



5 trends that will outlast COVID-19 and accelerate your 2021 recovery

Presented by:

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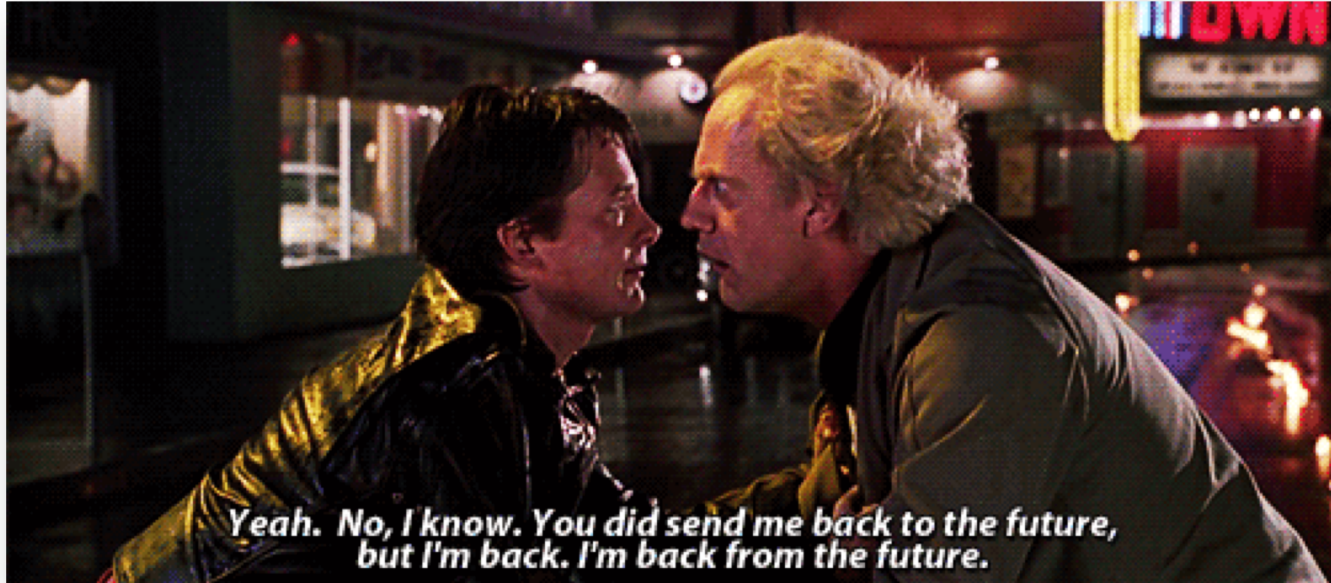
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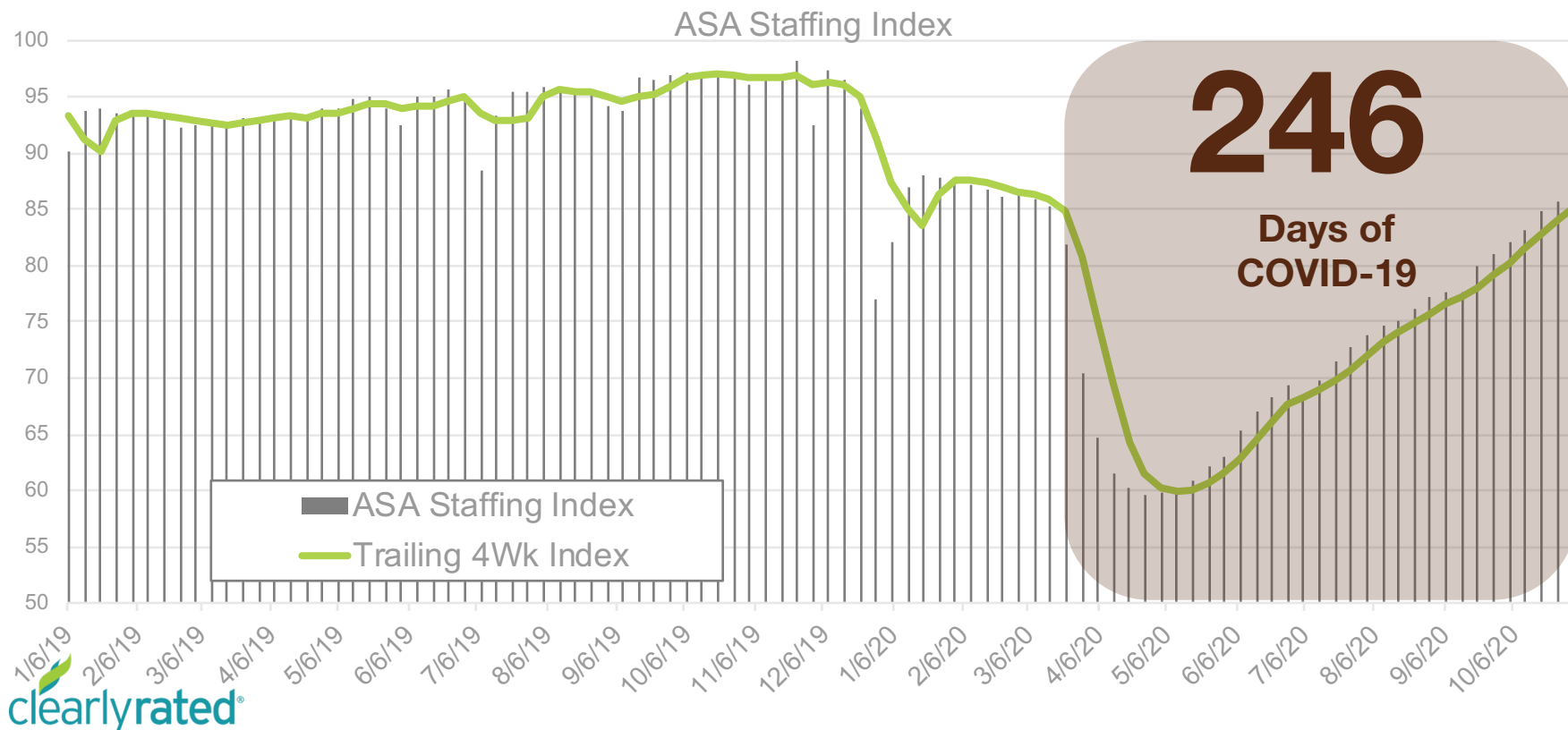


Saying Goodbye to 2020

What does the future hold?

