



WEBINARS

CONTINGENT WORKFORCE
STRATEGIES COUNCIL



How To Recruit Top Talent During COVID

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WEBINARS

CONTINGENT WORKFORCE STRATEGIES COUNCIL



Speakers:



▪ **Dawn McCartney**, CCWP & SOW Mgmt Expert, VP, Contingent Workforce Strategies Council, SIA



▪ **Kris Kaslow**, Vice President - Recruiting Lead - Pacific Markets, US Operations, Kelly



▪ **Dan Turner**, Vice President, Global Talent Solutions - Recruiting and Sourcing, Kelly

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Staffing Industry Analysts Product Overview



	Products & Services for Suppliers	Products & Services for Buyers
<i>Research & Advisory</i>		
<i>Events</i>		
<i>Editorial</i>		
<i>Certification & Training</i>		

CWS Council (partial list)



Annual Workforce Solutions Manager Survey

Open until Friday, July 24



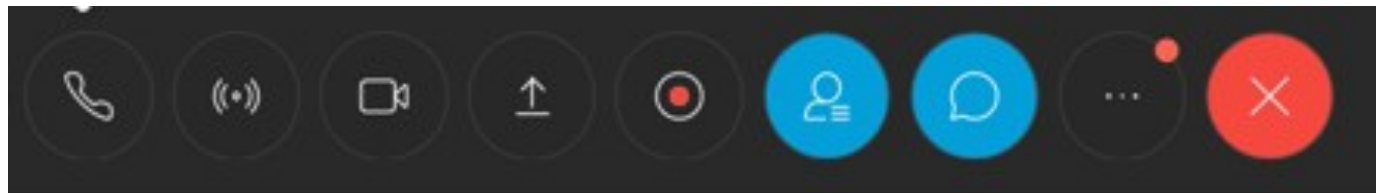
[Click here to participate now https://lnkd.in/g98e3Kq](https://lnkd.in/g98e3Kq)

The graphic features the SIA logo in the top left corner. The main text reads: 'Participate in SIA's annual *Contingent Workforce Solutions Manager Survey* and receive **2 free reports!**'. To the right of the text is a hand with a finger pointing at a vertical stack of five white checkboxes. The second checkbox from the top is checked with a red checkmark, and a bright light effect emanates from the point where the finger touches it.

Get instant access to **TWO** proprietary reports and a summary of the survey findings.

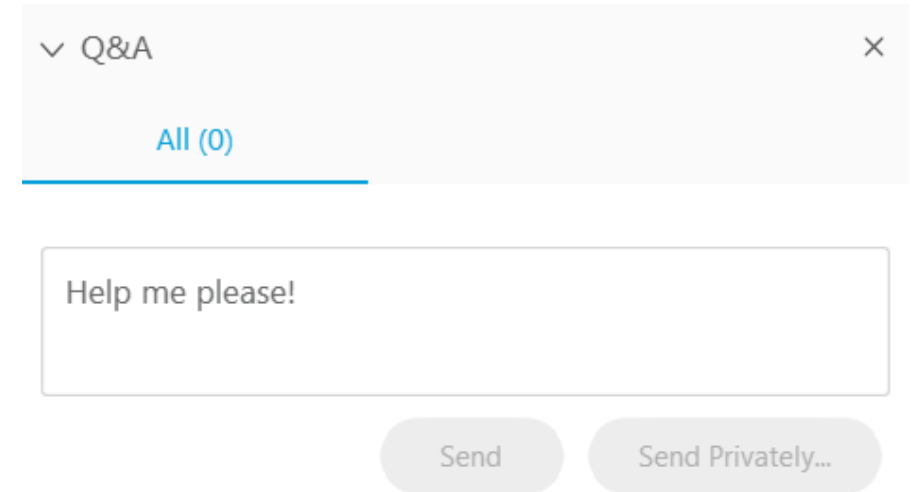
Audio

- **Listen through your computer** by turning on your speakers after you log into the event. Sound will be coming through the audio icon (below left).
- **DO NOT** close this audio broadcast box.
- Use the **sound bar** on the audio broadcast box to **adjust the volume**.
- **Need assistance?** Please let us know in the Q&A section.



Questions?

- Questions may be submitted at any time.
- Click on the **Question Mark section** to open the Q&A window.
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A screenshot of a Q&A interface. At the top, there is a header with a dropdown arrow, the text "Q&A", and a close button (X). Below the header, the text "All (0)" is displayed. A large text input field contains the text "Help me please!". At the bottom right of the input field, there are two buttons: "Send" and "Send Privately...".



