



# Next Practices Strategy

**Staffing & Recruiting Innovation 2017-2018**

Scott Hamilton, CEO

ENP Institute, Nextworks Strategy



# Thank You CSP

Scott Hamilton

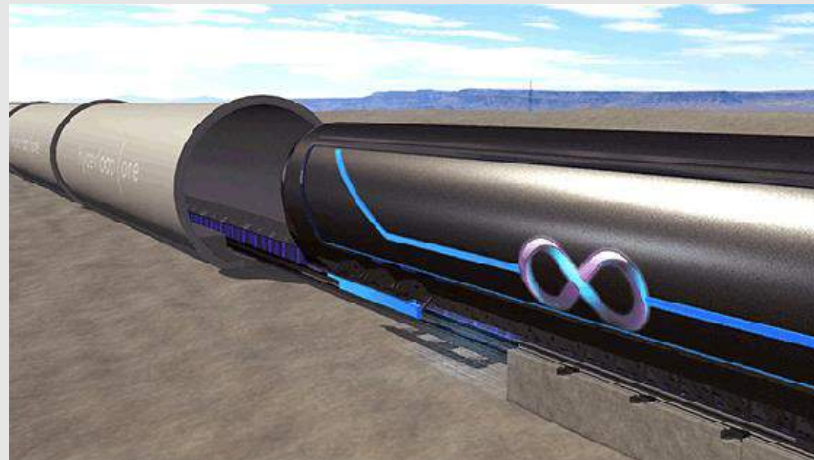
[www.enpinstitute.com](http://www.enpinstitute.com)

[www.nextworksstrategy.com](http://www.nextworksstrategy.com)

Linked in:

[www.linkedin.com/in/scotthamiltoninsight/](https://www.linkedin.com/in/scotthamiltoninsight/)

Twitter: #enpforum





I'm your  
perfect  
candidate!

# Prince Philip, 95, Retires Today



Disruption.. Is everywhere



# Outcomes for this morning...



CLIENT success



BUSINESS strategy effectiveness



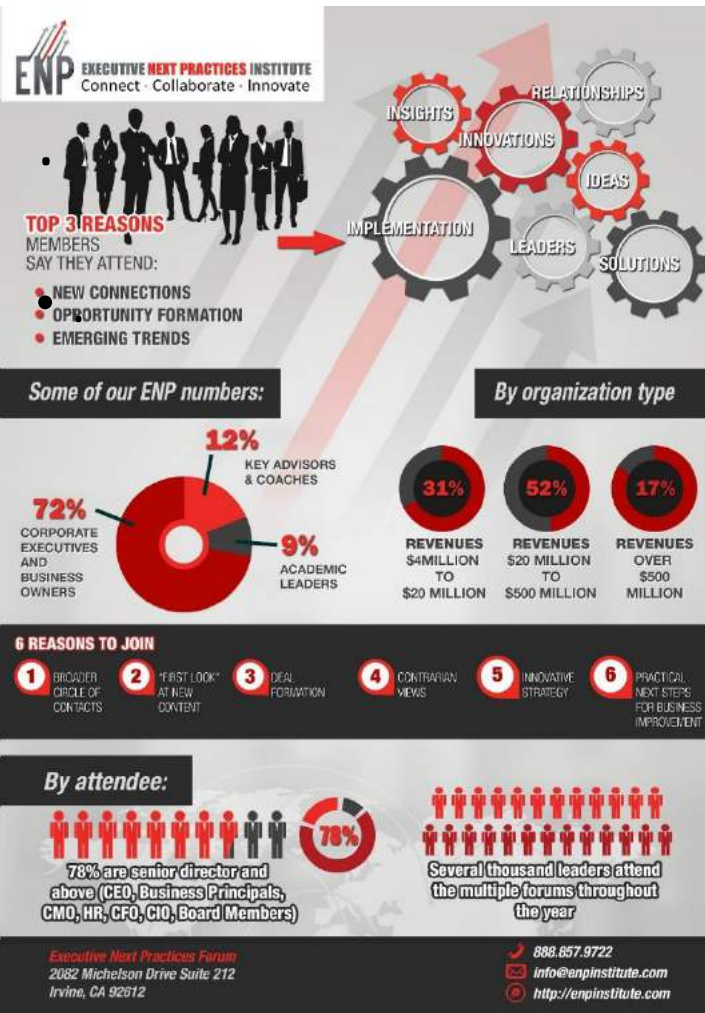
YOUR success

# NextWORKS™

Strategy *Creating Insight,  
Building Capability*

- 
- Strategy Development
- Leadership Offsites
- Customer Experience
- Project Management
- Organization Alignment





- CEOs, CFOs, Top HR
- 227 Forums, 9 years
- New, authentic relationships outside your existing circle
- Deal, alliance and growth connections
- “First look” content



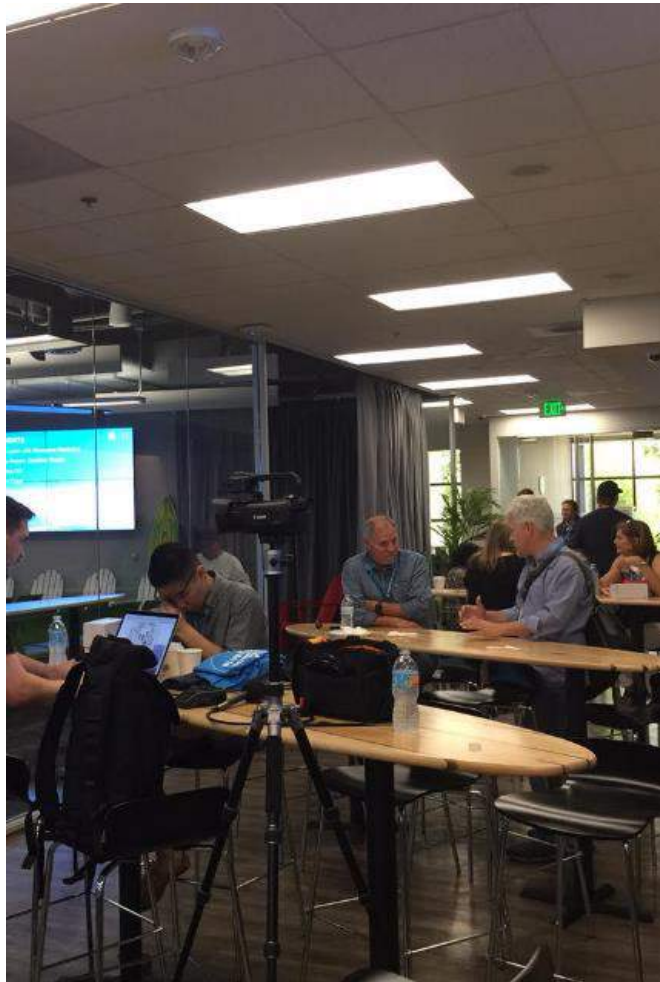




## *Next Practices*

Ideas, processes, concepts and solutions that move you beyond the “status quo”.