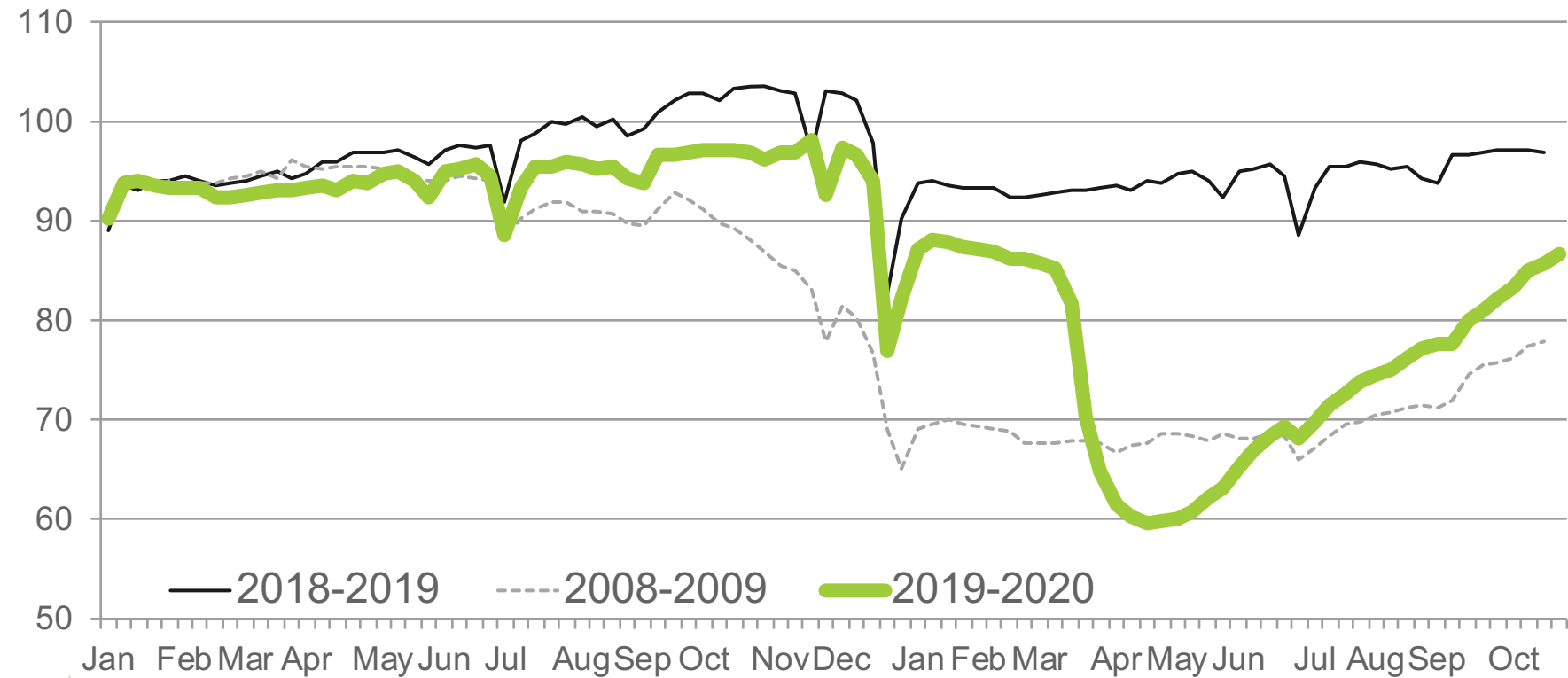


An industry in recovery

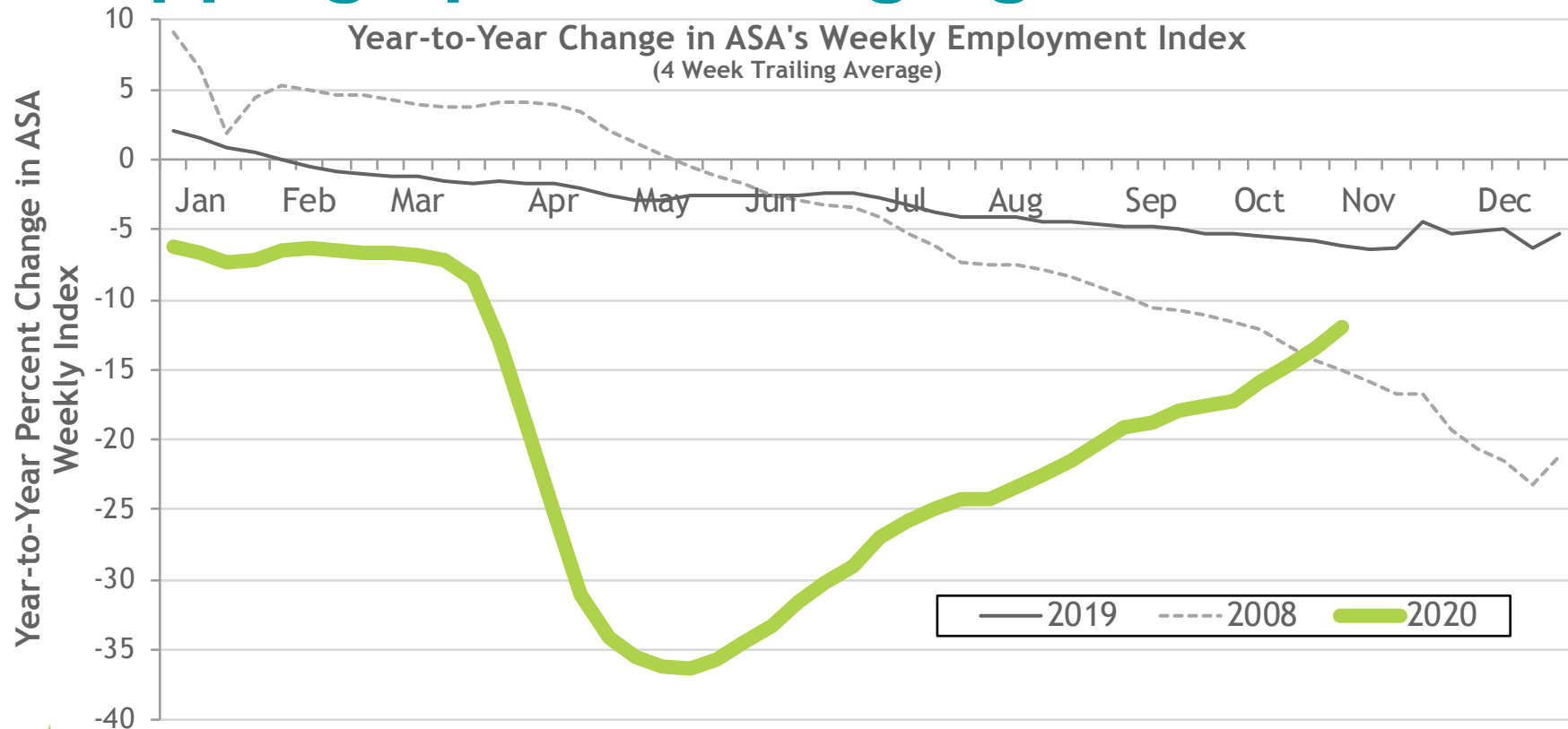


SOURCE: American Staffing Association Weekly Staffing Index

Recovery steady, but slow

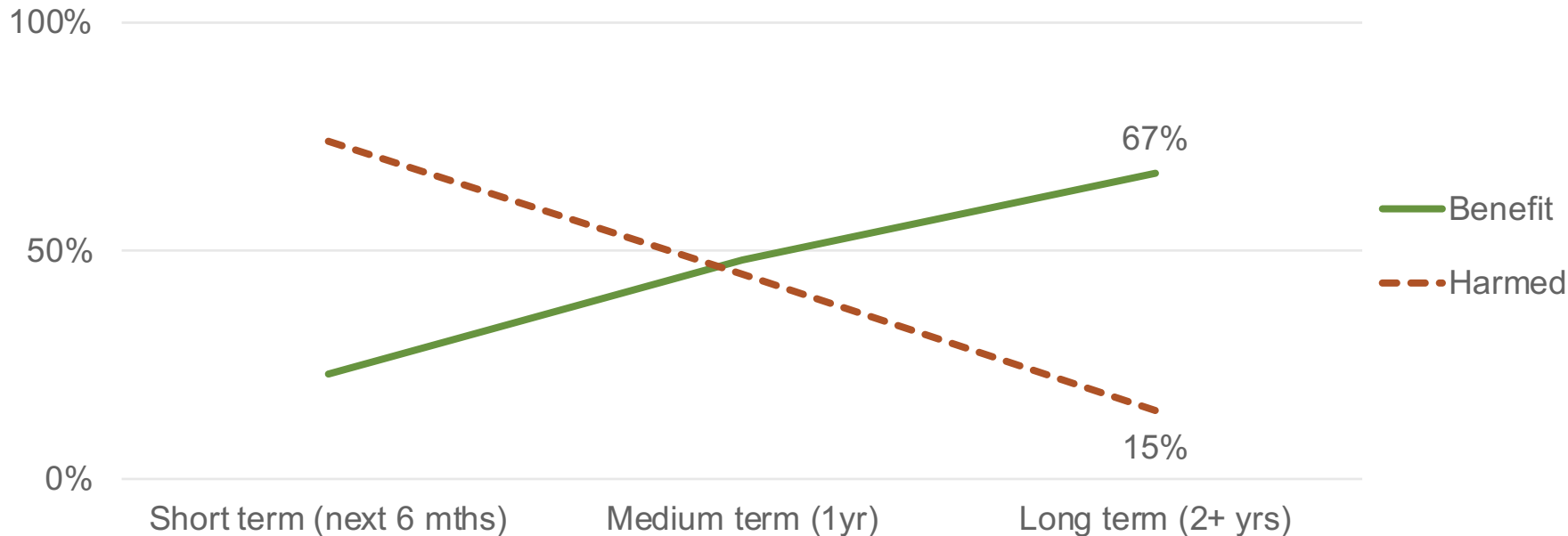


Wrapping up a challenging 2020



There are long-term benefits for staffing

Short- and Long-Term Impacts of COVID-19 On Staffing Industry



5 Staffing Trends For This Decade

- 1) Flexibility wins the day
- 2) Consumerization of staffing
- 3) Buying process complexity
- 4) Service proof required
- 5) Real D&I progress made

