



# ASA STATE OF THE INDUSTRY

Second Quarter Update for Staffing  
Professionals: Focusing on Client Experience

June 27, 2023, 2 p.m. Eastern time

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# ASA Certification Continuing Education

Today's webinar qualifies for **1.0 CE** hour

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  - **Activity ID:** 23-Z6NPZ



**1.0 CE**

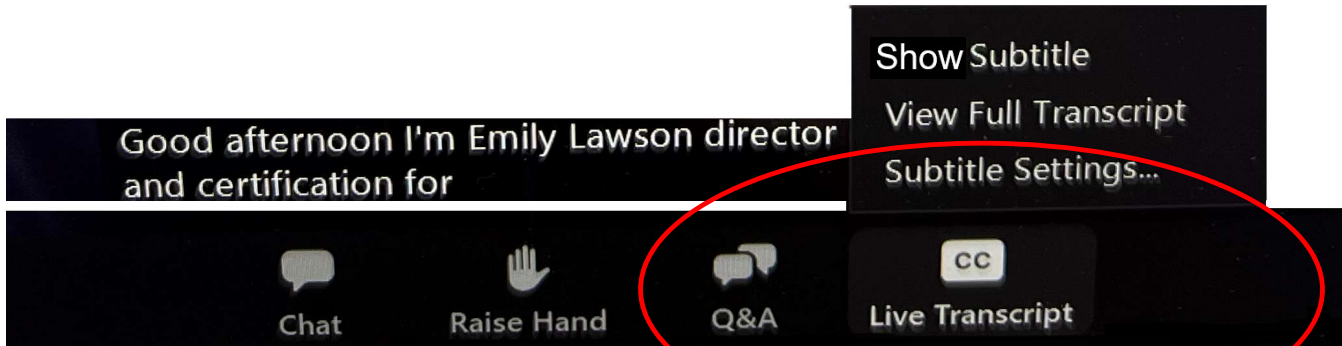


# Closed Captions

Good afternoon I'm Emily Lawson director and certification for

Chat Raise Hand Q&A Live Transcript

Show Subtitle  
View Full Transcript  
Subtitle Settings...

A screenshot of a video player interface. At the top, a subtitle reads "Good afternoon I'm Emily Lawson director and certification for". Below the subtitle is a control bar with four buttons: "Chat", "Raise Hand", "Q&A", and "Live Transcript". A red circle highlights the "Q&A" and "Live Transcript" buttons. A context menu is open over the "Live Transcript" button, showing three options: "Show Subtitle", "View Full Transcript", and "Subtitle Settings...".

Good afternoon I'm Emily Lawson director and certification for

Chat Raise Hand Q&A Live Transcript

Hide Subtitle  
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A screenshot of a video player interface, similar to the one above. The subtitle is the same. The control bar shows "Chat", "Raise Hand", "Q&A", and "Live Transcript". A context menu is open over the "Live Transcript" button, but the "Show Subtitle" option is replaced by "Hide Subtitle". A red circle highlights the "Hide Subtitle" option in the context menu.

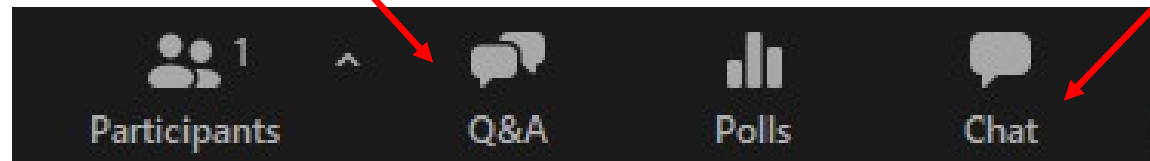
# Ask a Question. Engage With Other Attendees.

## Q&A

- Type your questions for the panel into the Q&A box

## Chat

- Start a conversation—say hello! Engage with our panelists and other attendees



# President's Message



Richard Wahlquist  
President and CEO, ASA  
[@StaffingTweets](#)

# Overview of Today's Webinar



Eric Gregg  
Founder and CEO, ClearlyRated  
[@EricAlanGregg](#)



# Today's Webinar Presenters

- President's Message  
Richard Wahlquist, president and CEO, ASA
- Research Update  
Eric Gregg, founder and CEO, ClearlyRated  
Tim Hulley, assistant director of research, ASA
- Legal Update  
Stephen Dwyer, senior vice president and chief legal and operating officer, ASA
- Industry Leader Interview  
Geno Cutolo, head of North America, Adecco





