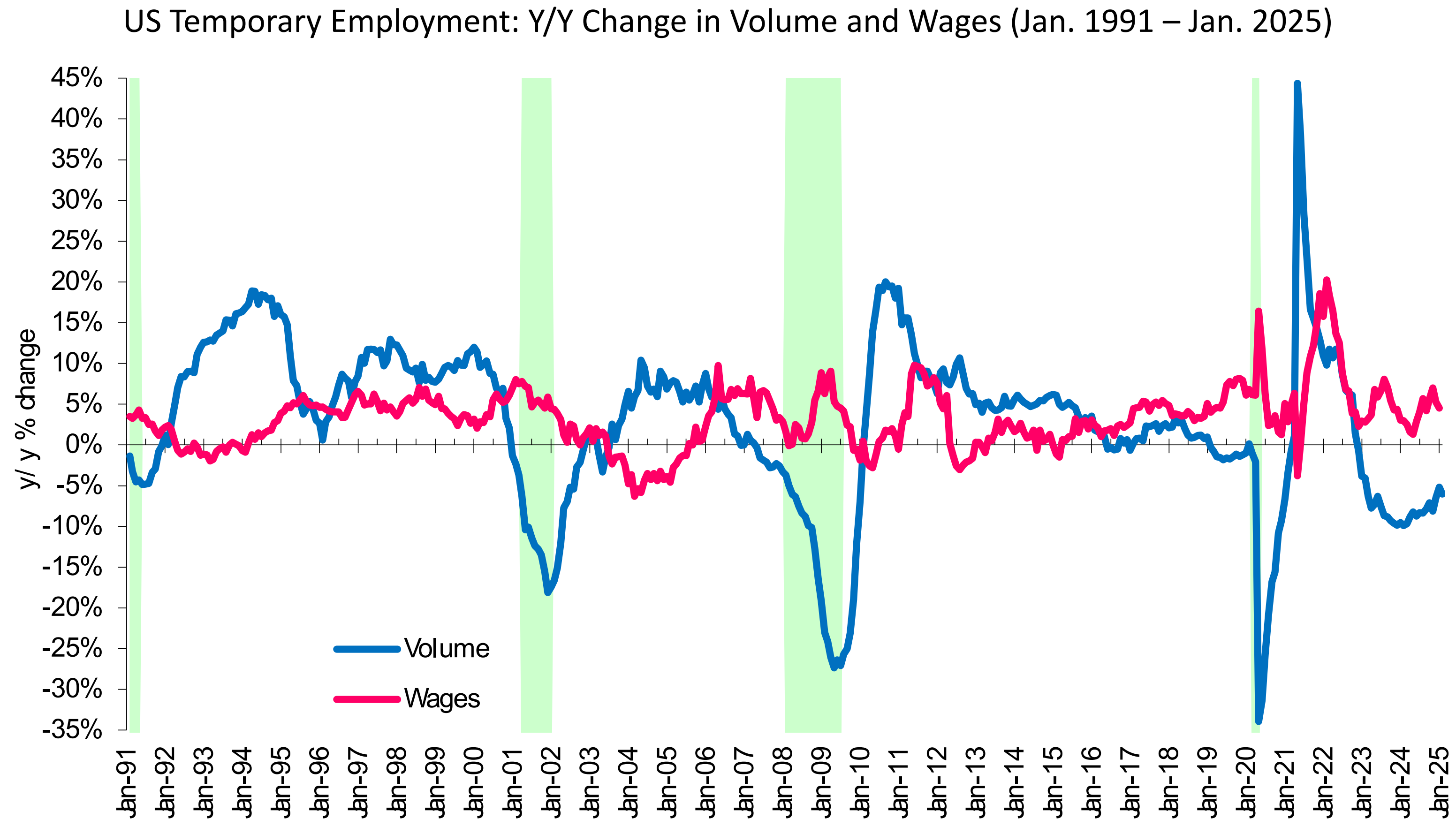
US Temporary Staffing Revenues (1990 – 2025E)



Note: Shaded area represents recessionary period. Source: American Staffing Association and BMO Capital Markets estimates.

While temporary staffing revenues are cyclical, the industry grows peak to peak. From 1990-2022, US industry revenues grew at 9.7% CAGR compared with the 6.9% CAGR in US nominal GDP.

Temporary Staffing Volumes and Pricing

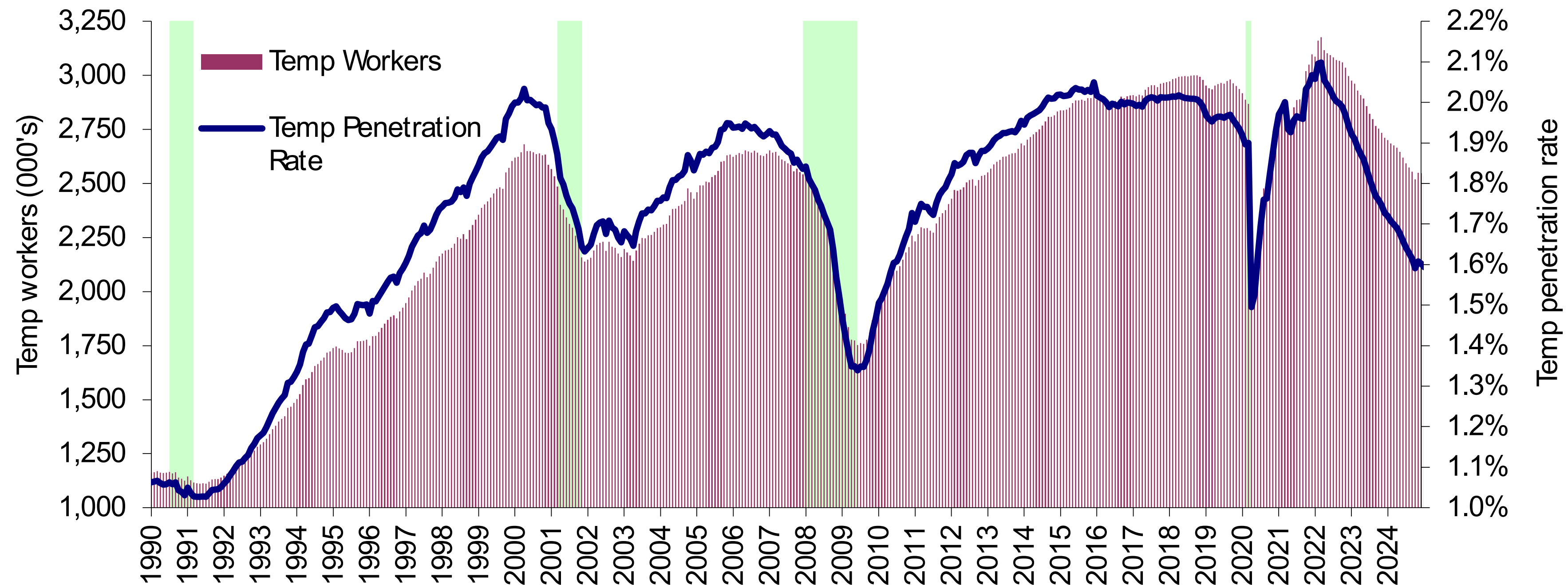


Note: Shaded area represents recessionary period. Source: Bureau of Labor Statistics and BMO Capital Markets.

Changes in temp *volumes* predate and are typically more volatile than changes in temp *wages* (proxy for price).

Temporary Staffing Penetration Rate: Historical

US Temporary Employment and Penetration Rate: (Jan. 1991 – Jan. 2025)

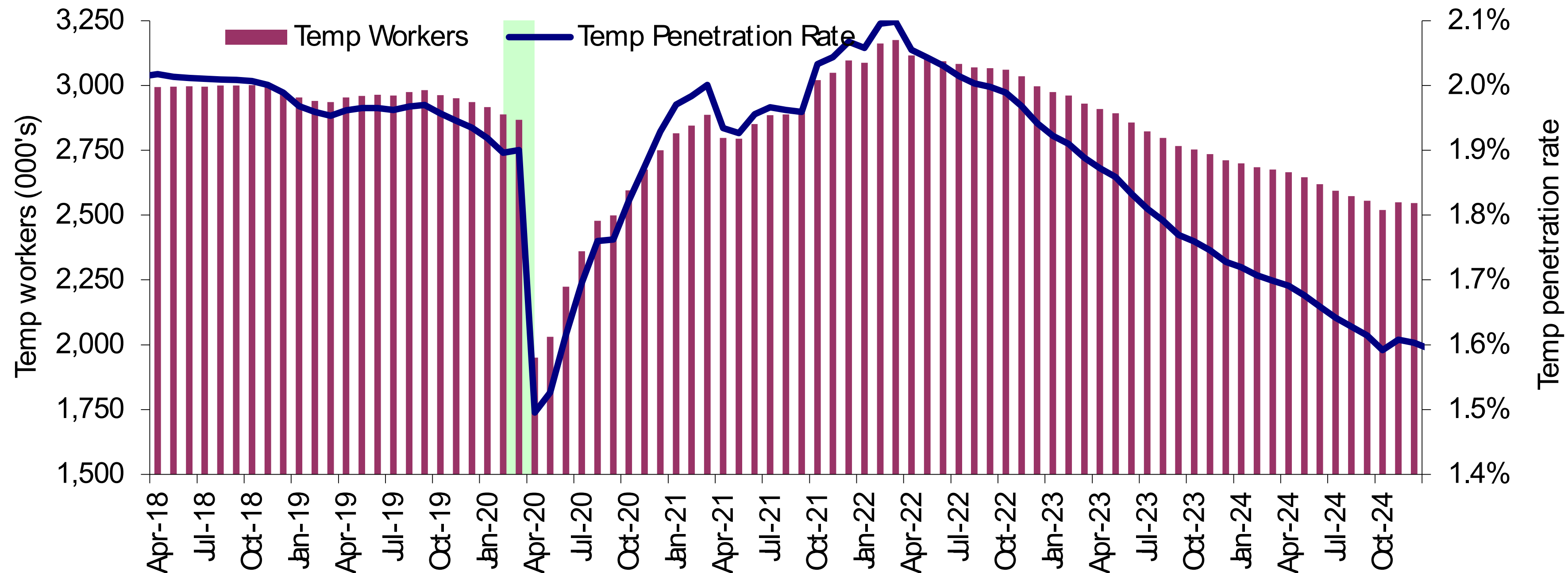


Note: Shaded area represents recessionary period. Source: Bureau of Labor Statistics and BMO Capital Markets.

Declines in the temp penetration rate (TPR) have been a good indicator of a downturn; when falling below 1.85%, the US has been in a recession.

Temporary Staffing Penetration Rate: Current

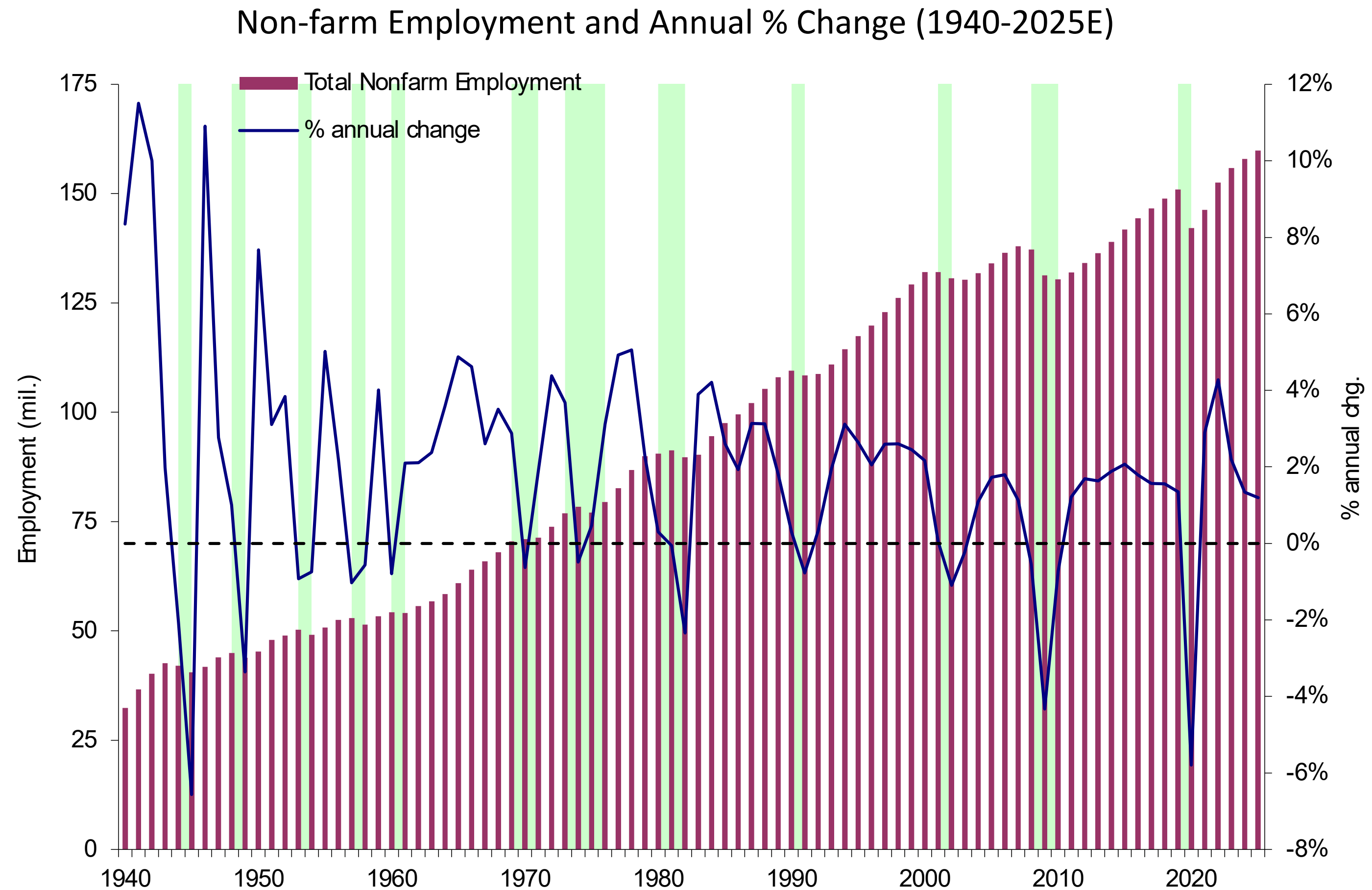
US Temporary Employment and Penetration Rate: (Apr. 2018 – Jan. 2025)



Note: Shaded area represents recessionary period. Source: Bureau of Labor Statistics and BMO Capital Markets.

A deeper look at current trends show temp penetration rate (TPR) falling since peaking at 2.1% in March 2022 – an all-time high. In January 2025, the TPR hit 1.6%, though it has been relatively flattish the last three months.

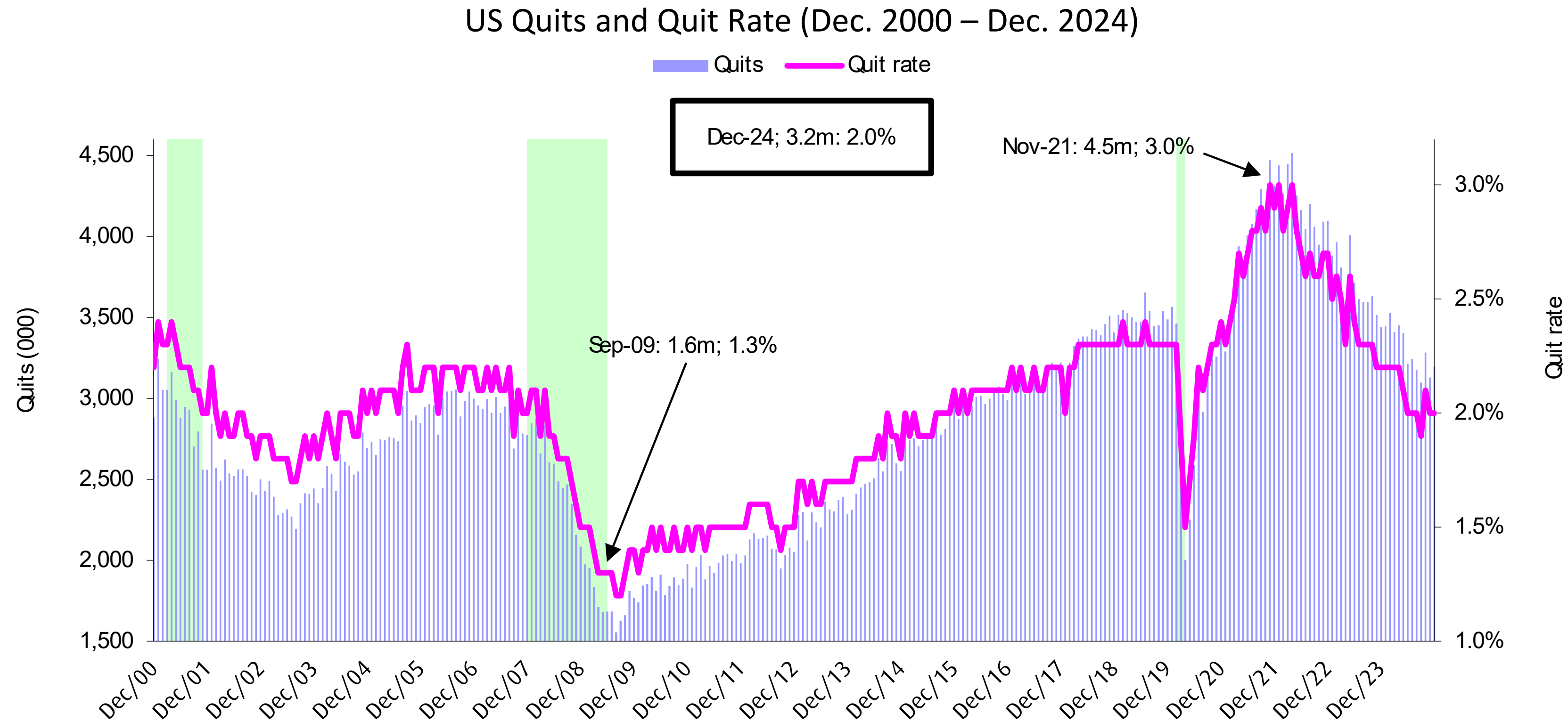
Why This Time May Be Different: Employers Focused on Full-Time Hiring



Note: Data are seasonally adjusted. Shaded area represents recessionary period. Source: Bureau of Labor Statistics, National Bureau of Economic Research and BMO Capital Markets.

