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Driving Contingent Workforce Success in 2021: Elevating Your Recruiting Processes

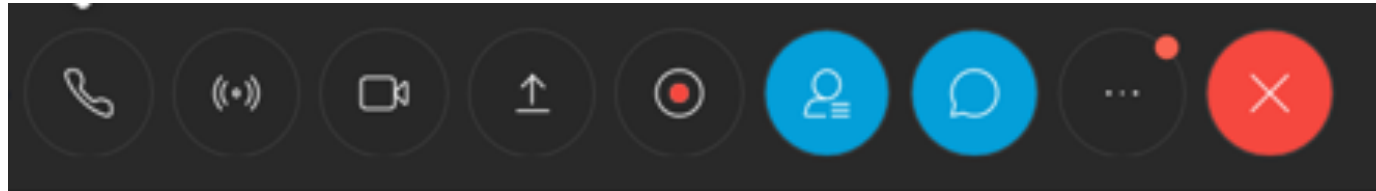
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February 9, 2021

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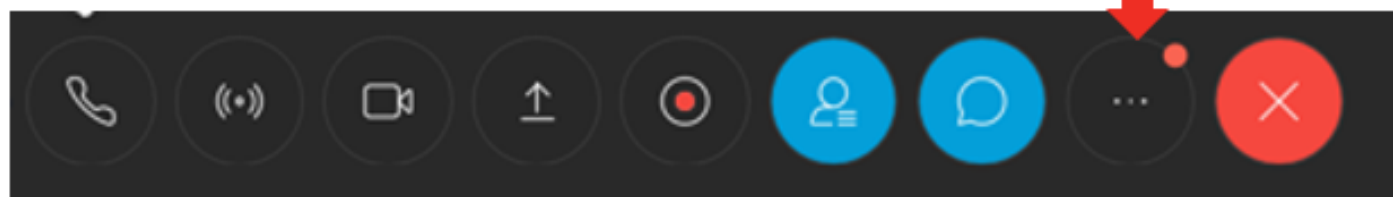
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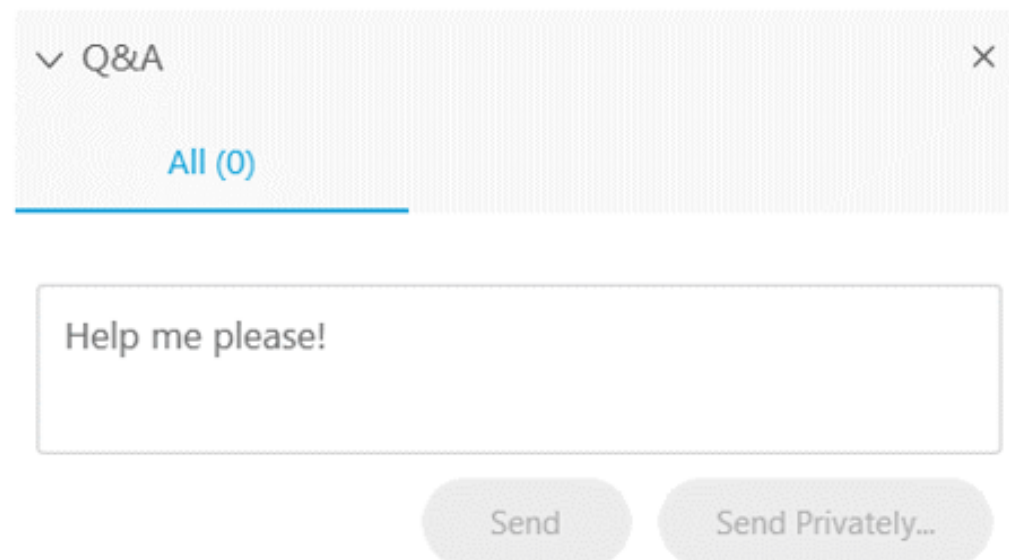
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Our speakers today...



- **Jennifer Prath**, Vice President, Centralized Services, Staff Management | SMX



- **Jim McCoy**, Senior Vice President, Talent Solutions, ManpowerGroup



- **Vincenza Caruso-Valente**, General Manager Staffing, Retail, and Franchise Group, Sterling



- **Barry Asin**, President, SIA



Moderator:

- **Adrienne Nelson**, Senior Director, SIA





Agenda

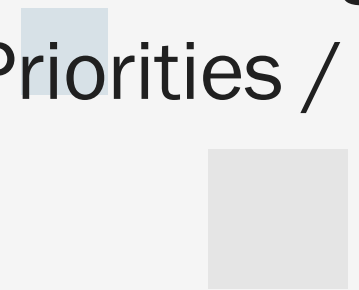
- **TRENDS**
 - The impact of 2020 on the workforce and what's next
- **RECRUITING**
 - Candidates, the lifeline of staffing
- **RETHINKING WORKFORCE STRATEGY**
 - The blended-workforce era
- **Questions, answers and discussion**

The Sterling logo features the word "Sterling" in a bold, black, sans-serif font. The letter "i" is stylized with two small orange squares above it. The logo is positioned in the upper left quadrant of the slide, overlaid on a semi-transparent white rectangular area. The background of the entire slide is a top-down photograph of a wooden desk with a laptop, a tablet, and a smartphone, with a person's hands visible typing on the laptop and drawing on a tablet. The image is partially obscured by semi-transparent white and orange geometric shapes.The section header "CURRENT LANDSCAPE" is written in a large, bold, black, sans-serif font. It is preceded by a short, solid orange horizontal line. The text is centered horizontally and positioned in the middle of the slide, overlaid on a semi-transparent white rectangular area. The background of the entire slide is a top-down photograph of a wooden desk with a laptop, a tablet, and a smartphone, with a person's hands visible typing on the laptop and drawing on a tablet. The image is partially obscured by semi-transparent white and orange geometric shapes.



TRENDS

The impact of 2020 on the workforce and what's next

- Uncertainty / Fluctuation
 - Onboarding / Engagement
 - Priorities / Focus
- 



RECRUITING

Candidates, the lifeline of staffing

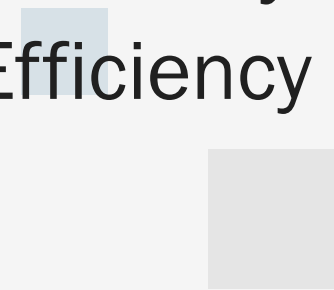
- Candidate Experience
 - Reskilling and Upskilling
 - Diversity & Inclusion
- 





RETHINKING WORKFORCE STRATEGY

The blended-workforce era

- Company Culture
 - Flexibility and Adaptability
 - Efficiency and Resiliency
- 



In Summary

Driving Contingent Workforce Success in 2021: Elevating Your Recruiting Processes

1

Trends

2

Recruiting

3

Strategy

Time for your questions...



Contact us:

833.342.4571

SterlingStaffing@sterlingcheck.com



Thank you for your sponsorship



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SIA Resources



- [Strategies for Hiring Safely in the New World Ahead](#) (free resource)
- [Coronavirus-COVID-19-Resource-Center](#) (free resource)

Corporate Members Resources:

- [Workforce Solutions Buyer Survey: 2020 Americas Results](#)
- [North America Temporary Worker Survey 2020: Full Report](#)
- [Staffing Firm Market Share Landscape and Book of Lists 2020 - The Americas](#)
- [Directory of Suppliers to Staffing Firms 2020](#)
- [Workforce Solutions Ecosystem - Report](#)
- [Talent Acquisition Technology Ecosystem](#)



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About Staffing Industry Analysts (SIA)








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.

For more information: www.staffingindustry.com

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