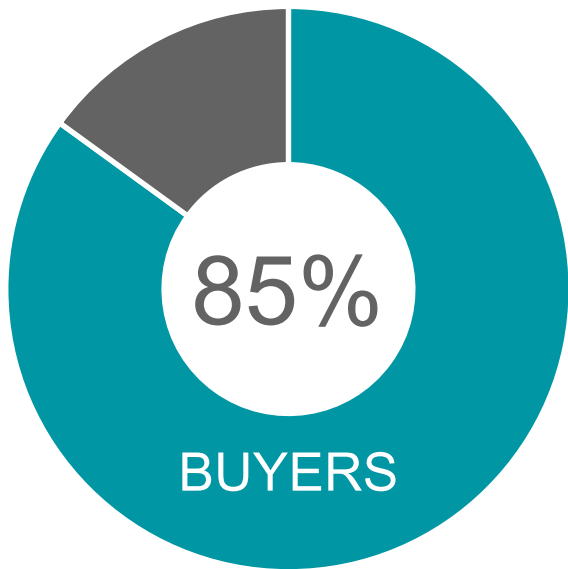


1) Flexibility wins the day

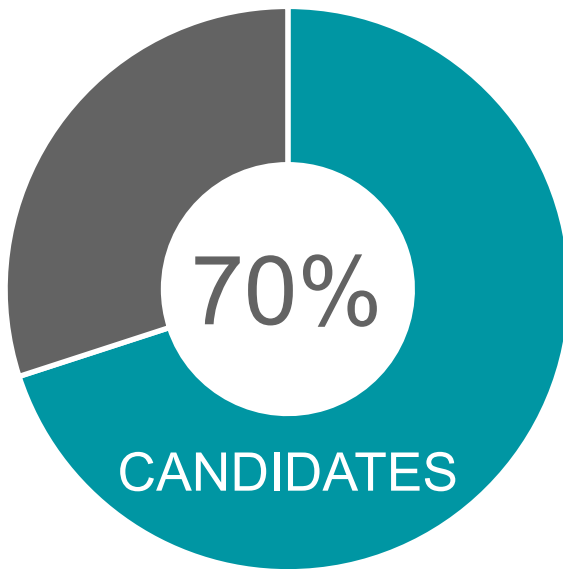
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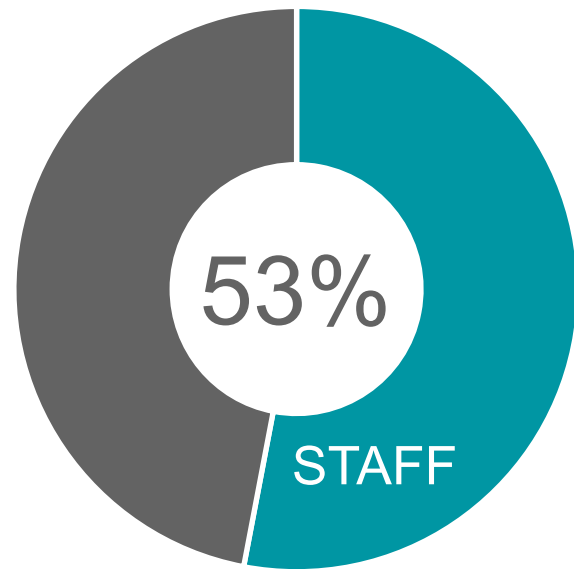
Flexibility wins the day across stakeholders



believe staffing firms offer
them more flexibility



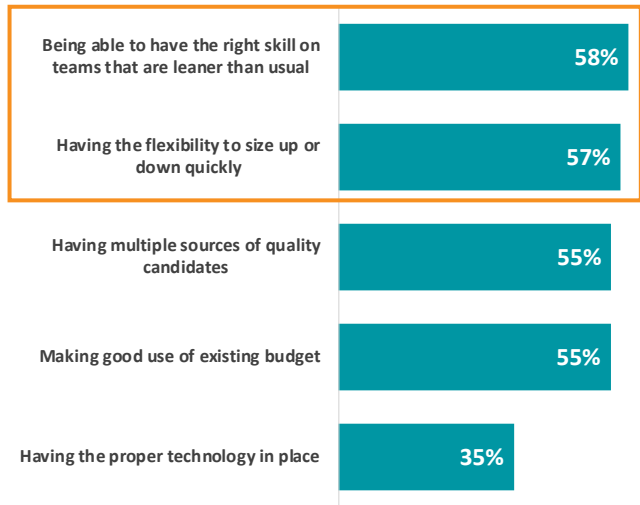
believe temporary assignments
offer more flexibility



of Promoters say their firm
offers them flexibility

Clients see staffing flexibility as essential

In times of economic uncertainty - biggest concerns regarding hiring

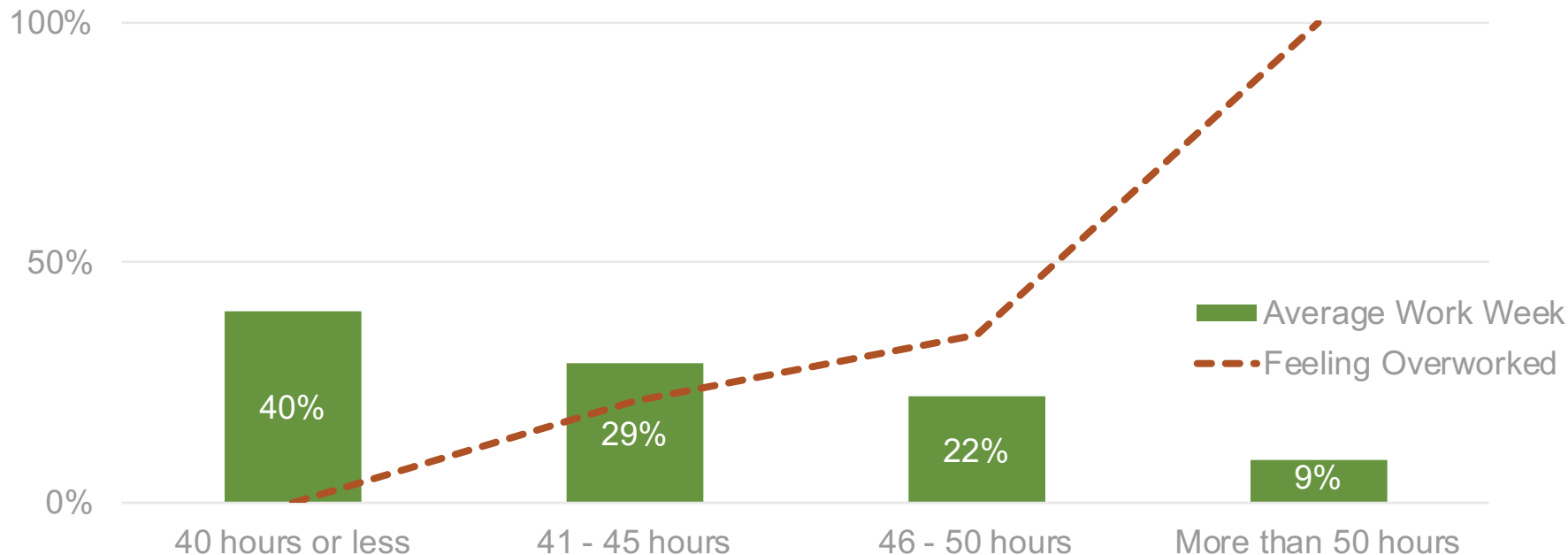


% Agree - Statements regarding role of staffing firms in economic downturns & recoveries

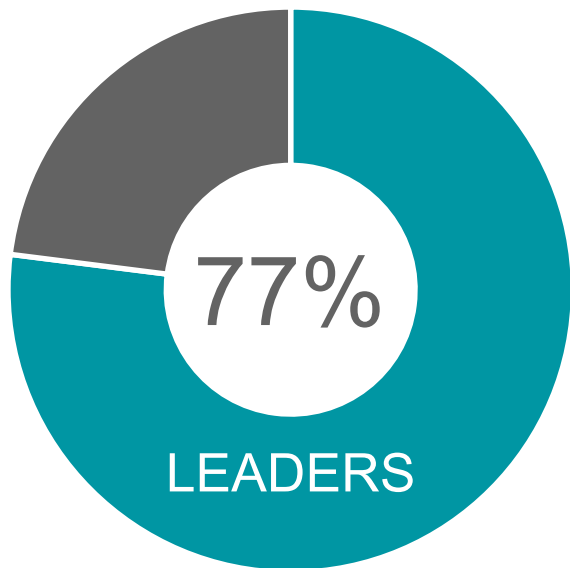


The current workload on staff is taxing

Impact of Average Work Week on Staffing Field Employees

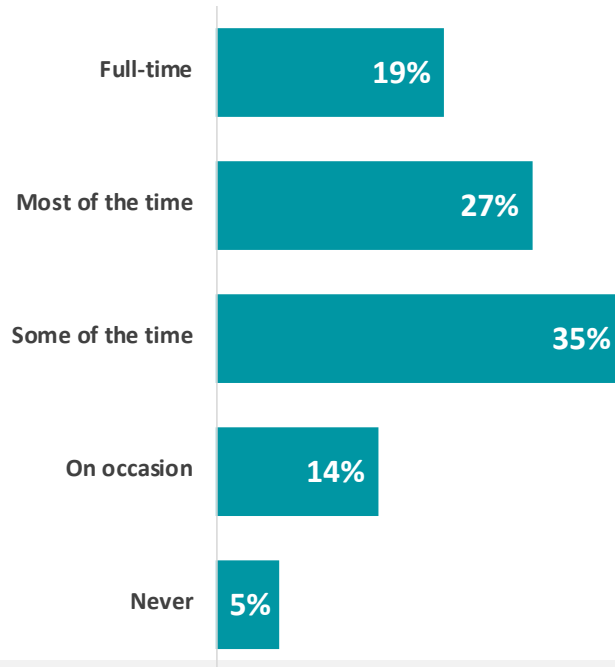


Remote is ultimate in schedule flexibility



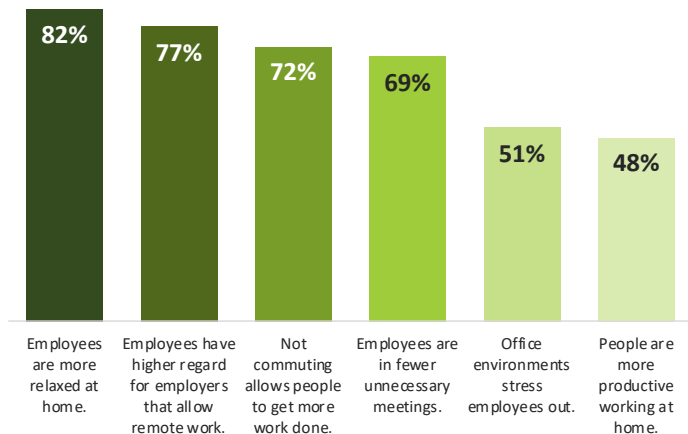
say they will allow employees to work remote more often