> OPENINGS FOR JOB SEEKERS

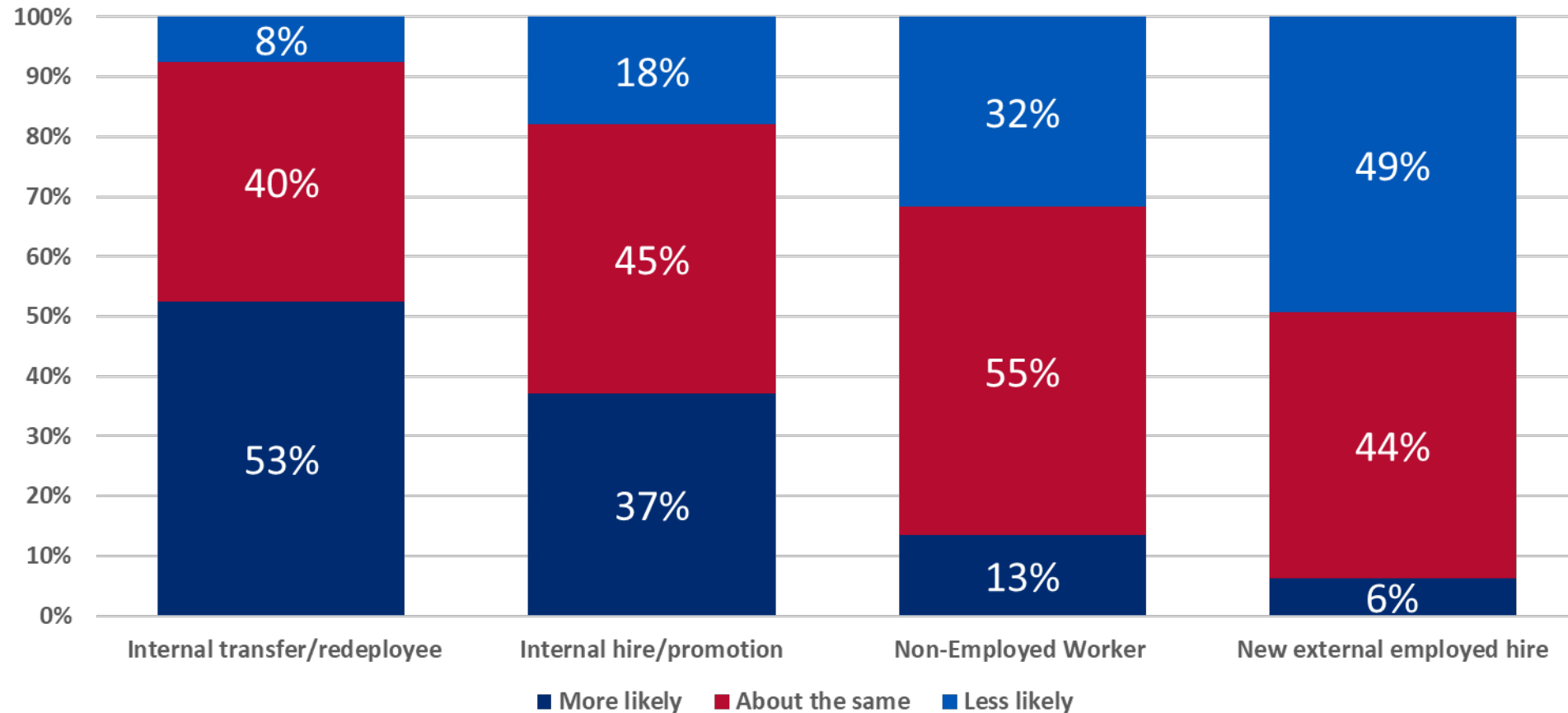
- > PUBLIC HEALTH**
- > HEALTH EDUCATION**
- > TECHNOLOGY**
- > DELIVERY SERVICES**
- > VIRTUAL EDUCATION**

SOURCE: LINKEDIN

AND OTHERS

Organization Intentions

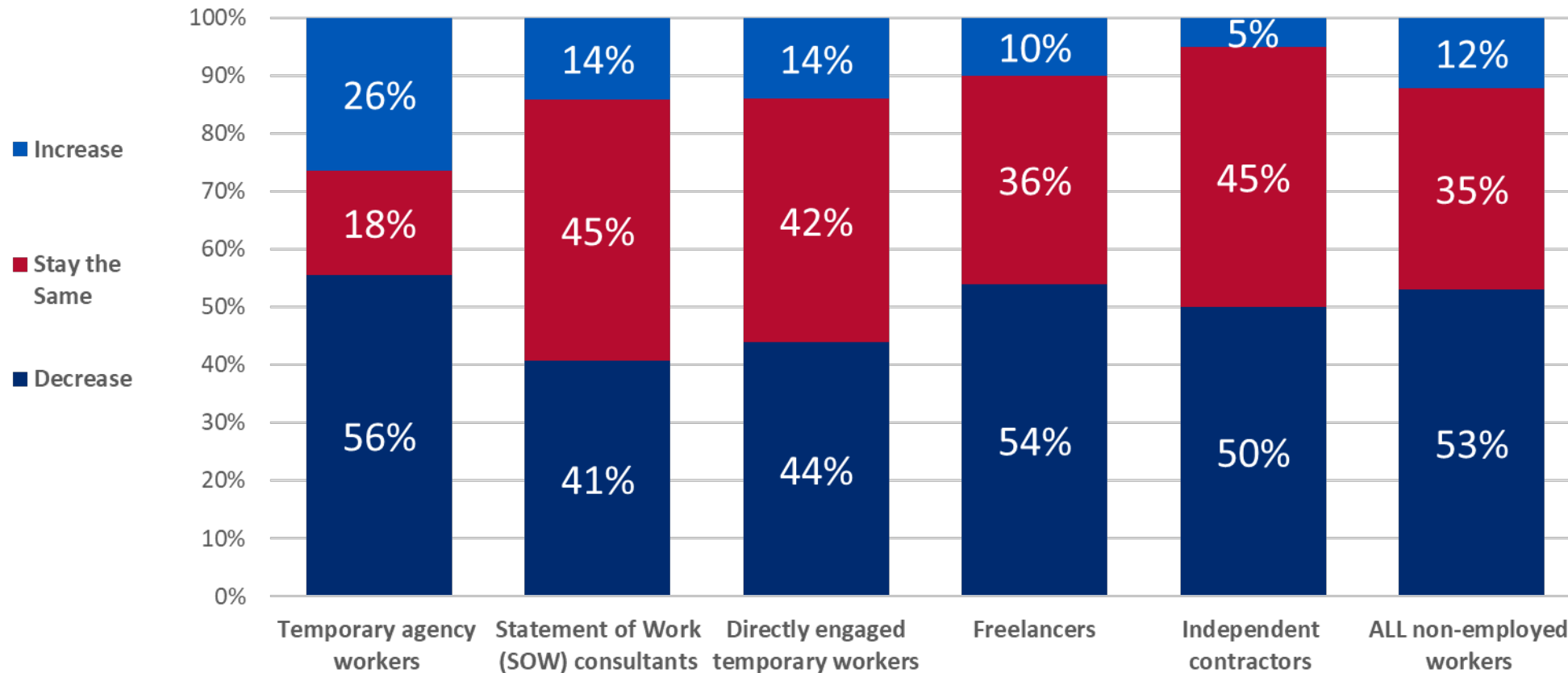
Are you more likely or less likely than usual to pursue the following talent types in the next three months?