Not “how are others doing it best” but rather, ***“where do we go from here that represents a true, fundamental shift in value”...***



# ENP Institute HQ: UCI Applied Innovation

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# Accelerated Change



NETFLIX

amazon fireTV



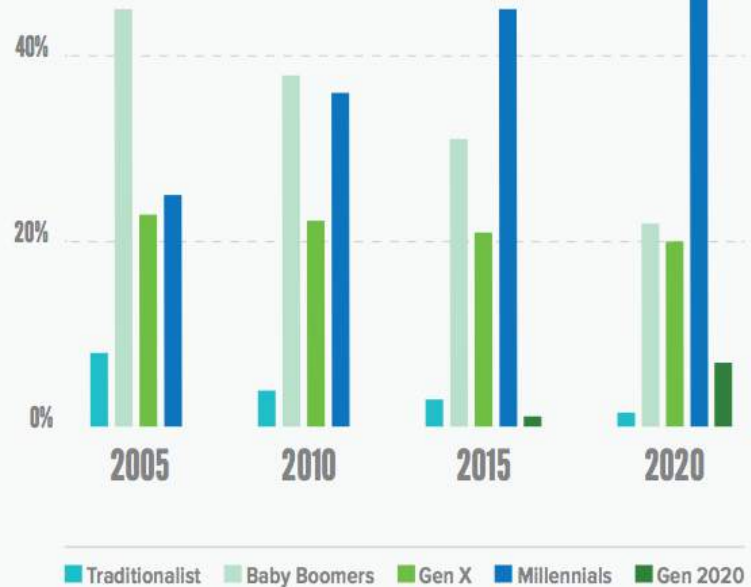


Job Landscape is Changing

Workforce is  
changing

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## Rise of Millennials in the Workforce



Source: Bureau of Labor Statistics Employment Projections, 2012

# UBERIZATION OF EMPLOYMENT



**The relationship individuals have with employers is shifting. Employers are increasingly using contract labor for defined periods.**

Individuals are taking more control of deciding when and where they work. Apps enable both employers and workers to turn the relationship on and off instantly.

## IMPLICATIONS

- Apps manage employment relationship
- Work is redesigned
- We join focused projects that we are passionate about
- The employment brand evolves
- We collect a series of interesting work experiences/ projects not jobs

## VALUES

THE FACTORY / PROTESTANT WORK / ETHIC / DAYS PAY FOR A DAYS WORK / CONTROL / INDEPENDENCE / EFFICIENCY / FREEDOM LOYALTY

## CONNECTIONS



# How Interim Managers Can Help

## What is an interim manager?

Interim managers are experienced, highly knowledgeable C-suite or executive leaders who assist a company on an interim basis in order to achieve a specific goal or outcome. They can be specialized in finance, supply chain, operations, HR, or technology.

Interim managers can assist when:

- ✓ Entering a new market or launching a new product or initiative



Hiring balance changed

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# 1 Compliant

“They never got back to me...”



Regulatory  
...expect  
the worst



What are your 3 greatest issues about your business in this environment?