Given the option, level of remote work internal employees would prefer

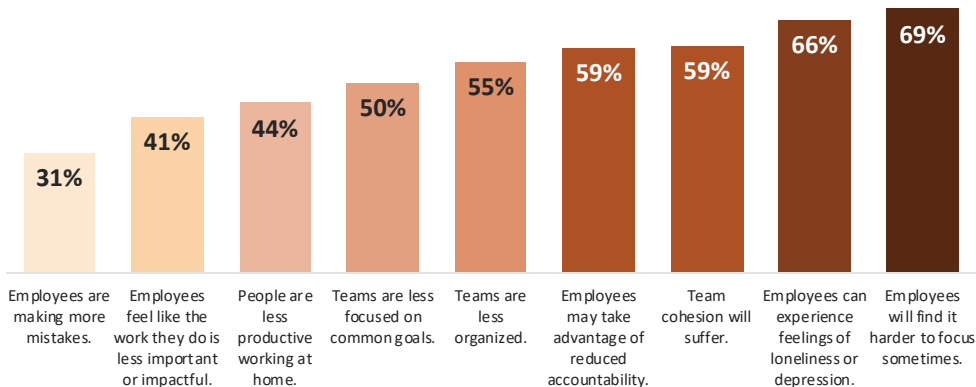


What leaders think of remote work

Upsides of remote work

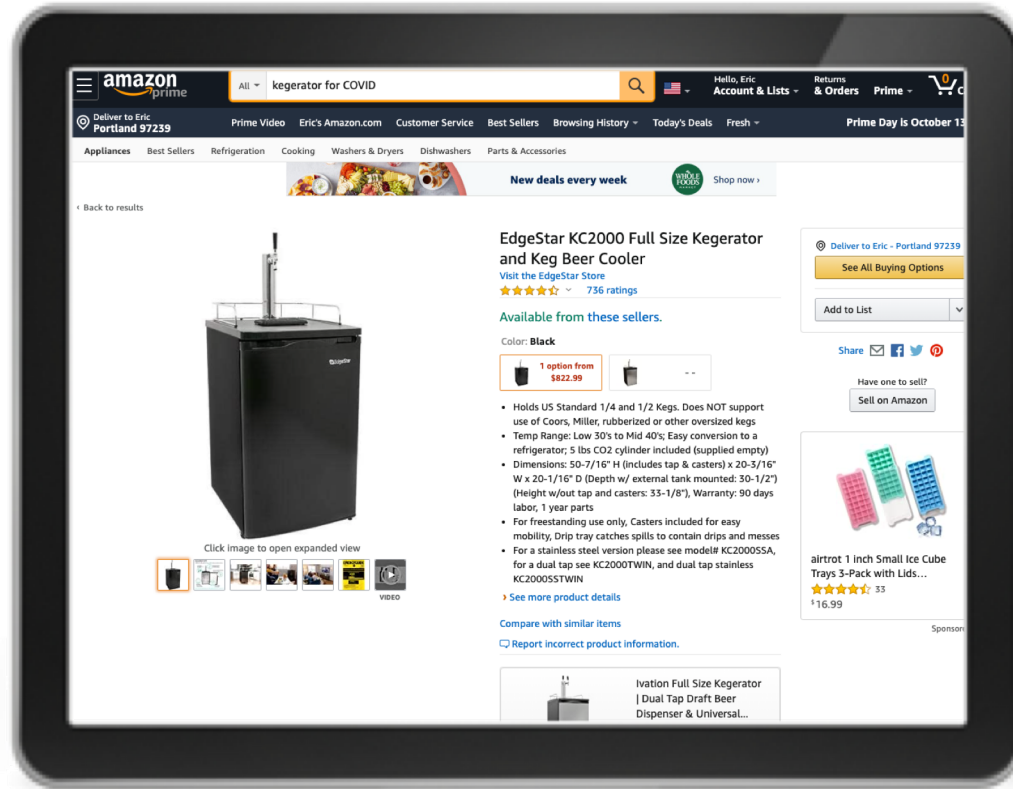


Downsides of remote work



SOURCE: ClearlyRated, CareerBuilder, ASA—2020

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Always on and frictionless is the goal

Online Retail % of
Total Retail

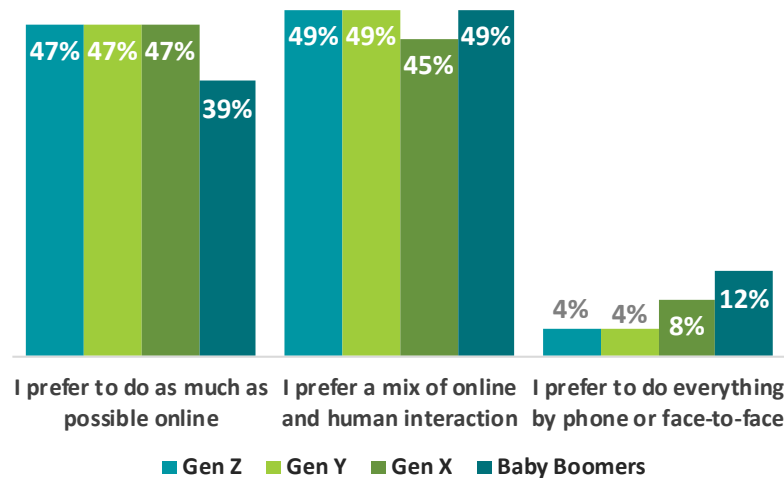
11.2%
2019

.6%
2000

- 1) Online and on your phone
- 2) Expectation of seamless experience online and off
- 3) Always on service
- 4) Experience still matters - a lot

93% of
candidates prefer
some aspects of
their job search
to be online

Which of the following options best describes your preference in a job search?



SOURCE: ClearlyRated & ASA; 2020 Job Candidate Sentiment Study

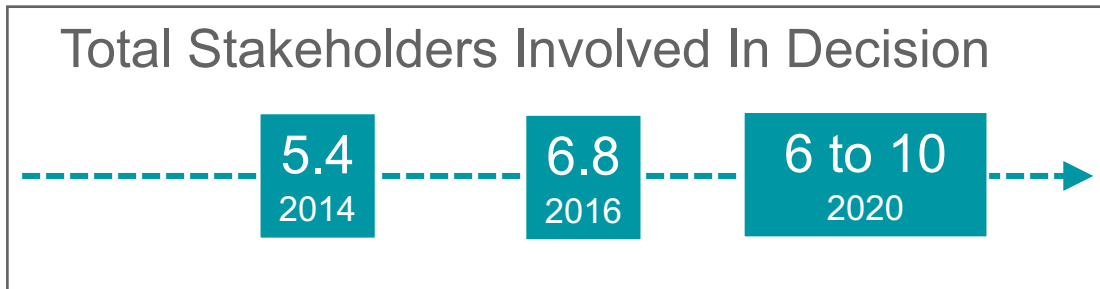
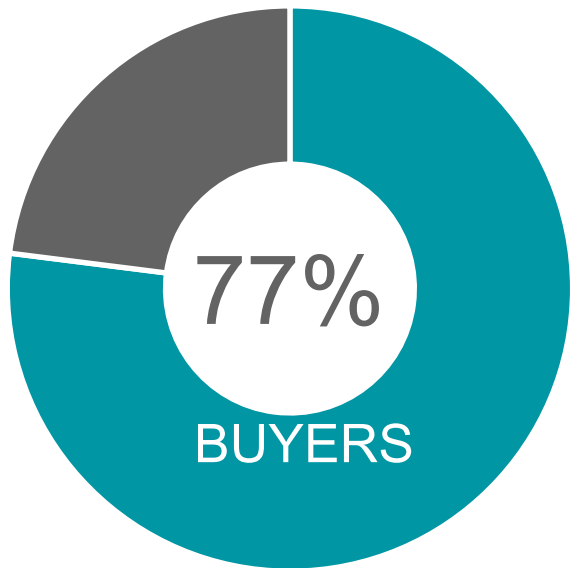
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Illustrative