After falling early in the pandemic, employers scrambled to hire full-time employees as business came back quickly. While growth slowed, full-time employment is still rising.

Why This Time May Be Different: Employees Not Leaving Their Full-Time Jobs

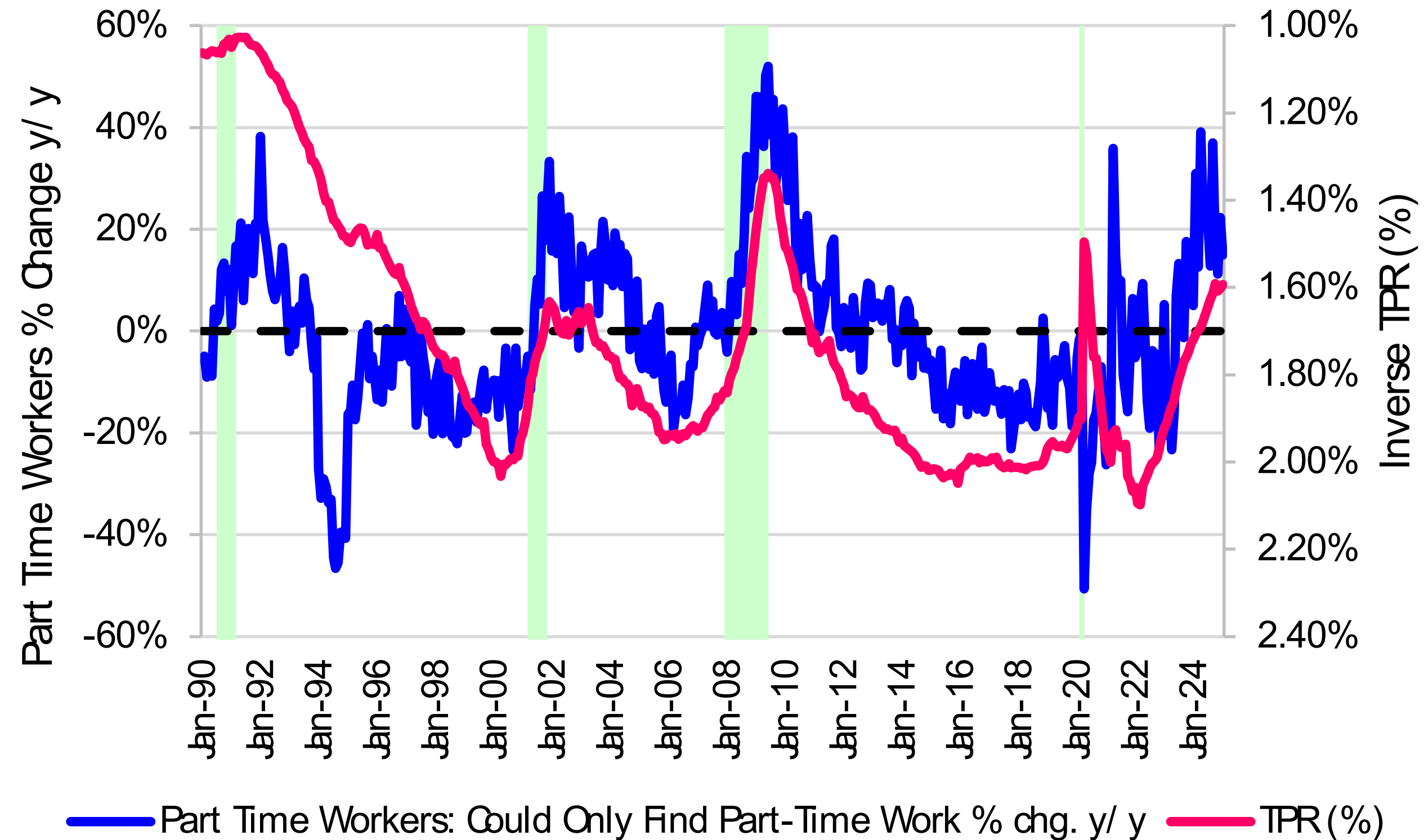


Note: Data is seasonally adjusted. Shaded area represents recessionary period. JOLTS data release lags monthly employment data release by one month. Source: Bureau of Labor Statistics and BMO Capital Markets.

Employees are becoming less reluctant to “quit”; as such, attrition rates are low; in November 2023, this rate fell below its pre-pandemic level and has remained so since.

Why This Time May Be Different: More Part-Time Workers

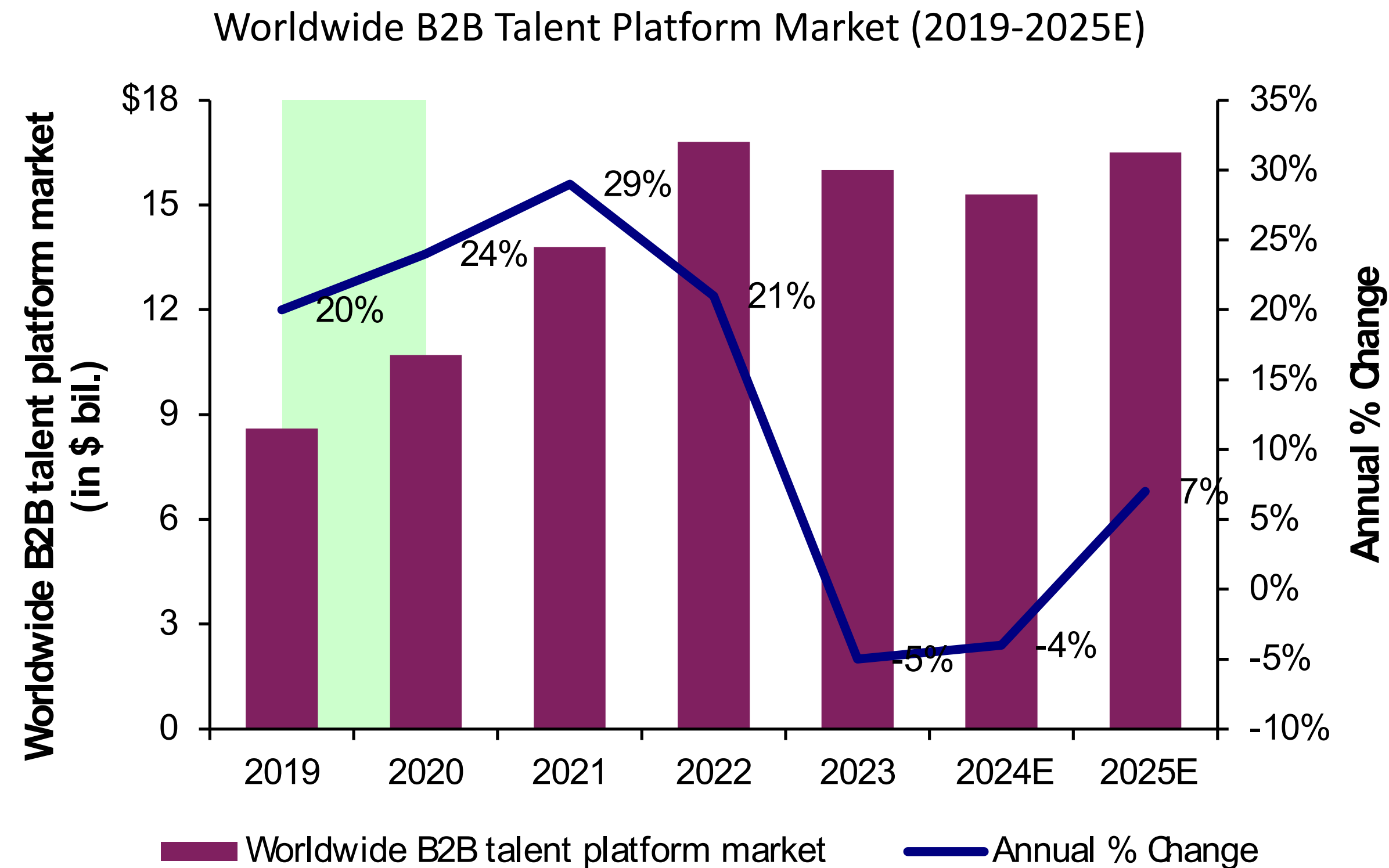
Part-Time Workers That Could Only Find Part-Time Work vs. Temp. Penetration Rate (Jan. 1990 – Jan. 2025)



Note: Data is seasonally adjusted. Shaded area represents recessionary period. JOLTS data release lags monthly employment data release by one month. Source: Bureau of Labor Statistics and BMO Capital Markets.

A recent increase in part-time workers that want to work full-time but can't corresponds to a decrease in the temporary penetration rate (inverse shown above).

Why This Time May Be Different: Rise of Staffing Alternatives

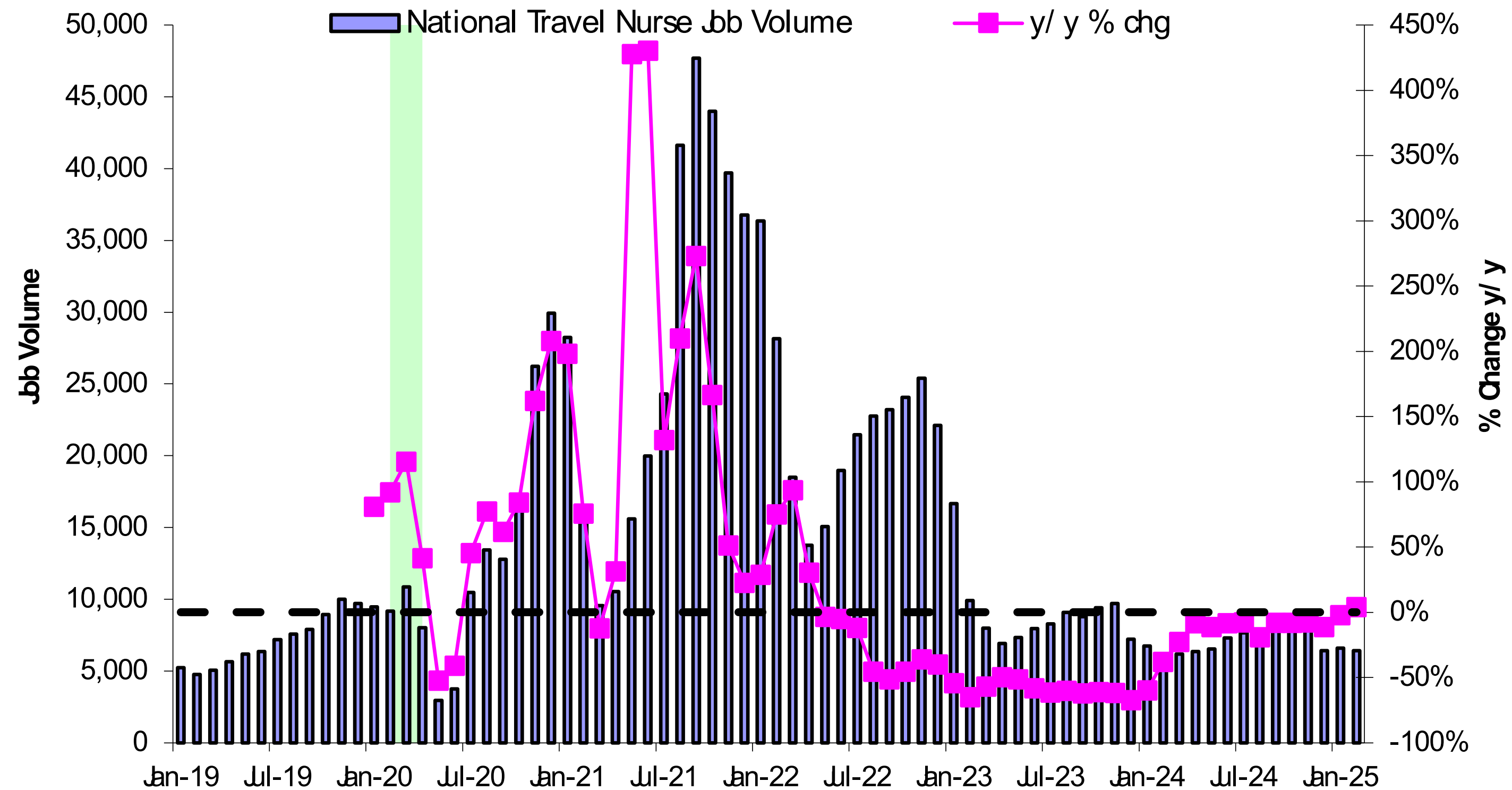


Note: Shaded area represents recessionary period. Source: Staffing Industry Analysts.

Clients and workers have alternative ways of finding each other beyond staffing firms, including consultants (Statement of Work), direct sourcing and talent platforms (e.g., Fiverr, Upwork)

Why Are Things Different This Time: Healthcare Staffing Impact

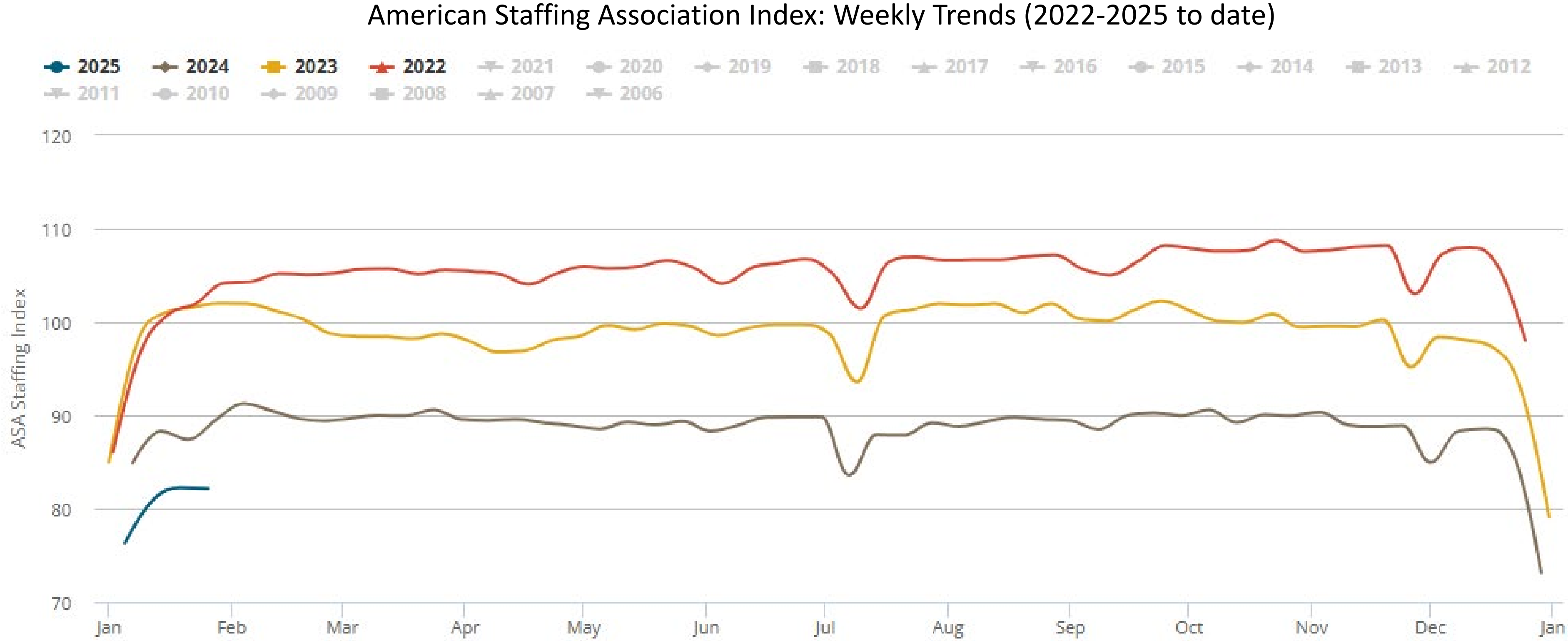
Aya Index: U.S. Travel Nurse Job Volume (Jan. 2019 – Jan. 2025)



Note: Shaded areas represent recessionary periods. Data is based on Aya Healthcare data including direct contracts, managed service contracts and third-party staffing. Travel RN jobs include all open jobs for travel, contract, EMR and Strike needs for RN, LPN, and CAN. Source: Aya Healthcare's "Aya Index" and BMO Capital Markets.

