

# USING STAFFING TO ACHIEVE c o m p a n y g o a l s

Do you remember when you purchased your food processor? Undoubtedly, you were happy because you no longer had to chop onions by hand. But as you examined the machine's attachments and read the user manual, you discovered your food processor could do much more than just chop. It could slice cucumbers, shred carrots, whip egg whites, and even knead bread dough. The more you learned about your food processor, the more useful it became to you.

Staffing is a lot like your food processor. Many companies call staffing firms solely when they need temporary workers to fill in for direct employees who are ill or on vacation. While short-term help is a very useful staffing benefit, it is certainly not the only one.

There are other great benefits that staffing companies can help you enjoy. The more you learn about their services, the more you'll understand the value they can bring to you and your company.

Below are some of the important results businesses are realizing through the strategic use of staffing services.

## CONTAINING COSTS

All businesses need to control expenses. When used effectively, staffing services can save far more than they cost.



## KNOWING MORE ABOUT THE BENEFITS OF STAFFING SERVICES PUTS YOU AHEAD OF THE REST!

Staffing solutions can reduce overhead and manage operating costs in several areas:

**Fixed Expenses.** By using temporary employees for special projects or during peak workload periods, you get the experience and skills you need without increasing your fixed payroll costs.

**Benefit Expenses.** Using staffing services can limit your benefit expenses. Most temporary employees receive only limited benefits paid by the staffing firm.

**Overtime Costs.** By using temporary employees, you can reduce the amount of overtime you pay your direct staff.

**Unemployment Claims.** Because staffing companies provide temporary employees, none of the unemployment claims affect your rating.

## REDUCING RISK

Staffing firms can help your business thrive by reducing the risks inherent in hiring and human resource management:

**Bad Hires.** All hiring decisions are risky because bad ones are so costly. To help protect yourself, consider a temp-to-hire option to try out a new employee. If you're pleased with the temporary employee's performance,

you can offer him or her a direct position. If you're not, you can terminate the assignment without consequence.

**Burnout.** As the workload increases, tension in the workplace rises, and so do absenteeism, workers' compensation claims, and the need for more management. Adding temporary employees during peak work periods can help relax the demand on your direct staff.

**Legal Issues.** Staffing firms are well-versed in employment law, so they comply with all federal, state, and local regulations. They can also help ensure that you're following non-discriminatory hiring practices.

**Layoffs.** By using temporary employees on an as needed basis, companies that experience frequent variations in workload can reduce or eliminate the need to lay off direct personnel during slow periods.

## INCREASING FLEXIBILITY

Today's organizations are challenged to meet market demands quickly, without committing to long-term expense.

Staffing firms can provide the support and expertise you need to get your work done within time and budget constraints.

**Operating Efficiency.** Business functions outside of your core competencies can be outsourced to staffing companies. Outsourcing normally translates to decreased expense and increased efficiency.

**Staffing Options.** Temporary employees are an ideal answer to situations with short-term staffing requirements, including special projects, seasonal work, vacation and maternity leaves, and tight deadlines.

**Hiring Restrictions.** If your company has instituted a hiring freeze, temporary employees can help you with the workload without increasing your direct hire headcount.

**Immediate Placement Needs.** Most staffing companies maintain robust applicant databases. They can often identify candidates who have the skills, experience, and personality traits that match your work environment. They can also supply competent temporary employees who can fill in until you've found the right people for direct positions.

## SAVING TIME

Time may be the most precious commodity in business. The time you spend finding and administering employees is time away from critical job concerns. Staffing firms can relieve your hiring and managing burden.

**Hiring Process.** Staffing companies that offer direct placement services can substantially reduce or eliminate the time you spend advertising, screening, interviewing, testing, and reference checking.

**Training.** Because staffing firms have access to temporary employees with the skills you need, you'll spend less time training new personnel. Often, staffing companies have training programs their temporary employees can use to sharpen their skills before they begin their assignment with you.

**Payroll Administration.** When you use temporary employees, the staffing firm is responsible for the time-intensive tasks of processing and administering payroll and benefits.

**Non-Critical Activities.** Outsourcing non-critical departments or activities to a staffing company with the necessary expertise can free up your employees' time and lead to improved performance.

## GROWING YOUR BUSINESS

Businesses either grow and prosper or stagnate and fail. Staffing can play an important role in facilitating new growth concepts and supporting demands created by an organization's success.

**New Ideas.** Before you commit to hiring direct staff to implement a new concept, you can test your idea with temporary employees. These temporaries can assume a direct role, or they can fill in for your staff members involved with testing the new idea.

**Rapid Growth.** A staffing organization can act as an adjunct to your human

resources department. By taking the time to learn and understand your business, they can help you recruit temporary employees and direct hires who will succeed in your work environment.

**Knowledge Infusion.** Staffing firms allow you to bring in the expertise you need on a short-term basis. These experts, especially temporary technical and professional staff, can also teach new skills to direct employees in your organization.



## USE STAFFING STRATEGICALLY

As you can see, there are many goal-oriented benefits associated with the strategic use of staffing services. The key to developing a successful staffing strategy is to ask yourself, "What are my company's goals, and which staffing services can help me reach those goals?"

Work with your staffing service to answer these questions, and you'll be well on your way to realizing more of your business goals and maximizing the value of your staffing investment.

One final note: if you *didn't* know your food processor could knead dough, dig your manual out of that kitchen junk drawer and read all about it!