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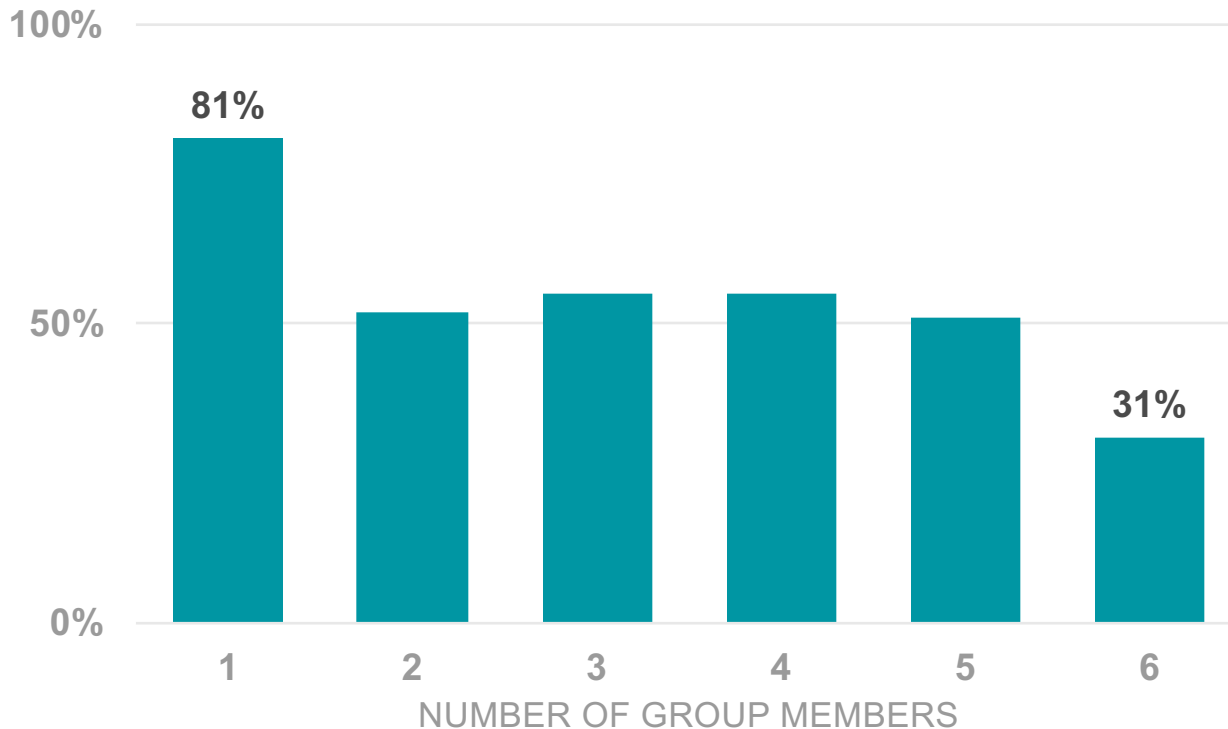
More buyers means more complexity



Say latest B2B purchase was
very complex or difficult

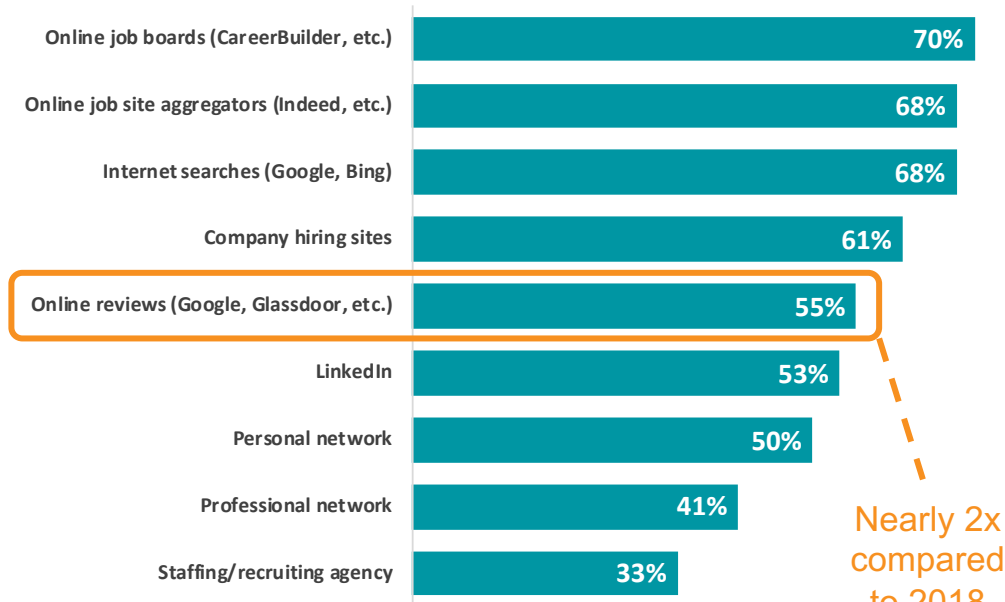
Selling to the client not in the room

Likelihood of purchase drops sharply as the number of decision makers increases



The average job
seeker uses **6.4**
resources as part
of their job search

Which of the following resources did you use during your most recent job search?

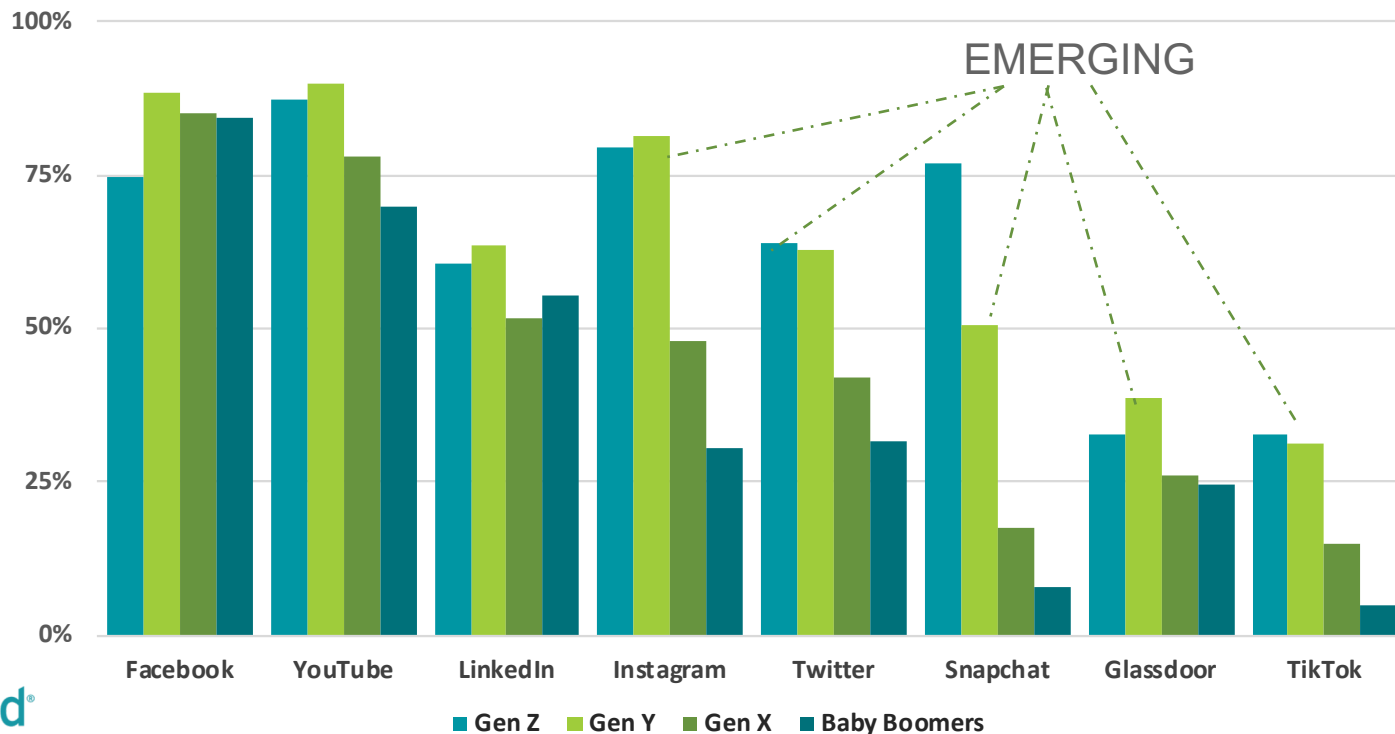


Nearly 2x
compared
to 2018

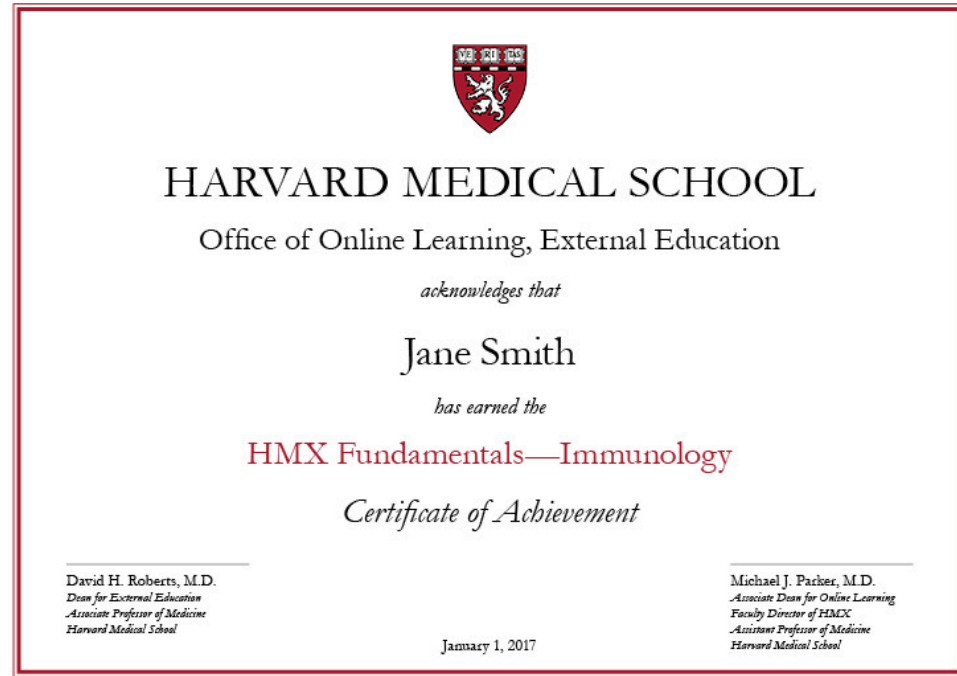
SOURCE: ClearlyRated & ASA; 2020 Job Candidate Sentiment Study

Communicate where your talent lives

Which of the following social media sites have you used in the past two weeks, either personally or professionally?



