



The ISA Pulse

News for Illinois' Staffing Industry Professionals

September/October, 2003

Illinois Legislative Update

"All Politics is Local . . ."

Kris Swanson

ISA Legislative Committee Chair

Building relationships with your legislators is one of the most important things you can do to protect your business. We must put a face to our industry, it starts at the grassroots level, and it's easy! I thought I would illustrate by sharing my own personal experience during our recent Legislative Action Week.

I met with my State Senator, Christine Radogno, and my State Representative, Rene Kosel, and I spent time with each of them for about twenty minutes. I was extremely impressed with the courtesy extended to me as well as the genuine interest both had in hearing my story and in asking how they could help. My visit started with a short self-introduction including where I lived in their district and the nature of my business.

Then I asked each of them some questions about their particular interests in Springfield, on which committees they worked, and what issues were closest to their hearts. This gave me an idea of how to stay in touch by keeping my eyes open for articles covering their

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National Staffing Employee Week – September 22-26

ISA President's Message

Lana Johnson, CPC/CTS

ISA President

*"Gracias"
"Hvala"
"Merci"
"Grazie"
"Arigato"*

Whatever language you say it in, saying "Thank You" is one of the most important things you can do to express appreciation for others and their acts.

National Staffing Employee Week (NSEW) is next Monday 9/22 through next Friday, 9/26, and it is a nationwide campaign designed to honor the contributions of the stars of our nation's workforce: America's temporary and contract employees. This is our time to collectively thank our temporary employees for the hard work and the difference they make to our companies and our clients.

As an ISA-affiliated state chapter, the Illinois Staffing Association enthusiastically supports the national celebration, in particular through our Illinois Annual Staffing Employee of the Year Banquet. I have personally been involved with the ISA (or IATSS/IAPS prior to the merger) for over 7 years and I have attended this event every single year with my organization. My own experience at every event has

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"Every man owes a part of his time and money to the business or industry in which he is engaged. No man has a right to withhold his support from an organization that is striving to improve conditions within his sphere."

-Theodore Roosevelt, 1908

areas of interest.

We talked for a short time about their families, and my family, occupations, interests, etc., and what their plans were relative to running for reelection.

Then I spent a few minutes describing my business. How many people I employ each year, and how our work benefits the community. I also spent a few minutes talking about the economic and regulatory issues the staffing industry has faced in the near past, and the challenges we continue to face. I mentioned how the staffing industry is a bridge to permanent employment, how it provides workers and businesses flexibility, and how we are the jobs people (all from the ASA handout). I also talked about how our businesses differ from day labor companies (a key issue).

I had prepared a file folder labeled "Illinois Staffing Association" with the ASA handouts and the Illinois Staffing Facts and left that behind, together with a copy of my company brochure and my business card. I offered to become a resource for them if they needed any information about labor, day labor, jobs or the staffing industry--and I invited them to visit my office any time it would be convenient.

Before I left their offices, each of them told me to call them personally any time issues affecting my business came up. My Senator even offered to consider co-sponsoring any legislation our industry might introduce. All in all, for a forty-minute investment I started two relationships that will prove very valuable in the months and years to come.

When I got back to the office, I sent each of them a handwritten note thanking them for their time and reiterating my offer of help.

If you haven't yet made an attempt to meet with your legislators, IT IS NOT TOO LATE! Both the House and Senate are off until November, so call today to schedule a meeting. You will be pleasantly surprised.

Don't forget to ask your senior managers to contact their legislators too. If you want to participate, here is the link to the Illinois Staffing Association web page

with info, handouts and links.

http://www.isa-il.org/site/5b_event.html.

I know how busy we all are just trying to keep our businesses afloat, but this is a one-hour investment in the future of your business. Just think what it would cost you if a sales tax initiative is passed next year and you have to justify a rate increase to your customers...I think you will agree that the cost is much more than this one hour of your time.

For those of you who have met with your legislators, please send me an email with a brief overview of your meetings.

Thanks to everyone for their participation. 🐾

Kris Swanson
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The Illinois Staffing Association (ISA) is a state chapter, affiliated with both the National Association of Personnel Services (NAPS) and the American Staffing Association (ASA).



The ISA Pulse is a bi-monthly newsletter dedicated to updating ISA members on the latest events and happenings within Illinois' staffing industry. We welcome your feedback and encourage you to contact us via our website, www.isa-il.org, or by emailing Deb at lsasn@aol.com.