Source: SIA COVID 19 Workforce Manager Responses and Intentions Survey

Organization Intentions

How do you anticipate use of these worker types changing during the second half of 2020 ?

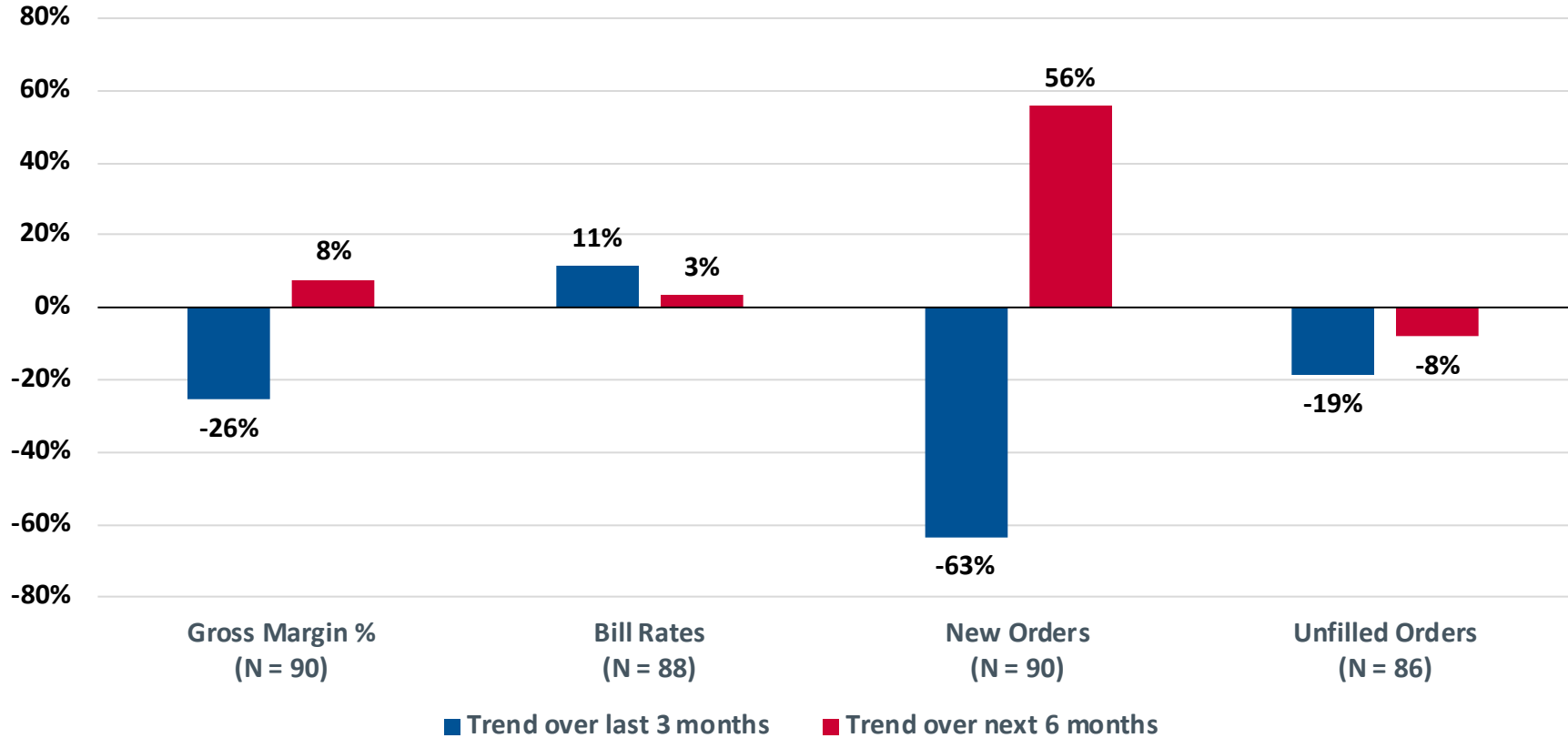


Source: SIA COVID 19 Workforce Manager Responses and Intentions Survey

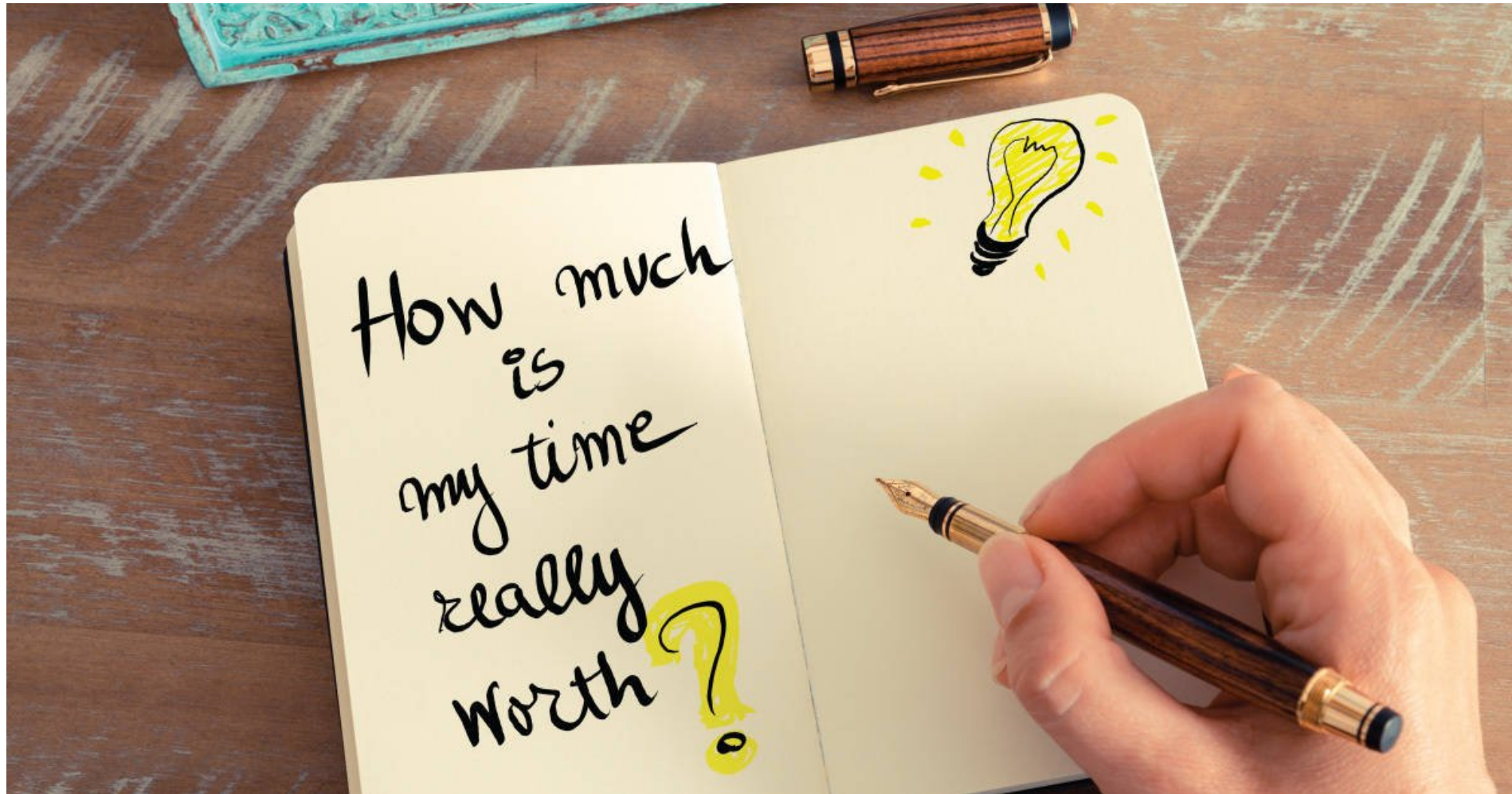
The Staffing Industry Perspective – All Sectors



Net percent of firms observing an increasing trend the last three months, net percent predicting an increasing trend over the next six months: gross margin %, bill rates, new orders, and unfilled orders



Candidate Pay Rates

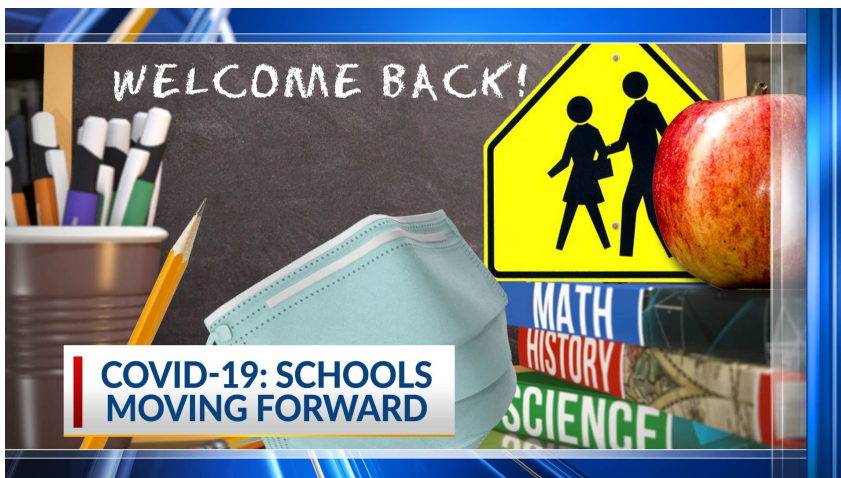


What to expect when engaging CW's

KEEP THE WORKPLACE SAFE

<p>PRACTICE GOOD HYGIENE</p> <p>Stop handshakes Use other noncontact methods of greeting</p> <p>Clean hands Use alcohol-based sanitizers at regular intervals, and wash hands with soap and water for 20 seconds</p> <p>Cover coughs and sneezes</p> <p>Disinfect Surfaces like doorknobs, tables, desks, and handrails regularly. Increase ventilation by opening windows or adjust air systems</p>	<p>BE CAREFUL WITH MEETINGS</p> <p>Use videoconferencing or calls for meetings when possible</p> <p>Where possible, hold meetings in open, well-ventilated spaces</p> <p>Consider adjusting or postponing large meetings or gatherings</p>
<p>HANDLE FOOD CAREFULLY</p> <p>Limit the sharing of food</p> <p>Ensure cafeteria staff and their close contacts practice strict hygiene</p> <p>Wash hands, utensils, and containers</p>	<p>STAY OR GO HOME IF...</p> <p>You feel sick</p> <p>You have a sick family member in the home</p>

HELP PREVENT THE SPREAD OF GERMS!