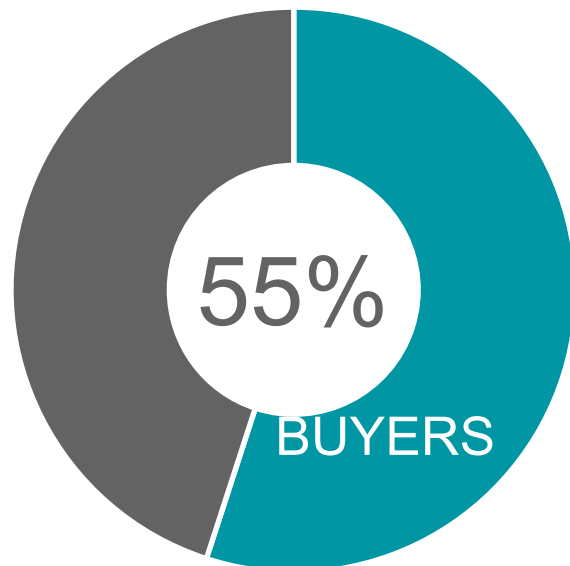
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The disconnect between firms and clients



Say they differentiate
on service



Say staffing firms are
mostly the same

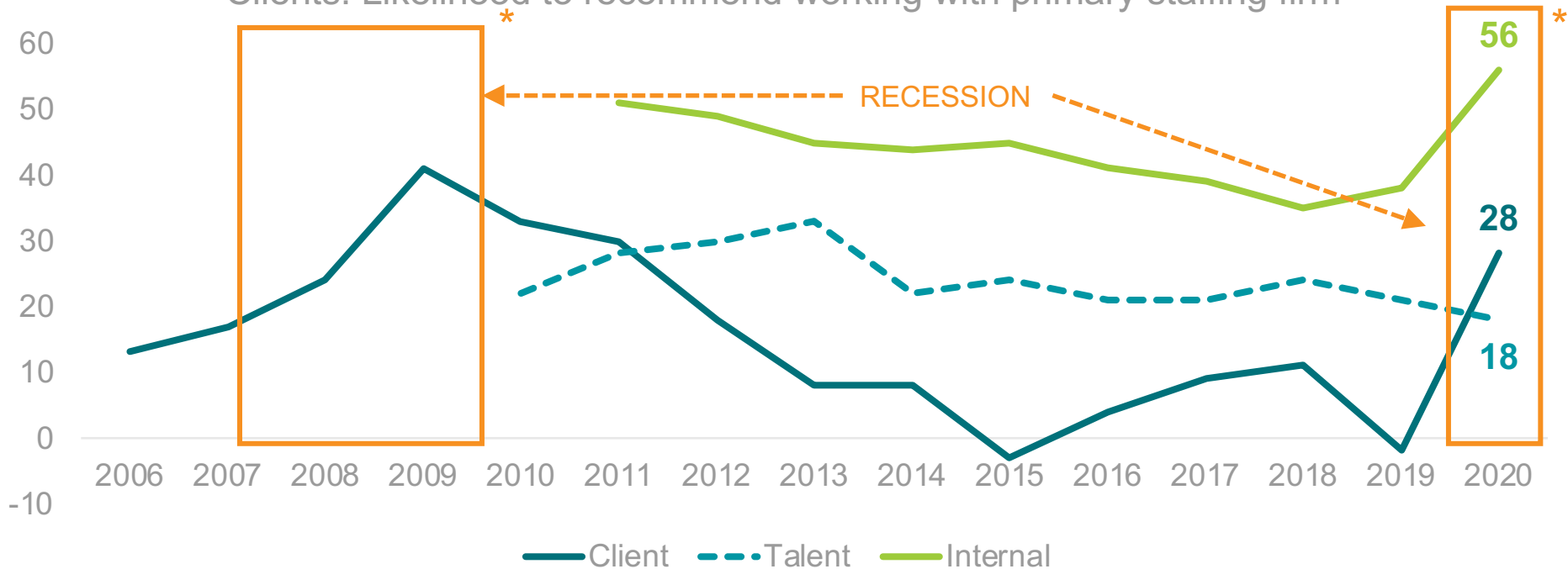
The disconnect between firms and clients



Measure the client and talent experience.
Build online reputation.
Differentiate on service quality.

Experience scores rise in recession

Clients: Likelihood to recommend working with primary staffing firm



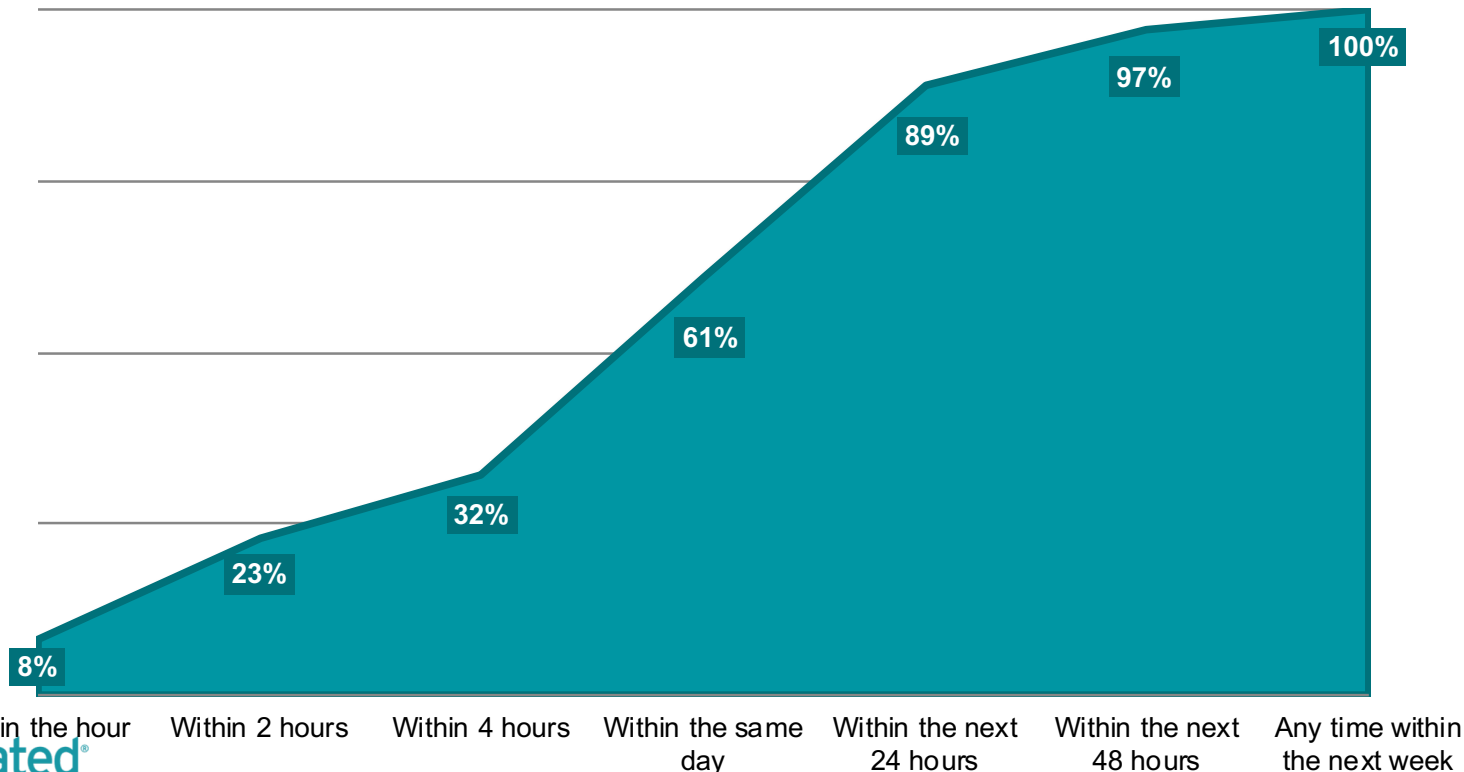
SOURCE: ClearlyRated, CareerBuilder, ASA—2020