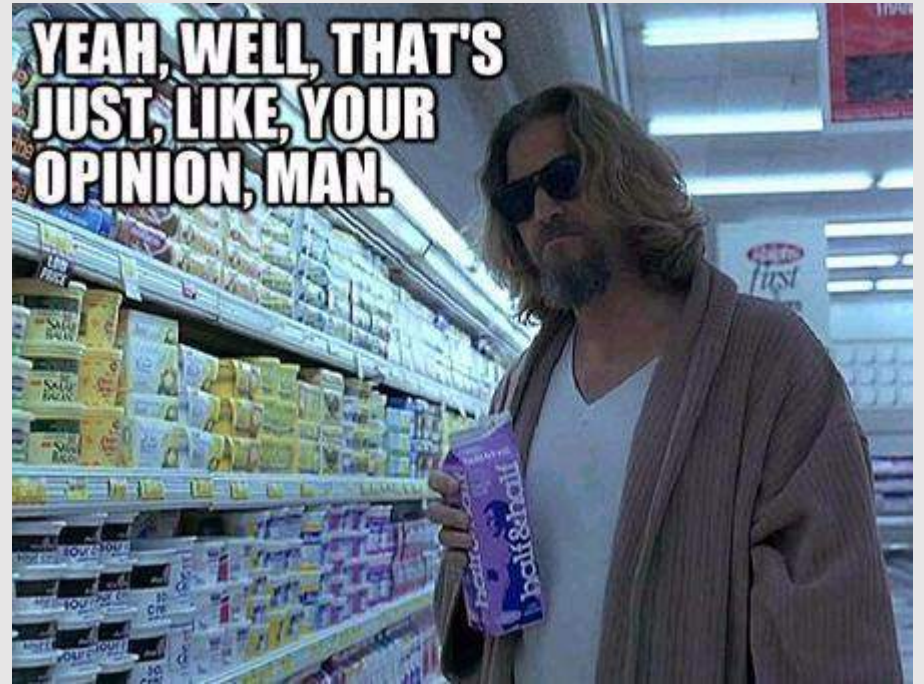


# Table huddle- What is your opinion?

Top 2 issues/concerns

Top 2 opportunities

Table spokesperson



# Survey- Revenues Up

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85%

Recruitment Firms expecting revenue growth

21%

Those expecting revenue growth of more than 25%

Source: ENP HR Survey, Bullhorn Survey 2017



# Growth Indicators 2017



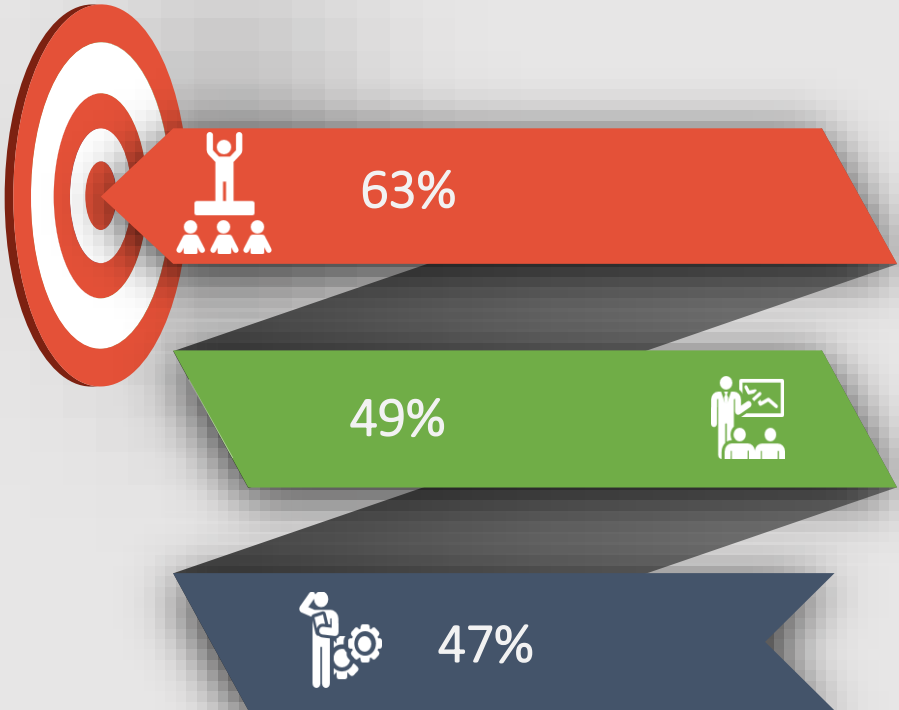
01 |  
Expect recruiting needs increase



02 |  
Expect billable hours to increase



03 |  
Expect temporary placements to increase



# Top 3 Priorities- Staffing Industry

01

Increasing  
profitability (56%)

02

Driving top-line  
revenue growth  
(38%)

03

Improving  
management of  
client/candidate  
relationships (38%)

# Technology is Key



**47%** use an ATS to track and manage candidates



**78%** use a recruitment CRM for that purpose



# Sourcing

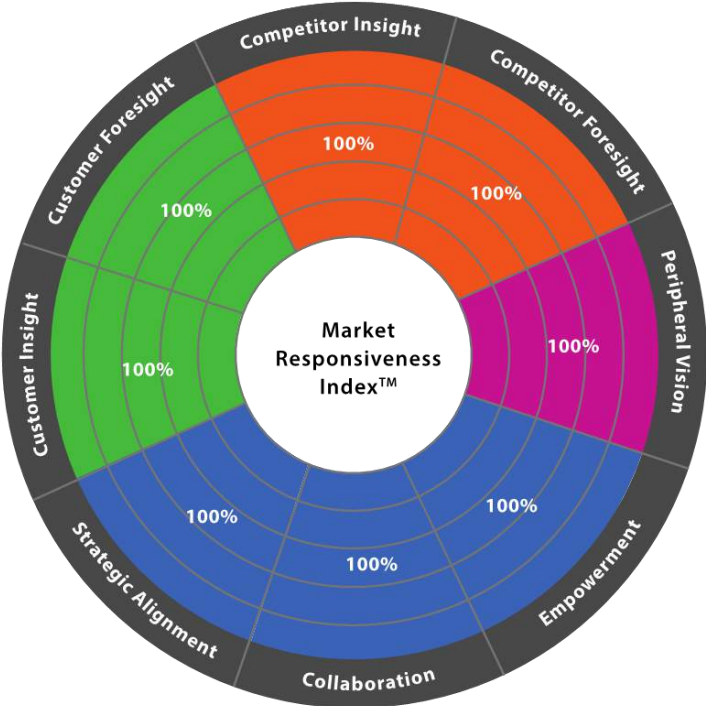
- Existing candidates from your ATS and/or recruitment CRM
- Referrals from successful placements
- Job boards
- Social Media
- Job advertising
- Aggregator sites
- Candidate cold calling
- Secondary sourcing/partners

1. **Customer Centricity**- velocity of markets requires constant target customer focus
2. **Adaptation** (proadaptive mindset) People, systems and processes that can quickly change and re-align to each other
3. **Digital First**- core platform elements of the business are digitally arrayed first, then physically structured (think publishing)
4. **Intrapreneurship**- internal incubation of new competitive market plays and relationships with the venture community
5. **Capital Staircase**- stacking of financial sources and relationships depending on scope & scale (projects, initiatives, M & A, Venture)



## 5 Waves Supporting Strategic Transformation

# Customer Centricity



# HOW YOU SEE YOUR BUSINESS

| Factors                        | Descriptions  | Your Rating (1-10) |
|--------------------------------|---|--------------------|
| Customer Insight               | The extent to which employees monitor, understand, and act on current customer needs and satisfaction   |                    |
| Customer Foresight             | The extent to which employees monitor, understand, and act on potential customer needs and opportunities                                      |                    |
| Competitor Insight             | The extent to which employees monitor, understand, and respond to current competitor strengths and weaknesses                                 |                    |
| Competitor Foresight           | The extent to which employees monitor, understand, and respond to new market entrants and potential competitors                               |                    |
| Peripheral Vision              | The extent to which employees monitor understand and respond to trends in the larger environment (Political, Economic, Social, and Technical) |                    |
| Empowerment                    | The extent to which employees are able to make decisions that are best for the customer without explicit approval of senior leaders           |                    |
| Cross-Functional Collaboration | The extent to which employees interact, share information, work with, and assist colleagues from other work groups                            |                    |
| Strategic Alignment            | The extent to which employees understand, and enact the vision, mission, objectives and strategic direction of the company                    |                    |



Adaptation



# Digital First

- Platform
- Connection
- Scale
- Brand



# INtrapreneurship

- Innovation from within your organization
- Must be deliberate and supported
- Requires tolerance for risk





# Capital Staircase

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- Capital, in the amount you want it, when you want it, where you want it-
- Bank, VC, Angel, Fintech, Private Equity...

[www.capstackwest.com](http://www.capstackwest.com)