Healthcare staffing volatility may have skewed the temporary penetration rate.

American Staffing Association Index: Weekly Trends

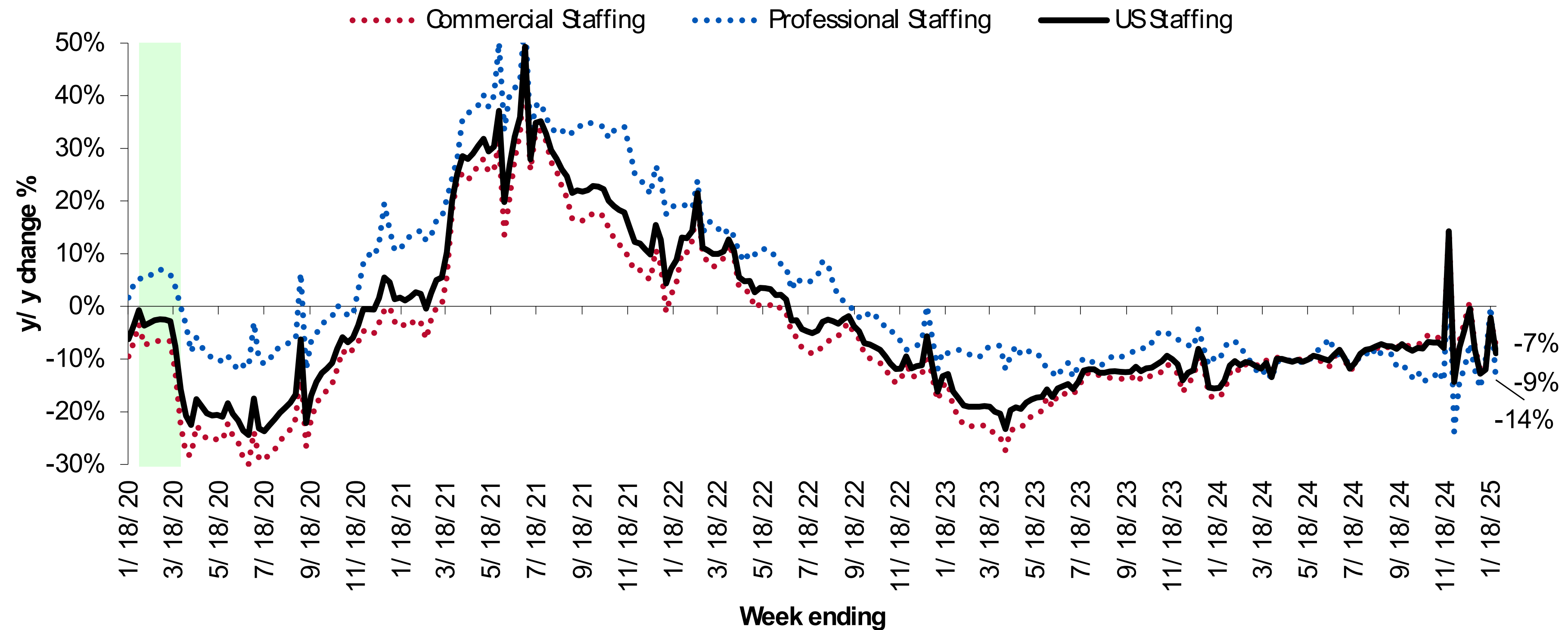


Note: Data not seasonally adjusted. Source: American Staffing Association.

While the industry rebounded in 2021 after the initial phases of the pandemic, volumes have mostly fallen since. 2025 (to date) is still down y/y, though we note it's still early.

SIA | Bullhorn Staffing Indicator: Annual Changes

SIA | Bullhorn Staffing Indicator - Annual Changes: (Jan. 2020 – Jan.. 2025)

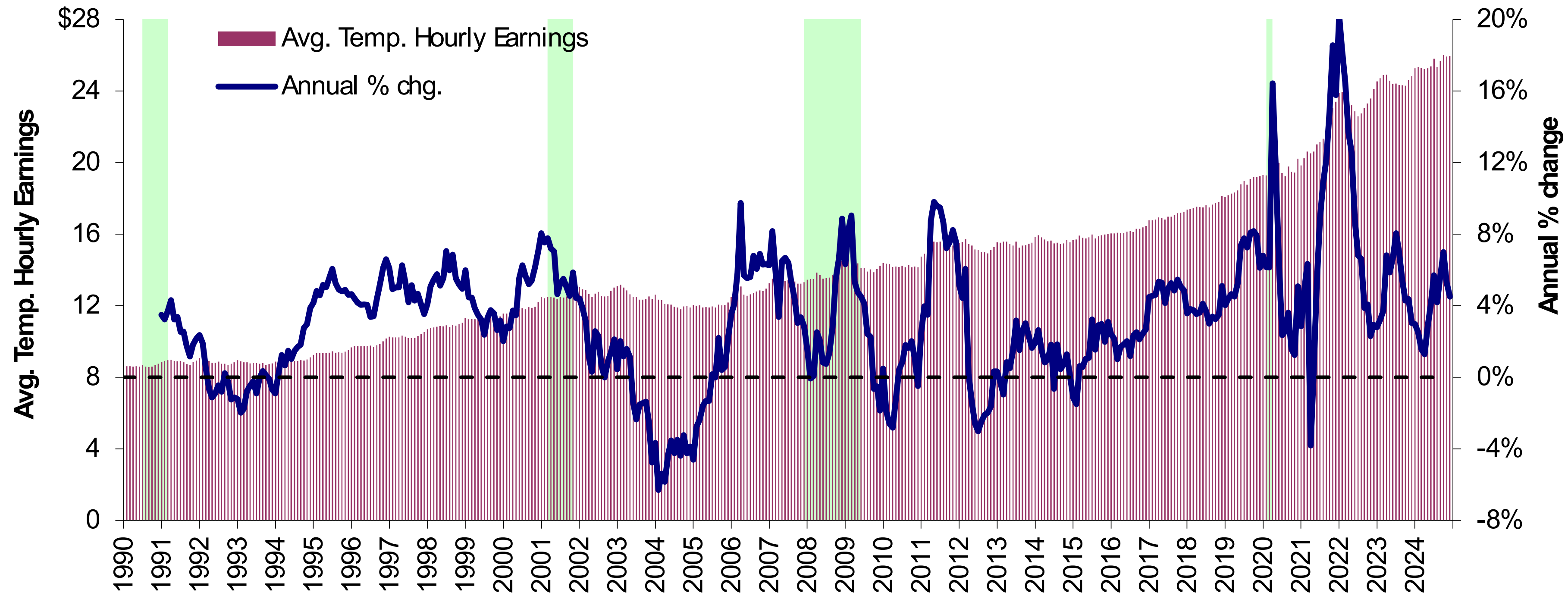


Note: Shaded area indicates recessionary period. Data not seasonally adjusted. Source: Staffing Industry Analysts (www.staffingindustry.com).

Annual growth peaked in mid-2021 (“easy comps”) and turned negative in 4Q22. While conventional wisdom holds that commercial staffing trends typically leads those in professional staffing, both are still feeling the pressure.

Temporary Staffing Average Hourly Earnings: Historical

Avg. US Temporary Employment Hourly Earnings: (Jan. 1990 – Jan. 2025)



Note: Shaded area represents recessionary period. Source: Bureau of Labor Statistics and BMO Capital Markets.

Temp hourly earnings (proxy for price) have been volatile but typically decline following declines in volumes. That hasn't happened yet – in fact, temp wages are still rising since the labor market is still relatively tight.

Potential Impact of Trump Presidency/Republican-Controlled Congress

Positives:

- Reduced corporate tax rates; should benefit both clients and staffing providers.
- Tightened immigration policies; could limit worker supply in industries with more foreign-born workers (e.g., construction, transportation) which could drive increase temp usage.

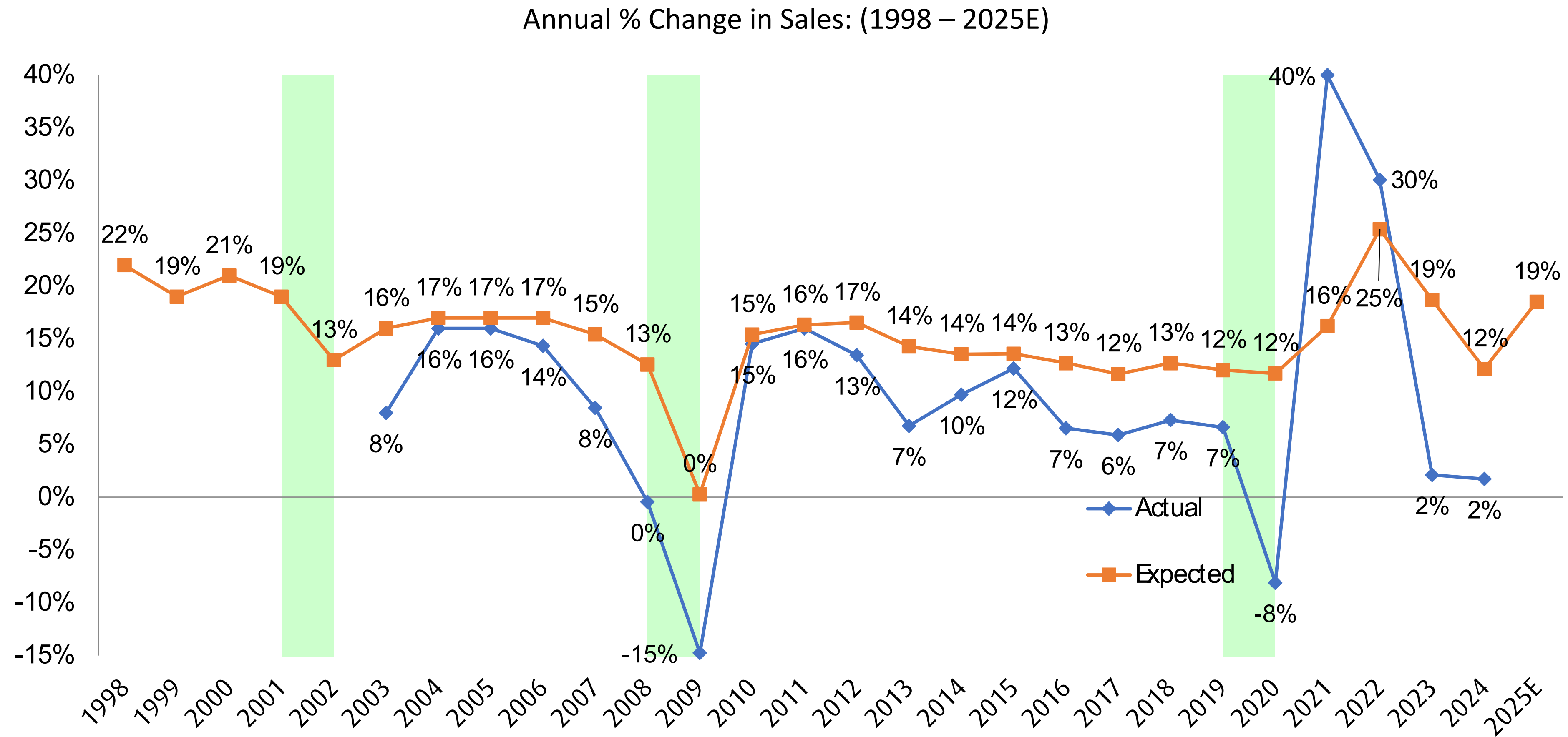
Mixed:

- Increased tariffs/rolling back “green” regulations:
 - Depends on the impact of your specific customers (does it hurt or do they benefit?)
 - Winners could be energy sector; losers could be those relying heavily on exports.
- Accelerated inflation:
 - Could increase pay rates - assuming full markups could be passed through, that would increase gross margin dollars.
 - However, it would also increase costs of doing business for both clients and staffing providers.

Negatives:

- Dept. of Government Efficiency (DOGE); could reduce federal government spending, hurting staffing providers exposed to this sector.

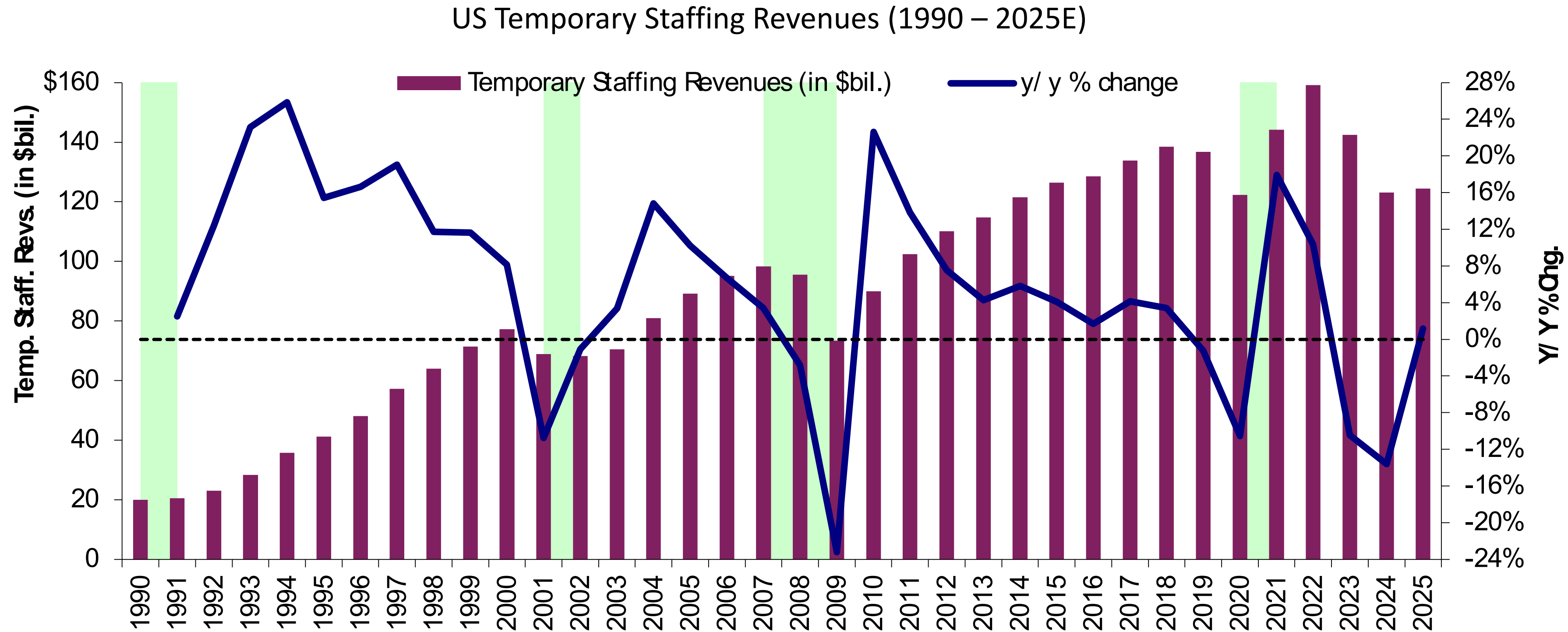
Sales Change: BMO Survey (Estimated vs. Actual)



Note: Shaded area represents recessionary period. Source: BMO Capital Markets annual survey of staffing providers.

Results for our survey respondents have historically tracked those of the overall industry with some positive survey bias; the gap widened during the pandemic.