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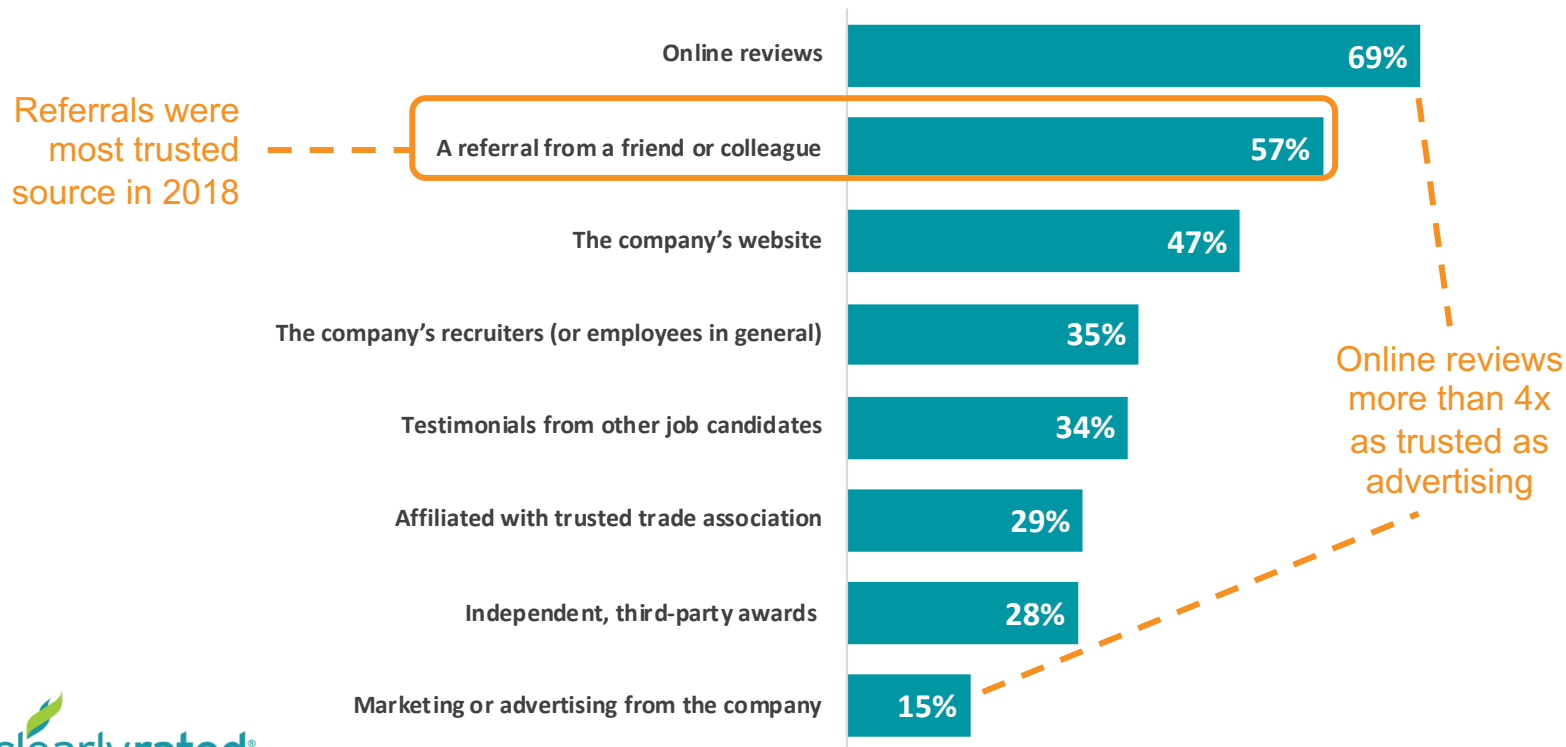
Response within 24 hours is key

Expected response time on email or voicemail



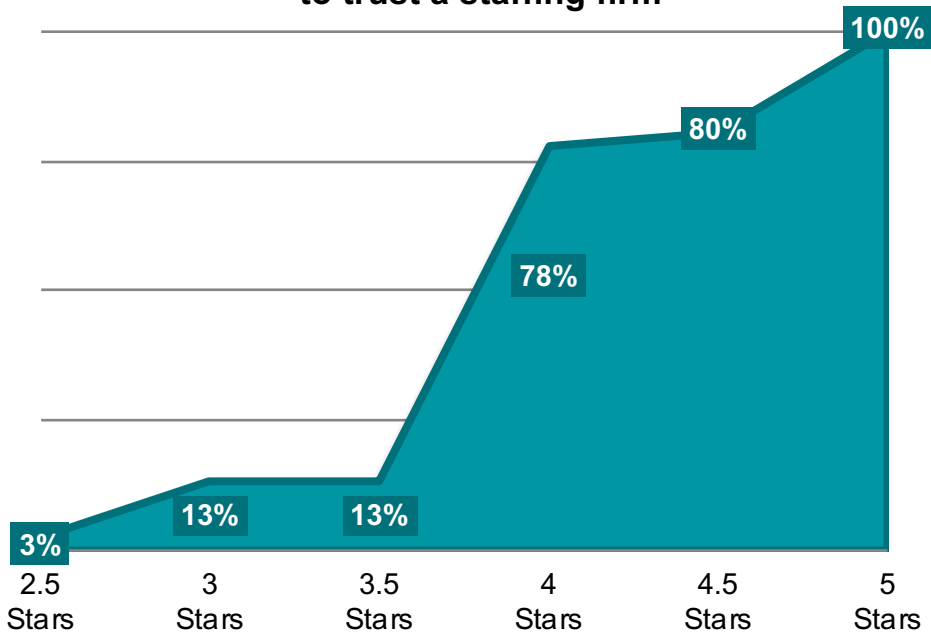
Online reviews most trusted resource

When determining the quality of a staffing/recruiting agency you might consider working with, which of the following would you trust as sources of information?

