

ASA  
American Staffing Association

# Inspired Recruiting

ASA  
WEBINARS

Jan. 13

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## How to Ask a Question

- Q & A Pod
  - Type your questions into the Q & A pod and click the send question icon.



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## How to Submit Your CE for This Webinar

- Visit [americanstaffing.net](http://americanstaffing.net) and click on Education & Certification
- Click on "CE Status and Submission Form" on the left to access the continuing education submission form and to view your CE summary.



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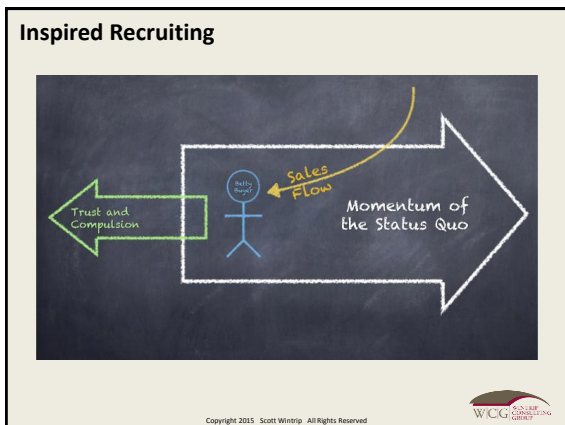
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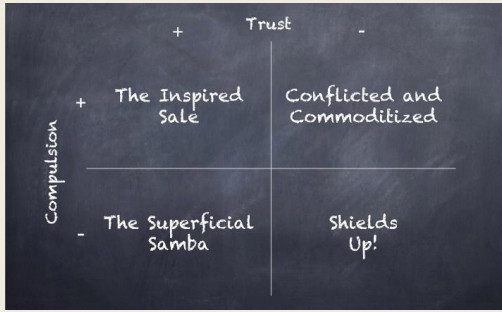
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### Inspired Recruiting



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### The Trust Fall

- Practice Your ABCs
- Employ the Engagement Model
- Be a Soundbiter
- Become a Talent Agent
- Trigger Logic AND Emotion

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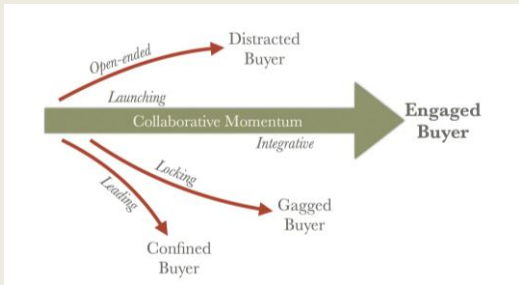
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### The Trust Fall: Engagement Model



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### OCD: Obtaining Compulsive Delight



- People
- Process
- Possibilities
- Programs
- Presence
- Propulsion

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### Logic and Emotion: The Logic Loop



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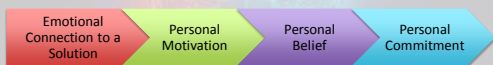
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### Logic and Emotion: The Emotional Activator



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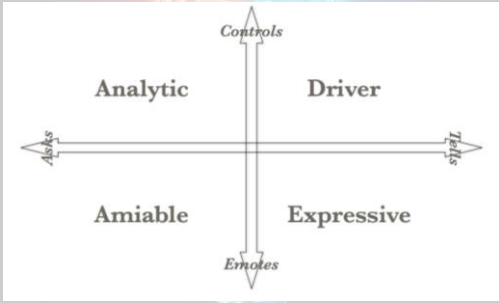
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**Logic and Emotion: The Emotional Activator**



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**Logic and Emotion: The Emotional Activator**

Drivers

- What will a positive outcome change for you?
- What will this allow you to do next?

Expressives

- How will a positive outcome affect you personally?
- What will be different in your life, as a result?

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**Logic and Emotion: The Emotional Activator**

Amiables

- When we achieve these goals, what will it mean for you?
- For others?

Analytics

- What are some of the tangible benefits you'll experience from this change?
- How will this make it easier to reach your goals?

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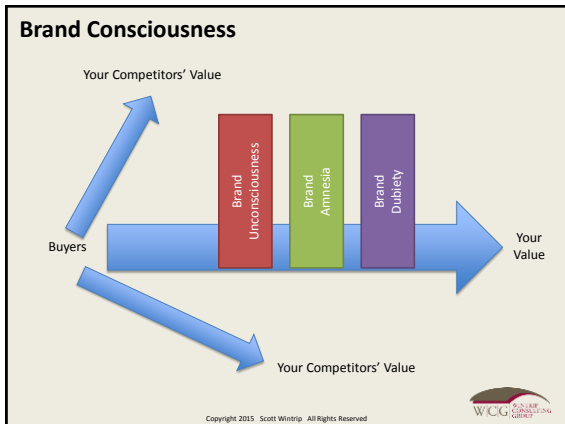
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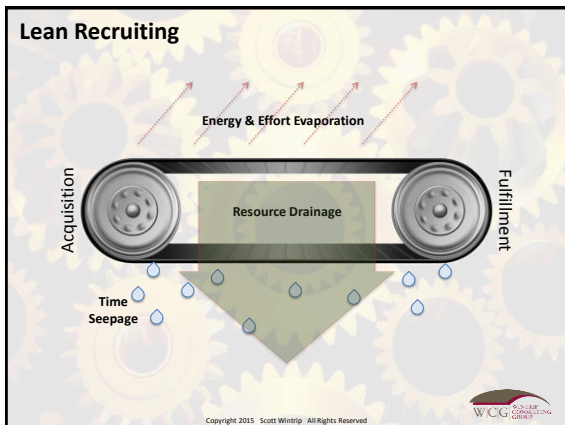
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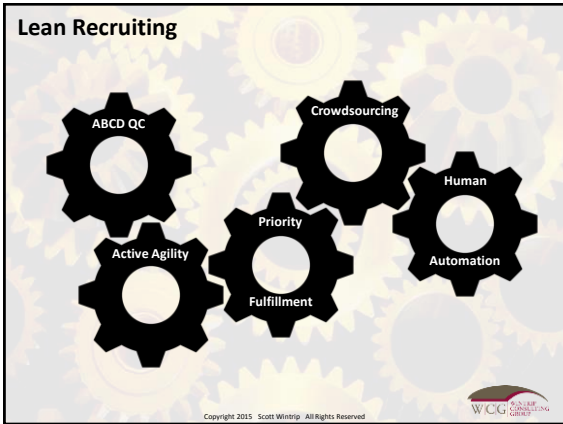
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## Questions?

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### Thank You for Attending

- Today's webinar has been recorded
- Recording will be available within two business days
- Qualifies for continuing education credit

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American Staffing Association

### Upcoming Webinars

- Jan. 15: From Average to Great—The Four Key Steps to Becoming a Master Recruiter
- Feb. 10: The Unemployment Insurance Integrity Mandate—How New Laws Affect Staffing Firms

All ASA webinars qualify for continuing education credit towards ASA certification renewal.

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