



NEW YEAR CHECKLIST FOR STAFFING FIRMS



Funding Growth for Staffing Firms | A Paychex® Company

START THE YEAR STRONG.

The beginning of the year is an energizing time to start planning for success over the next 12 months and beyond. It's a time of possibilities, and clean slate to start the year strong.

With that in mind, here is a series of checklists for staffing firm owners with actionable tasks on a few important areas of focus:



Business Planning



Website/Job Board



Social Media



Internal PR/Good Things to Do



Grassroots Recruiting



Reputation Management

Let's begin!



BUSINESS PLANNING CHECKLIST

REVIEW YOUR YEAR

Look at the monthly and quarterly stats from the previous year. What trends emerge? Do you keep track of your Net Promoter Score? How is your Fill Rate? Submissions-Per-Hire? Time to Hire?

CONDUCT A SWOT ANALYSIS

A SWOT Analysis refers to the process of mapping out your staffing firm's Strengths, Weaknesses, Opportunities and Threats. This is a snapshot that helps you determine where you're at currently.

REFER TO YOUR BUSINESS PLAN

If you don't have a Business Plan, make one. If you do have a Business Plan, crack it open and actually refer back to it and the goals you set. How are you compared to where you thought you would be?

SET CLEAR AND DEFINED GOALS

When thinking about goals, make them SMART – specific, measurable, achievable, relevant, and time-based. Is your goal to increase your profit margin? Grow a certain percent? Expand into new markets? Define your goals now so you can execute later.

KNOW THE COMPETITIVE LANDSCAPE

Look at the monthly and quarterly stats from the previous year. What trends emerge? Do you keep track of your Net Promoter Score? How is your Fill Rate? Submissions-Per-Hire? Time to Hire?



WEBSITE/JOB BOARD CHECKLIST

MAKE SURE YOUR WEBSITE IS ADA COMPLIANT

Did you know that the Americans with Disabilities Act (ADA) extends to the digital realm too? Staffing firms that meet the requirements of the ADA need to have websites that are accessible to individuals who are visually impaired or hearing-impaired or those who must navigate by voice.

CHECK YOUR WEBSITE AS IF YOU DIDN'T WORK THERE

Review your website from your desktop and phone. Does website look like it belongs in the current year? Do the pictures show what you actually do? Is it mobile friendly? Go on your job board and time yourself. What is the process like?

REVIEW YOUR CAREER SITE POSTINGS

Are you selling jobs in the first paragraph and doing enough to entice people away from their current position? Does it include salary? Are they all current?

TEST THAT YOUR SITE/JOB POSTINGS CAN BE FOUND IN A WEB SEARCH

Type in "[your staffing niche] in [your location]" into Google. Where do you land? Are you the first result? Do you need to be focusing on improving your search engine optimization (SEO)?

PROMOTE YOUR JOBS BEYOND YOUR WEBSITE

Do you post your jobs on social media? Which channels? Are your recruiters on social media? Do you send out a monthly newsletter? Can people opt-in to job alerts?



SOCIAL MEDIA CHECKLIST

AUDIT YOUR SOCIAL MEDIA CHANNELS

What channels are you on? Are you posting regularly?
Are you just posting jobs, or interspersing content?
Do you share posts from other organizations?

UNDERSTAND YOUR "WHY" WHEN IT COMES TO SOCIAL

What do you want to accomplish in the next 3 months? 6 months? 12? Are you posting just to post, or do you have a goal associated with each post? Is it for "likes", or is it to generate applications? Understanding the "why" will help you figure out your strategy.

BE MORE HUMAN

Are you just posting jobs, or are you featuring your employees too? Intersperse employee profiles, videos, and content along with jobs. Are your recruiters in groups not to spam, but to reach out to specific people to help?

SHARE TESTIMONIALS

Are you getting permission to share the testimonials you collect? Are you creating graphics and sharing stories? Those can be a very powerful selling tool.

RESPOND TO YOUR MESSAGES

Is someone checking your Facebook Messenger? LinkedIn inbox? Twitter DMs? Candidates are reaching out in different ways now, and in some cases chats from potential candidates are going unanswered which is a huge missed opportunity.



INTERNAL PR/ GOOD THINGS TO DO CHECKLIST

PRACTICE GRATITUDE

Have you told your team you are grateful for their contributions? The new year is a great time to reflect on what we are personally and professionally grateful for and share that with others.

APPRECIATE YOUR EMPLOYEES

Smart leaders can take time to recognize their people and plant the seeds of success for next year. Did you get your employees year-end gifts? What about a personal letter to each direct report spotlighting their contributions?

CELEBRATE YOUR SUCCESSES

In staffing, it's easy to get caught up in the grind. Don't forget to celebrate your wins too. Did you meet a year-end goal? Did you hit a KPI? Even celebrating small successes can help mitigate burn-out.

DEVELOP THE NEXT GENERATION OF STAFFING LEADERS

Have you thought about who takes over when you're done? It's worth investing in leadership development training in the next year to nurture your upcoming talent.

SUPPORT CHARITABLE EFFORTS

Is your company active in some local charity? What are the causes your employees are passionate about? Consider offering PTO for charity days, or doing something as a company. Plan out your year when it comes to giving back.



GRASSROOTS RECRUITING

MAKE A LIST OF JOB FAIRS TO PARTICIPATE IN

Check what's upcoming in the next few months. If there is nothing, consider creating or sponsoring your own job fair.

PARTNER WITH LOCAL UNIVERSITIES OR TECHNICAL SCHOOLS

Do you have relationships with your local educational institutions? If not, consider making connections and trying to partner with the schools around you.

CONSIDER OFFERING SKILL TRAINING OR SKILLS ASSESSMENTS PROGRAMS

If you are struggling to find candidates with certain skills, consider training or skills assessment to attract those who want to improve those skills and could be great candidates for you later.

BE ACTIVE IN LOCAL CIVIC, SOCIAL, OR PROFESSIONAL ASSOCIATIONS

Are you active in local associations? If not, consider joining a chapter of something relevant, and be an active and valuable member.



REPUTATION MANAGEMENT

CHECK YOUR REVIEWS ONLINE

Are you monitoring your business name on popular review sites like Yelp or Google? Do you have a strategy in place to respond to negative reviews? The key is knowing who should respond and how.

PROACTIVELY COLLECT TESTIMONIALS

Are you asking for testimonials from happy customers? When you do, are you getting permission to share?

SHARE TESTIMONIALS ON SOCIAL MEDIA

If you do have permission to share, are you using the testimonials to your best advantage? Create something eye catching, or a video. Link back to your job board in the post.

APPLY FOR "BEST PLACES TO WORK" SORT OF AWARDS

A badge on your website about being a "Best Place to Work" can be a powerful attraction tool. If you don't yet, apply for these type of awards so you can showcase how great you are.

Advance Partners

Advance Partners is the #1 provider of financial, operational and strategic support to independent staffing firms in the country. Advance Partners serves as a business partner with a simple mission: To help staffing firms grow. Over the past twenty years in business, we have accomplished that mission by helping our clients grow 20% on average, which is 5x the industry standard. Advance's customizable solutions include payroll funding, back office support and a variety of strategic services to help staffing firms from entrepreneur to enterprise.

Note: The information contained within is not legal advice. These issues are complex and applicability depends on individual circumstances.

Businesses should consult legal counsel before taking action on any of the items identified above.



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