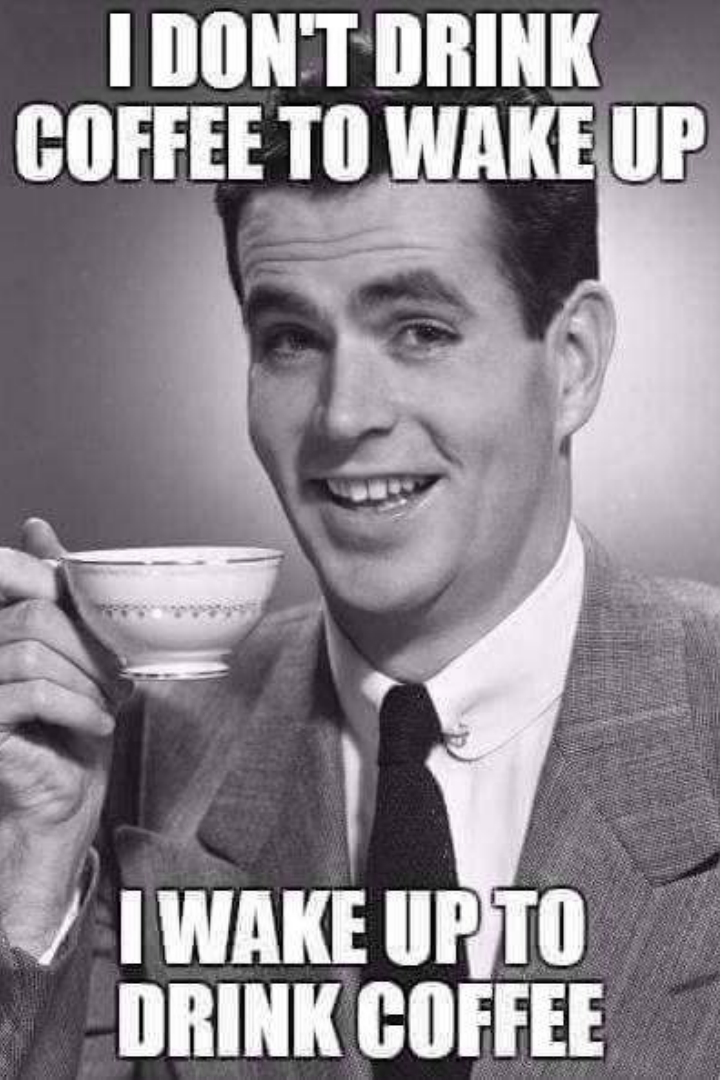
## ***Next Practices***

Ideas, processes, concepts and solutions that move you beyond the “status quo”.

Not “how are others doing it best” but rather, ***“where do we go from here that represents a true, fundamental shift in value”...***

## 5 Steps to NEXT

- What is your mountaintop, your “edge”?
- Optimal way, not legacy way
- Break it for breakthroughs
- Align
- Commit and measure



Breathe

Here we go to improving OUR businesses...

# Beyond Vision, to the Mountaintop



The Netflix logo is displayed in white, bold, sans-serif capital letters with a slight 3D effect, set against a solid red rectangular background.

**NETFLIX**

The Amazon logo features the word "amazon" in a lowercase, black, sans-serif font. Below the text is a curved orange arrow that starts under the letter 'a' and ends under the letter 'z', pointing to the right.

**amazon**

The United logo consists of the word "UNITED" in blue, uppercase, sans-serif letters. To the right of the text is a blue square icon containing a white grid pattern that resembles a globe.

**UNITED**

A dark gray rounded rectangular banner with a thin white border. The text "Vision that Inspires" is centered in white, sans-serif font. A thin white horizontal line is positioned below the text.

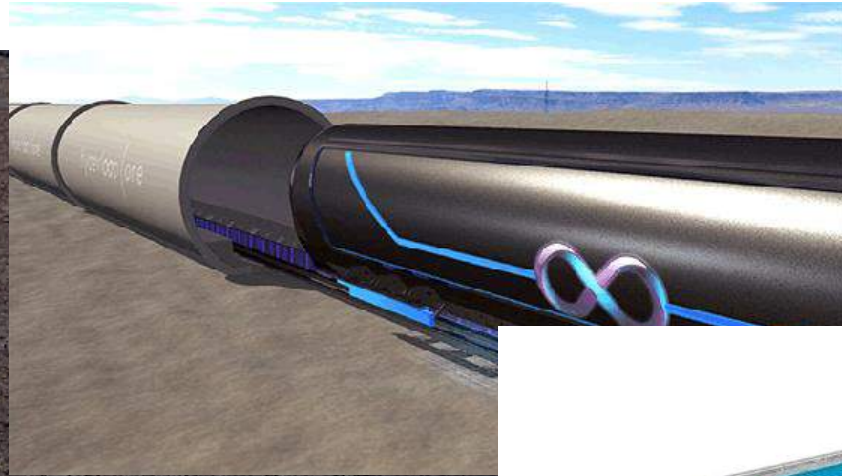
**Vision that Inspires**



# Hyperloop for Shipping?



# 800 KPH Plus- Hyperloop Freight





# Optimal way- then figure out the delta

- **op·ti·mal**
- 'äptəməl/
- *adjective*
- best or most favorable;  
optimum.
- "seeking the optimal solution"

“ THE BEST WAY TO  
PREDICT THE FUTURE  
IS TO CREATE IT. ”

— PETER BRUCKER

**“Break it” to find more resources and a  
better  
Value Proposition**

|  |  |
|--|--|
| <b>1. Eliminate</b><br>What processes or services can you eliminate that your industry has long competed on? (Stop doing)    | <b>2. Raise</b><br>Which services should be raised well above the industry’s standard? (Competitive differentiation)                 |
| <b>3. Reduce</b><br>Which processes or services could be reduced well below the industry’s standard? (Save \$ and resources) | <b>4. Create</b><br>What services/customer satisfaction methods should be created that the industry has never offered? (Start doing) |



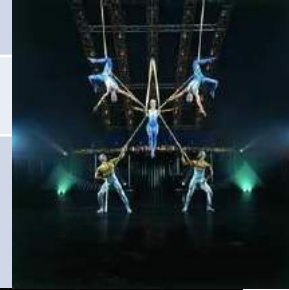
**ELIMINATE**  
Star Performers  
Animal shows  
Aisle concession sales  
Multiple show arenas



**REDUCE** (Family audience to targeted adult entertainment)  
Fun & Humor  
Thrill and Danger

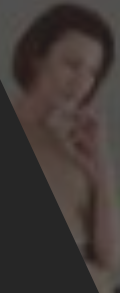
**Raise**  
Unique Venue

**Create**  
Theme  
Refined environment  
Multiple productions  
Artistic Music and Dance



Travelpro®

Revolutionary  
ideas can come  
from incremental  
improvements...



# LIFECYCLE

## OF A TREND



Attempting to capitalize on trends once they are already in the public eye is a futile effort. To profit from an ever-changing world, our senses must be trained to identify trends much earlier in their life cycle.

### THE FAULT LINE SHIFTS

There is a change in people's motivations, values, or perspectives that influences how they behave and the decisions they make.

### THINGS LOOK FUZZY

The shift in values creates a weak signal, that can only be seen by reading the "tea leaves."