Tim Hulley  
Assistant Director of Research, ASA  
@ASATimH



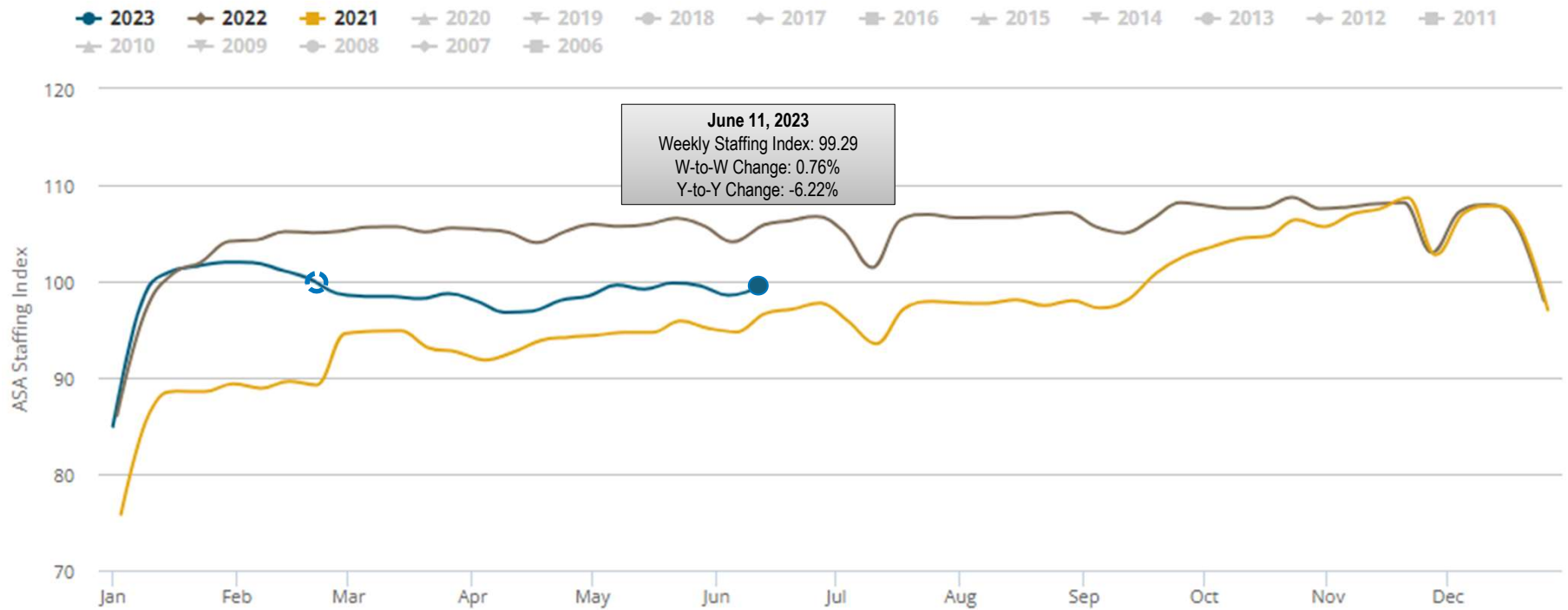
# Reported March 2023

# Current Snapshot

[americanstaffing.net/data-dashboard](http://americanstaffing.net/data-dashboard)