BMO Temporary Staffing Forecast



Note: Shaded area represents recessionary period. Source: American Staffing Association and BMO Capital Markets estimates.

BMO economists project a 2.4% increase in 2025 real GDP, which should be enough to spur at least some staffing volume growth; we project that will occur once again by 2H25. That, along with billing rate increases, should drive a 2-4% annual increase in US staffing revenues in 2025.

Our Summary

- Changes in temporary staffing volumes lead changes in wages/prices.
- Changes in temporary staffing volumes are typically a leading economic indicator – at least heading into a downturn.
- This cycle may be different, as the pandemic had a sizable impact on demand and supply trends.
- Staffing volumes (per most metrics) have been declining annually since late 2022.
- Pricing has been surprisingly strong, due to the tight labor market.
- Trump Presidency/Republican-Controlled Congress could implement business-friendly policies which should spur employment growth
- We project US temporary staffing revenues will rise 2-4% in 2025, with volumes increasing in 2H25.

Economic and Industry Outlook Q&A



Facilitated by
Noah Yosif
Chief Economist
American Staffing Association



Kory Kantenga
Head of Economics, Americas
LinkedIn



Jeff Silber
Managing Director and Senior Analyst
BMO Capital Markets

Join at menti.com | use code **5265 0704**

Submit your questions for the panel.



2/4

How much are apps and 1099s effecting staffing growth and penetration?



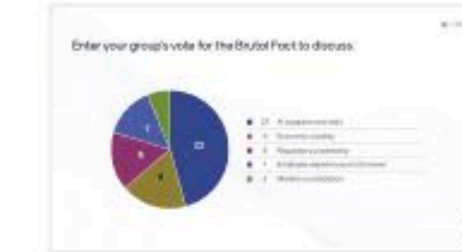
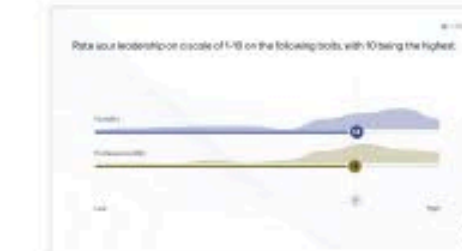
CLICK to mark as answered

2

4

Menti
ExecuVision 2...

Choose a slide to present



Break

10–10:15 a.m.



Connect to Wi-Fi
Network: Ritz-Carlton_Conference
Password: Conference231



Execu**Vision**[®]

INNOVATION

STRATEGY

GROWTH

CONNECTIONS



The Hedgehog's Journey



Billy Milam
CEO
Employbridge

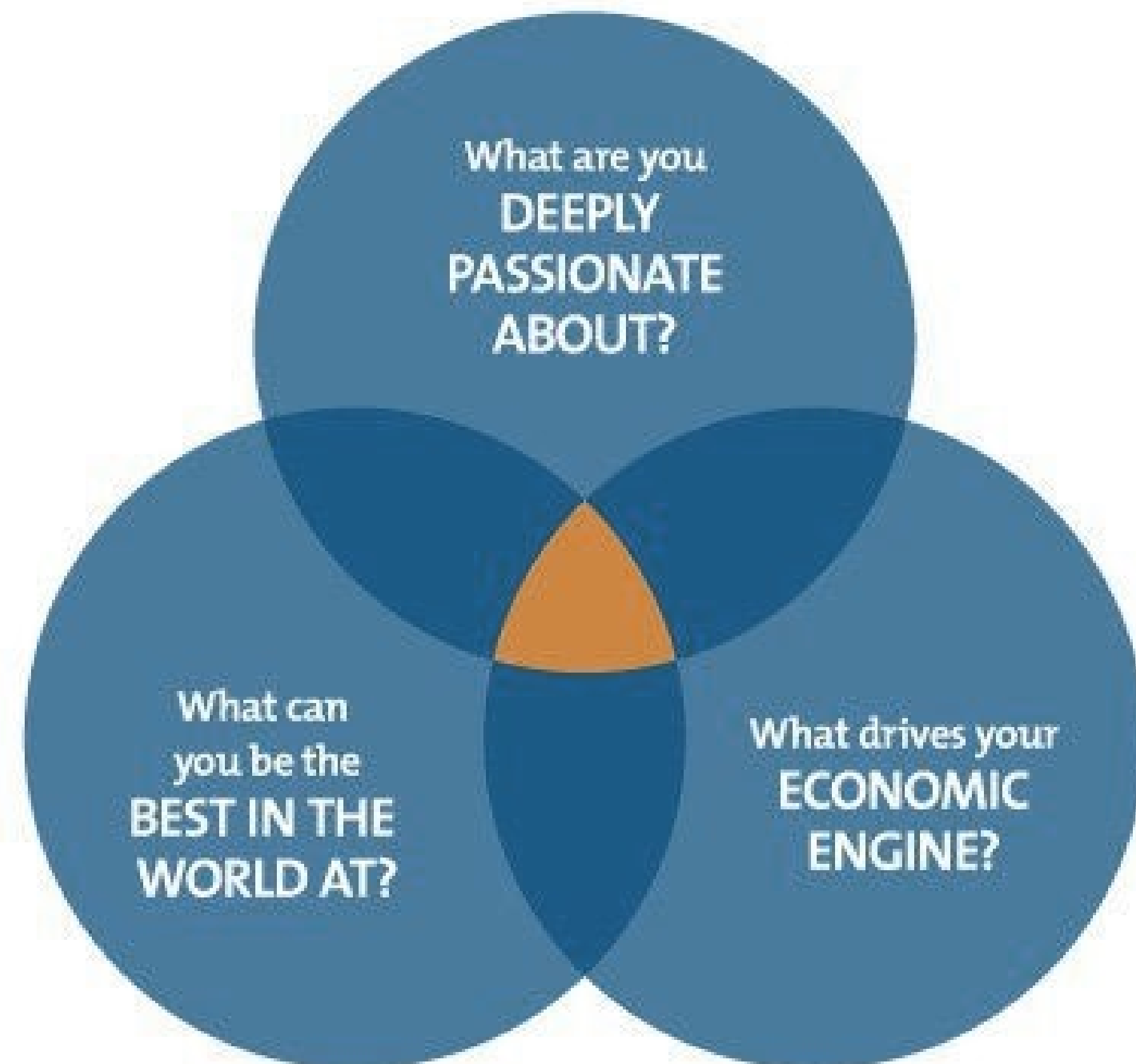


I know what I'm doing. I know what I need to do. I'm focused on the goal. No time for distractions.



The Hedgehog's Journey

The Hedgehog Principle



Prompt 1: What Is Your Company Great at?

Describe how your company became **GREAT** at...?

Describe what your company is **GOOD** at?

Prompt 2: What Drives Your Company's Growth and Revenue?

What drives your company's economic engine and is it aligned to

what your company is **GOOD** at?

what your company is **GREAT** at?

Prompt 3: Mission and Values

What is your company deeply passionate about?

Prompt 4: Do You Have a Hedgehog Concept?

Is there an intersection with your company's good/great..., economic engine, and passion? If not, why not?



Execu**Vision**[®]

INNOVATION

STRATEGY

GROWTH

CONNECTIONS



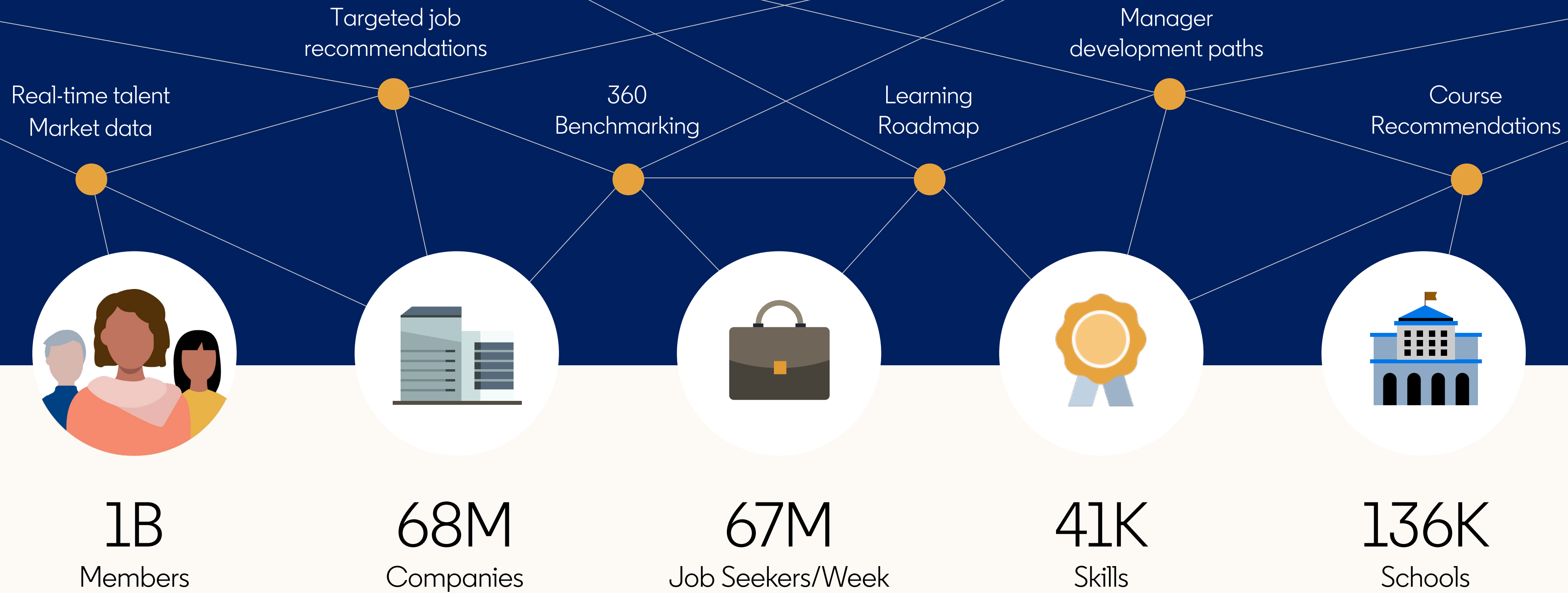
Navigating Market and Talent Trends in the New Year: Strategic Planning for 2025

Jennie Dede

Head of Sales, Search and Staffing North America

LinkedIn Talent Solutions





LinkedIn Economic Graph

How LinkedIn connects the dots between hiring, business development, and talent engagement strategies



Even in a challenging labor market, work continues to change, and AI is at the forefront

It's a Challenging Labor Market

- 1 While we see a rebound in LinkedIn's Workforce Confidence Index which increased 20% in the US by January from a record low in November.
- 2 28% of professionals are saying the job market is so bad that they do not plan to look for a job in 2025
- 3 That said, 39% of professionals surveyed globally believe the job market is going to get better in 2025
- 4 However, 22% of working professionals who were looking for a new job in 2024 are still looking for new opportunities in 2025

Work is Changing

1

Nearly two-thirds of professionals worldwide say they are feeling overwhelmed by how quickly work is evolving

2

Organizations that embrace AI can gain a competitive advantage: 51% of the businesses that adopted generative AI reported a revenue increase of 10% or more.

3

Professionals entering today's labor market are on pace to hold up to twice as many jobs on average over the course of their careers compared to those who entered 15 years ago

Current Talent Trends

Work is changing and AI has a role to play

Demand for adaptable talent is rising

It's Time for Action



Work is changing
and AI has a role
to play

While AI may feel like a recent trend, it's not. Over the past eight years, hiring of AI talent across the board has increased by more than **300%** globally.

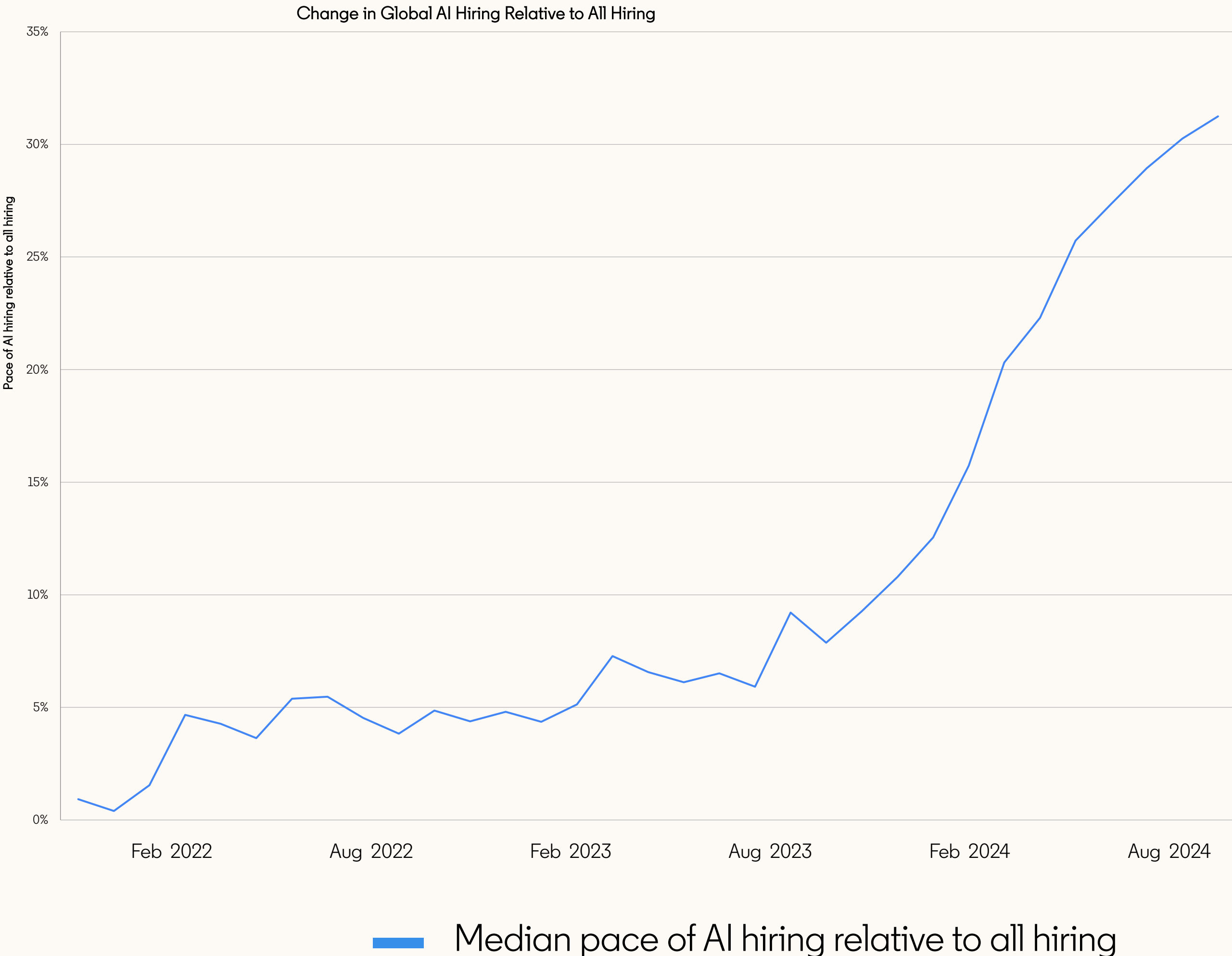
And comparing the hiring of AI talent relative to all hiring, it's increased by **30%** globally since last fall. Professionals who lean into the technology now are most likely to succeed.

↑ **300%**

Global AI hiring has increased over 300% in eight years.



Since last fall, AI hiring has grown 30% faster than overall hiring.



Professionals are leaning into this shift by acquiring new skills and experiences to remain competitive in an evolving and challenging job market.

The workplace today is almost unrecognizable compared to 2000.

Globally, more than

10%

of workers hired today have job titles that didn't exist in 2000.

And in the US, it's closer to 20%.



Here are the most common job titles globally that didn't exist in 2000:

1	Data Analyst
2	Full Stack Engineer
3	Frontend Developer
4	Social Media Manager
5	Web Developer
6	Data Engineer
7	Business Development Specialist
8	Data Scientist
9	Human Resources Business Partner
10	Relationship Manager

AI is powering a similar shift right now. For the vast majority of people, AI isn't replacing their job but will likely transform it, and their next job might be a role that doesn't exist yet. For instance, Artificial Intelligence Engineer is one of the fastest growing jobs in 15 countries and ranked # 1 in the [Netherlands](#), [UK](#), and [US](#).

2025 Jobs on the Rise: Artificial Intelligence Engineer Ranks #1

	Netherlands	UK	US
1	Artificial Intelligence Engineer	Artificial Intelligence Engineer	Artificial Intelligence Engineer
2	Business Director	Home Health Aide	Artificial Intelligence Consultant
3	Information Security Officer	Aircraft Mechanic	Physical Therapist
4	Client Advisor	Data Governance Manager	Workforce Development Manager
5	Management Advisor	Environmental Officer	Travel Advisor

According to the report, 75% of global knowledge professionals now utilize generative AI at work, with nearly half adopting it over the last year.