What do you think?

Recruiting is..

- a) Always a priority
- b) Will be a bigger priority in 3 months
- c) Will be a bigger priority in six months





RECRUITING TOP TALENT

Introductory Insights



Kris Kaslow

VP OF RECRUITING,
NORTH AMERICA

[That'sWhatKellyDoes.com](https://www.thatswhatkellydoes.com)

Customers | 1(800)KELLY-01

Talent | 1(866)KELLY-4U



A person wearing a patterned hat and a dark sweater is seen from behind, looking out at a vast, calm blue ocean under a clear sky. The person is standing on a concrete ledge. In the distance, there are faint outlines of mountains or hills. A white speech bubble with a black arrow points towards the person.

**Recruiting today
is like never before.**

Recruiting challenges during COVID

01.

Shifted Priorities

- New equilibrium of “good”
- Family means even more
- Home = Safe

02.

Extraordinary Stress

- Novel pressures
- Private good vs. public good

03.

Stimulus Stalemate

- \$600/month tipping point

04.

ON THE HORIZON

Vaccine Effect

- A major turnover event is waiting to happen

Persistent changes

01.

Remote work
is here to stay

- Recruiting remotely since 2014
- WFH as a culture before COVID

02.

Talent is
moving to
low-cost,
less-congested
geographies

03.

Demand
is moving
there, too

Perhaps surprisingly, COVID has made hiring more challenging


Attraction

- 3-5x more candidates needed
- To win in this world
 - Great technology
 - Deep, engaged database
 - Nimble, flexible team working across geographies

Qualification

Presentation

Placement & Care

A woman with short brown hair, wearing a mustard yellow top and a blue skirt, is sitting at a desk in an office. She is focused on her work, typing on a silver laptop. On the desk in front of her is a spiral-bound notebook, a black pen, and a reusable coffee cup with a black lid and a gold and black patterned sleeve. The background is a blurred office environment with other people and desks.

**Empathy and
personal engagement:
The art of recruiting
is how the best win today.**



RECRUITING TOP TALENT

4 Ways to Land Top Talent Today



Kris Kaslow

VP, RETAIL
RECRUITING

[That'sWhatKellyDoes.com](https://www.kelly.com)

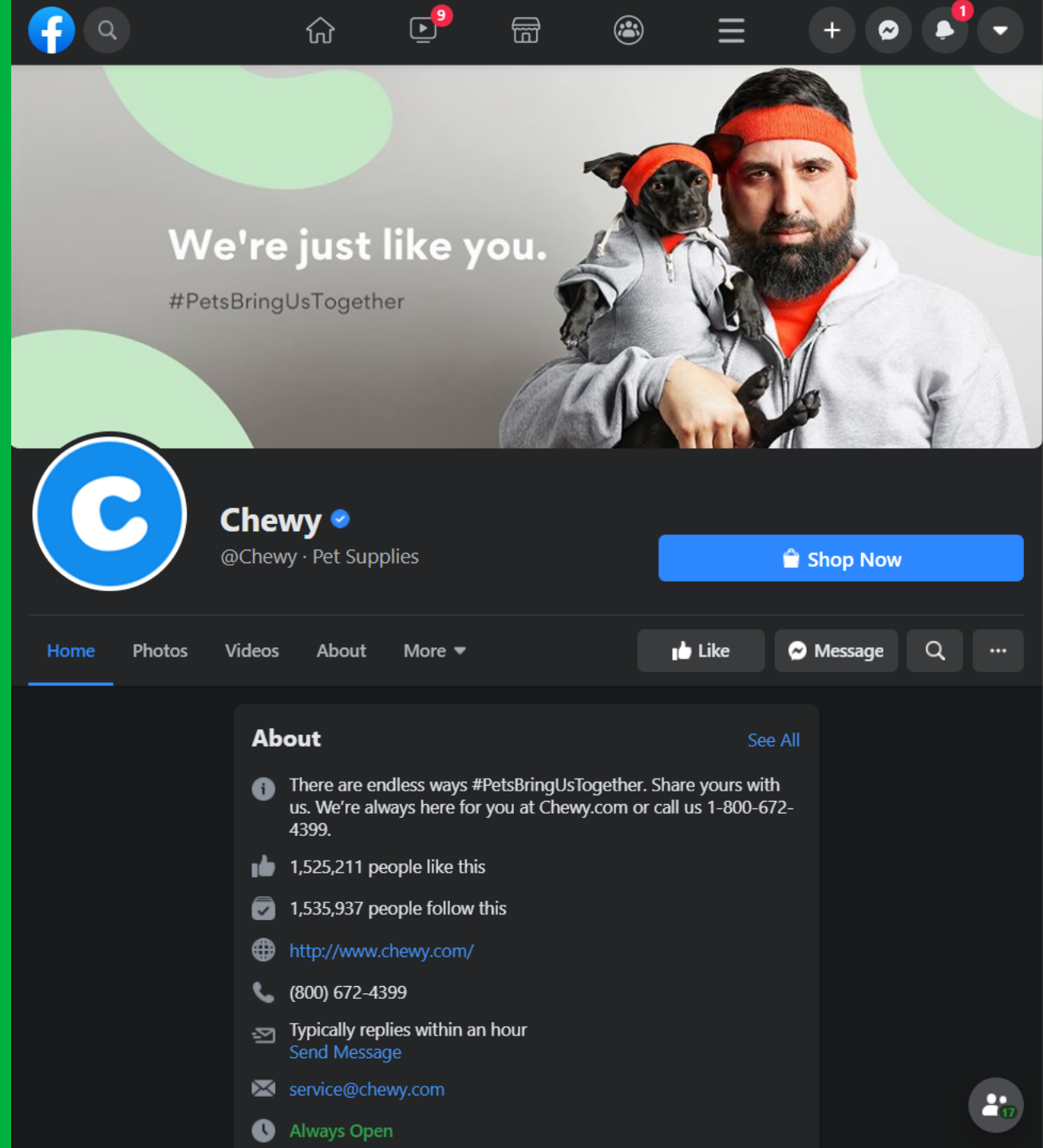
Customers | 1(800)KELLY-01

Talent | 1(866)KELLY-4U

So, the art of recruiting
is making the difference today.