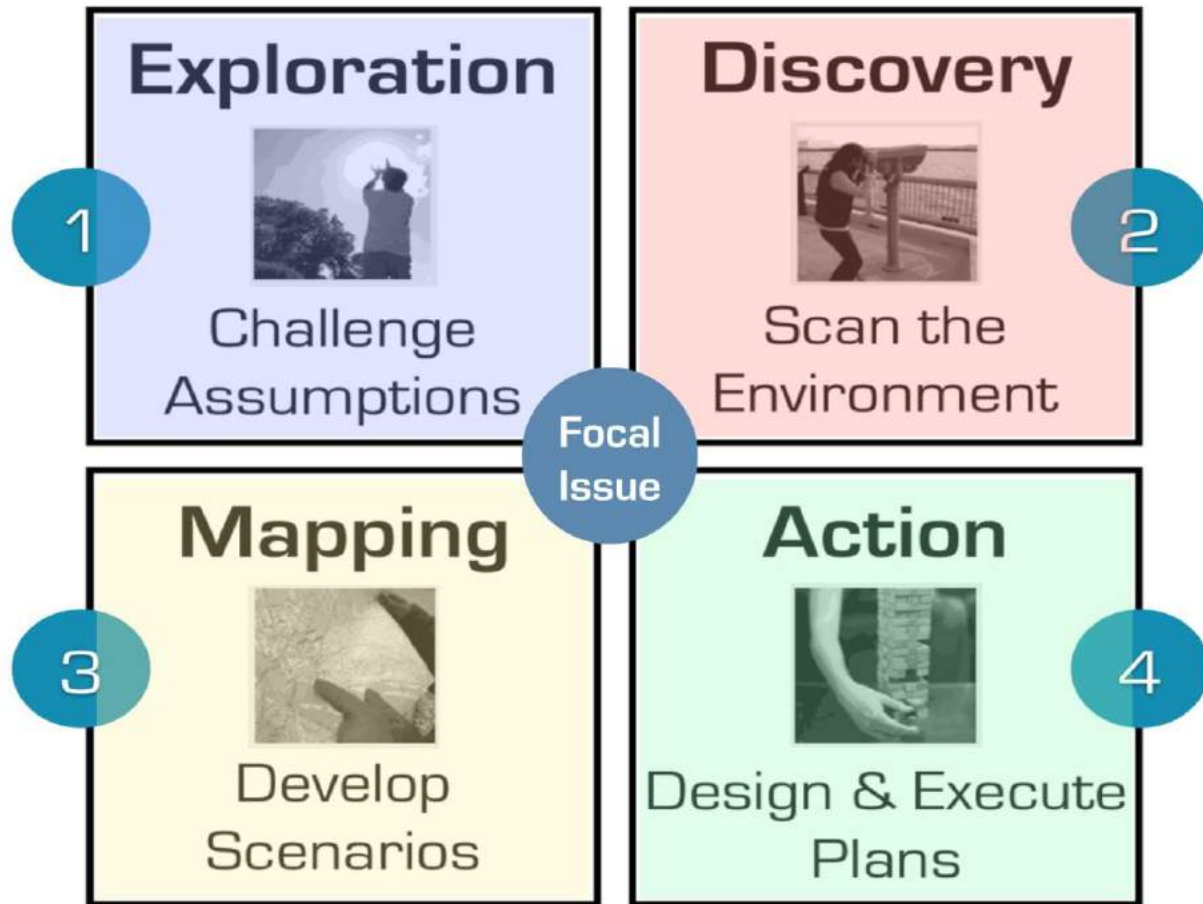
### CHAMPIONS EMERGE

Divergent thinkers, rebels, thought leaders begin to champion and lend a voice to the emerging trend.

### THE TREND GOES MAINSTREAM

A defining event brings the issue or trend to widespread public attention.

# Natural Foresight



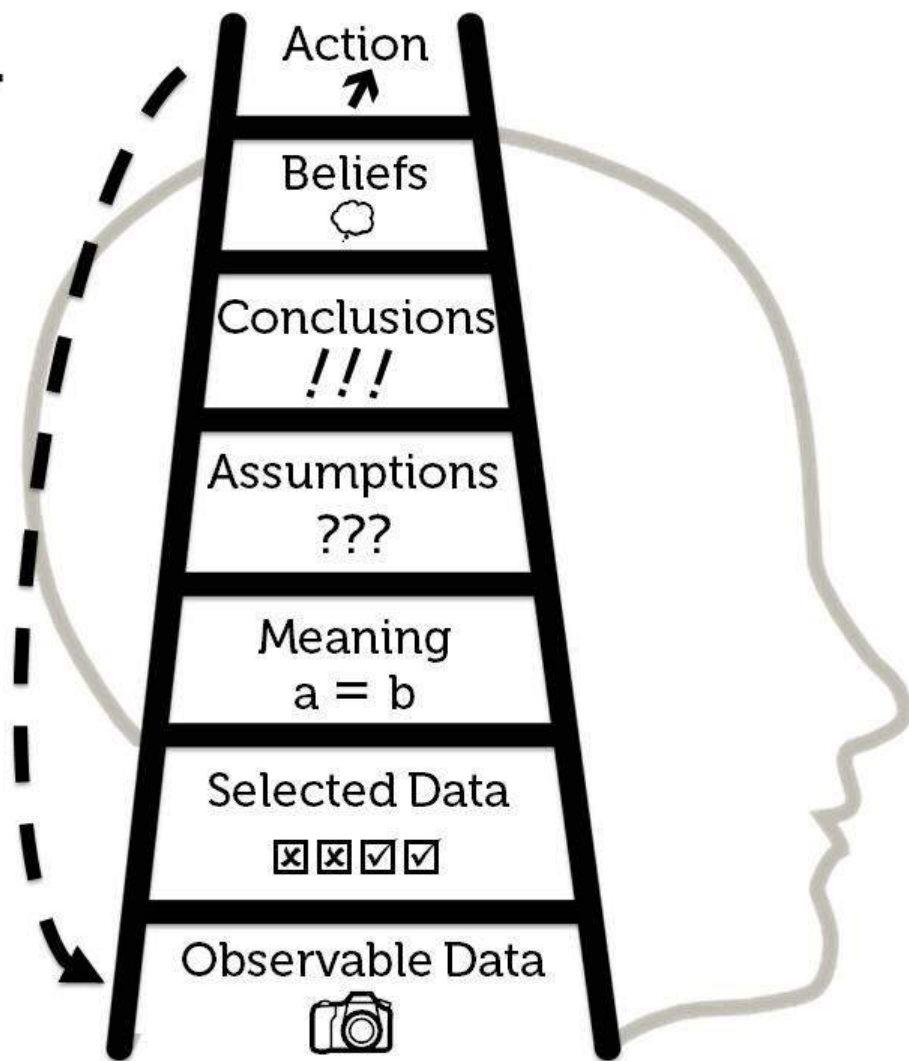


# The Ladder of Inference

Assumptions  
and Biases Decide  
the Futures We  
Will Pursue and  
Choose

# The Ladder Narrows

Our actions also impact the data we experience in the future.





# CAUSAL LAYERED ANALYSIS

FACTS

SYSTEMS

— . . — . . — . . — . . —  
WORLDVIEW / VALUES

— . . — . . — . . — . . —  
MYTH & METAPHOR

# The Solution

Given today's competitive, digital business environment, companies must:

- **Form partnerships** with local & global alliances & networks
- Seek & rely on **local, on-the-ground expertise and know-how**
- Adopt **dynamic and flexible** workforce strategies that attract local top-talent
- **Utilize technology** to manage, track, incentivize, align & collaborate
- Increase **business agility** to rapidly scale up or down
- Regularly seek **external perspectives** to continuously improve

## Next Steps

1. Set a series of strategy to execution sessions for your leadership and clients- now and at least twice a year
2. Begin with what you control- your team, your customers, your market
3. What might be a better value proposition in your space?
4. Who is still operating in a 2015 mindset?

