

# THE WORKFORCE PLAYBOOK

**YOUR GUIDE TO ASSESSING THE BENEFITS  
OF USING A STAFFING COMPANY TO BUILD A  
STRONGER, MORE PRODUCTIVE WORKFORCE.**

Making decisions that have the potential to impact your entire company isn't easy. And today, the decisions you make carry more weight than ever. In the evolving business world, the cost of inaction is often lower productivity and disengaged employees.





# THE EVOLVING WORKPLACE: WHICH FACTORS HAVE THE BIGGEST IMPACT?

Although no two workplaces are exactly alike, many of the same disruptive forces—both internal and external—are fundamentally changing the way businesses must think about organizational development.

- **Multi-Generational Employees**

In today's workplaces, there may be as many as five generations working side by side, each with their own workstyles, motivations, and personality traits. As you can imagine, it's bound to cause some issues in the workplace. And, companies that fail to effectively address those differences risk setting their employees up for generational conflict.

- **Never-Ending Government Regulations**

The federal government issues thousands of rules and regulations each year, which are often compounded with additional state/provincial mandates. All the red tape piles up quickly, and when businesses fail to keep up to date, the result is often hefty fines, increased legal liability, or a variety of roadblocks to success.

- **Recession Fears**

The economy is one of the greatest influences on productivity for many companies—and during the past 10 to 15 years, we've seen some of the highest highs, and the lowest lows. From housing bubbles to global pandemics, there are many factors that have a massive impact on our economy, and economies around the world, which can easily affect otherwise healthy and successful companies.

- **Diversity, Equity, and Inclusion (DEI)**

Many employers are actively working toward fostering more diverse workplaces with employees representing all walks of life. The most successful teams are comprised of a wide array of viewpoints, personalities, and skills. Differences in opinion and beliefs result in more stimulating planning sessions and a higher degree of innovation overall.

- **Global Pandemic**

Although the long-term effects of COVID-19 won't be fully realized for some time, businesses across North America are feeling the immediate crunch due to health and safety regulations, government-mandated closures and restrictions, loss of income, and more. Additionally, the health and wellbeing of employees—physically, mentally, and emotionally—will likely be a major factor in organizational development for years to come.

So, how do you respond to all of these factors and still maintain a productive workforce? One option is staffing companies, like [Express Employment Professionals](#).

# A COMPREHENSIVE STAFFING STRATEGY HAS BIG BENEFITS FOR BUSINESSES

Staffing companies are in the business of helping employers shoulder the burden of maintaining an efficient, productive, and skilled workforce. The true value of staffing companies and the services they provide go far beyond simply hiring a temporary employee. In fact, the best staffing companies strive to build relationships with client companies and seek to understand their specific workforce needs.

- **Access Top Talent**

Because they're only as good as the workers they place, successful staffing companies build extensive pools of talented people by constantly recruiting. From online advertising to social media to referrals from current associates, staffing firms have a wealth of resources that are hard to match. This means your company doesn't just have access to candidates in your own industry, but across a wide range of disciplines, ensuring you connect with the best of the best.

- **Maintain Productivity**

From exiting employees to increased workloads, there are a variety of factors that take a toll on productivity. Staffing companies are a powerful ally in maintaining a productive workforce. Whether providing temporary employees to bridge a gap or leading the search for a full-time replacement, with the right staffing partner, the work doesn't have to stop.

- **Reduce Costs**

From reducing overtime hours for your regular full-time employees to expenses associated with training new workers, there are a variety of ways staffing companies help reduce many of your biggest business expenses. In fact, the most significant value may be created by freeing up valuable HR resources that are spent managing workers' compensation, payroll, benefits, unemployment insurance, and many other employee management related tasks.

- **Increase Flexibility**

Fluctuations in business volume are a common challenge for most businesses. Staffing companies allow you to adjust your workforce according to your specific business needs. You're able to scale your workforce up or down as necessary with additional workers when you need them, and only for as long as you need them.





# WHEN SHOULD YOU CONSIDER USING STAFFING COMPANY SERVICES?

From unexpected disruptions to productivity to proactive workforce planning—there are many situations businesses encounter that are more effectively addressed via the wide-variety of workforce management solutions staffing companies provide.

- **Regular Seasonal Fluctuations**

Most businesses know when their busy season will hit. So, whether it's just a few days or several months, working with a staffing company to build your workforce during those expected fluctuations ensures you have the staff you need.

- **Unexpected Increase/Decrease in Business**

In addition to preparing for expected busy seasons, a strategy that includes maintaining a number of temporary workers allows the flexibility to quickly scale your workforce in response to unexpected fluctuations in business volume.

- **Project-Specific Needs**

Sometimes, businesses need a professional with a specific skillset for a project or to help get a new product line prepared for launch. In these cases, staffing companies provide workers on a contract basis who have the experience and expertise you need.

