

The Hidden Catalyst for Accelerating Staffing Firm Growth



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TerraFirma Marketing



ABOUT US

HI, I'M JAY MATTERN



A 32-year veteran of the staffing industry in all primary verticals



Co-founded a staffing firm that grew to nearly \$400M and recognized by SIA as the 35th largest US staffing firm



Named to SIA's Top 100 Most Influential Staffing professionals three times



Company was recognized four times on the INC 500/5000 list of fastest-growing private companies



Experience in both organic and acquisition growth

TERRAFIRMA MARKETING



At TerraFirma we provide simple, effective and manageable marketing solutions solely for the staffing industry, including:



Website development, design and support



Both company and employment brand consulting



Social media and content marketing



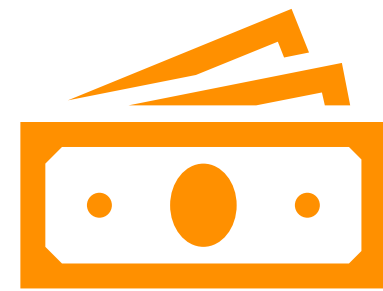
Lead generation



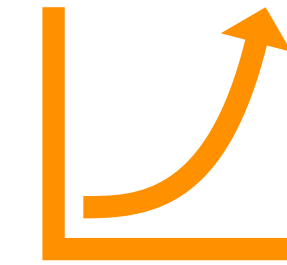
Marketing collateral

Introduction: The Staffing Industry Landscape

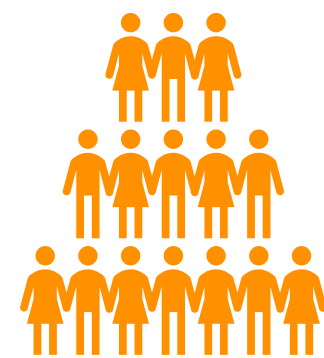
US Market Snapshot



\$200 billion
market



3 million
temporary/contract
employees assigned



25,000+
staffing agencies



industry
growth projections
for 2025 = 3%



THE HIDDEN CATALYST

The Growth Puzzle

Common Strategies Used by Staffing Firms

Technology adoption (artificial intelligence, automation)

Expanding service offerings

Geographic expansion

M&A activities





THE HIDDEN CATALYST

The Growth Puzzle

Why Some Firms Struggle

Commoditization of services

Difficulty in differentiation

High turnover rates (internal staff and placed talent)

Identifying growth vs scale challenges



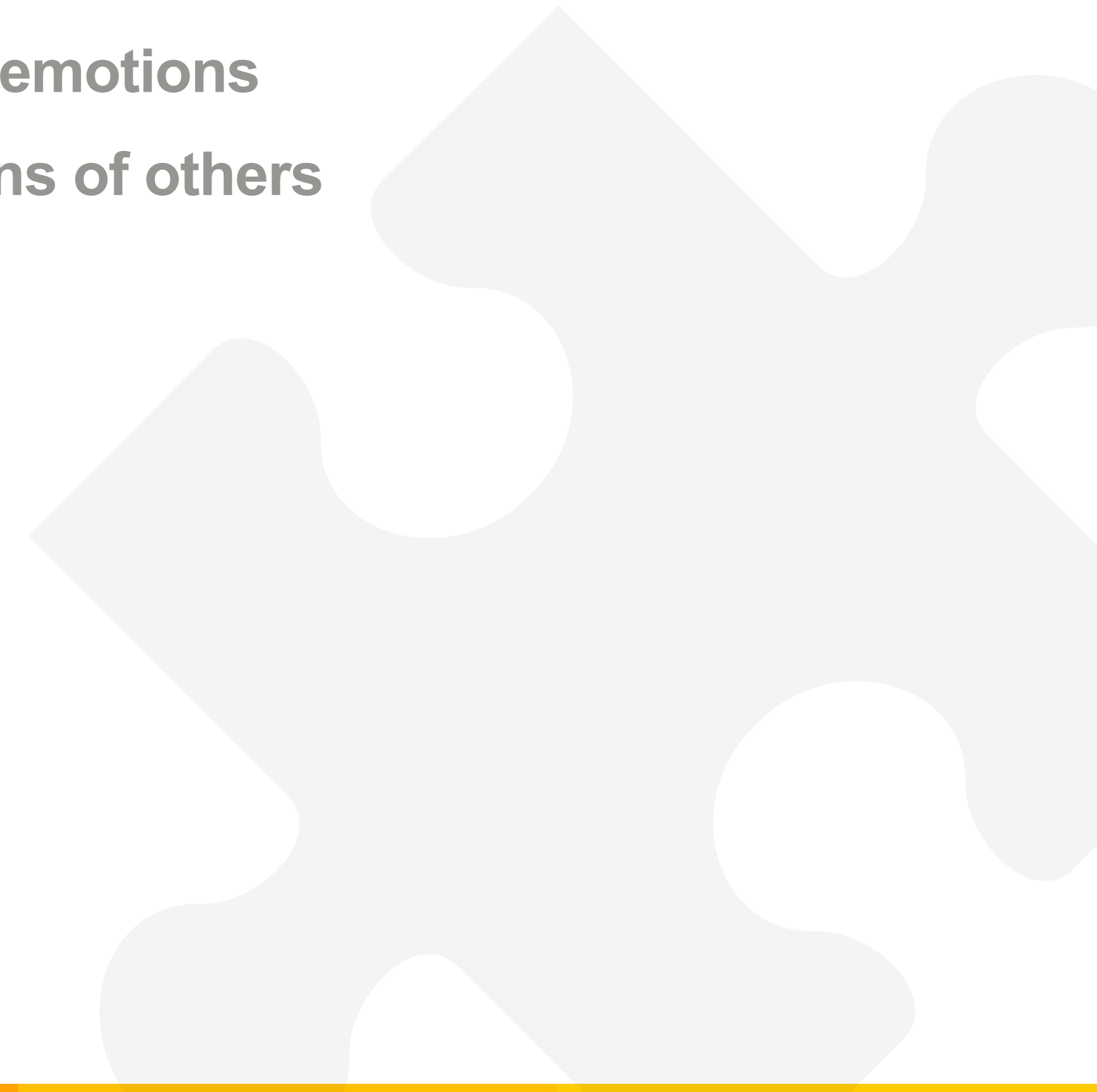
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The Missing Piece: Emotional Intelligence (EI)

