

Welcome to Today's Webinar

Unlocking Your Potential: How to Leverage Four Mindsets for Staffing Success

Tuesday, Sept. 9, 2025, 2 p.m. Eastern time



Please note that the audio will be streamed through your computer—there is no dial-in number. Please make sure to have your computer speakers turned on or your headphones handy.



American Staffing Association



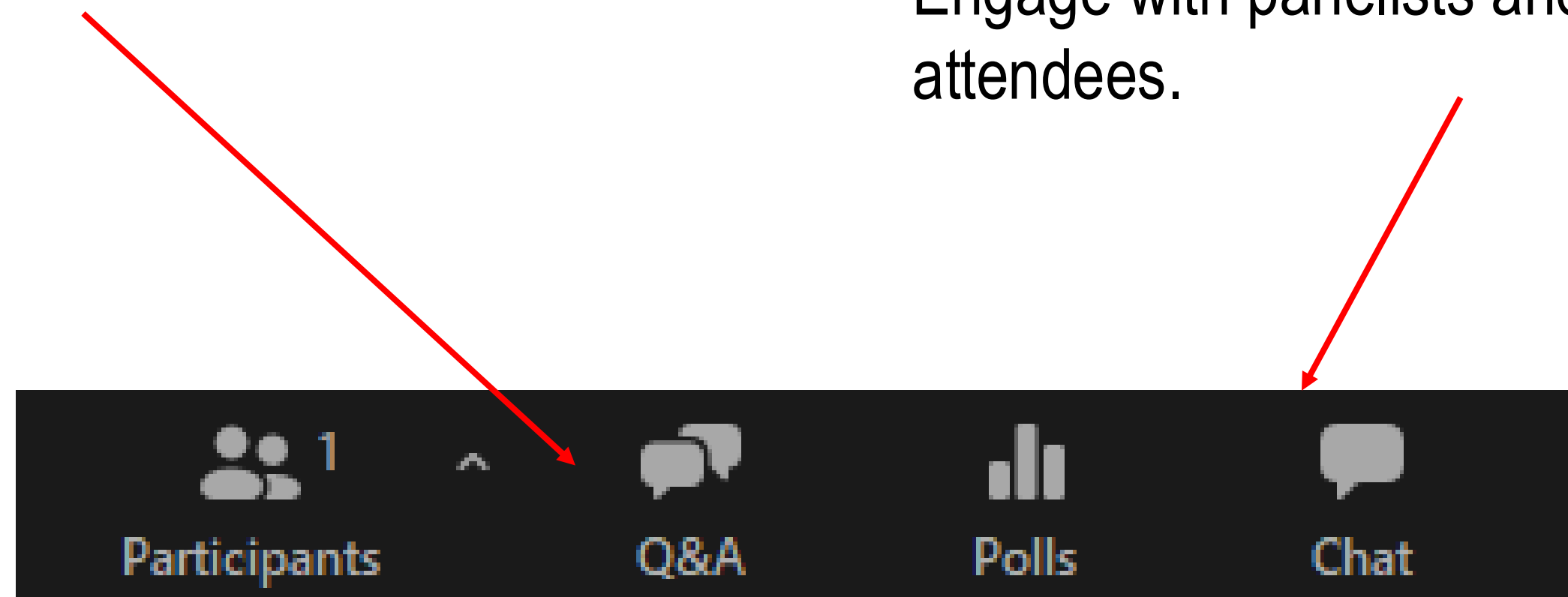
Ask a Question, Engage With Other Attendees