Here are **four** ways you can ensure success

One: Craft your talent brand



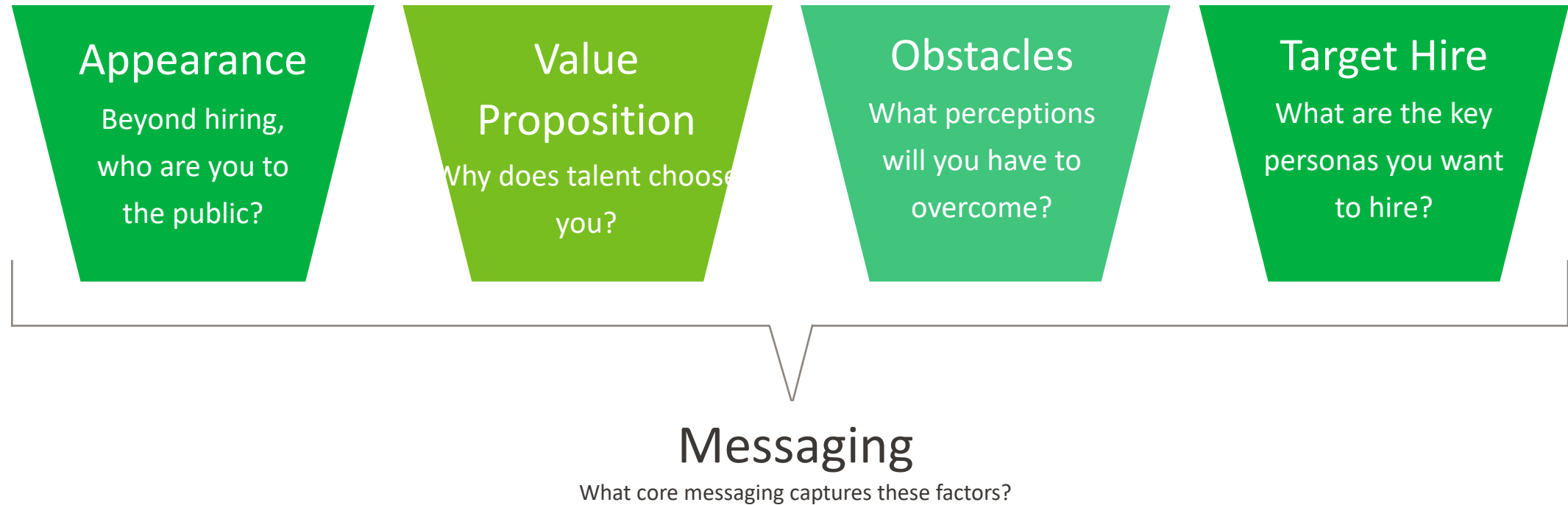
The image shows a screenshot of the Chewy Facebook profile page. At the top, there is a navigation bar with icons for home, search, video, shop, profile, and menu. The main header features a large image of a man with a beard and a red headband holding a small black dog, both wearing grey hoodies. The text "We're just like you." and "#PetsBringUsTogether" is overlaid on the image. Below the image is the Chewy logo (a blue circle with a white 'C') and the name "Chewy" with a verified badge. The handle "@Chewy · Pet Supplies" is displayed below the name. A blue "Shop Now" button is located to the right of the profile information. Below the profile information is a navigation bar with tabs for "Home", "Photos", "Videos", "About", and "More". To the right of these tabs are buttons for "Like", "Message", a search icon, and a menu icon. The "About" section is expanded, showing the following information:

- About** [See All](#)
- Info:** There are endless ways #PetsBringUsTogether. Share yours with us. We're always here for you at Chewy.com or call us 1-800-672-4399.
- Like:** 1,525,211 people like this
- Follow:** 1,535,937 people follow this
- Website:** <http://www.chewy.com/>
- Phone:** (800) 672-4399
- Response Time:** Typically replies within an hour
[Send Message](#)
- Email:** service@chewy.com
- Hours:** Always Open

In the bottom right corner, there is a small icon representing a group of people with the number 17 next to it.

One: Craft your talent brand

TALENT CULTURE AUDIT



NEW RULES 1. This is even more important now 2. Safety & care are critical

Two: Go beyond normal channels



A Red Carpet Celebration for Kelly Temporary Workers

613 views • Aug 7, 2019

LIKE DISLIKE SHARE SAVE ...