- **Evaluate Potential New Core Employees**

There's no guarantee a new hire will be the right fit for the job or your company culture. Many staffing companies provide an evaluation period to assess a potential new employee's skills, expertise, and personality before you make a full-time hiring decision.

- **Building Your Core Staff**

Express uses its extensive recruiting expertise to find and screen the best fit for your specific job requirements. Direct-hire employees are placed directly with your company for a one-time fee. Whether for career positions or contract work, our recruiters find the best candidates to build to your core workforce.

# WHAT TYPE OF BUSINESSES USE STAFFING COMPANIES?

The short answer—almost all of them. A reputable full-service staffing company, like Express Employment Professionals, has the resources and expertise to place talented workers at all levels of a business, across a wide variety of industries. Even within individual organizations, staffing companies are capable of addressing workforce needs from the warehouse to the front desk to the C-suite.

The four key business classifications Express serves include:

- **Light Industrial**

Light industrial jobs typically require a high school diploma or equivalent, and often include on-the-job training or trade school programs. Key fields in this category include assembly/line workers, general maintenance, warehouse labor, shipping/receiving, machine operating, and more.

- **Skilled Trades**

Skilled Trades include a variety of higher-expertise roles that typically require special certifications, on-the-job training or apprenticeships, or education via a career technical school. Common fields for skilled trades are forklift drivers, CNC machinists, welders, construction and property maintenance, pipefitting, HVAC, and more.

- **Office Services**

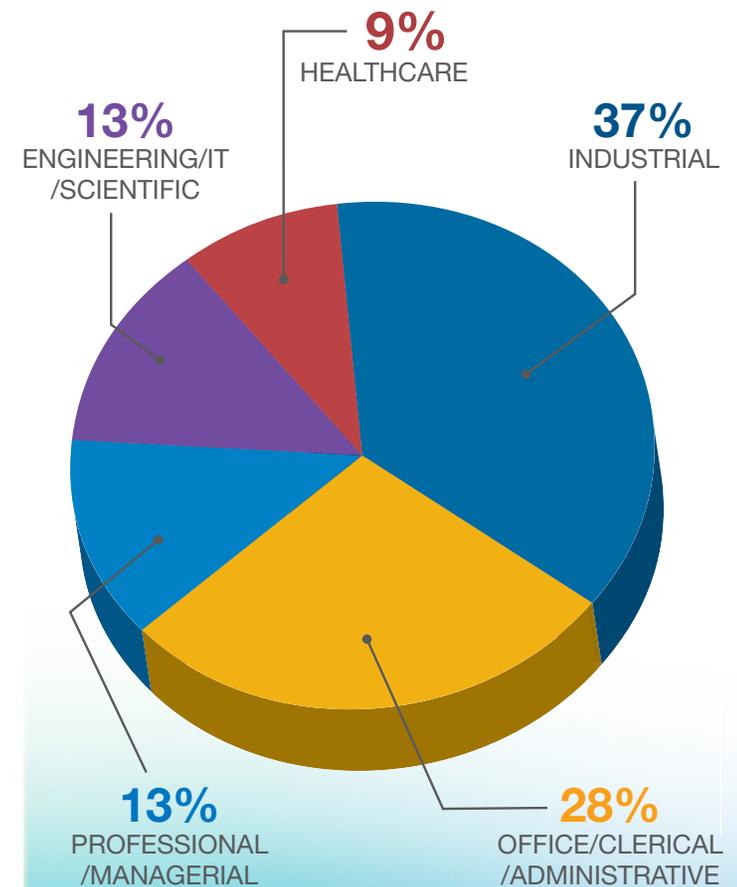
As the name implies, office services positions typically take place in an office setting or service role. These individuals provide clerical and administrative support to keep businesses running at optimum efficiency. Nearly every business has office or administrative-type roles which include jobs that are more clerical or data-entry focused, or customer focused. Office Services roles typically require at least a high school degree but can require more education depending on the scope of responsibility within the position. Common office services jobs include front desk/receptionists, call center agents, office managers, administrative assistants, and more.

- **Professional**

Professional positions are more specialized, advanced-level roles within a broad range of categories that typically require some level of higher education, such as a four-year degree. Fields include accounting, information technology, engineering, manufacturing, technical, sales, marketing, advertising, human resources, legal, health care, scientific industries, and more.