Separately, another role emerging is Head of AI. In the US, the number of companies with a "Head of AI" position has tripled in the past five years and in the last two years alone, we've seen more than a 50% increase. Looking into the future, at the current pace, this number will double again within the next three to four years.



AI at Work

68% of people say they struggle with the pace and volume of work

46% feel burned out

A typical worker must read about 4 emails for every 1 they send

Using AI at Work

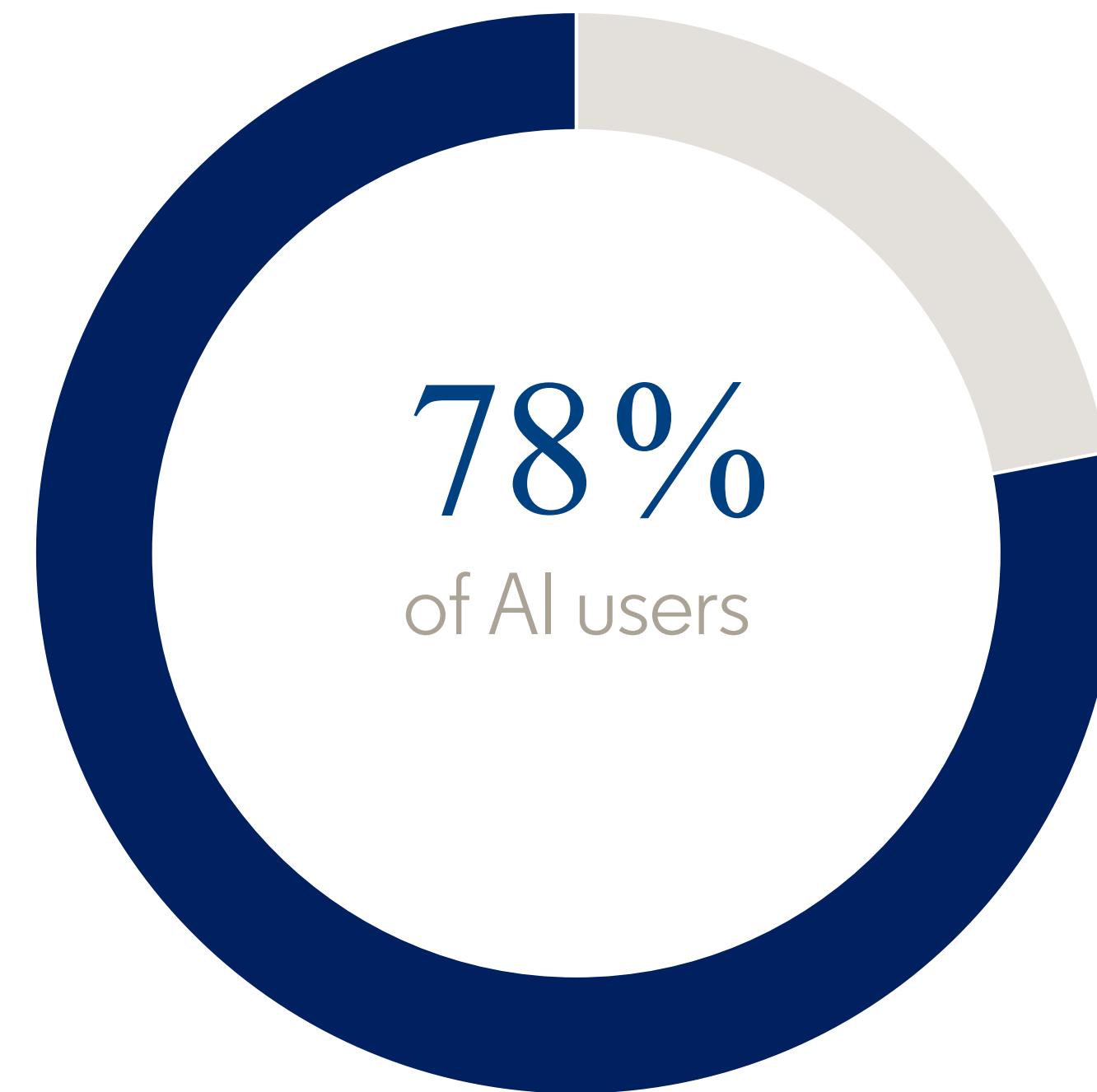


AI at Work

52% of people who use AI at work are reluctant to admit to using it for their most important tasks.

53% of people who use AI at work worry that using it on important work tasks makes them look replaceable.

Bringing Own AI to Work



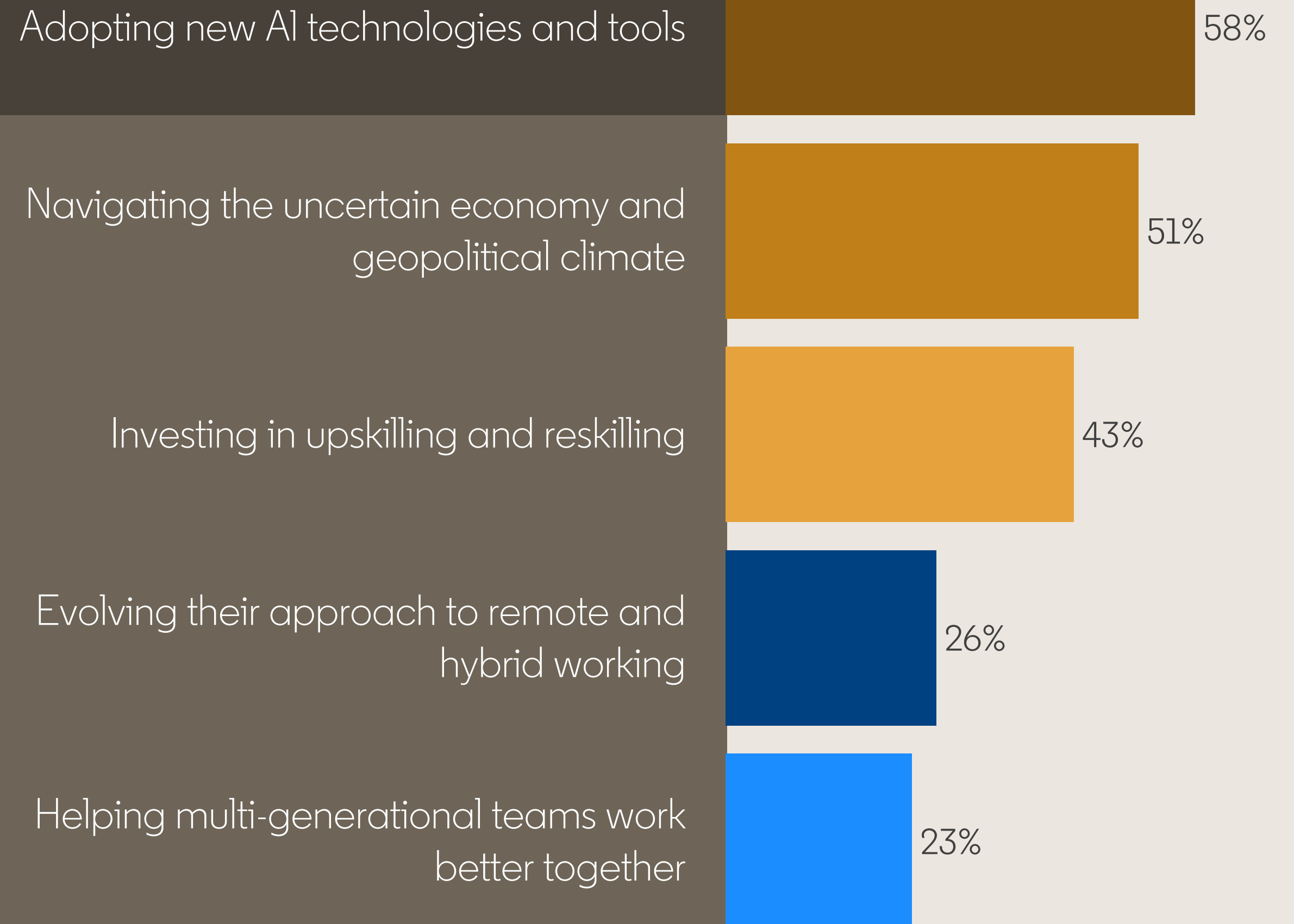


Demand for
adaptable talent
is rising

Companies are leading through the evolving labor market



Top changes executives are focused on for 2025:



Beyond demand for AI talent, we're starting to see a rising demand for non-technical professionals with proficiency in AI tools. The percent of jobs on LinkedIn listing an AI literacy skill increased more than six times over the past year.

1 in 500

Despite this rapid ascent, AI literacy demand remains rare with only 1 in every 500 jobs requesting it.

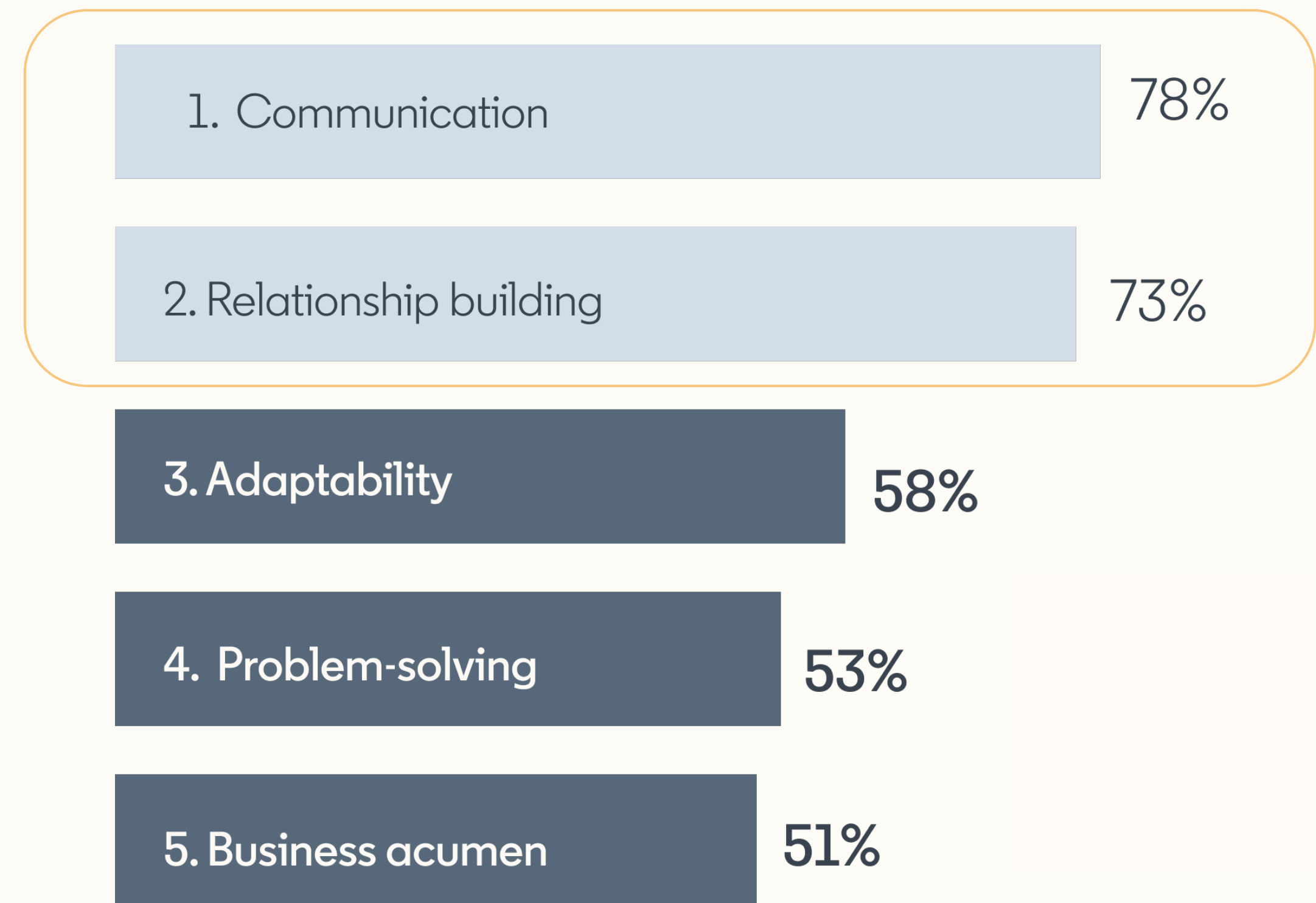
LinkedIn [research](#) suggests GAI could impact the majority of US jobs and eventually be incorporated into their daily tasks, transforming some occupations more than others.



Marrying AI literacy with soft skills is the key to success

Even as AI increases in relevance, business leaders point to human-centric soft skills as the differentiator when it comes to career advancement.

The winning talent combination right now is balancing interpersonal excellence with a dynamic AI toolkit.



Professionals with **1 or more of the 5 soft skills** above see **3x more promotions** than those without those skills.



It's Time for Action

Building Momentum: Your AI Recruitment Strategy for the Future

Crawl

Walk

Run



Lay the Foundations

- Explore AI-Powered Tools
- Agree on a Skills-Based Approach
- Assess AI Readiness



Expand and Deepen AI Adoption

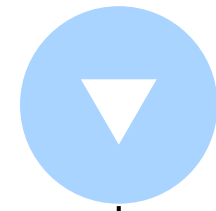
- Experiment & Refine
- Invest in Training
- Challenge Thinking with Data
- Your Value Proposition?



Scaling for Long-Term Success

- Integrate across your organization
- A Culture of Excellence
- Build Future-Ready Client Partnerships
- Ethics at the Forefront

Critical Questions to Define Your Talent Strategy



How can AI help your recruiters solve business problems and deliver more value beyond just automating tasks?

Use AI to go beyond efficiency—focus on freeing recruiters to build relationships and solve complex challenges.

What skills do your recruiters need today to meet the evolving expectations of tomorrow?

Equip recruiters with consultative skills, data fluency, and business acumen to meet evolving client demands.

How can you use technology to help your clients reimagine what their workforce could look like in five years?

Recruiters can partner with clients to shape the future and lead in workforce innovation.

Are you ready to lead the change, or are you waiting to follow?

Key Actions to Future-Proof Your Talent Strategy

Build an AI-Powered Recruitment Engine

- Automate tasks (sourcing, screening, scheduling) with AI to focus on strategic hiring decisions
- Align tools with goals and foster AI literacy in your team
- Focus on delivering value beyond efficiency

Empower Recruiters as Strategic Partners

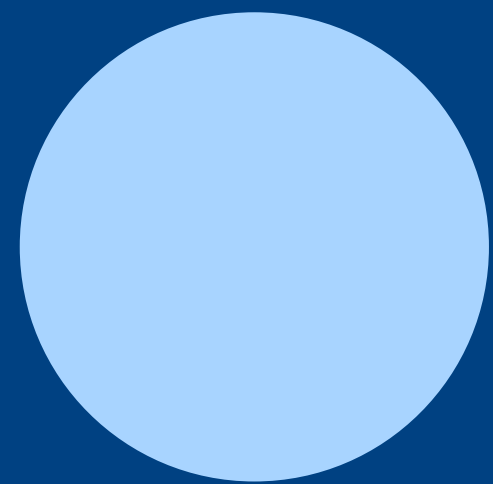
- Equip recruiters with skills to shift from hiring to advisory roles
- Encourage learning, data-driven decisions, and client-focused strategies

Build Future-Ready Partnerships

- Help clients adapt to AI and predictive analytics
- Offer tools and insights to build agile, adaptable teams

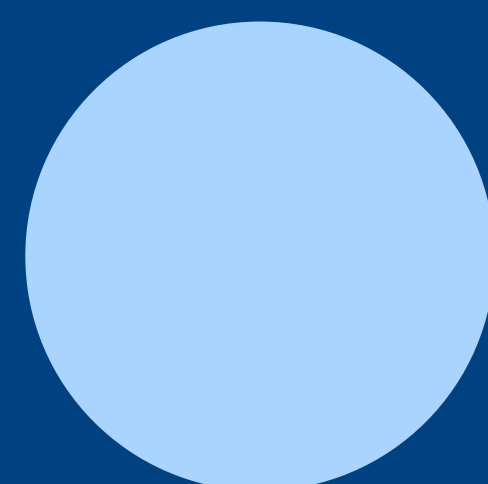


Leading the Future of Recruitment Starts with You



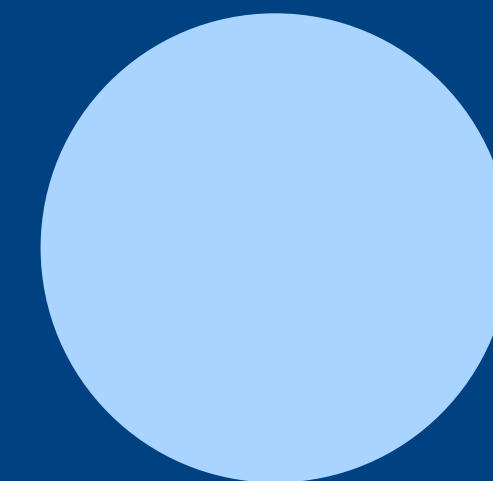
Harness AI for Strategic Impact

Use AI to boost efficiency, personalise experiences, and deliver strategic insights.