Definition of EI

Recognize, understand, and manage your own emotions

Recognize, understand, and influence the emotions of others



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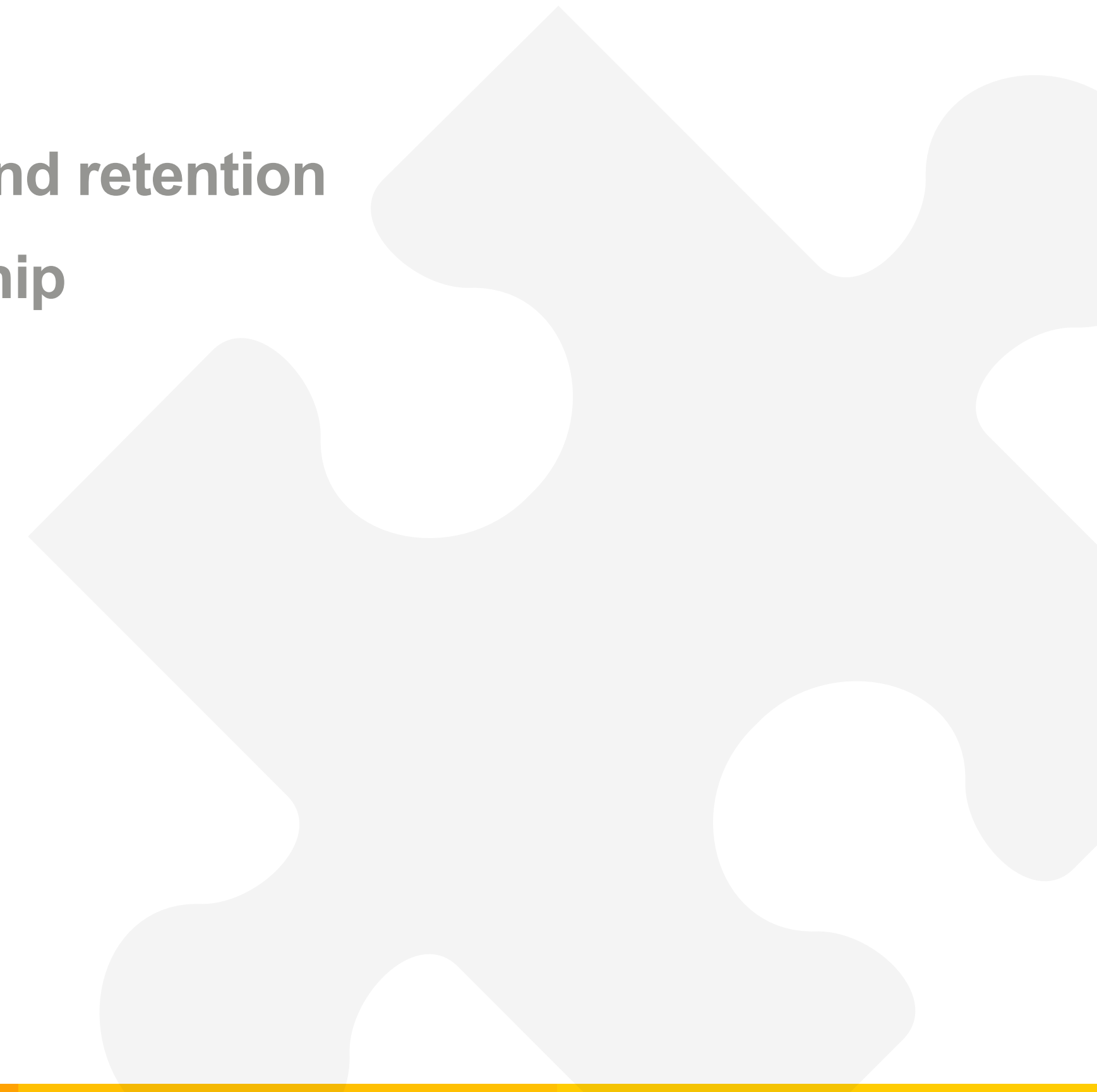
The Missing Piece: Emotional Intelligence (EI)