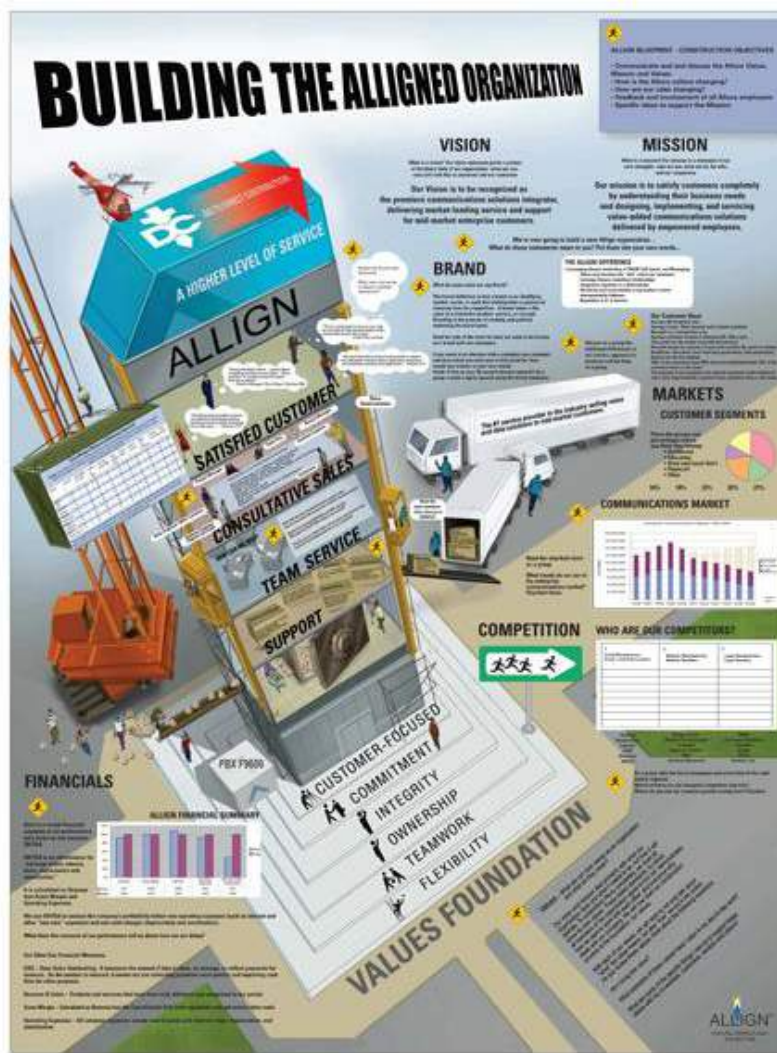
**Warning-** Context- Do not underestimate the (lack of) depth of understanding by everyone else about what your innovation represents

# #1 Issue: Perspective



# IMMERSE MAP

Employees experience the vision and operating principles...



Make Yourself  
VITAL

Craft YOUR story around what makes you:

**V- Valuable**

**I - Impactful (\$)**

**T- Transparent**

**A- Adaptable**

**L- Leveraged**

2 to 3 sentences per element...it is YOUR story!

# Thank You CSP

Scott Hamilton

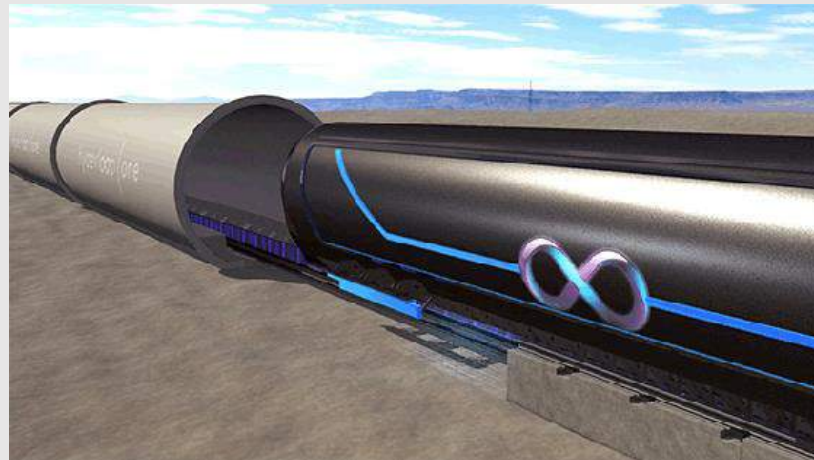
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Twitter: #enpforum



Bright side







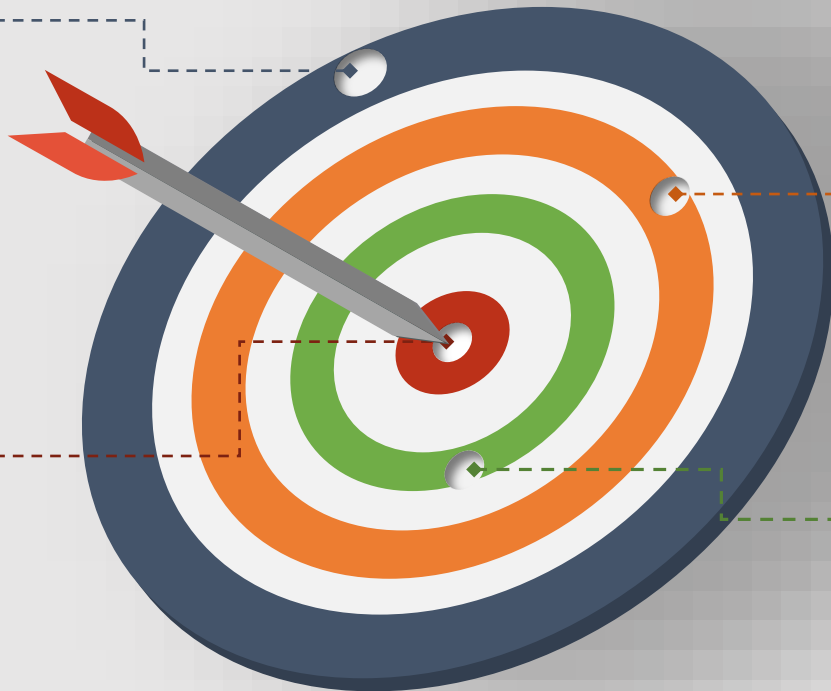
### TEXT

The quick brown fox jumps over the lazy dog. The quick brown fox jumps over the lazy dog.



### TEXT

The quick brown fox jumps over the lazy dog. The quick brown fox jumps over the lazy dog.



### TEXT

The quick brown fox jumps over the lazy dog. The quick brown fox jumps over the lazy dog.



### TEXT

The quick brown fox jumps over the lazy dog. The quick brown fox jumps over the lazy dog.

# O1 | TEXT

The quick brown fox jumps over the lazy dog. The quick brown fox jumps over the lazy dog.