Empower Your Teams

Help your teams adapt, experiment, and succeed with new technology.



Build Future-Ready Client Partnerships

Create lasting relationships based on trust, data, and value.

Thank you!



Execu**Vision**[®]

INNOVATION

STRATEGY

GROWTH

CONNECTIONS



Succession Planning 101



Tom Kosnik
Founding Partner
Visus Group

Job Profile

Name: John Smith

Job – President

Reports to: CEO

MIND THE STORE

Criticality 75

Time 70%

- Oversee strategic planning, budgeting, and forecasting.
- Review at 30k level—ask questions and stay informed with all departments
 - Financials
 - Policies & procedures
 - Promote internal promotions and hiring practices
 - Recognize problems and have solutions
 - Ask: Does what we're doing still work?
- Direct Reports: CFO, VP of SIs, VP of Ops
- Think about the future
 - Who are we today and what can we be. How do we fit in?
 - What are we doing and how should we be doing it?
 - what makes us successful?
 - what opportunities and challenges lie ahead?
 - Support the growth of the maintenance dept.
- Maintain and promote our corporate culture
 - Property visits
 - Regional Office Gatherings/Events

BUSINESS DEV'L

Criticality 20

Time 20%

- Maintain relationships with current clients (they can call at any time)
- Check in with previous clients and potential clients (it's about long term relationships)
 - At least monthly/quarterly
- Participate in presentations of our services to potential clients
- Attend high level QBR
- Corporate Marketing

VISIBILITY

Criticality 5

Time 10%

- Keep an open-door policy
- Take on any role in the company when needed or asked
- Face of the company—in and outside of the industry
 - Attend conferences and speak at conferences. Networking in the industry
 - Represent the company in the community with non profit work, various boards, etc.

Values

Hardworking & Conscientious: Do what it takes to get it done. Work ethic. Dedicated.

Integrity & High Ethics: Do the right things for the right reasons.

Empathy: Cares for coworkers.

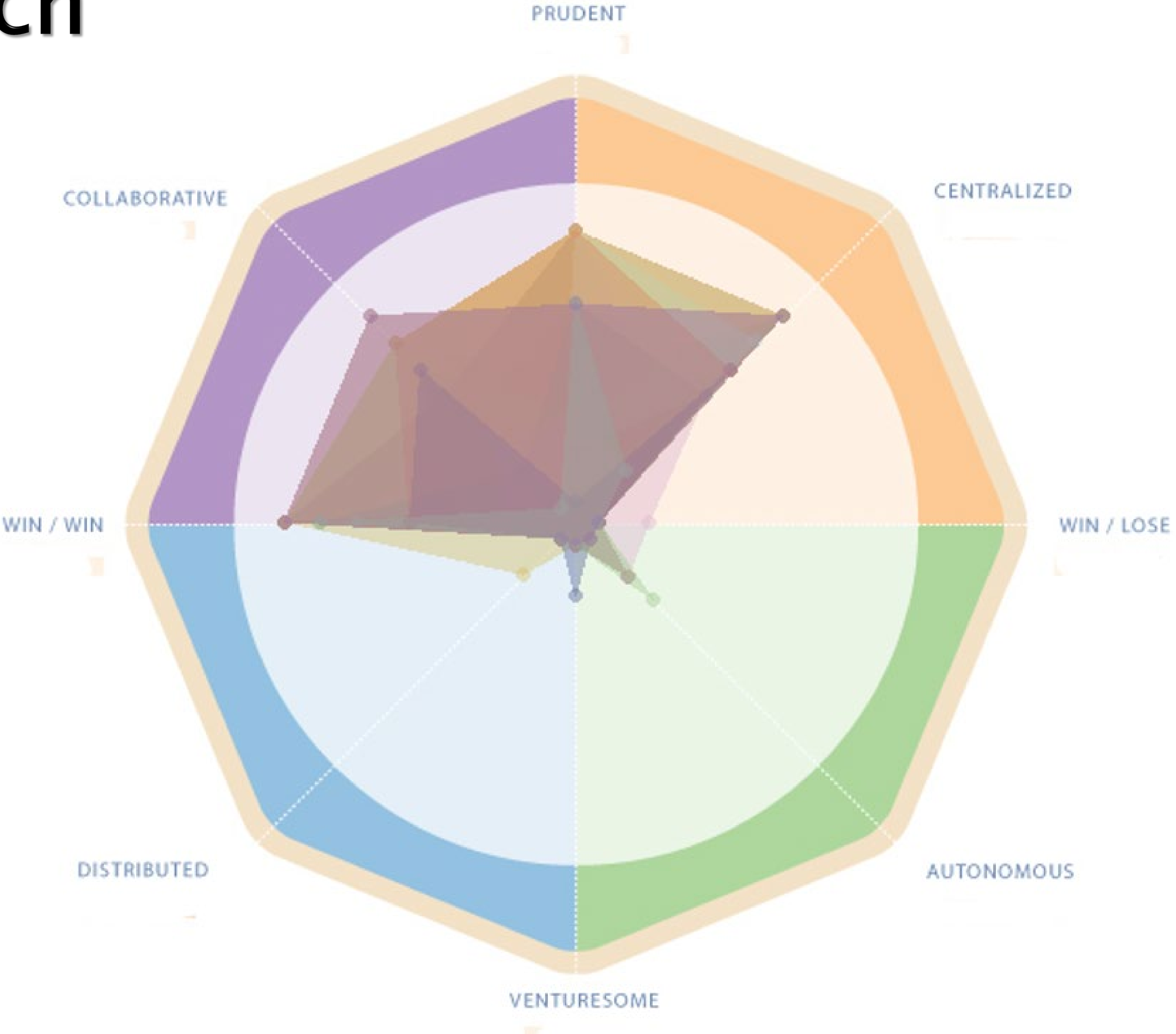
Unselfish: Give of themselves.

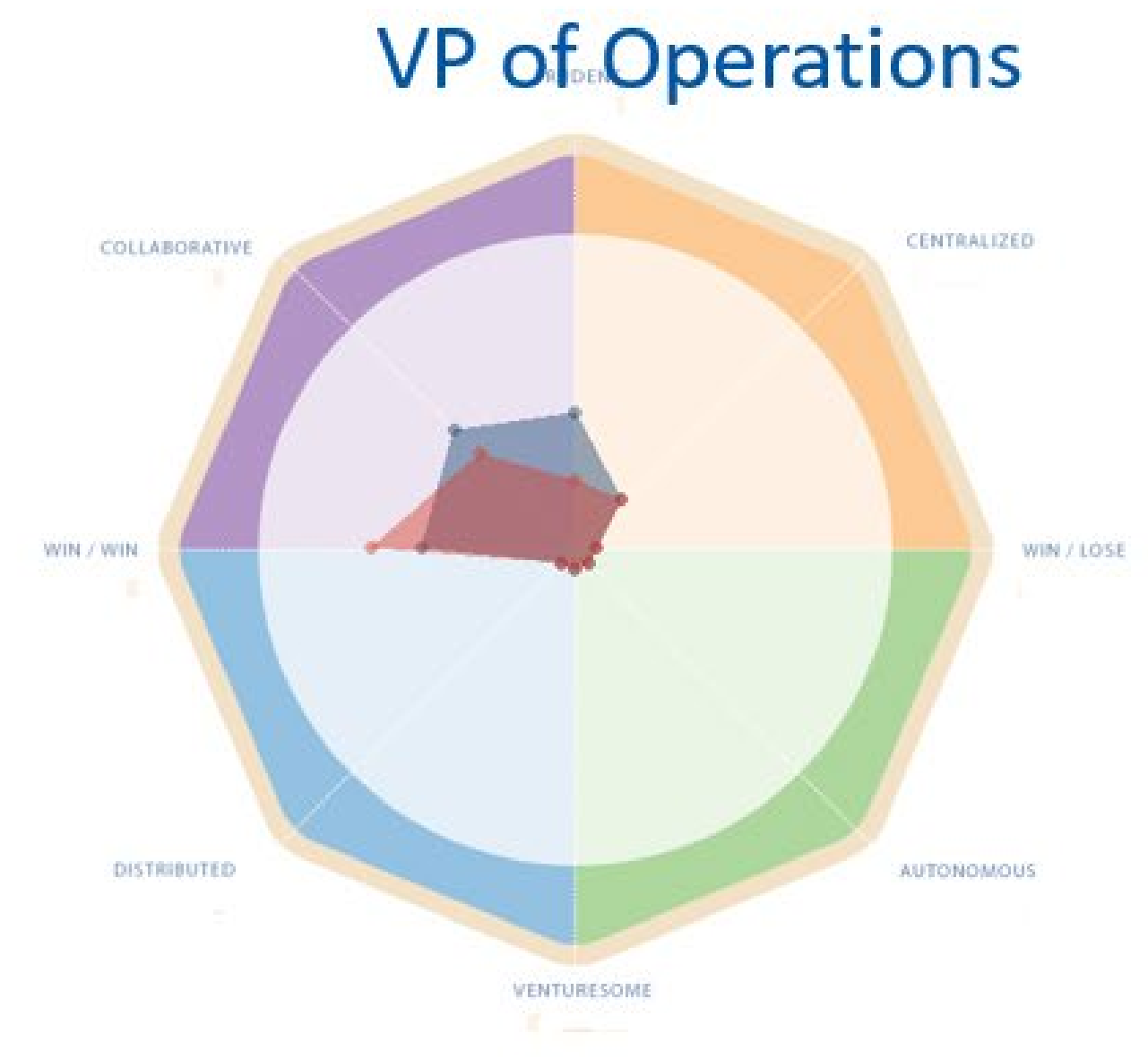
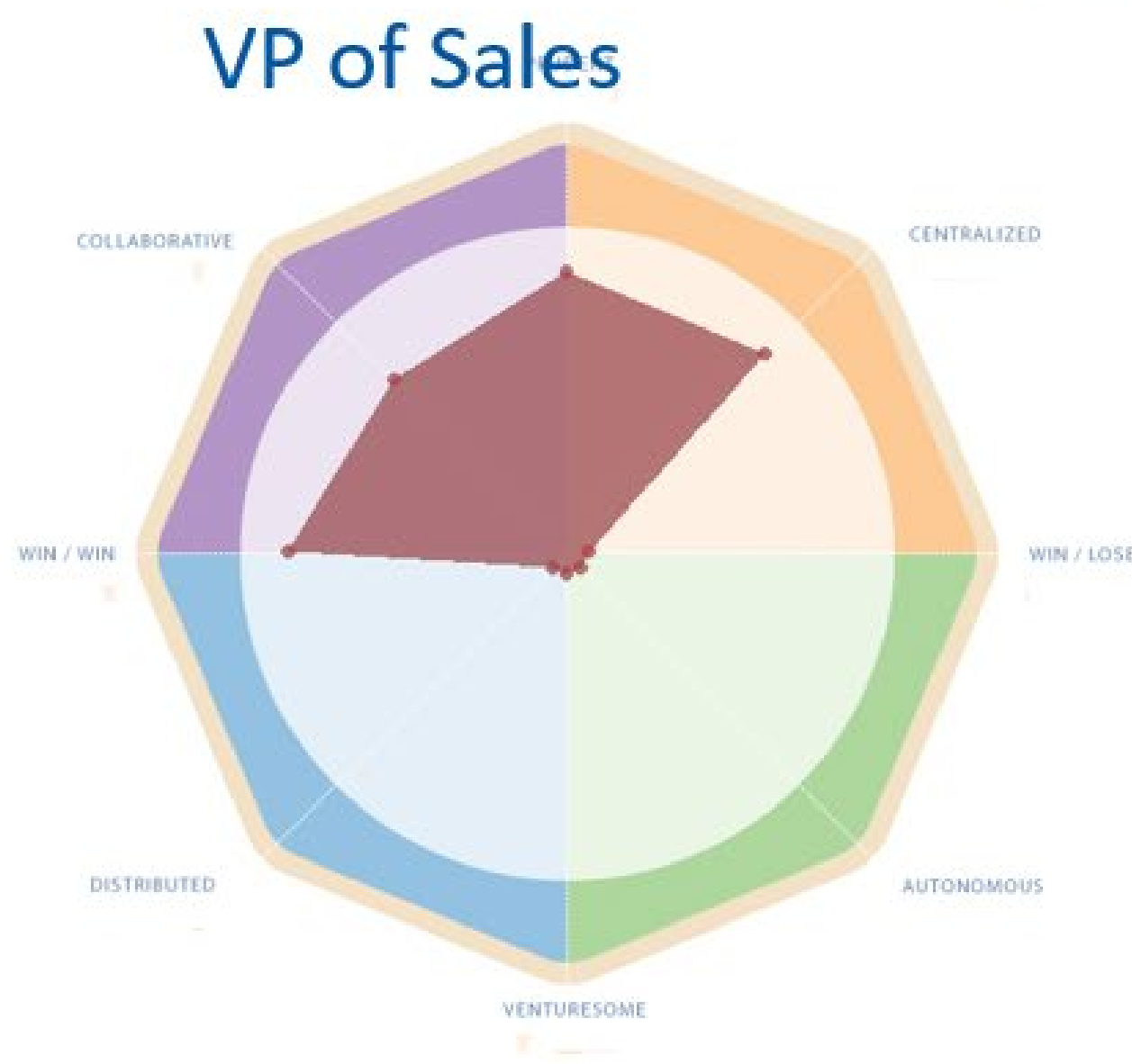
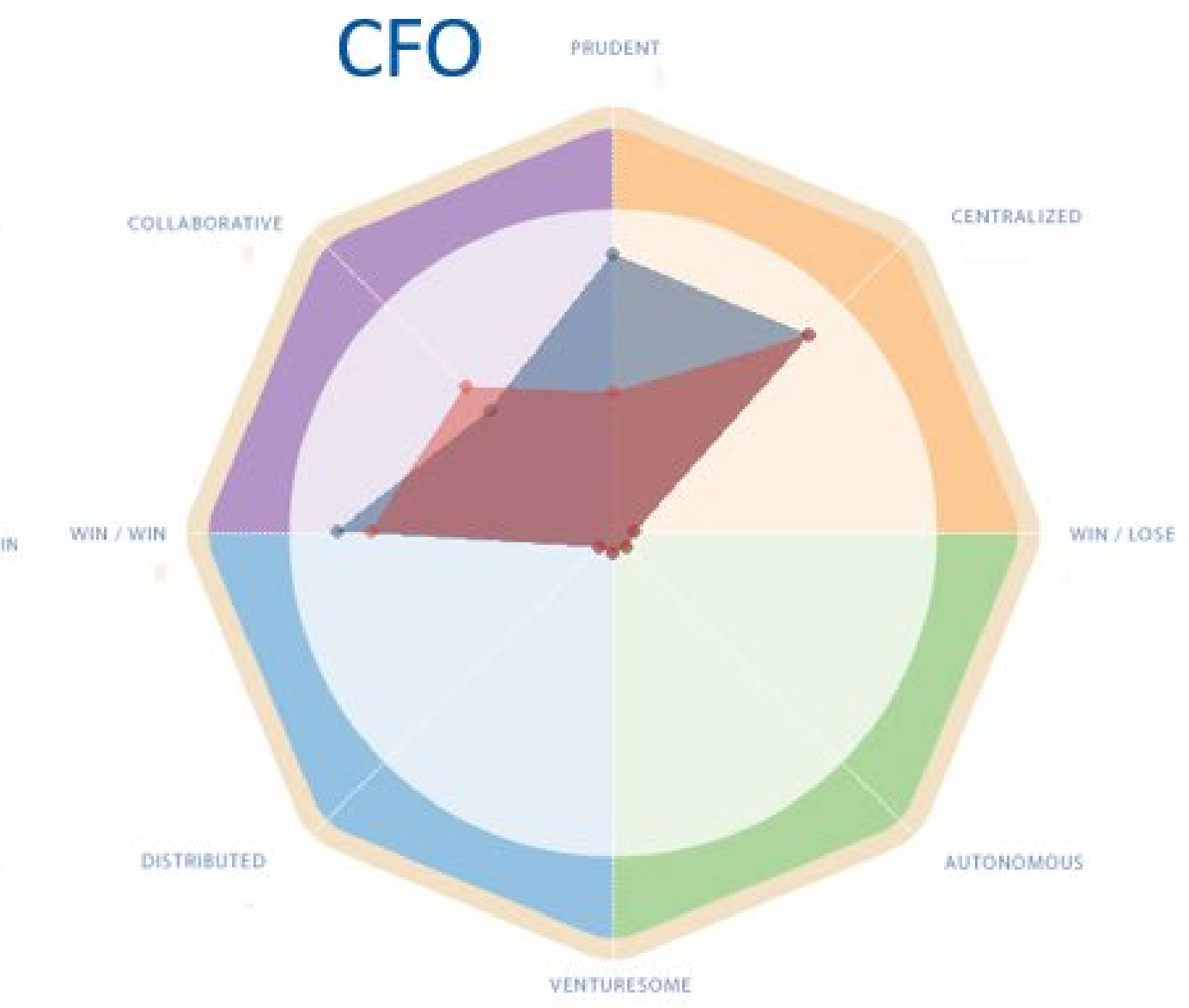
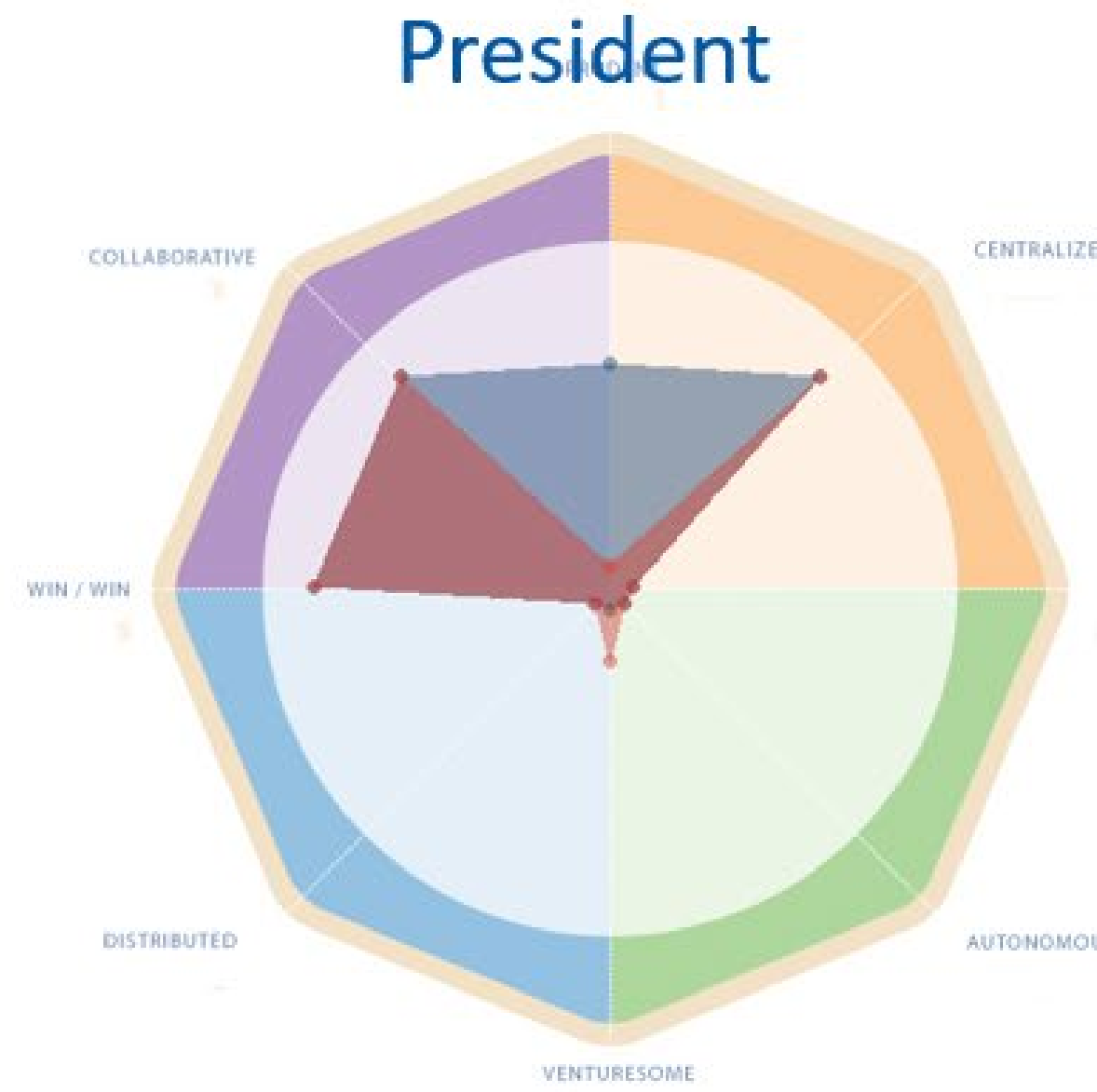
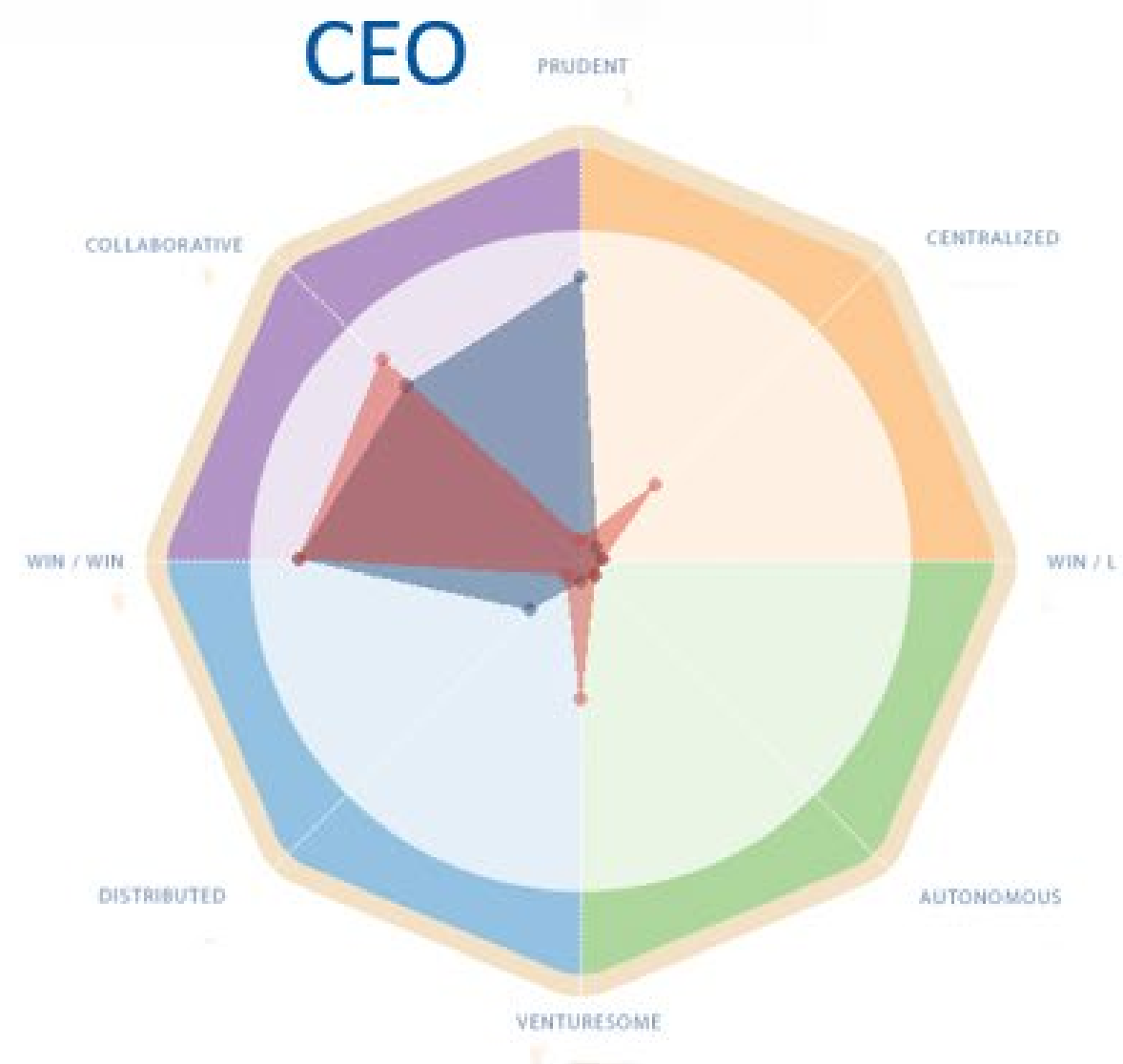
Grit & Fearless: Willing to take on challenging clients + true to one's self
= Conviction.