Don't Miss the Illinois Staffing Employee of the Year Annual Banquet!

**Thursday, September 25
Maggiano's Banquet Room
111 West Grand Avenue
Chicago, IL**

National Staffing Employee Week is September 22 – 26, and in conjunction with the celebration, the Illinois Staffing Association is proud to once again host our Staffing Employee of the Year Banquet.

This is one of our premier events, and it's your top chance to recognize your stellar temporary employees. Treat your top temporary/contract employees to an evening of gratitude and appreciation. Each of your temporary employees will receive a flower, framed personalized certificate of appreciation, a wonderful meal and the change to be the "Illinois Staffing Employee of the Year!" Don't forget to register and to nominate your employees for the evening's top honors.

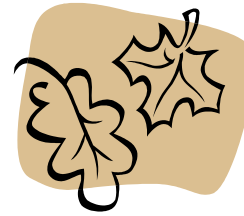
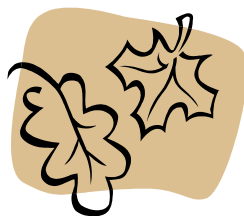
Register and nominate your employees TODAY at www.isa-il.org.

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always been positive, and in addition to the great food, the camaraderie and networking, and overall fun time, the best part of the night is the great time enjoyed by all the temporary employees. Last year, we honored each employee with their moment in the spotlight as they received framed certificates. We announced the Staffing Employee of the Year, Vanessa Kyle from Health Partners America. As a healthcare professional, Vanessa makes a difference not only to Health Partners and their customers, she impacts patients' lives. The evening is a great night out "on the town" for the employees and they truly do feel honored by the event and their staffing firms. If you haven't attended this event in the past, I hope you'll try it out this year and join us.

This year we will once again hold our raffle. Proceeds will benefit the ISA Legislative Fund. This fund was created to provide financial support to our legislative efforts – efforts that are designed to prevent our industry from adverse legislation and regulation. In this last year, our legislative fund has allowed us to partner with one of the best lobbyists in Springfield and we hope to continue this relationship – we cannot do it without your support. If your organization would like to donate prizes to the raffle, please contact Meg Laundry at 312.696.5306.

I sincerely hope you will take advantage of this opportunity to appreciate some of your best "field" employees, the ones you can always rely on for top performance, great attitudes, and consistent results. And I also hope you will celebrate the week in your offices in whatever way you see fit. For great collateral and ideas, visit ASA's website at www.staffingtoday.net/memberserv/nthw.htm. ☺



“Four Tips to Become More Motivated”

By Scott Love

The Academy of Recruiting Mastery – www.recruitingmastery.com

The other day I received a call from a large state association considering me to speak at their day-long annual "Motivation Day" event. To be considered for this event is a huge honor. I was so pleased and excited that I got the call.

But I have a confession to make. I can't motivate anyone. I really can't. The only person who I can motivate is myself. I have no control over the long-term changes that a recruiter makes once he or she leaves my program. **Motivation is a choice** that each recruiter must decide to make for himself or herself. Authentic and long-lasting motivation comes from within and is not dependent upon external means.

So how can we get recruiters motivated to achieve long-lasting performance improvement?

The problem that many managers have with the concept of motivation is that their belief about it is flawed. They believe they can read a motivational book, attend a "pump up" seminar, or get psyched by listening to Wagner on the way to work in the morning. These changes might inspire someone for a few hours, but the next day the same old habits are in place with the same old results. The biggest complaint I hear from managers about the concept of speaking programs is that they get tired of sending someone to a session and a week later the performance results are still the same. Everyone gets excited for a week, and then the status quo raises its ugly little head and says, "Move over, I'm coming back home."

In order to change the motivation level of a recruiter, to achieve real long-lasting change, we must change the fundamental beliefs that cause that person to achieve. And it's more than the externally visible "enthusiasm" that so many people mistake for motivation. They think that a gregarious bubbly person who is enthusiastic is motivated, when they have no idea what habits live beneath the surface.

Here's the real key to motivation, folks. It's more than personality or a fleeting emotional charge. Motivation is the commitment that you have to achieve your outcomes even when you don't feel like it. That's it. In other words, it's leading a disciplined life.

If you want to achieve long-lasting change then you must become more disciplined.