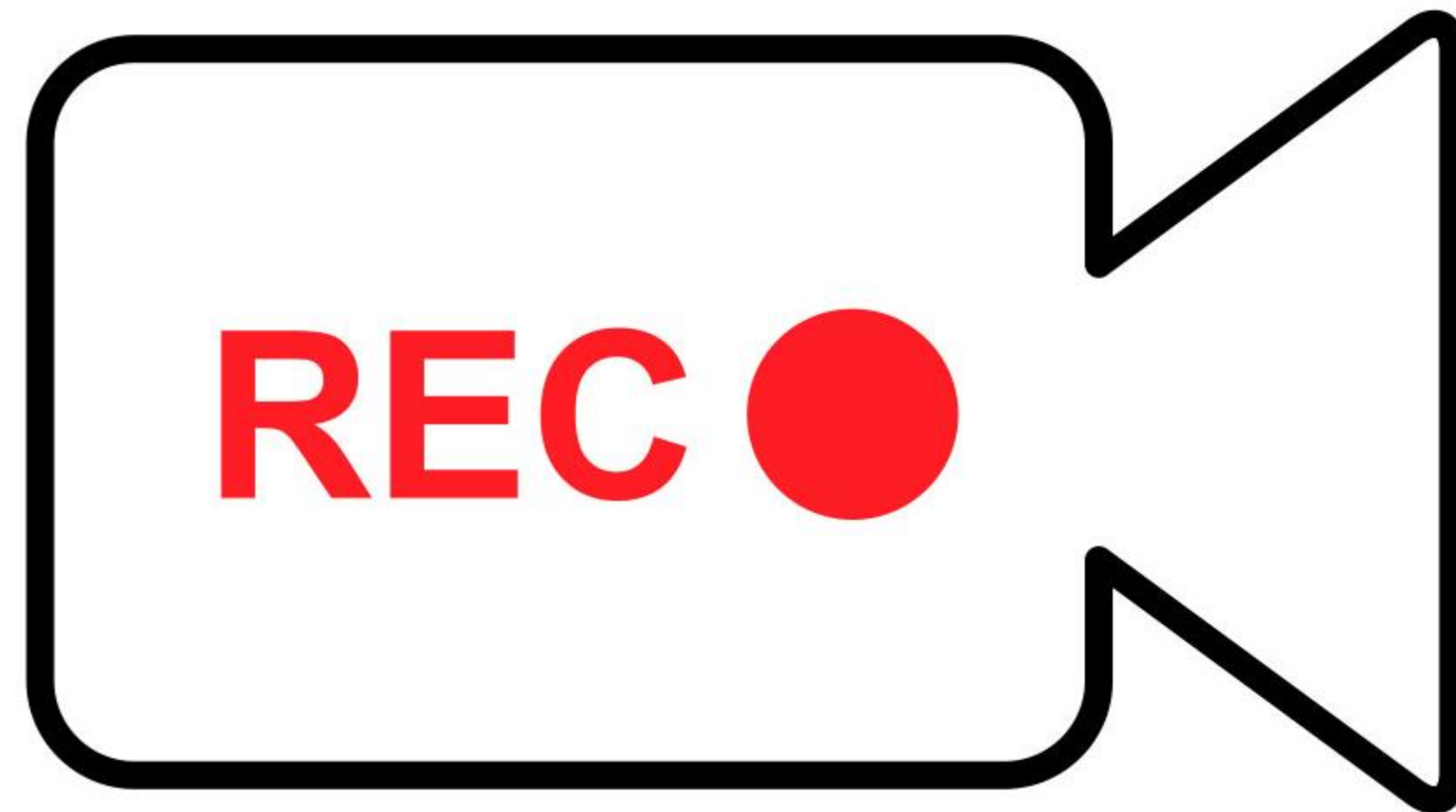
Q&A

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

Chat

Start a conversation—say hello. Engage with panelists and other attendees.





ASA Certification Continuing Education

Today's webinar qualifies for 1.0 CE hour

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- This program is valid for **PDCs** for the SHRM-CP® or SHRM-SCP®.

Activity ID: 25-WY4SR





Tom Erb
president, Tallann Resources

Unlocking Your Potential

How to Leverage Four Mindsets
for Staffing Success

Presented By: Tom Erb



TALLANN RESOURCES



Adopting 4 Key Mindsets

✓ Performance

✓ Value

✓ Long Game

✓ Mastery





The Performance Mindset

Why Manage Performance ?

- ✓ Metrics create a path to success
- ✓ Increases job satisfaction
- ✓ Builds professional expertise (value)
- ✓ Recognizes efforts and results
- ✓ Visibility and focus increase performance
- ✓ It is in your, or your employees' best interest



Responsibility

Employees know how their individual performance is being measured and are required to report on their metrics

Visibility

Key data is being recorded and is regularly reported on for all in the organization to see

Accountability

Employees meet regularly with their manager to discuss KPI attainment and are coached or counseled for missing minimum requirements

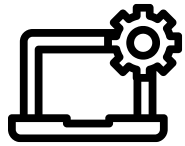


3 Levels of Performance Management

Team Roles

Role	Sample Activities	Measurements
Administrative	<ul style="list-style-type: none">• Payroll Processing• Application Processing• Job Posting• Credentialing	<ul style="list-style-type: none">• Speed• Accuracy• Completeness
Service Delivery	<ul style="list-style-type: none">• Client Outreach• Consultant Outreach and Engagement• Problem Resolution• Skill Marketing	<ul style="list-style-type: none">• Client Satisfaction• Talent Satisfaction• Talent Length of Assignment• Account Growth
Production	<ul style="list-style-type: none">• Recruiting & Sales Activities• Appointments & Interviews• Submissions• New Starts	<ul style="list-style-type: none">• Activity Goal Attainment• Sales and Recruiting Process Results• Financial Results - Revenue, NOI
Management	<ul style="list-style-type: none">• Performance Management• Training, Coaching, and Counseling• Financial Management	<ul style="list-style-type: none">• Department Goal Attainment• Satisfaction - Talent & Client• Financial Results

Sample Metrics



Administrative

New Applicants
Processed < 2 hrs.