# O2 | TEXT

The quick brown fox jumps over the lazy dog. The quick brown fox jumps over the lazy dog.



# O3 | TEXT

The quick brown fox jumps over the lazy dog. The quick brown fox jumps over the lazy dog.



# O4 | TEXT

The quick brown fox jumps over the lazy dog. The quick brown fox jumps over the lazy dog.





# TITLE HERE



## TEXT

The quick brown fox jumps over the lazy dog. The quick brown fox jumps over the lazy dog.



## TEXT

The quick brown fox jumps over the lazy dog. The quick brown fox jumps over the lazy dog.



## TEXT

The quick brown fox jumps over the lazy dog. The quick brown fox jumps over the lazy dog.

# TITLE HERE





### TEXT

The quick brown fox jumps over the lazy dog.  
The quick brown fox jumps over the lazy dog.



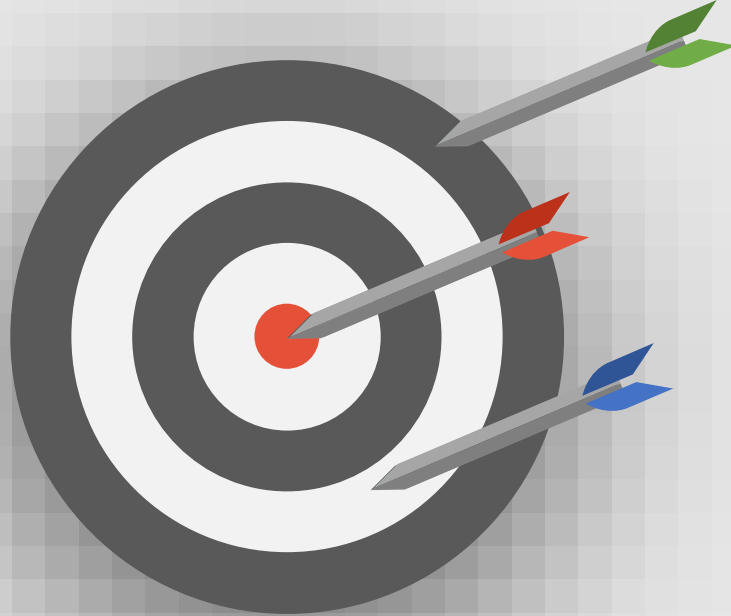
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### TEXT

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# TITLE HERE





# TITLE HERE



## TEXT

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TEXT

## TEXT

The quick brown fox jumps over the lazy dog. The quick brown fox jumps over the lazy dog.



TEXT

## TEXT

The quick brown fox jumps over the lazy dog. The quick brown fox jumps over the lazy dog.



TEXT

## O1 | TEXT

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## O2 | TEXT

The quick brown fox jumps over the lazy dog.



## O3 | TEXT

The quick brown fox jumps over the lazy dog.



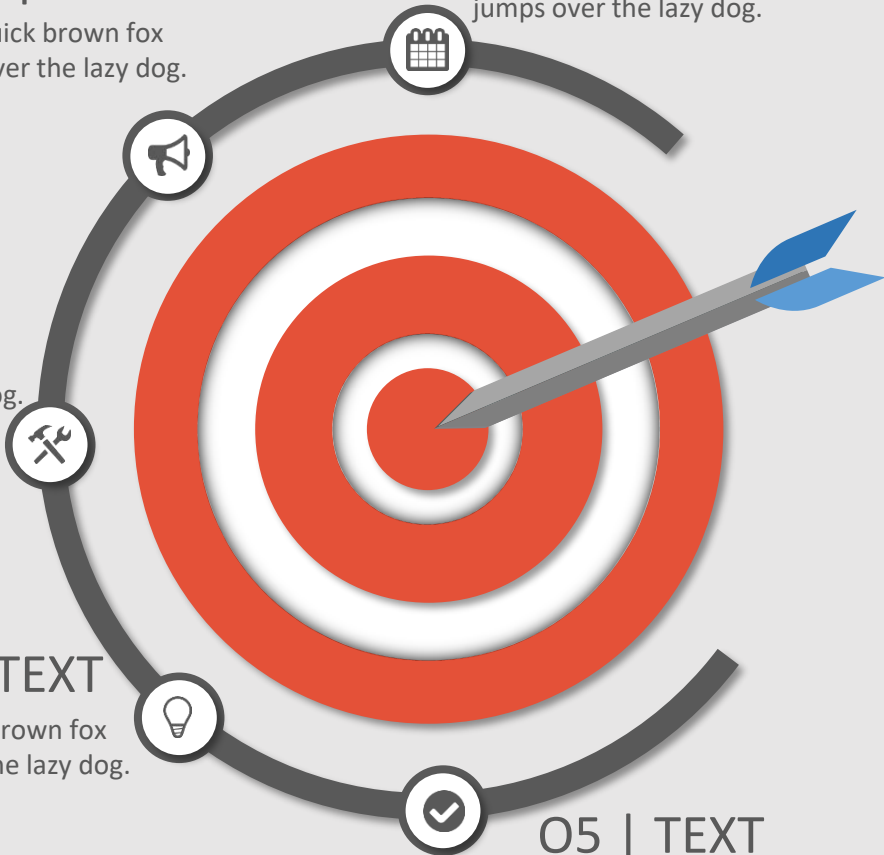
## O4 | TEXT

The quick brown fox jumps over the lazy dog.



## O5 | TEXT

The quick brown fox jumps over the lazy dog.

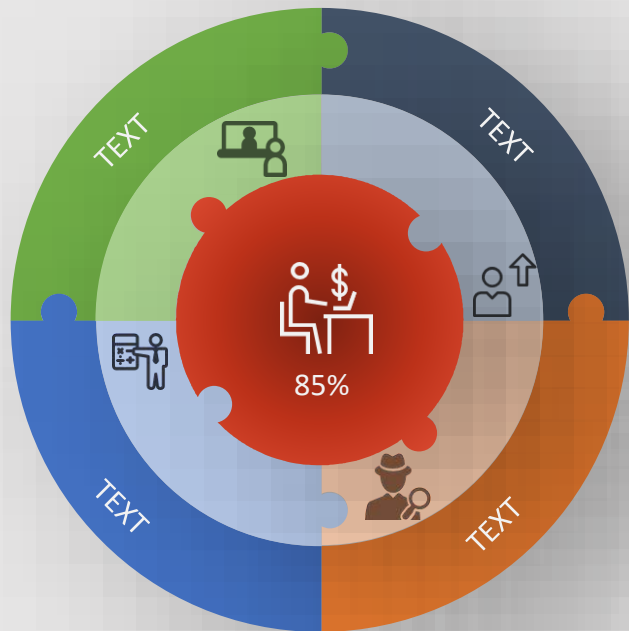


# TITLE HERE

The quick brown fox jumps over the lazy dog. The quick brown fox jumps over the lazy dog.