LAST QUARTER	LAST MONTH	CURRENTLY	NEXT QUARTER
<a href="#">ASA Staffing Jobs &gt;</a> <b>2.1%</b> 3Q 2022 Staffing employment in 3Q 2022 averaged 2.76 million per week, a 2.1% increase from the same quarter last year. <a href="#">View data &gt;</a>	<a href="#">BLS Temp Help Jobs &gt;</a> <b>2.8%</b> February 2023 Temporary help jobs in February decreased -2.8%, seasonally adjusted, from the same month last year. <a href="#">View data &gt;</a>	<a href="#">ASA Staffing Index &gt;</a> <b>4.2%</b> 4-Weeks ending 2/26/2023 <b>101</b> Staffing jobs decreased 4.2% year-to-year, averaged over the four weeks ending 2/26/2023. <a href="#">All ASA Staffing Index data &gt;</a>	<a href="#">GDP Projection &gt;</a> <b>0.1%</b> 1Q 2023 Economists surveyed in January projected GDP in 1Q 2023 will increase 0.1%. <a href="#">View data &gt;</a>
<a href="#">ASA Staffing Jobs &gt;</a> <b>6.5%</b> 1Q 2023 Staffing employment in 1Q 2023 averaged 2.58 million per week, a -6.5% decrease from the same quarter last year. <a href="#">View data &gt;</a>	<a href="#">BLS Temp Help Jobs &gt;</a> <b>2.6%</b> May 2023 Temporary help jobs in May decreased -2.6%, seasonally adjusted, from the same month last year. <a href="#">View data &gt;</a>	<a href="#">ASA Staffing Index &gt;</a> <b>5.9%</b> 4-Weeks ending 6/11/2023 <b>99</b> Staffing jobs decreased 5.9% year-to-year, averaged over the four weeks ending 6/11/2023. <a href="#">All ASA Staffing Index data &gt;</a>	<a href="#">GDP Projection &gt;</a> <b>0.1%</b> 2Q 2023 Economists surveyed in June projected GDP in 2Q 2023 will increase 0.1%. <a href="#">View data &gt;</a>