Job Postings < 2 hrs

Onboarding/
Credentialing
Completion

Time Processing.



Recruiting

Candidate Job
Conversations

Client Submittals/
Interviews

New Starts

Gross Profit



Client Service

Client Engagement
Calls

Skill Markets

Net Promoter Score
- Client

Gross Profit



Sales

Phone Calls

Appointments

Pipeline \$

Gross Profit



The Value Mindset



Common Staffing Phrases

“Sorry to bother you”

“I know you’re busy”

“I won’t waste your time”

“Just checking in”





Reeks of desperation

Approaches with no value

Positions you as a
vendor

Appeals to the wrong types of
clients and talent



Stop Apologizing!

Ask Yourself:

Is this person better
off knowing me than
not knowing me?



Differentiators that Actually Resonate

Specialization



Proof of Performance



Team Tenure and Experience



Proven Expertise



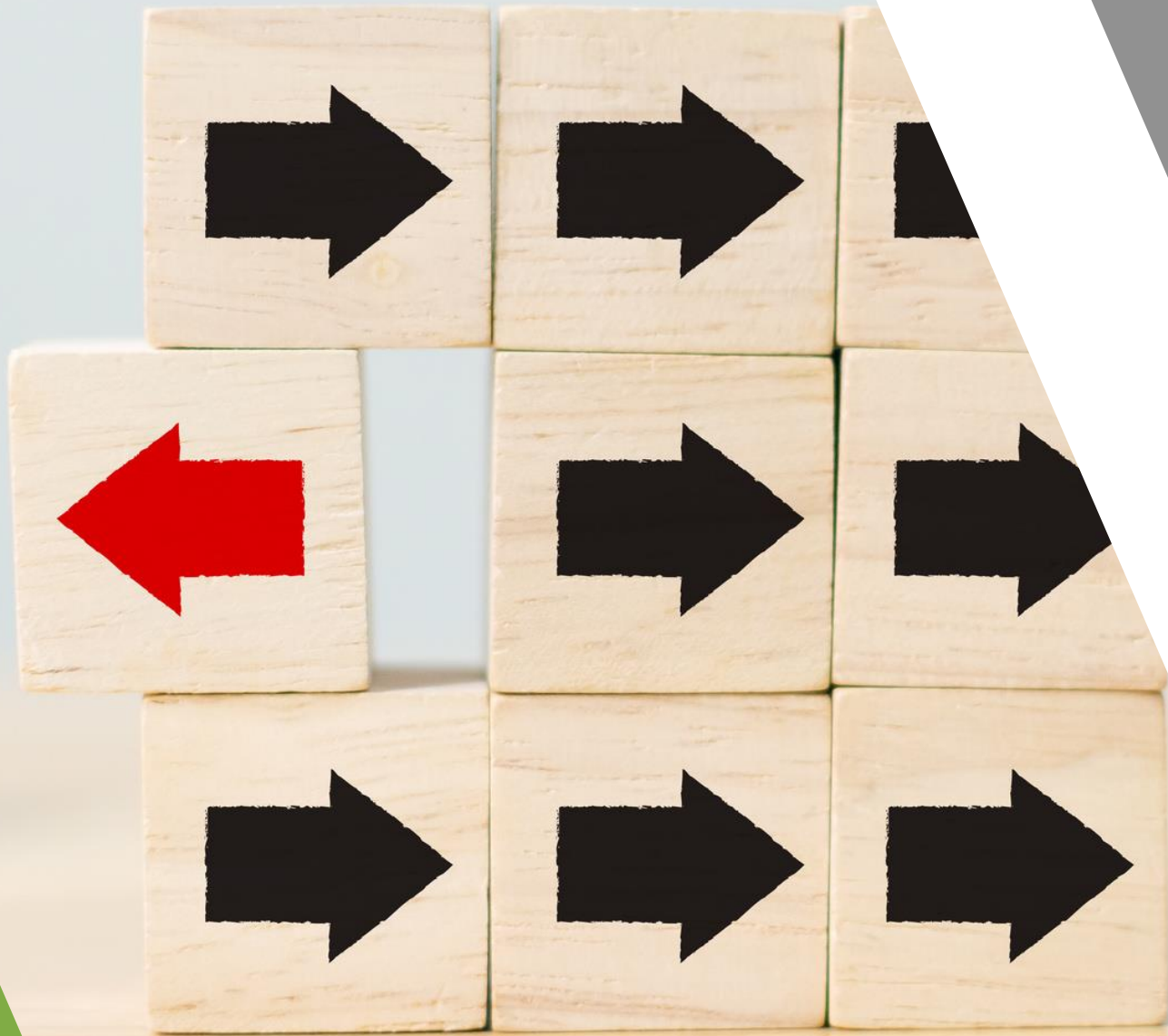
Market Reputation



Productized Delivery Model



Client Base and Tenure



Value Phrases

“Wanted to get on your radar”

“I know we’re **both** busy”

“I want to make sure it is time well spent for both us”



VALUE



The Long Game Mindset



This is my profession,
not just a job



Sales and Recruiting
are easy if I know
everyone
(and they know me)



I never hear “No,” just
“Not Now”



I'm building a
reputation and
presence



My ultimate goal is to
not have to cold call

What is Owning Your Market?

To be known as
the Expert
in your market or niche

A hand holding a yellow sticky note with the word **EXPERT** written on it. The hand is wearing a blue striped shirt. The background is white with green and grey geometric shapes.

EXPERT

A hand holding a glowing crystal ball against a starry space background. The crystal ball is held in the palm of a hand, and it glows with a bright, warm light. The background is a dark, starry space with a green and orange diagonal stripe running across it.

Focus on your “Universe”

There are a finite number of potential clients or candidates in your market

How many are there?

- LinkedIn
- Bureau of Labor Statistics
- Workforce Development
- Lightcast
- Professional Associations
- ZoomInfo, Apollo

How many are we already engaged with?

What’s my strategy for connecting with all?

Be "Omnipresent"

01

Mailings

02

Public Speaking

03

Webinars &
Podcasts