Competencies

<u>Competencies</u>	Manager 1	Manager 2	Manager 3	Manager 4	Manager 5	Manager 6	Manager 7	Manager 8	Manager 9	Manager 10
Leadership	3.5	3.5	4.0	3.3	3.0	3.8	2.0	2.8	3.3	4.0
Presence: Sales & Communication	4.0	4.0	4.0	3.0	2.5	4.0	3.0	3.0	3.5	4.5
Connector (Networking)	3.5	4.0	3.5	3.0	2.5	4.0	3.0	3.8	3.5	4.5
Business/Industry Knowledge	3.5	3.5	3.5	3.0	3.0	3.0	3.5	3.0	3.5	4.5
Thinks Like a Client	3.8	4.0	3.8	3.0	3.0	4.0	3.5	3.3	3.8	4.3

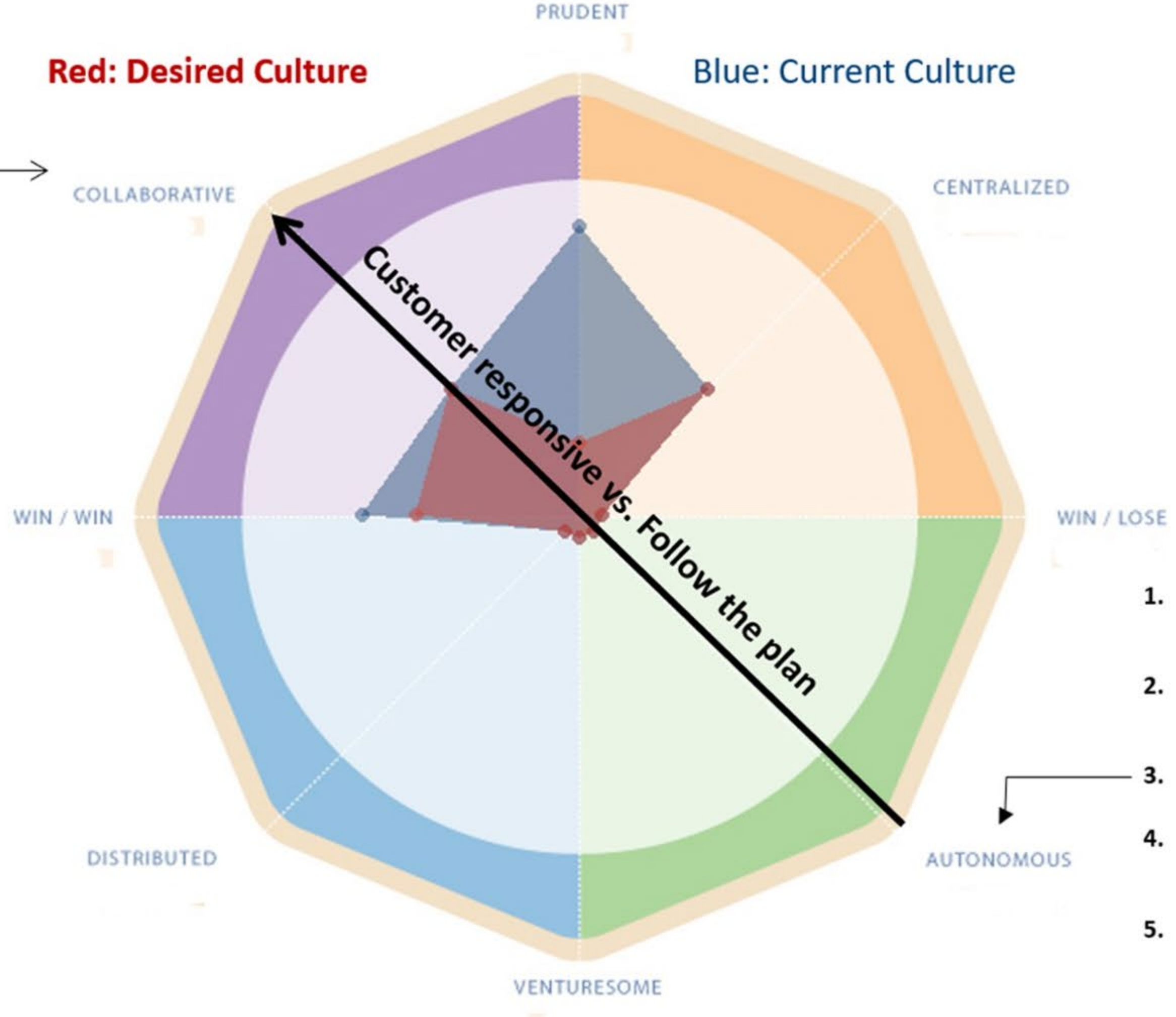
Culture Match





Sales Culture Preferences

- 1. Sales people work in concert. They have harmony
- 2. Customer wants the sales person as partner. Please the customer
- 3. Focus is on team or group rewards
- 4. Knowledge benefits everyone. Sales people share it
- 5. What's good for the customer will be good for the company



- 1. Sales people work independently. They have autonomy
- 2. Customer wants cache~ Enhance the image of customer
- 3. Focus is on individual rewards
- 4. Knowledge is power; Sales people keep it close to the vest
- 5. What's good for the sales person will be good for the company

Three Key Learnings

The Peter Principle is a real thing.

Promoting from within has a much higher success rate over hiring from the outside.

When a company sets succession planning up right, it saves them millions of dollars. How? The right leaders in the right seats.

Tom Kosnik
Founding Partner
Visus Group
312.543.0711

Tkosnik@visusgroup.com



VISUS GROUP

Networking Lunch

11:30 a.m.–12:30 p.m.