# Staffing Employment in a Holding Pattern

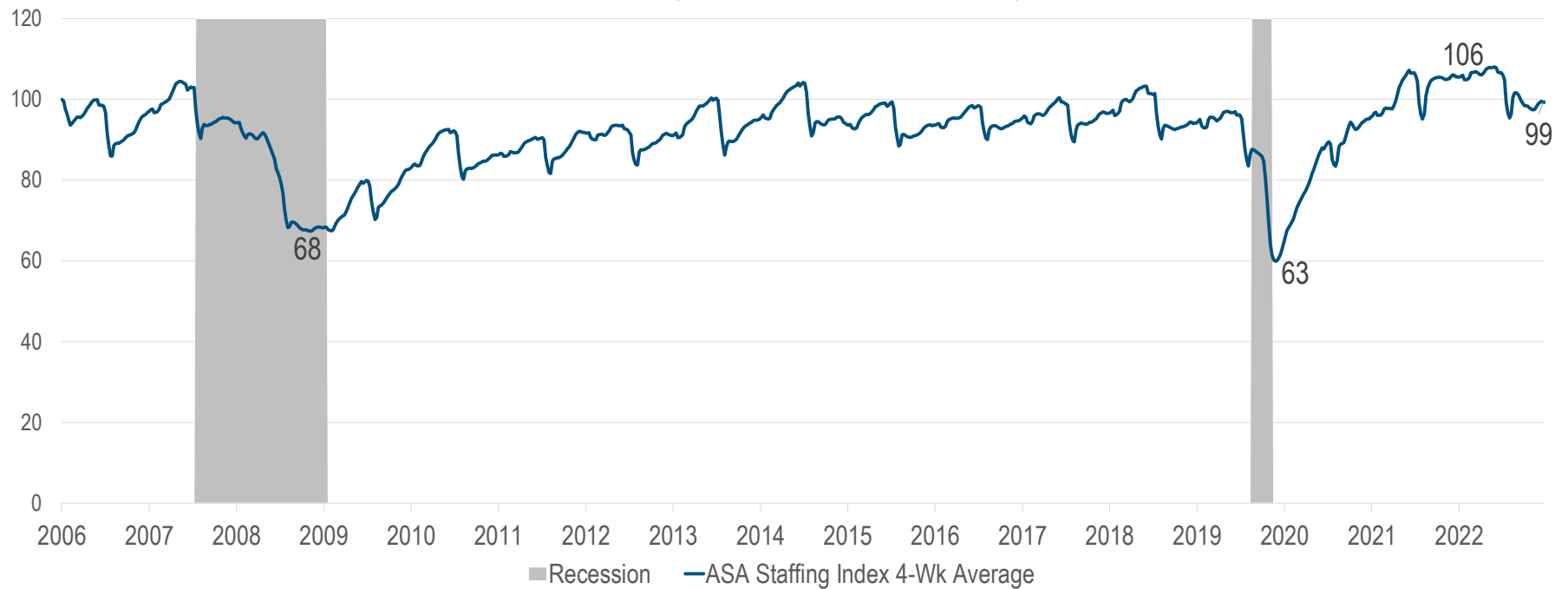


Data Last Updated: June 21, 2023 9:00 AM



# Historically, Staffing Employment Remains High

ASA Staffing Index Four Week Average





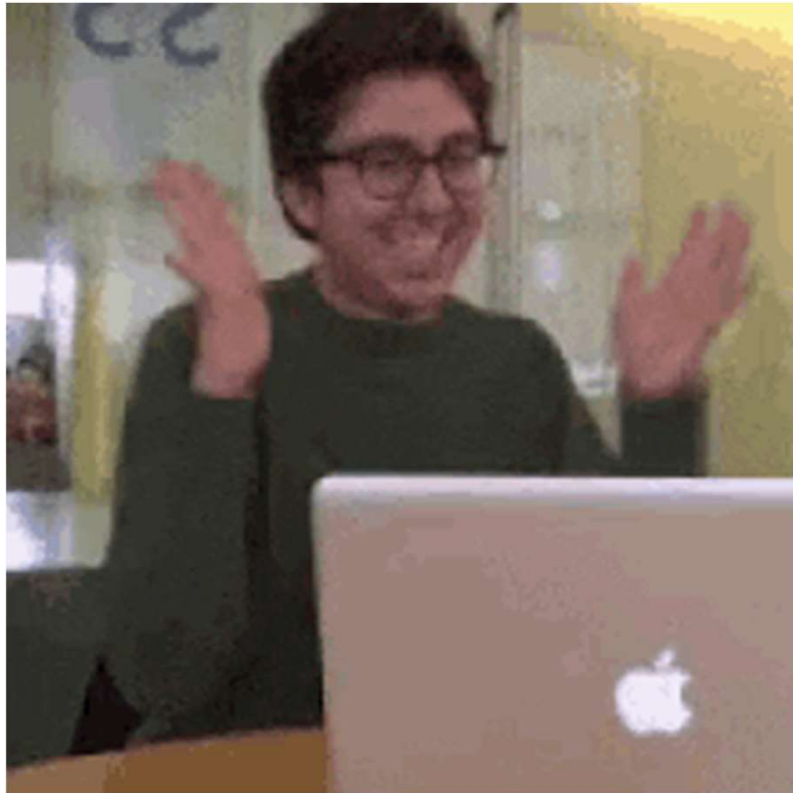
Eric Gregg  
Founder and CEO, ClearlyRated  
@EricAlanGregg

# Five Key Trends Affecting Staffing Buyers

1. The rise of the digital buyer
2. The importance of trust and transparency
3. The consumerization of B2B buying
4. Global trends in employee demographics
5. The adoption of new technologies



# The Rise of the Digital Buyer



## PROOF

**Three in four B2B buyers start their search online**

*Forrester*

**HALF of B2B buyers say they used online reviews to help make their buying decision**

*2023 Demand Gen Report*

# The Importance of Trust and Transparency



## PROOF

**60% of B2B buyers will pay more for a product or service they trust**

*McKinsey*

**82% of B2B buyers say that trust is a critical factor in their purchasing decisions**

*TrustRadius*

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# The Consumerization of B2B Buying