Networking

04

Thought
Leadership

05

Social Media

06

Ramp up Your Thought Leadership



Blogs
and
Articles



eBooks and
Whitepapers



Podcasts &
Webinars



Executive
Breakfasts
and
Lunches



Market
Data &
Analytics



The **Mastery** Mindset



“The better I get, the more I realize how much better I can get”

Martina Navratilova



Hall of Fame Professional Tennis Player



59 Grand Slam Titles



9 Wimbledon Singles Titles



Won her last major at age 49
(US Open Mixed Doubles)





“Until you value yourself, you will not value your time.
Until you value your time, you will not do anything with it.”
M. Scott Peck

“Your greatest asset is your earning ability.
Your greatest resource is your time.”
Brian Tracy

“I must govern the clock, not be governed by it.”
Golda Meir

“It’s not the daily increase but daily decrease. Hack
away at the unessential.”
Bruce Lee

Time Hacking Tips



Focus on the Important, not just the Urgent



Timeblock everything on your calendar



Don't confuse "Research" with Task Avoidance



Commit at least 10 hours a week to phone time



Allocate time to each component of your sales or recruiting strategy



How I stay up to date in Staffing and Recruiting

Podcasts



Email

Newsletters



Organizations & Groups





Practice!

Practice!

Practice!



“If you aren’t
practicing, you are
practicing on your
prospects.”

Jack Daly



Role Play

- Live phone calls
- In person meetings
- Voicemails

Scenarios

- Icebreakers
- Rapport building
- Objection handling
- Credibility and Value Prop
- Personas
- Worst case

In Closing: Focus on the 4 Mindsets

✓ Performance

✓ Value

✓ Long Game

✓ Mastery



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Visit Our Website

www.tallannresources.com



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ASA THRIVE LIVE

AT STAFFING WORLD 2025 | OCT. 5 – 6, ORLANDO, FL



Katie Ledecy: Going for Gold



Staffing Strategies for the AI Revolution



Jason Leverant, CSP
Facilitator
President and chief operating officer, AtWork Group



Don Sloan
CIO, Prolink



Alan Stukalsky
Chief digital officer, Randstad NA



Michael Whitmer
Chief risk and compliance officer, RGF Staffing

Carla Harris
Expect to Win: Proven Strategies
for Success





**You will now be redirected
to a brief survey**