Why EI Matters in Staffing

People-centric nature of the business

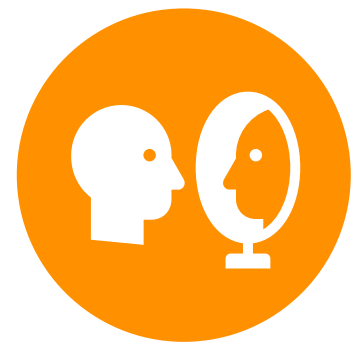
Strengthens relationships in sales, recruitment, and retention

Enhances decision-making and leadership



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The Four Pillars of EI



Self-Awareness

Recognize your emotions,
strengths,
and weaknesses

Understand how they
impact interactions



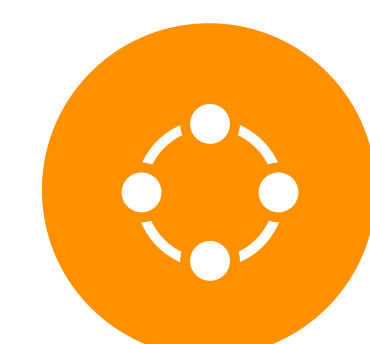
Self-Management

Control impulsive feelings
and adapt to changing
circumstances



Social Awareness

Understand others'
emotions and concerns
Pick up on emotional cues

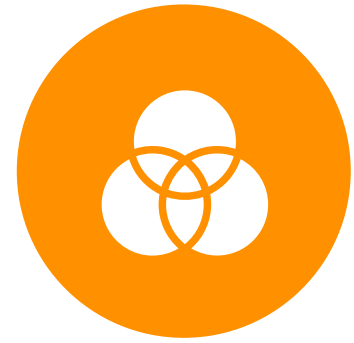


Relationship Management

Build trust and manage
conflict effectively
Inspire and influence
others

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EI's Impact on Key Business Areas



Client Relationships

Build trust and long-term partnerships

Navigate difficult conversations



Candidate Experience

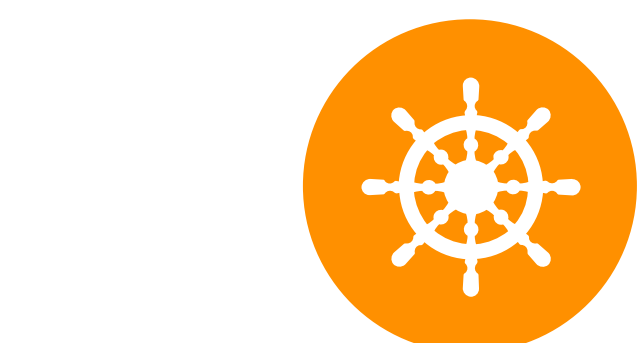
Enhance quality of interactions

Improve placement success and longevity



Team Performance

Foster collaboration and reduce turnover



Leadership Effectiveness

Make better decisions under pressure

Inspire and motivate teams

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Implementing EI in Your Firm



Assessment

- ✓ Measure EI levels in leadership and teams
- ✓ Identify strengths and areas for growth

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Implementing EI in Your Firm



Training Programs

- ✓ Workshops and coaching to develop EI skills
- ✓ Reinforce through practice opportunities

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Implementing EI in Your Firm