The quick brown fox jumps over the lazy dog. The quick brown fox jumps over the lazy dog.

# Revenues



01 | Revenue Growth

85% expect recruitment growth in 2017

02 | 25% or more

03 | TEXT

The quick brown fox jumps over the lazy dog. The quick brown fox jumps over the lazy dog.

04 | TEXT

The quick brown fox jumps over the lazy dog. The quick brown fox jumps over the lazy dog.

05 | TEXT

The quick brown fox jumps over the lazy dog. The quick brown fox jumps over the lazy dog.

# TITLE HERE



## O1 | TEXT

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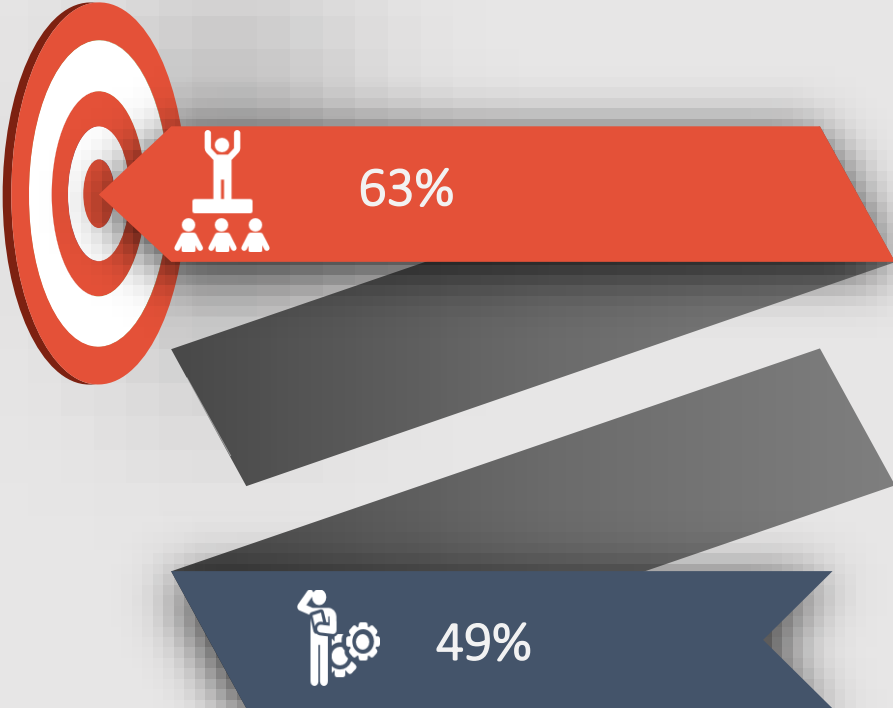
## O2 | TEXT

The quick brown fox jumps over the lazy dog. The quick brown fox jumps over the lazy dog.

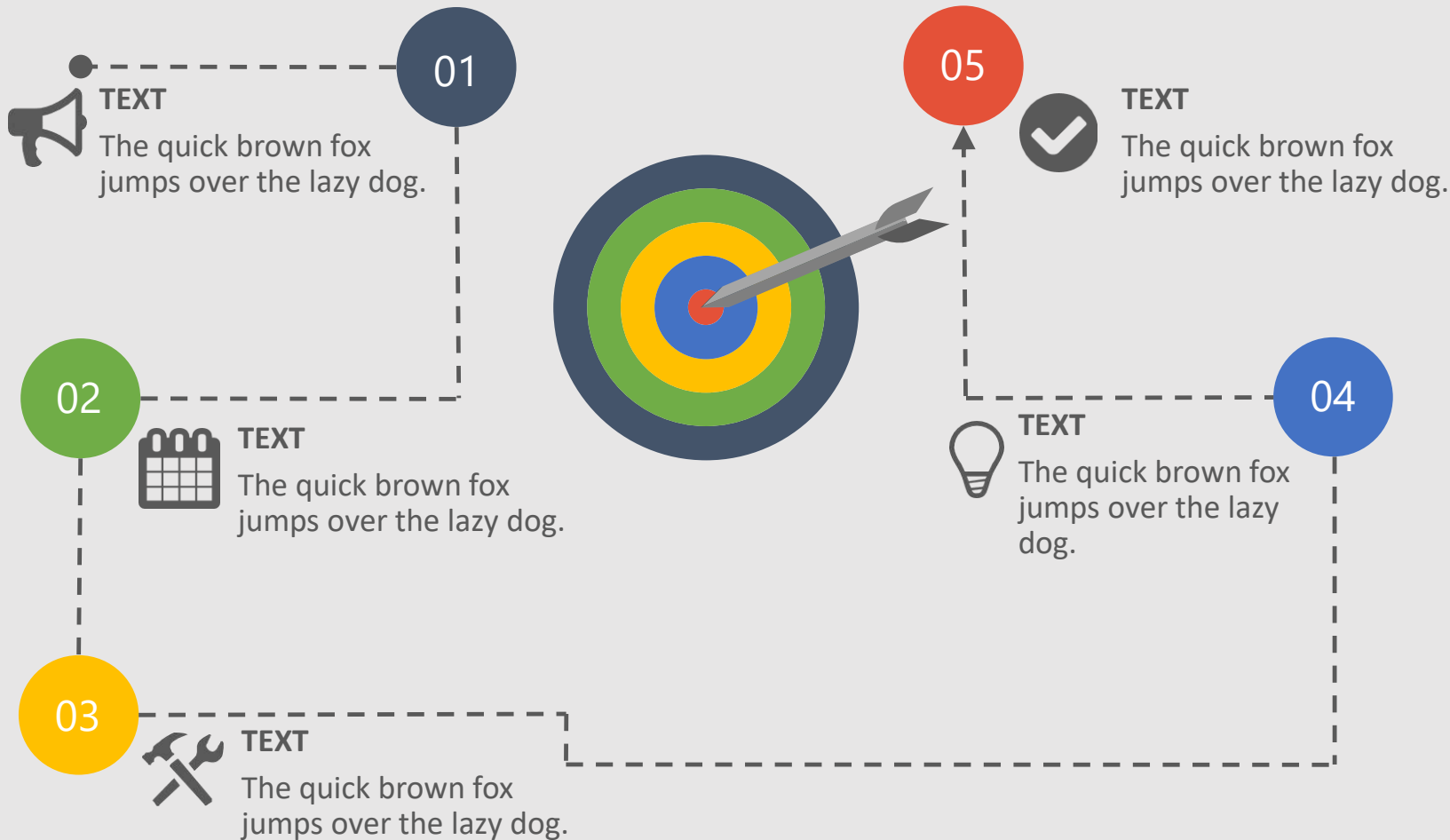


## O3 | TEXT

The quick brown fox jumps over the lazy dog. The quick brown fox jumps over the lazy dog.



# TIMELINE



# USEFUL ICONS

You can change the color of these icons

