Uncertainty & Chaos
Planning for 2012 and Beyond
Agenda

- Intro: The Good...and not so good
- My Dad’s #1 lesson
- History lessons
- 3 (almost) foolproof business strategies
- Planning for the worst
- Planning for the best
- 11 ways to grow your firm
- And what to do about marketing?
The Good News

- SIA 2012 Forecasts...

![Bar Chart]

- Direct Hire
- IT
- Finance & Accounting
- Commercial
More Good News

• “Employers are scared of taking on permanent employees” CNBC.com

• “Latest economic indicators confirm the rebound remains in effect” BusinessInsider.com

• Staffing employment up 18.3% since the start of 2012
BUT...

- Competition continues to increase.
- SUI and work comp costs skyrocket.
- Healthcare reform?
- Europe?
- And it’s an election year!
My Dad’s #1 Lesson for Surviving a Recession
Make the economy the OTHER GUY’S PROBLEM!
5 History Lessons

- Batten down the hatches
- Divestiture (FOCUS!)
- Maximize impact
- Service line extensions
- Government!
3 Strategies for Success

• Build a moat

• Broaden your client roster

• Improve your recruiting
Plan for the WORST

- Develop 3 budgets
- Get more aggressive NOW
- Develop 1:1 plans for each client
Plan for the WORST

- Investigate new services
- Set aside capital / increase LOC to ensure funding for sales & marketing
- ID trigger points
AND Plan for the BEST

• Expand sales & marketing

• Exploit hot disciplines and industries

• Become a specialists in specific types of people and/or specific business problems
AND Plan for the BEST

• Build in flexible capacity

• Make low risk investments
11 Strategies for Growth

• Organic Growth
  – Increase market share
  – Increase client share
  – Geographic expansion
  – Service line extension
  – “Follow the client”

http://staffing.crestmark.com/staffing-growth-guide/
11 Strategies for Growth

• M&A
  – Strategic acquisition
  – Strategic merger
  – Roll-up
  – Local market dominance
11 Strategies for Growth

• Horizontal or Vertical Integration
  – Move up the value chain
  – Other related services

http://staffing.crestmark.com/staffing-growth-guide/
And finally...
What about your marketing?
What to do with your marketing

- Killer website
What to do with your marketing

• Email and social media connections
What to do with your marketing

• Find something you can OWN
What to do with your marketing

• Expand your online footprint
What to do with your marketing

• Nurture, nurture, nurture
And remember...
We’re here to help!