Hiring & Promotion

- ✓ Prioritize EI in recruitment and career advancement

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Call to Action: Take the Lead in EI

Next Steps

Conduct an EI assessment

Develop an EI training program

Integrate EI into hiring and promotion processes



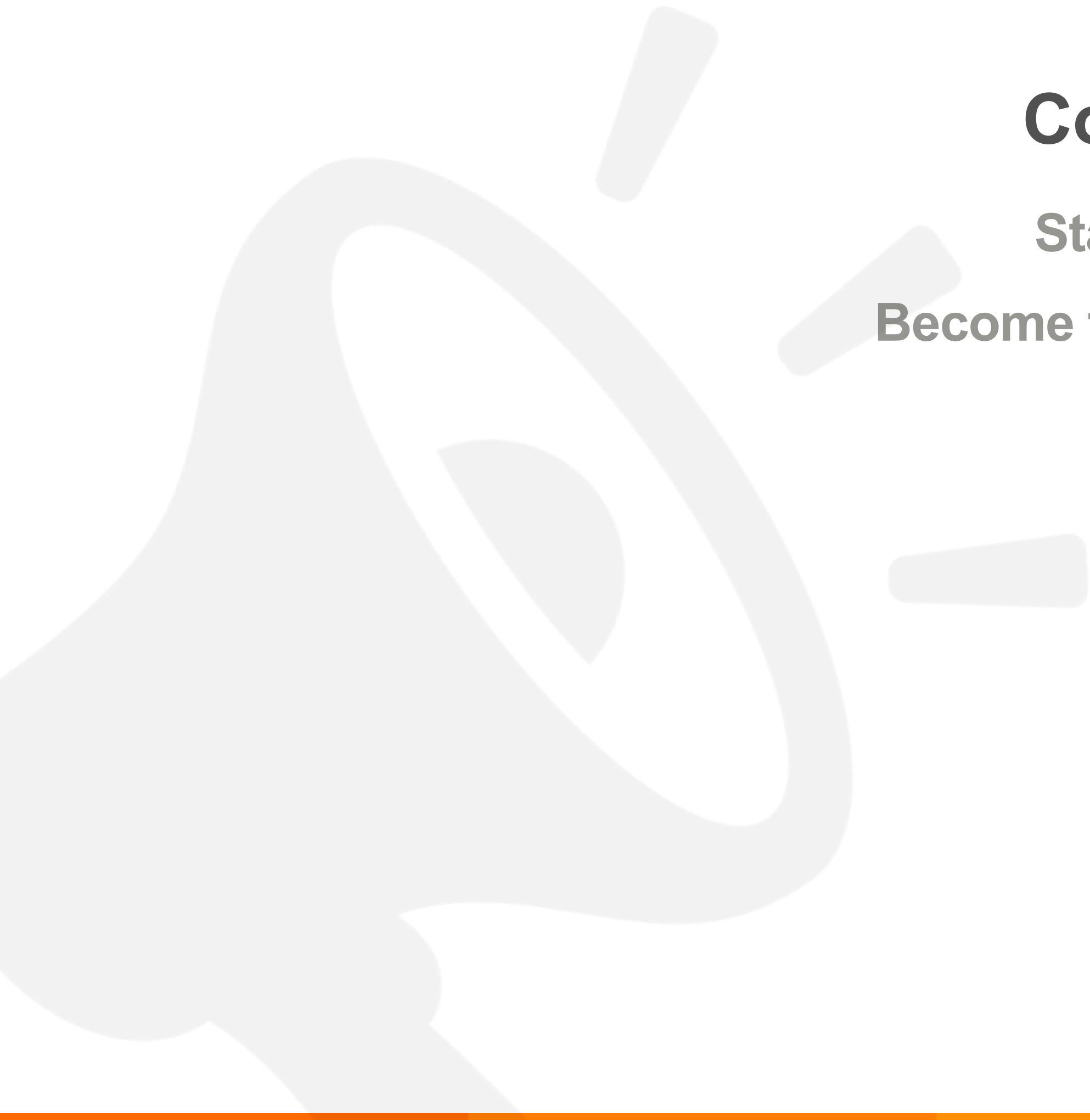
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Call to Action: Take the Lead in EI

Competitive Advantage

Stand out in a crowded market

Become the employer and partner of choice



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Conclusion

Recap



EI is the hidden growth driver

Transform staffing with EI-focused leadership

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Conclusion

Vision



Imagine a future led by emotionally intelligent firms

"Lead the charge. Redefine the industry."



Q & A



TERRAFIRMA

MARKETING SOLUTIONS
FOR THE STAFFING INDUSTRY



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