If the word 'discipline' had a color, it would be a dingy ugly gray. It connotes boring, laborious drudgery, and doesn't have much fun associated with it. "This ain't your father's discipline!" I'm talking about "fun discipline". Anytime I do a session for recruiters, I make sure that it's easy, that it's simple, and that it's wildly fun. Let's just admit the fact that recruiters and sales people don't like to do anything that's freakishly boring or monotonous. Let's put some spice in it so people will actually follow up on what really counts when it comes to success: performance improvement. When you peel away everything that doesn't count, success on your desk all boils down to the actions that you take on an hourly basis. Your entire year is made up of a series of hours, and you must manage your performance as a recruiter on an hour-by-hour basis.

Follow these four tips on how to become more motivated and more disciplined on your desk:

- 1. First, if you have not yet downloaded the free telephone discipline tool, you need to do this. It will help you connect with more people each day.** I receive emails from recruiters all over the world who say this simple little tool has made a visible improvement on their billings. It all starts with the habit of discipline on the telephone. (This free tool can be downloaded here: <http://www.recruitingmastery.com/mentorshipprogram.html>)
- 2. Secondly, you need to build on your successes.** Are you setting your goals high because some hyped-up motivational speaker who has never had been beaten up in this business told you to shoot for the moon? Forget about it. Shoot for a target that you know that you can hit. Set

your goals low. That's right. Set your goals so that you actually achieve them. Forget about having fifty conversations in a day. Start with twenty. Then go to twenty-one. Twenty-five. Thirty. Thirty-five. Do it progressively. And then shoot for the moon once you have a realistic shot at hitting it. Setting goals beyond your realistic reach causes apathy and a 'why even try' performance model, resulting in low billings and recruiters leaving the business. If you end up not giving it your all everyday, this is probably why. Scale it back, dude. Give yourself a break. Get some success under your belt and then raise your goals. It's okay to do this. The market has been brutal and you deserve to start feeling successful again. Start with small successes and go from there.

3. **Focus on the fun of the business.** Here's what I mean: I quit the recruiting business...again...for the fifth time this year. And I keep coming back to it because every time I talk with a hot candidate who says he wants to interview with my client, I become elated...I just get a rush. Okay, so it's like a bad gambling habit. But it's contagiously fun, and you just can't help it. Focus on the fun part of the business. Sure, it's drudgery making all of those calls, but take those experiences that thrill you and dwell on them. Make the association of a placement or a client/candidate interview so insatiably pleasurable that you just can't wait to set up another one.

4. **Change your attitude.** "But nobody's hiring right now." "My market is all dried up." "My city's economic conditions are in a negative growth pattern right now." Here's a news flash, champ. Nobody ever won a gold medal on the ice because they said the Russians were bigger than they were. David never doubted his ability to overcome Goliath. Lance Armstrong fell this year in the race and choose not to use it as a convenient excuse for failure. Yeah, you've got challenges. We all do. So suck it up and change your self-talk. If you keep telling yourself the market stinks, then it'll stink. If you tell yourself that everyone you talk to

wants to do business with you, then you will get more business. Tell yourself that 'today is going to be the most exciting day of my life' on the way to work, and watch it become just that. Expect to win. Expect to get the business every time. Become surprised when clients tell you no. Your attitude colors your perspective and paints your opportunities. You have more control over your desk than you realize, and if you change your attitude, you will attract opportunities to you. I spend at least two hours on this single concept in my day-long training programs because it is so critically important. If you want to see a master of authentic motivation inspire you to change your attitude, then watch Keith Harrel keynote at the American Staffing Association's convention in Vegas this year.

(<http://www.staffingtoday.net/memberserv/convention03/index.shtml>).

Performance improvement through authentic motivation really is that simple. Occasionally I will have a recruiter email me a note telling me that my methods are overly simplistic. I usually respond by saying, "Thank you for noticing. Try it for thirty days and tell me it doesn't work." Remember, if you are going to hit the next level, it has to be fun, easy, and simple...otherwise the status quo will burrow a nice little home in your head. Authentic and lasting change comes from minor improvements made in major areas, so follow these four steps and improve your motivation forever. ♪

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Scott Love helps recruiters and recruiting managers increase their production regardless of the economy. He is the author of The Recruiter's Adventure Book!, foreword by Jeffrey Gitomer.

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"The rung of a ladder was never meant to rest upon, but only to hold a man's foot long enough to enable him to put the other somewhat higher."

-Thomas Henry Huxley