## PROOF



**70% of B2B buyers expect the same level of experience as they do from B2C companies**

*Gartner*

**92% of B2B buyers say that the customer experience is a key factor in their decision process**

*Salesforce*

# The Aging Workforce Will Impact Hiring



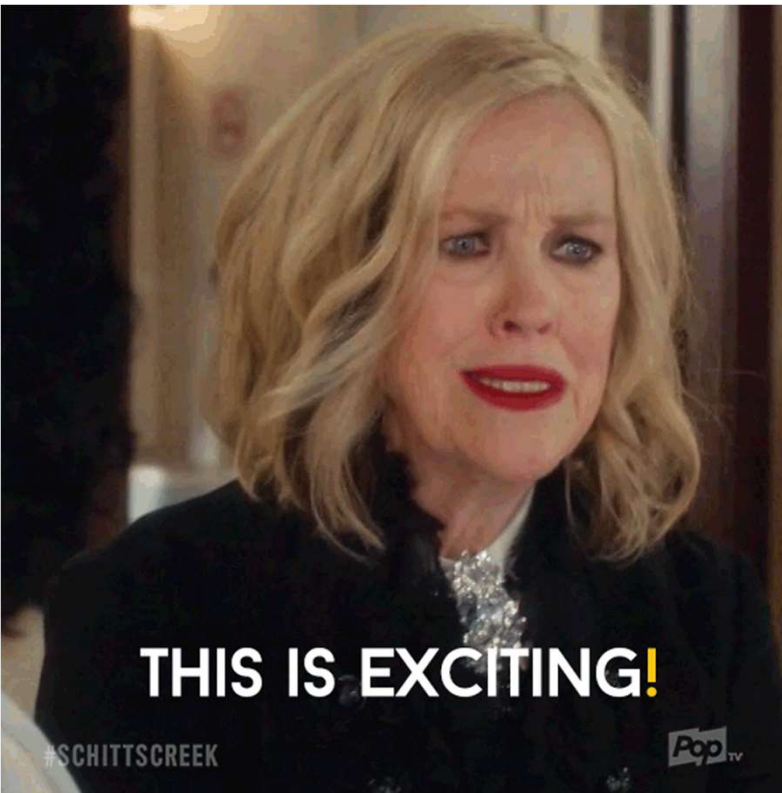
## PROOF

### Between now and 2030...

- The number of people 65+ will increase by 20%, but
- The number of people 25-54 will only increase by 6%

*Bureau of Labor Statistics*

# The Adoption of New Technologies



## PROOF

**90% of the statistics in this section of the webinar were sourced through Google Bard**

*Me*

**A study by IDC found that AI could generate \$3.7 trillion in new revenue for B2B firms by 2030**

*IDC*



## Stephen Dwyer

Senior Vice President and Chief Legal and  
Operating Officer, ASA

@StaffingTweets

## Top Current Legal Issues

- Noncompete agreements
- Immigration enforcement
- Form I-9
- Artificial intelligence

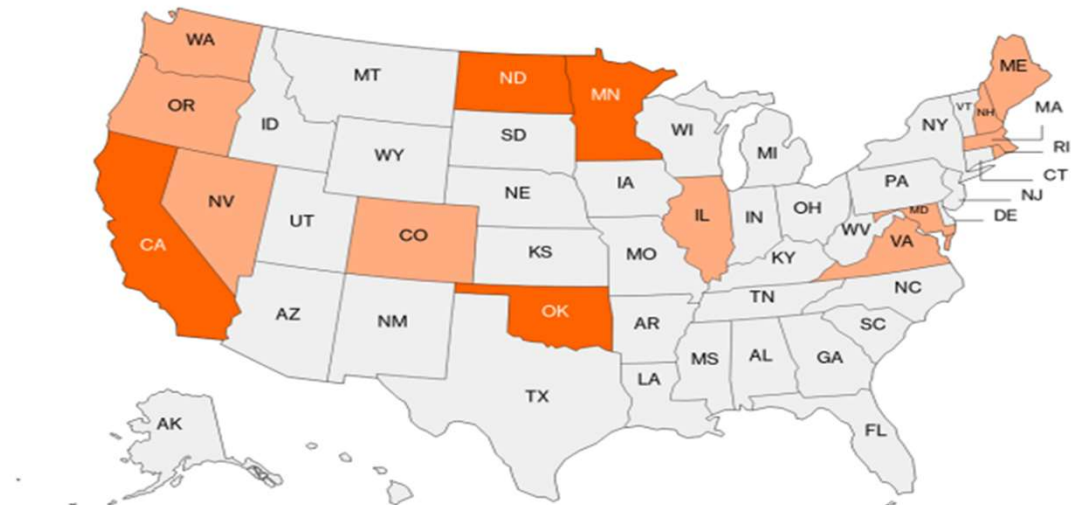


- **NLRB**
- **FTC**
- **States**

# Noncompetes

## State Limits on Employee Noncompetes

■ Largely banned ■ Banned for low-wage/hourly workers



Source: Bloomberg Law analysis  
Minnesota ban takes effect July 1.

Bloomberg Law

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## Immigration Enforcement / Form I-9

- Do not specify I-9 documents
- Watch your job ads
- Virtual I-9 inspection generally not allowed for temporary workers—ASA [Webinar](#)



# Artificial Intelligence

- EEOC Technical Assistance Guidance
- New York City Local Law 144, Regulations; July 5 compliance date







# Adecco

Geno Cutolo

Head of North America, Adecco

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



# Who Is the Customer? It's Changing.



# Buyers Expect a Different Pace Than Before



# The Impact of Gen Y and Younger on Staffing



# Getting to *Consistently Remarkable* at Adecco



# Artificial Intelligence in Staffing—Initial Thoughts



# What Leads to a Successful Career in Staffing





**Questions?**





**Thank You for Participating in  
Today's Webinar!**



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