

Your next Big Biller  
is not a recruiter...  
At least not yet.

**BE  
BOLD**

NAPS 2023 ANNUAL CONFERENCE  
JACKSONVILLE, FL • NOVEMBER 5-7, 2023

**Brent Stokes**

NATIONAL ASSOCIATION OF PERSONNEL SERVICES



# About Me



**Brent Stokes**  
Sr. Recruiting Manager  
Blue Signal Search  
bluesignal.com  
bstokes@bluesignal.com

**BE  
BOLD**

NAPS 2023 ANNUAL CONFERENCE  
JACKSONVILLE, FL • NOVEMBER 5-7, 2023



**NAPS 2023 ANNUAL CONFERENCE**

**@NAPS360 | #NAPS360 | #BEBOLD**

# About Me



**BE  
BOLD**  
NAPS 2023 ANNUAL CONFERENCE  
JACKSONVILLE, FL • NOVEMBER 5-7, 2023

NAPS 2023 ANNUAL CONFERENCE

@NAPS360 | #NAPS360 | #BEBOLD



# About Blue Signal

**83**

Total Blue Signal  
Employees

**39**

Recruiters

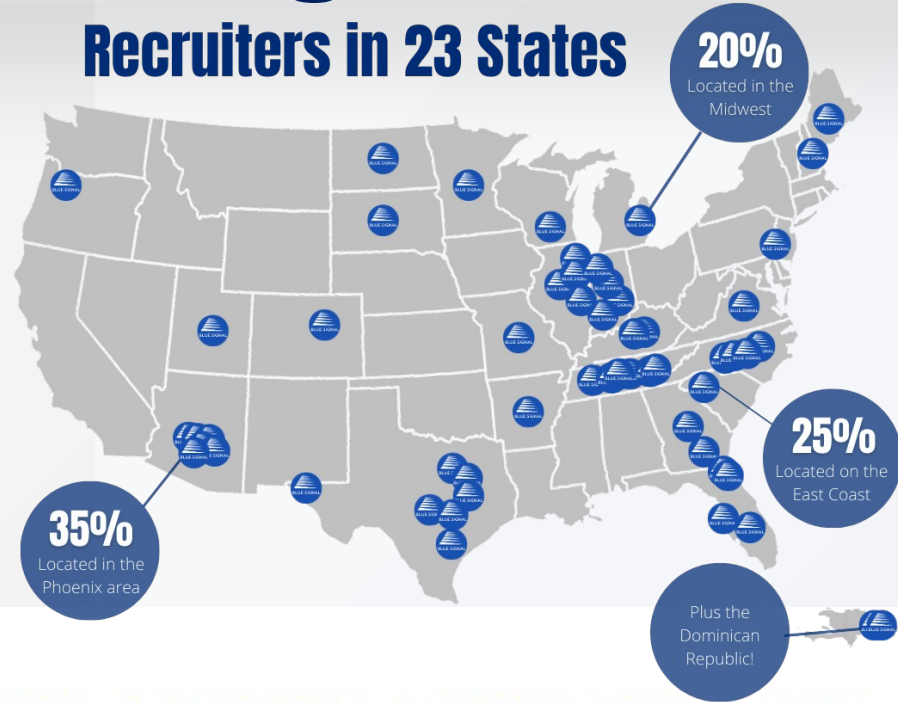
**23**

Staffers

**21**

Operations, Marketing,  
HR, Finance,  
Bookoffice

## Recruiters in 23 States



**BE  
BOLD**

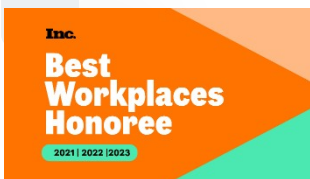
NAPS 2023 ANNUAL CONFERENCE  
JACKSONVILLE, FL • NOVEMBER 5-7, 2023

**NAPS 2023 ANNUAL CONFERENCE**

@NAPS360 | #NAPS360 | #BEBOLD



**#1 Top Company to Work for Millennials by Arizona Capitol Times**



**Blue Signal Ranks Among Highest-scoring Businesses On Inc. Magazine's Annual List Of Best Workplaces For 2021, 2022 & 2023.**



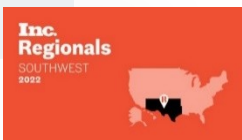
**Voted Top Recruiter 2019, 2020, 2021, 2022, & 2023 – Best of Tempe**



**Ranked as a 5-star staffing firm by Forbes.**



**Named 10 Best Companies to Work for in AZ 2021 by IndustryWired Magazine**



**Blue Signal Ranks 2022 & 2023 on Inc. Regionals Southwest list of Fastest-Growing Private Companies with 2-year revenue growth**