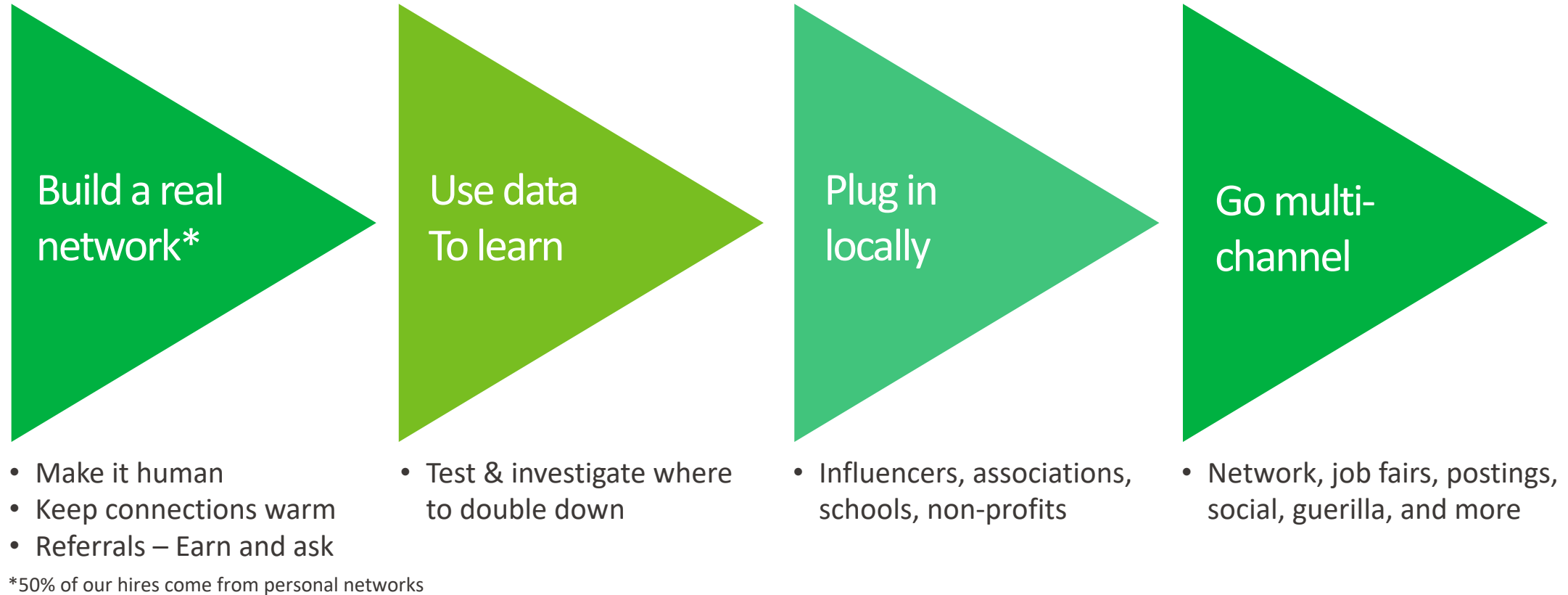
Kelly Services
2.16K subscribers

SUBSCRIBE

We surprised our temporary workers at Honda Power Equipment with a red carpet celebration...just to say THANK YOU! We laid out the red carpet for them because we stand up for temp workers. You are the true stars in our eyes! Thank you for making a difference.

SHOW MORE

Two: Go beyond normal channels



NEW RULES 1. 3 x – 5 x candidate pool needed 2. Shift to virtual hiring 3. Talent living on personal social

Three:

“Sell” to talent until
they walk on the job

(And then beyond)

hi just wanted to follow up on
the posting

Hi 🙋 Yes, I am super
interested!

👍 do you have any questions

Yes, what's the office like?

check out our instagram

Looks cool! 📷 👍

do you want to jump on a
zoom and talk about the
benefits package

Can we do it at 5 PDT?

i'll send an invitation

Thanks

talk soon

Delivered

Three: "Sell" to talent until they walk on the job

Romance the benefits

- Value prop for talent
- Interview questions that highlight benefits

Make it as real as possible

- Culture
- Team
- Photos of workplace
- Opportunities

Over- communicate

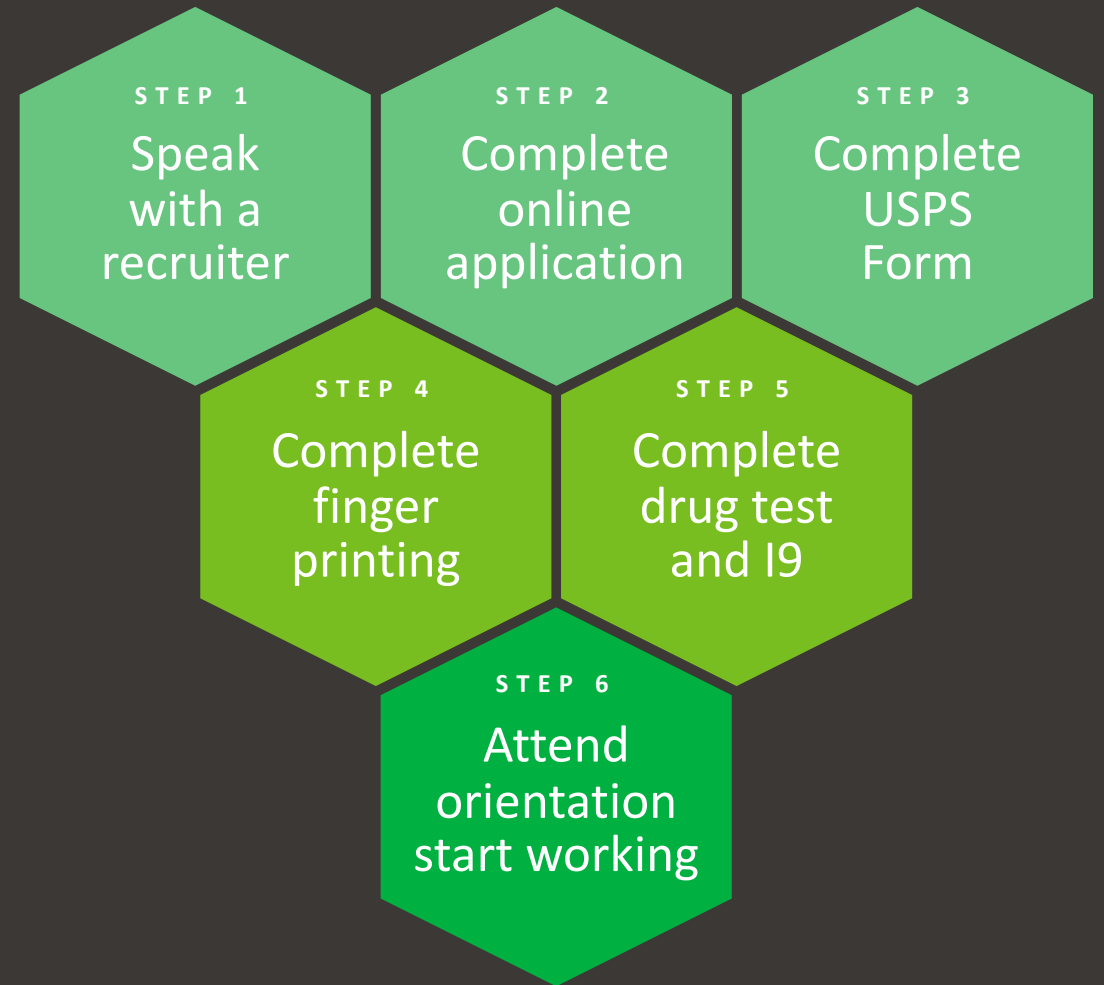
- Set expectations via conversation and email
- Walk in their shoes – own & address their needs

