

What Makes a Staffing Company Successful

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How to Motivate and Retain Your Team

- It's all about your staff, there is no substitute for good people
- Find out what motivates them
 - Mix of financial and non financial rewards (perks)
- Structure a win-win comp plan
 - Find what you need to pay to attract/keep talent
 - Obtain competitive comp pay plan
 - Tiered incentives for Sales Reps and Recruiters
 - Modest base and open ended commission
- Create golden handcuffs plan for key producers
- Make sure plan works under different scenarios

Game Plan to Grow Sales, Profits & Co. Value

- Include in your game plan the following
 - An honest assessment of your ability to pull this off
 - What new resources you require and can you obtain them
 - Monitor your results to make sure you are on target
 - Provide incentives and feedback to your staff
 - Make sure you have enough money so you don't run out
 - Look at the long term potential and company market value
- Track your results and make changes as needed
 - Be willing to admit a mistake and do it before it's too late
 - Set targets, have your staff take ownership of their numbers

Identify the Best Specialties for Your Company

- Specialty size and growth by geographic area
 - Get your hands on good market analysis or do one yourself
 - If you are small, all you need is a small slice of the pie
 - What specialty options make sense for you
- Are your current specialties doing well?
 - If they are, continue to grow and build market share
 - If they're not, can you still grow or need alternatives
 - Alternatives include: new specialties, markets, restructuring
- Do a SWOT analysis before you make any decisions
- Develop a game plan
 - Consider expanding to a growth market in your specialty
 - Evaluate your options by doing sensitivity analysis
 - What are the key variables to being successful?
 - Do you have the time, money and staff to go ahead?

CSP Sample Market

Staffing	Jan	Feb	Mar	Apr	Annual	% Chg-Yr
Los Angeles-Long Beach-Glendale, CA Metropolitan Div						
2008	98.6	99.7	99.8	97.4	97.9	
2009	80.9	79.4	78.8	75.0	78.7	-19.6
2010	77.2	77.8	78.4	78.2	83.2	5.7
2011	82.7	84.2	83.2	83.2	85.9	3.2
2012	85.2	89.8	91.6	91.0	94.3	9.8
2013	95.5	100.5	101.9	1 Qtr % Chg		
% chg -Mo	12.1	11.9	11.2	11.7		

Staffing Market	Mkt size (\$ bil)	Mkt size (\$ bil)	Mkt size (\$ bil)	Percent Change/yr	Percent Change/yr	Percent Change/yr	% Distribution
[SIA]	2012	2013 e	2014 e	2012	2013 e	2014 e	[2013]
TEMP							
Clerical	18.0	18.7	19.5	5.9	3.9	4.3	17.8
Industrial	27.8	29.5	31	5.7	6.1	5.1	28.0
IT	22.7	24.5	26.4	10.2	7.9	7.8	23.3
Healthcare	9.3	10.0	10.9	8.1	7.5	9.0	9.5
Accg./Fin	6.2	6.5	6.9	8.8	4.8	6.2	6.2
Engineering	7.5	7.8	8.2	4.2	4.0	5.1	7.4
Legal	1.3	1.4	1.4	0.0	7.7	0.0	1.3
Clinic/Science	2.0	2.1	2.2	11.1	5.0	4.8	2.0
Mktg./Creative	0.9	1.0	1.0	12.5	11.1	0.0	0.9
Other	3.6	3.8	4.0	9.1	5.6	5.3	3.6
Sub-total Temp	99.3	105.3	111.5 ▶	7.2	6.0	5.9	100.0
Perm	13.6	14.3	15.2	10.6	5.1	6.3	100.0
Perm % to total	12.0	12.0	12.0	2.7	-0.7	0.3	11.4
PEO (inc payrolling)	10.2	11.0	11.7	8.5	7.8	6.4	
Total Staffing	123.1	130.6	138.4	7.7	6.1	6.0	

Example	2013e Full Time	Contractor	% of	
Bay Area, CA	Employees	Number	Total	Bill \$ est.
Computer and Info Systems Mgrs	20,743	207	1.7	51,212,356
Computer Systems Analysts	25,648	1,308	10.7	192,269,101
Computer Programmers	15,814	807	6.6	116,749,610
Software Developers, Applications	54,545	2,782	22.7	470,818,917
Software Dev, Sys Software	43,781	2,233	18.2	411,129,204
Database Administrators	4,615	235	1.9	33,308,436
Network, Computer Systems Admin	15,778	805	6.6	112,907,394
Computer User Support Specialists	25,962	1,324	10.8	165,533,561
Web Developers	5,842	298	2.4	39,284,578
Information Security Analysts	3,119	159	1.3	25,263,483
Computer Network Architects	6,872	350	2.9	66,781,003
Computer Network Support Specialists	15,935	813	6.6	82,298,035
Computer Occupations, All Other	9,133	386	3.1	60,229,029
Computer Hardware Engineers	12,866	543	4.4	103,094,461
	260,651	12,250	100	1,930,879,169

What is Happening in your Market?

- Get the facts: talk to your clients, staff, competitors
- If it's move up great, but can the growth be sustained?
- If it is moving down find out why and turn it around
- Is the market rising, but not your fair market share?
- Are you gaining market share in a declining market?
- Evaluate your options
 - Determine what things can you change?
 - Determine what you can't control; work on those you can
 - Change your game plan based on your results

How and Why Small and Mid-Sized Co. Become Large

Why Companies strive to become large

Attracting the best people, amortizing costs, increase the value of their co, etc.

How to do it (first 12 parts excerpted) in continuing blog series

- I Assessing your strengths, weaknesses , opportunities and threats
- II Leadership, setting an example by working hard, being honest and accessible
- III Making your staff feel important and receiving the motivating rewards
- IV Know how the economy impacts you; how you can thrive even in a poor climate
- V Developing a vision for where you want to take the company
- VI Taking calculated risks; run out various scenarios to minimize risk
- VII “Straight from the Gut” is not advisable, figure things out, don’t prejudge
- VIII Staffing co. can be modeled just like any other co; determine what matters
- IX Own up to you plans and do a post audit of profit plans to learn from them
- X Innovate or perish. The winds of change impact staffing like any business
- 11 Hiring, managing and motivating your sales reps and business developers
- 12 Demonstrating recruiters performance and effectiveness
- 13 Determining how and when its time to expand

....keep reading the CSP blogs for weekly updates (there are more then 50)