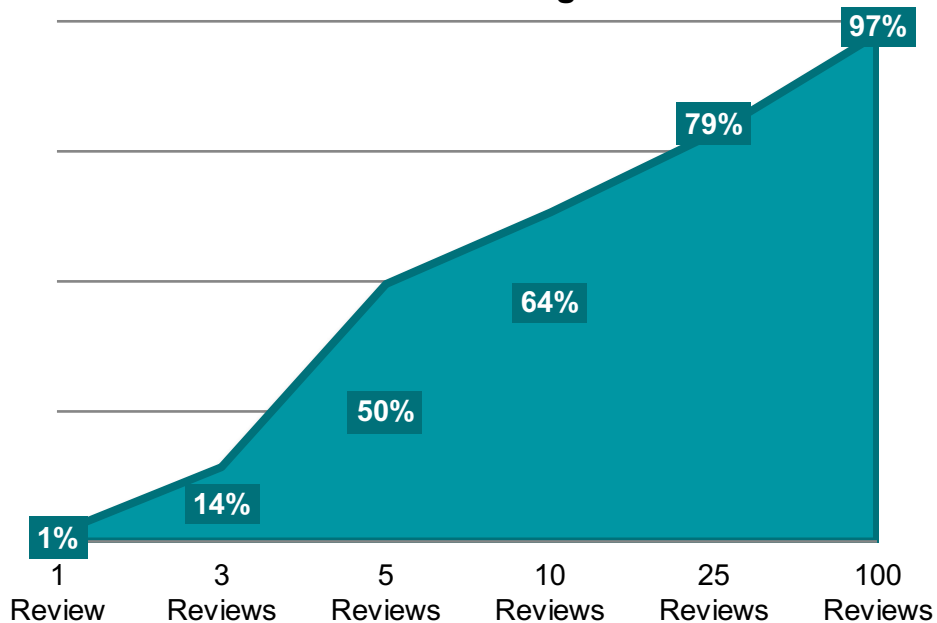


Quality + quantity key to building trust

Minimum star rating (out of 5) on review site to trust a staffing firm



Minimum number of ratings on review site to trust a staffing firm



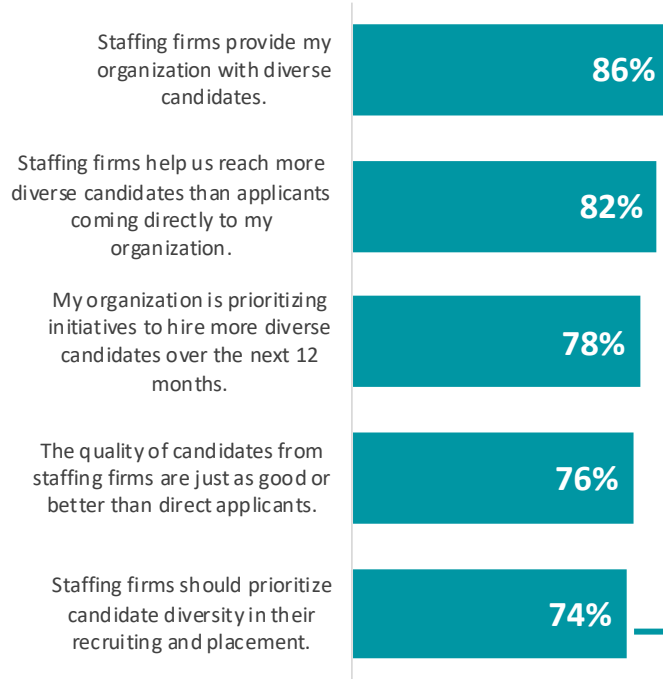
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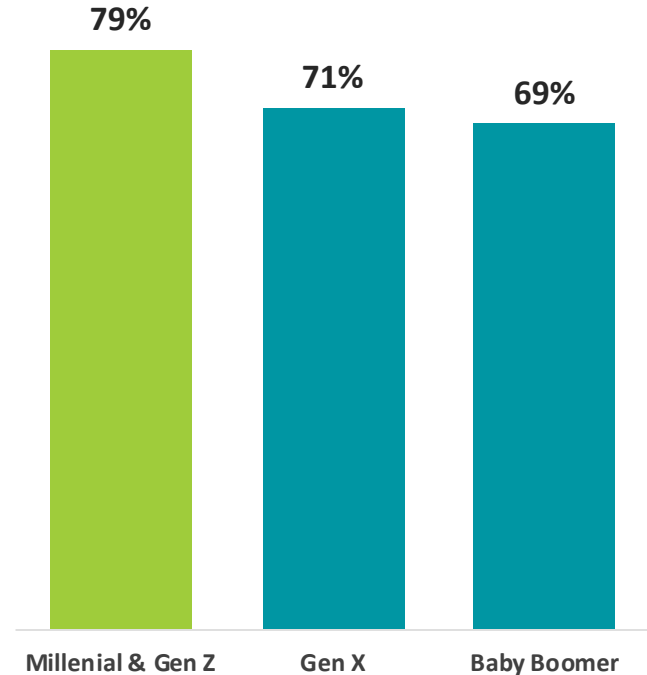


Clients are prioritizing diversity hiring

% of managers that agree with the following regarding their hiring, and diversity, equity, and inclusion

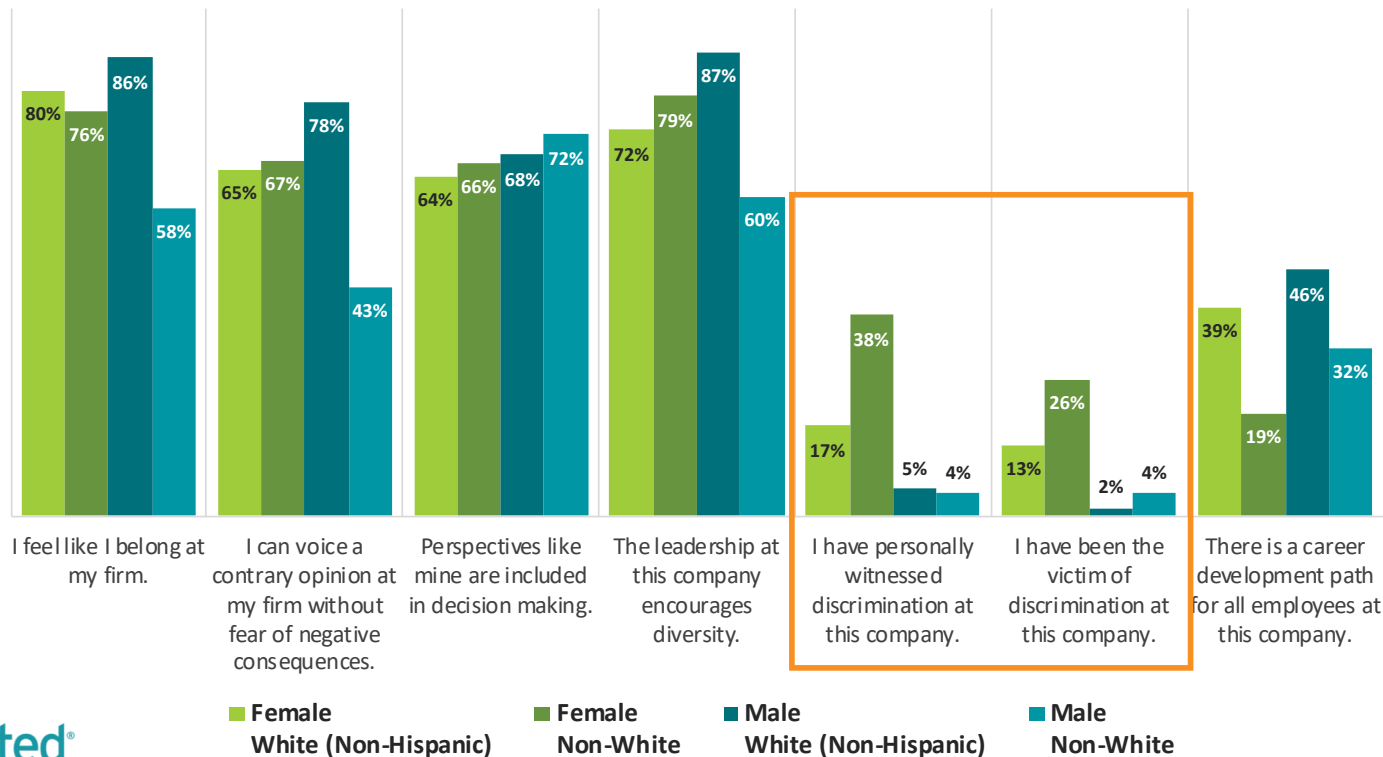


% that agree - Staffing firms should prioritize candidate diversity in their recruiting and placement.



Many men are blind to discrimination

Percent that agree with the following statements



Diversity at the top starts much further down the ladder

3x

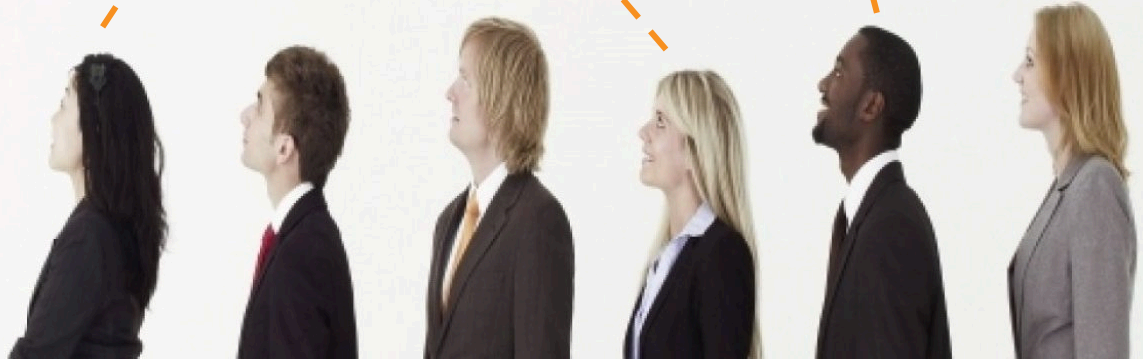
As likely to experience discrimination at the firm.

2x

As likely to be a detractor of their firm

HALF

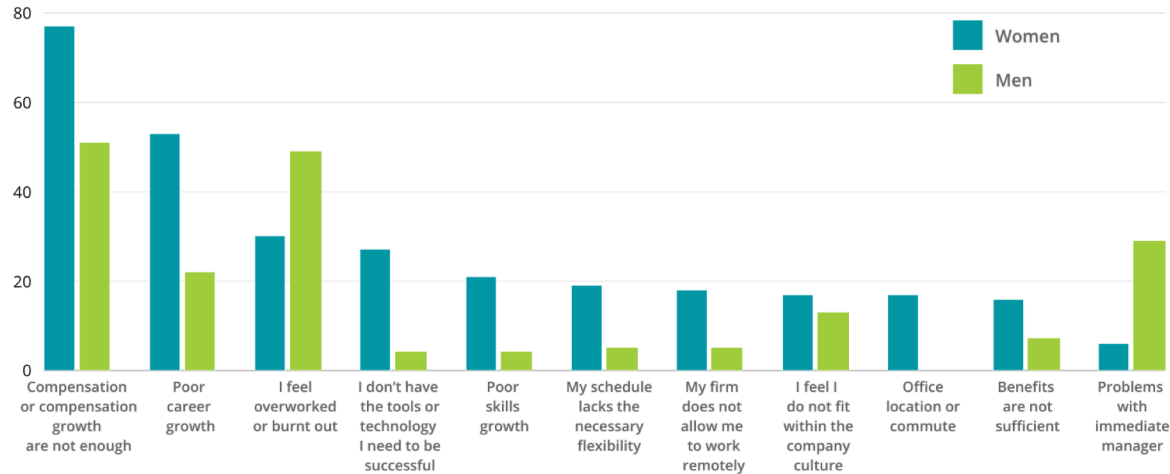
As likely to be committed to this industry long-term



Flexible scheduling, remote work, resources, upskilling opportunities may help retain women and BIPOC

Openness to Exploring Other Options in Staffing by Gender

What about your current situation makes you open to exploring other employers in the staffing industry?



SOURCE: ClearlyRated & CareerBuilder, 2020 State of the Staffing Professional Study

Final Thoughts 2020 Needs Heroes



Questions?



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