



PEOPLEMAX

MAXIMUM BUSINESS HEALTH CHECKLIST

FOR STAFFING & RECRUITING FIRMS

A quick assessment
of key business drivers to
accelerate your success.

There are 9 success factors that are critical to Staffing & Recruiting industry success. This Checklist will help you gain clarity on which factors are current strengths and which are holding you back from the firm you want to become.

RATE YOUR ORGANIZATION ON A 1-10 SCALE (10 is Highest) for the following Success Factors:

1. Purpose: Based on your core values, this is your firm's compelling reason for being that drives you and your people. A clearly **understood and communicated** purpose for your firms' existence provides strong emotional bonds both with your team and your customers. It differs distinctly from a mission statement in that purpose is less about **what** you do, and all about **why** you do it.

Not At All

Entirely

2. Vision: This is the "big picture" of what you want your firm to become. It needs to align with your firm's purpose. When you have a compelling vision that's clearly understood and communicated, people become inspired and motivated. Most people aren't motivated by their job duties alone. Your vision can include desired size, reputation, niche/s and other aspects of your desired future.

Not At All

Entirely

3. Strategy: This is the overall plan to achieve your vision. It's a clearly understood and communicated plan (that's been **objectively challenged** for soundness) for your firm to achieve its vision. It includes "who" you'll serve and "what" & "how" you'll serve them. You need to "drill down" to target clients, specific contacts within these clients, and specific actions to connect with these contacts. Your strategy needs to be frequently reviewed against agreed-upon success metrics to make timely adjustments based on results. A sound strategy is critical for a competitive advantage in an industry where you can be commoditized, distracted, and replaced.

Not At All

Entirely

4. Culture: The accepted norms of thinking and behaving that your firm nurtures. It's a set of core values/principles and behaviors that are demonstrated by the leaders' behavior and policies. People need to know that they must demonstrate your core values in order to remain in your organization (with the same standard for top producers as others). Whether clearly communicated or implied, culture drives people's behavior. You must **intentionally create the culture** that's needed to support your strategy. Otherwise your strategy won't be executed.

Not At All

Entirely

5. People: The contribution your people make to your firm's current results and future potential. Staffing & recruiting is a labor-intensive business where your people determine your success. Since the "people side" is the most complex, we break down the components below for your rating.

Hiring - Your success rate in hiring productive, profitable employees who fit your culture, contribute to your growth, and have a positive impact on other employees, clients and candidates.

Not At All

Entirely

Engagement, productivity, and retention- The level of your people's focus, energy, performance, commitment, and longevity.

Not At All

Entirely

Personal development- The rate at which your people improve their performance, impact on others, and capacity to handle difficult challenges.

Not At All

Entirely

6. Business Development: The quantity and quality of job orders your firm regularly brings in. This includes the ability of sales/account managers to qualify job orders, influence job specs, manage hiring manager expectations, get exclusives, retainers, etc. This requires the development of long-term, trusting relationships with clients.

Not At All

Entirely

7. Sourcing and Recruiting: The ability to identify, contact, gain interest, and submit the right candidates for the right jobs.

Sourcing includes the ability to understand the specs and utilize creativity and persistence to identify the “difficult to find” candidates better than your competitors can.

Not At All

Entirely

Recruiting includes the ability to build trust, respect & rapport, acquire accurate, up-to-date information, manage expectations, gain loyalty, and get quality referrals. The ability to do **all these things** consistently well is critical for a competitive edge.

Not At All

Entirely

8. Business Administration: The effectiveness and efficiency level of your firm’s overall operations and decision-making outside of the areas referenced above. This includes, accounting, finance, marketing, HR, IT, and clerical/administrative functions. These critical areas of business success often misalign with the skills, experience, and interests of placement firm owners.

Not At All

Entirely

9. Leadership: Your firm’s leadership effectiveness is defined by how well ALL the previous 7 factors are executed. As a leader, you must commit to develop greater skills, or delegate to others who can fill your competency gaps. That’s why leadership development is **the driver of your firm’s success**. The following critical leadership traits/skills are developed rather than inborn. They’re required for optimal impact on yourself and others: Self-awareness, clarity of purpose, focus & execution on priorities, openness, flexibility, resilience, willingness to learn new skills & knowledge, and management of ego & emotions.

Not At All

Entirely



ABOUT BRAD

Hi, I'm Brad Wolff, the Managing Partner of PeopleMax. As a founder of two successful placement firms, I lived in your world for 15 years. I experienced how difficult it can be to succeed without feeling like you're in a constant grind. Common challenges I faced included:

- I was limited to the perspectives of myself and my people
 - Many things that used to work became ineffective
 - I faced problems for which I couldn't find a good solution
- I yearned for the outside perspectives and input from qualified and trusted advisors **with industry experience** but couldn't find the right ones. Eventually, my passion moved from running a placement firm to helping placement firm owners. It's a thrill for me to help people solve their most pressing challenges so they can

make more money with less stress.

I combine 15 years of firm ownership experience with 10 years in successful national placement firms. I have placed people in direct hire, temp, and contract positions on both a contingency and retained basis. This has taught me

- How to leverage firms and recruiters who excelled and failed, for long-term success
- The key differences in the most successful placement firms
- The right training and development to turn potential into performance

I have helped owners of small/mid-sized placement firms accelerate and magnify their success through:

- One-on-one business advisory and coaching to solve the most pressing issues
- His unique formula of making more money with less stress
- Mastermind/peer advisory groups
- Relevant group training and development programs

NEXT STEPS

To activate your full potential, book at 15-minute clarity call with me. Just go to <https://calendly/bradwolff/> and find a time that works for you!

PEOPLEMAX