NEW RULES 1. Many now see 20-30% no-shows 2. Complex pandemic factors impact decisions

Four:

Onboarding

should be a simple, clear
science



Four: Onboarding should be a simple, clear science

Process matters

- Eliminate unnecessary steps
- Same experience for all
- Gaps/delays can discourage and lose them

Resourcing matters

- Focused headcount is critical
- Personal focus drives retention

Onboarding doesn't stop with the start

NEW RULES 1. Multiple in-persons are more challenging 2. Higher talent and brand cost

Key takeaways

Dawn

- Greatest rise expected in new external & temp agency workers
- While bill rates are up, gross margin & new/unfilled orders are down
- Pay rates impacted in various ways

Dan

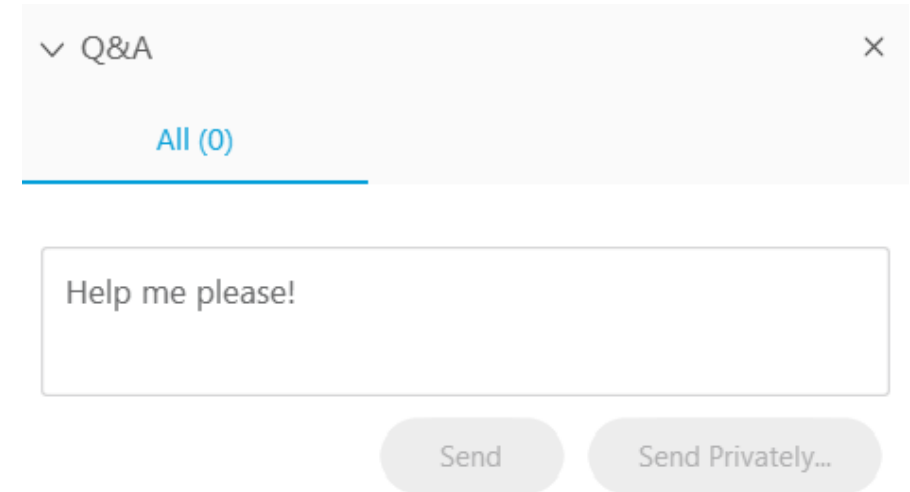
- Shifting talent priorities have changed recruiting.
- Attraction is where we've seen the most change.
- Remote work & location shifts are here to stay
- The art of recruiting is making the biggest difference for us today

Kris

- Craft your talent brand.
- Go beyond normal channels.
- “Sell” to talent until they walk onto the job.
- Onboarding should be a simple, clear science.

Questions?

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Time for Your Questions...



SIA Research (members only)



- [COVID-19: Workforce Manager Responses and Intentions Survey 2020](#)
- [Workforce Solutions Buyer Survey: 2019 Full Report](#)
- [Coronavirus \(COVID-19\) Resource Center](#)
- [North America Temporary Worker Survey 2019: Importance of in-house recruiters and what recruiters could do better](#)
- [North America Staffing Company Survey 2019: Highest bang-to-buck temporary and direct hire recruiting tactics](#) -

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Founded in 1989, SIA is the global advisor on staffing and workforce solutions. Our proprietary research covers all categories of employed and non-employed work including temporary staffing, independent contracting and other types of contingent labor. SIA's independent and objective analysis provides insights into the services and suppliers operating in the workforce solutions ecosystem including staffing firms, managed service providers, recruitment process outsourcers, payrolling/compliance firms and talent acquisition technology specialists such as vendor management systems, online staffing platforms, crowdsourcing and online work services. We also provide training and accreditation with our unique Certified Contingent Workforce Professional (CCWP) program.

Known for our award-winning content, data, support tools, publications, executive conferences and events, we help both suppliers and buyers of workforce solutions make better-informed decisions that improve business results and minimize risk.

As a division of the international business media company, Crain Communications Inc., SIA is headquartered in Mountain View, California, with offices in London, England.

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