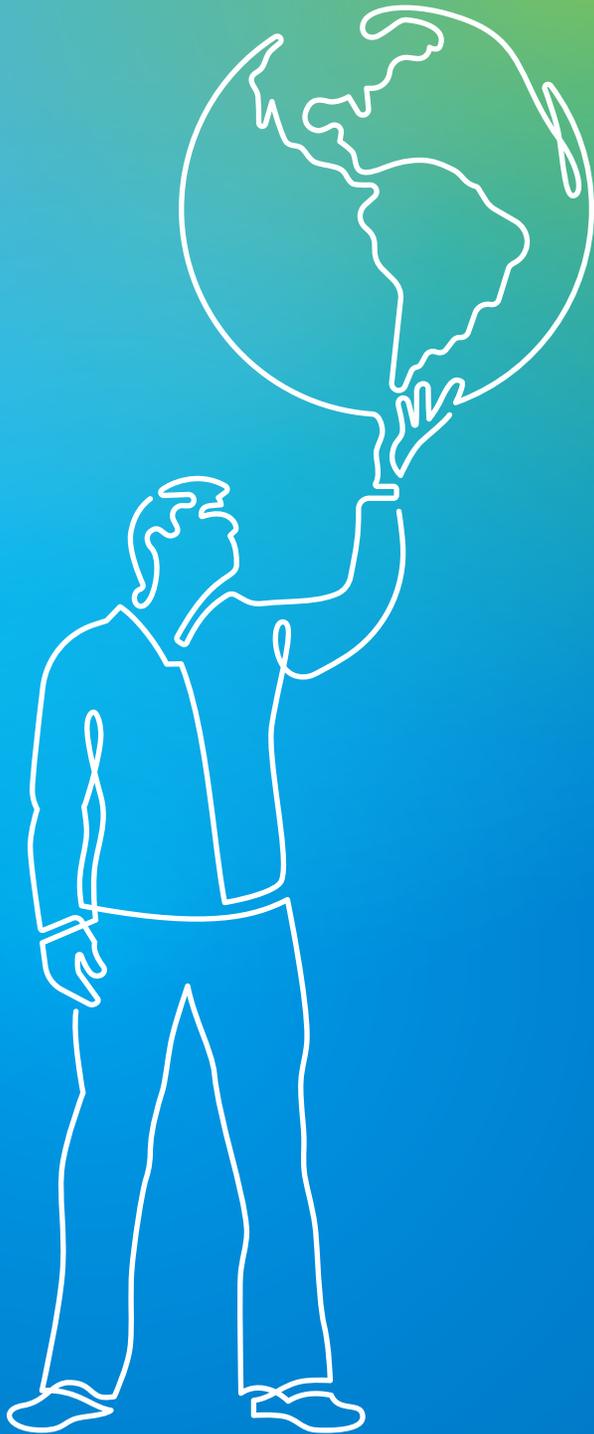
## WHICH INDUSTRIES USE STAFFING FIRMS?

Staffing employees work in nearly all industries at all levels of business.



— American Staffing Association





# BUILD A RELATIONSHIP WITH EXPRESS EMPLOYMENT PROFESSIONALS

Express Employment Professionals offices are locally owned and operated, but have the support of an international headquarters with four decades of experience in staffing, HR, professional search, and workforce development. It's small business flexibility, with big company resources.

## **Your Local Express Franchise**

So, what does our “locally owned with big company resources and support” model mean for businesses and job seekers? As part of a franchised network, our Express office is owned and operated by members of the community. We live, work, and raise our families here, so we have a vested interest in doing our part to foster a thriving employment market and successful local businesses.

Because we're backed by an internationally franchised staffing giant, we enjoy a wide range of benefits that help us provide superior service to our clients and associates alike, including:

- Increased financial stability that allows us to better serve the community during difficult times
- Regular updates on new and changing government regulations and how they impact businesses
- Up-to-date training on the latest in human resource policies and best practices
- More than 100 hours annually of ongoing, state-of-the-art training on everything from advanced recruiting strategies to business management techniques
- Dedicated teams at our international headquarters that provide coaching and resources to help ensure the safety of our associates
- Award-winning training and development resources for our client companies to implement within their own workforces

## **ExpressLANE**

Today more than ever we need to provide our clients with the technology solutions to manage their contingent workforce, work more efficiently, and improve their competitive advantage. ExpressLANE, powered by SimpleVMS, is our Vendor Management System (VMS) providing ONE platform to simplify their contingent workforce processes from job requisition, through time capture approval, invoicing, and reporting.

## **The Specialized Recruiting Group – An Express Employment Professionals Company**

The Specialized Recruiting Group, an Express Employment Professionals Company, takes professional recruiting placement to the next level. Specialized Recruiting Group designated Franchisees have invested in enhanced training and resources that focus specifically on higher-level, advanced-skilled jobs across key industries, including accounting and finance, engineering and manufacturing, Information technology, legal, sales, and human resources, to name a few. More information about the Specialized Recruiting Group is available at [SRGExpress.com](http://SRGExpress.com).

# A PROACTIVE APPROACH TO WORKFORCE MANAGEMENT

In addition to our world-class solutions to address our clients' most pressing and immediate staffing needs—Express strives to build consultative relationships with the companies we serve to help them take a more proactive approach to workforce management. Building a comprehensive, forward-looking staffing plan before you need it is the key to ensure you're prepared for whatever the year may throw at us.

***Contact Express Today***