Connect to Wi-Fi
Network: Ritz-Carlton_Conference
Password: Conference231

AI-Powered Virtual Recruiters: Transformation Delivered

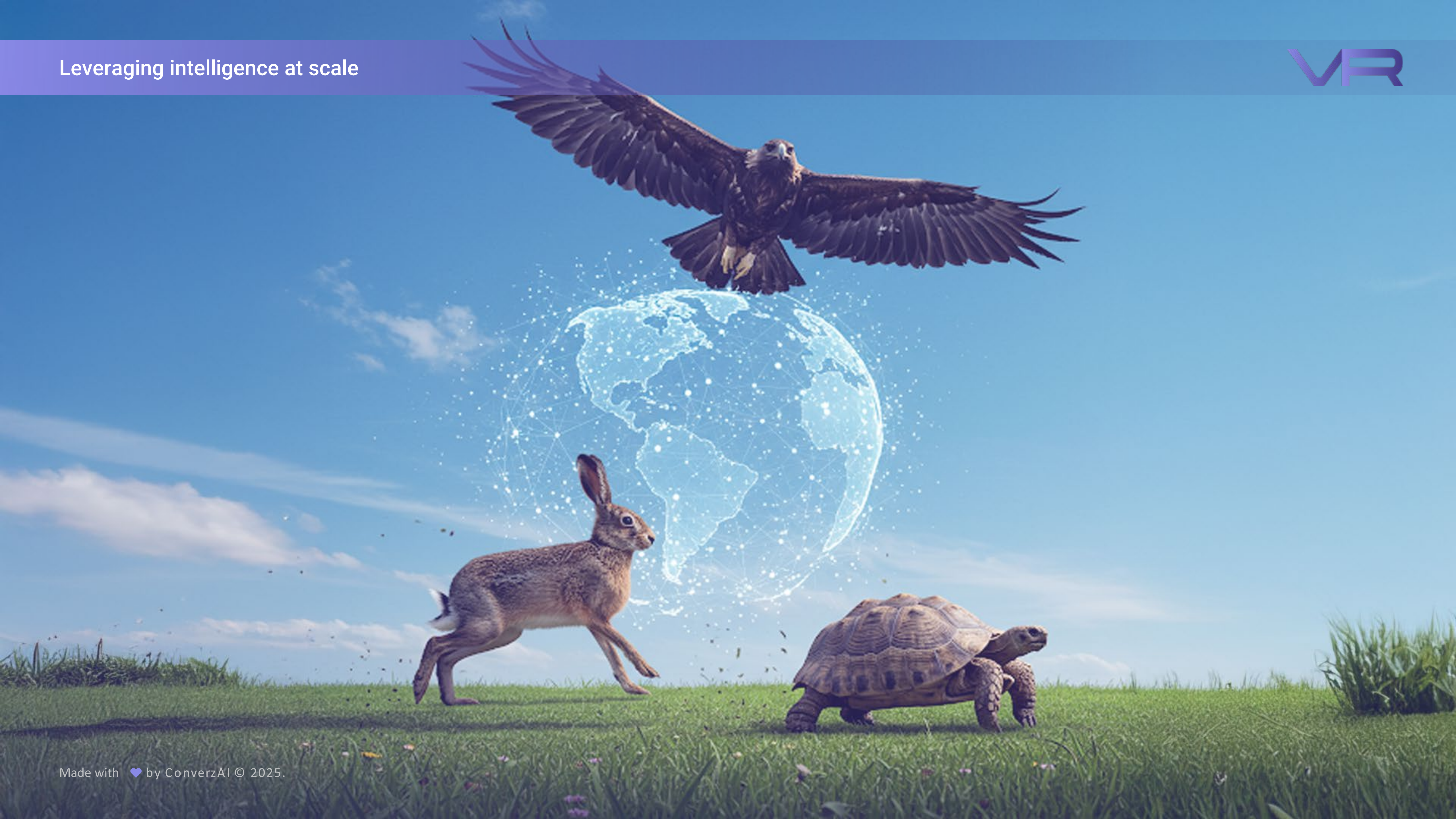


Ashwarya Poddar
Founder and CEO
CoverzAI

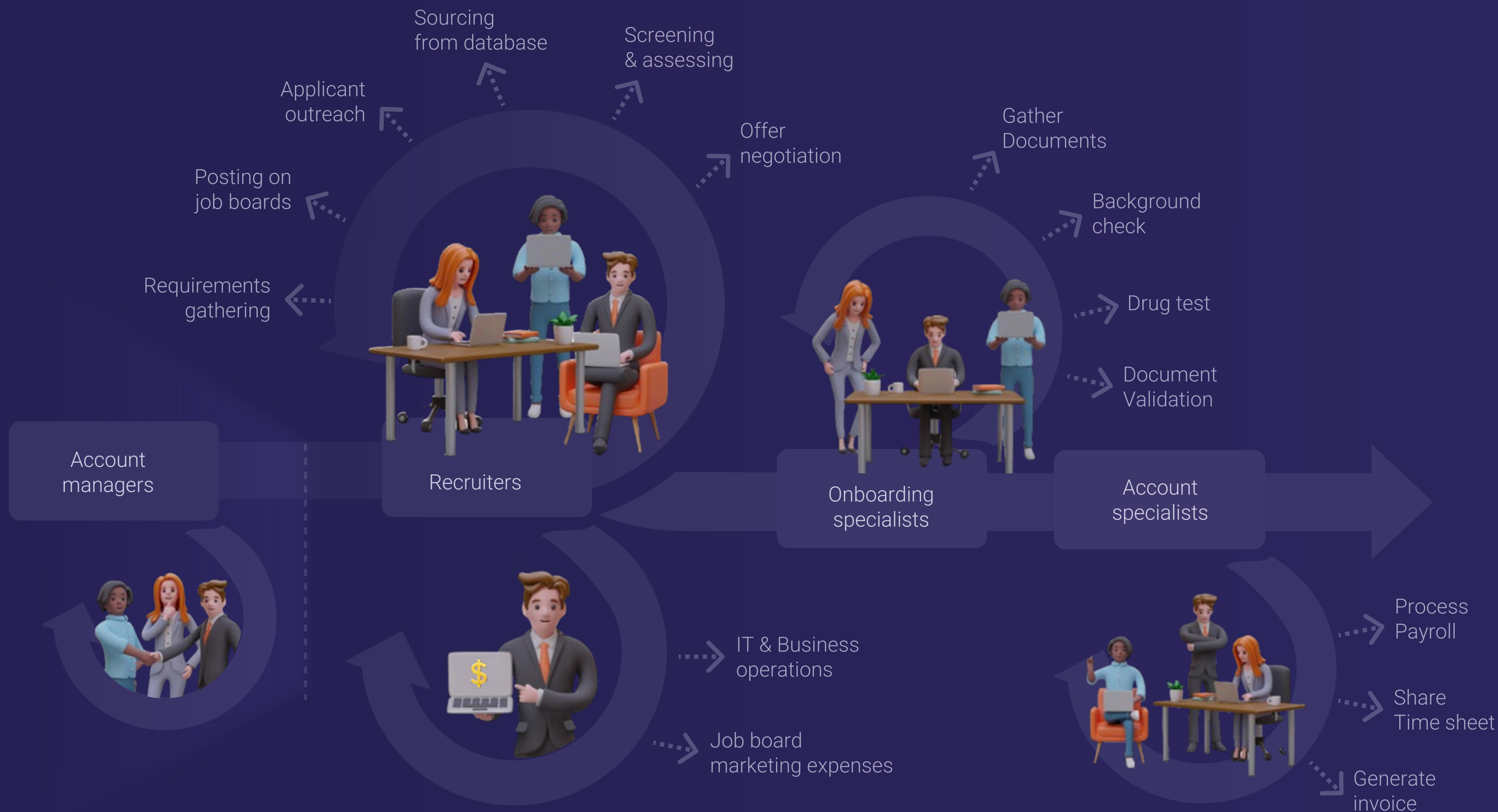
Virtual recruiter for staffing



Leveraging intelligence at scale



Hiring is complex. Traditional tools tried fixing pieces, not the process – leaving inefficiencies untouched



Slow time to hire
(3-8 weeks)

Low fill ratio

High spend on resources
(9% of topline on recruiting team and ops)

Transformation in business begins when leaders stop managing for efficiency and start leading for innovation.

Clayton Christensen,
developed the theory of "disruptive innovation"



Embrace the future with ConverzAI
Let AI manage the processes while humans build stronger customer and candidate relationships



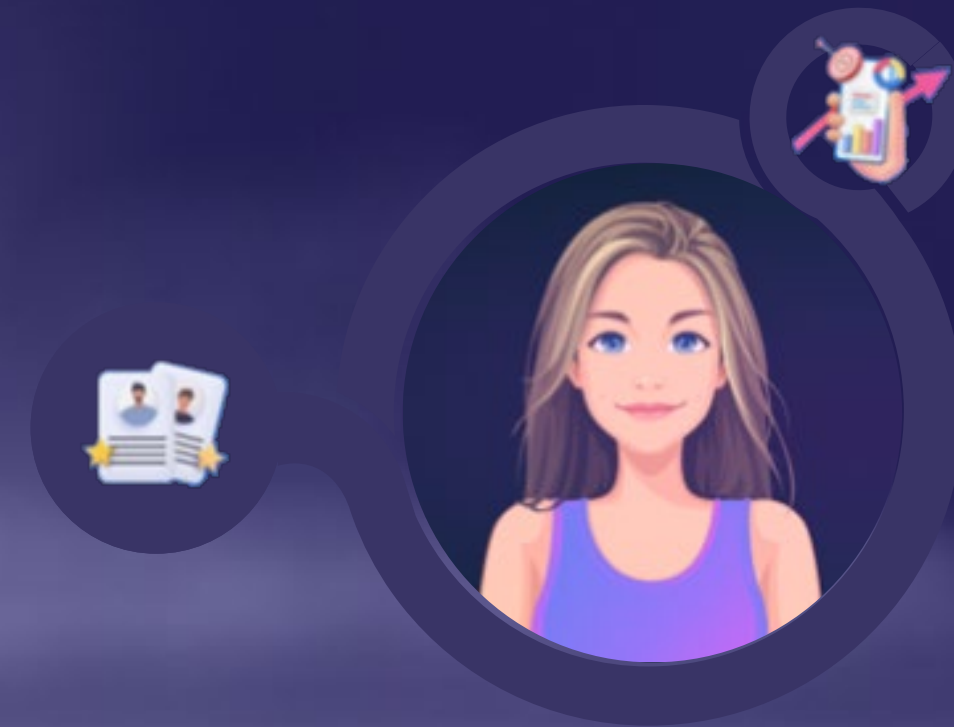
✓ 90% reduction in time to place

✓ Higher placement volume

✓ Cost optimization



Sales & candidate relationship management



Virtual Recruiter

CONVERZAI PLATFORM

More placements, faster

Less operating cost

=

Higher EBITDA

+ Higher customer LTV

++ Greater candidate stickiness



Recruiting process transformation for all staffing verticals

>40% Revenue increase

>30% Operating cost reduction

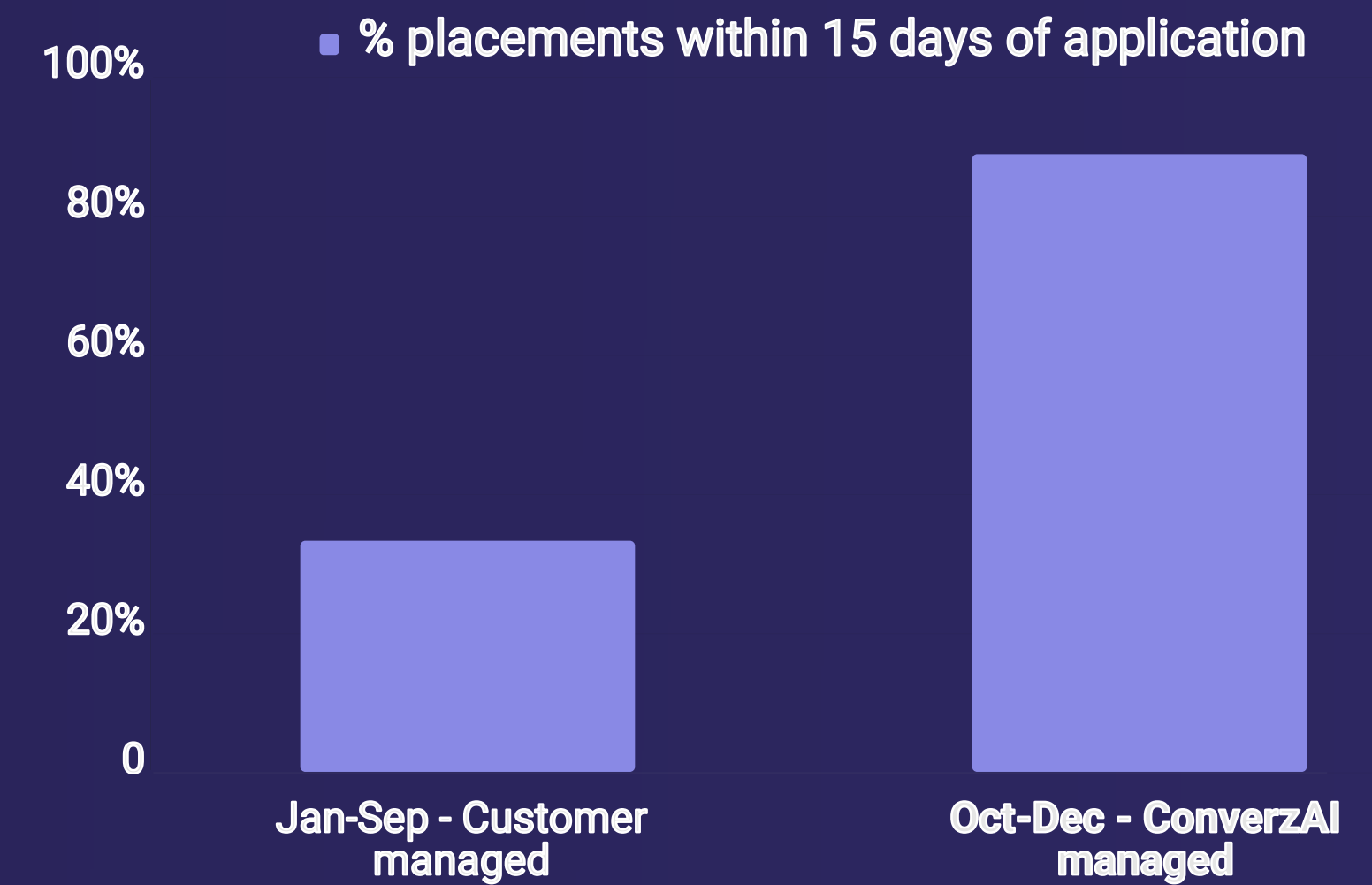
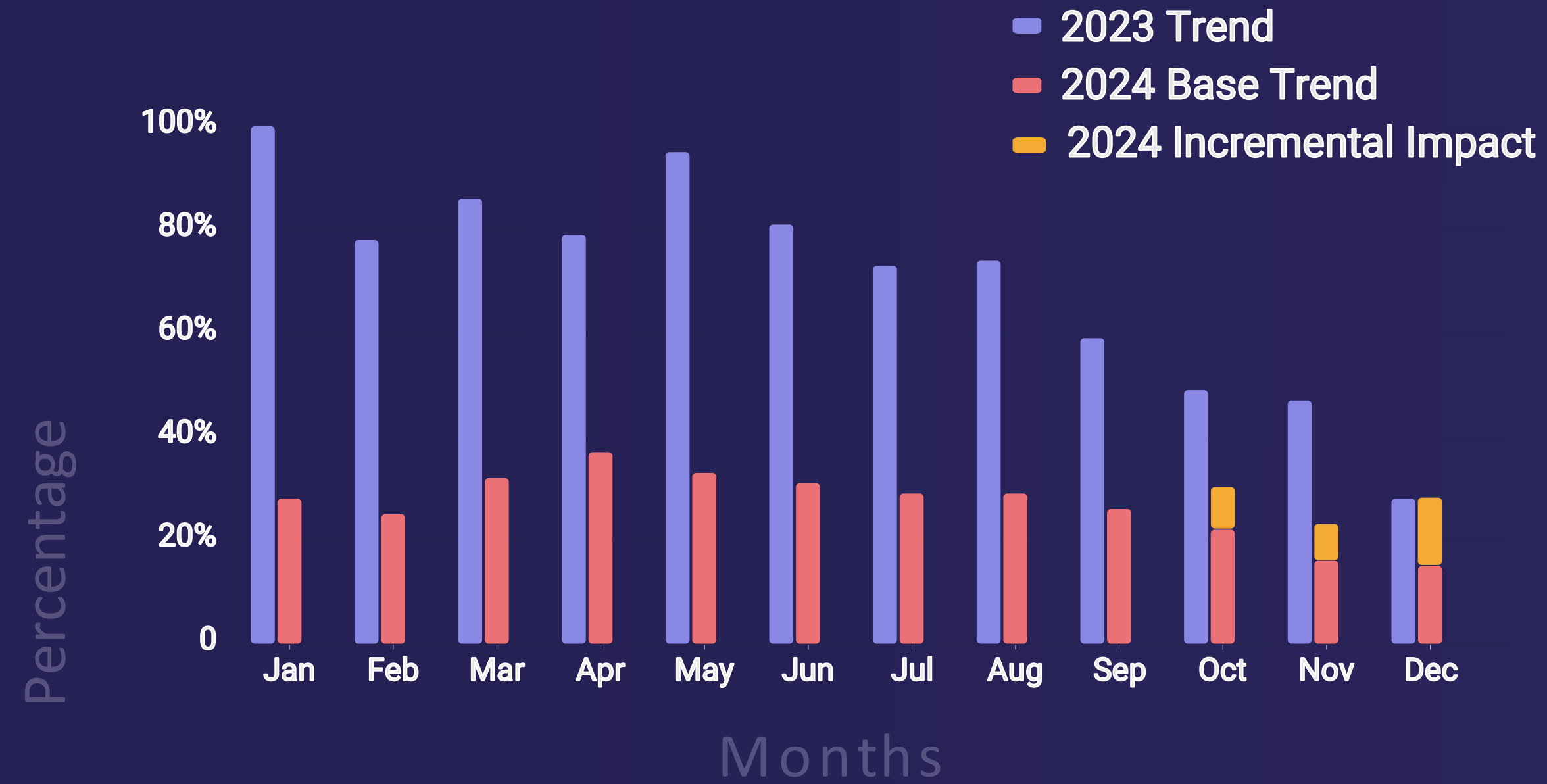
=

Higher EBITDA

+ Massive ROI

++ 27% of submissions are hands free

Comparison of '23 & '24 with Incremental Impact



ConverzAI helped drive incremental placements and buck the trend of declining volume

More money in the bank, faster!

Driving transformation with AI isn't easy. 3 critical ingredients for success.



Outcome based



Works @ Scale
Balancing Accuracy, Latency & Cost



Future Promise vs Real Delivery

Thank You