**Blue Signal is finalist for 2022 Torch Awards for Ethics**



**Blue Signal named 2022 phoenix business journal small business awards**



# Awards & Recognition Inc.



**Blue Signal Ranks as a Top Company to work for in AZ for 2021, 2022, and 2023 by Arizona Capitol Times**

**Blue Signal Ranks on Inc. 5000 list of fastest-growing private companies 2021, 2022, and 2023 with 351% 3-year revenue growth**



**CEO, Matt Walsh was named a 2022 and 2023 Phoenix Titan 100.**



**Blue Signal listed on best and brightest companies to work for in the nation 2021**



**Awarded Health Arizona Workplace HAWP Copper Award 2021, 2022 and 2023**



**Recognized as a Best Places to Work in Phoenix by the Phoenix Business Journal.**



**Ranked as the #2 Executive Search Firm – 2019, 2020, 2021, 2022, and 2023**



**Ranked as the #1 Technical Placement, Best Place to Live and Work, and #3 Best Permanent and Temporary Employment Agencies for 2022 and 2023**

# My Recruiting Journey



# My Team Today

## 7 Recruiters roll up to me

- 6 had no previous recruiting experience
- 1 of those 6 is ramping up currently
- Of the 5 inexperienced recruiters who are established:
  - Collective total billings of \$1.7M
  - Average \$28k per month per recruiter
  - All 5 are profitable
- 2 have started building teams underneath them
- Variety of backgrounds:
  - Teacher
  - Missionary
  - Retail
  - Athlete

# Is now the right time to hire?



Affordability



Infrastructure



Onboarding



Recession

**BE  
BOLD**

NAPS 2023 ANNUAL CONFERENCE  
JACKSONVILLE, FL • NOVEMBER 5-7, 2023

NAPS 2023 ANNUAL CONFERENCE

@NAPS360 | #NAPS360 | #BEBOLD

**“Perfection is the enemy of progress.”  
-Winston Churchill**

**BE  
BOLD**

NAPS 2023 ANNUAL CONFERENCE  
JACKSONVILLE, FL • NOVEMBER 5-7, 2023

**NAPS 2023 ANNUAL CONFERENCE**

**@NAPS360 | #NAPS360 | #BEBOLD**

# Why Inexperienced?

**Even the best recruiters started without experience.**

More affordable

**Empowered over entitled**

No bad habits to unlearn

Limitless potential

**BE  
BOLD**

NAPS 2023 ANNUAL CONFERENCE  
JACKSONVILLE, FL • NOVEMBER 5-7, 2023

**NAPS 2023 ANNUAL CONFERENCE**

**@NAPS360 | #NAPS360 | #BEBOLD**

# What are the top traits of a great recruiter?

**BE  
BOLD**

NAPS 2023 ANNUAL CONFERENCE  
JACKSONVILLE, FL • NOVEMBER 5-7, 2023

NAPS 2023 ANNUAL CONFERENCE

@NAPS360 | #NAPS360 | #BEBOLD

# What makes a great recruiter?

Autonomous, Organized,  
Intrinsically-motivated



Curious and inquisitive



Receptive to Feedback



Resilient and Determined



Authenticity and Integrity



**BE  
BOLD**

NAPS 2023 ANNUAL CONFERENCE  
JACKSONVILLE, FL • NOVEMBER 5-7, 2023

NAPS 2023 ANNUAL CONFERENCE

@NAPS360 | #NAPS360 | #BEBOLD

# Where to source your next candidate?

Referrals

**“The Barry Method”**

Internships

**Headhunt**

Job Postings

Always be Looking

**BE  
BOLD**

NAPS 2023 ANNUAL CONFERENCE  
JACKSONVILLE, FL • NOVEMBER 5-7, 2023

NAPS 2023 ANNUAL CONFERENCE

@NAPS360 | #NAPS360 | #BEBOLD

# Identify Talent in The Resume

Excels in multiple roles

History of promotions

**Lists real numbers**

**Organized layout**



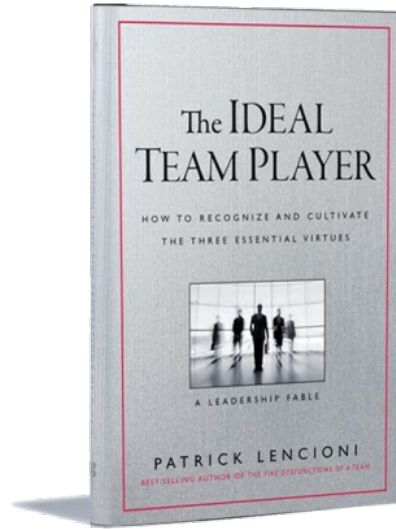
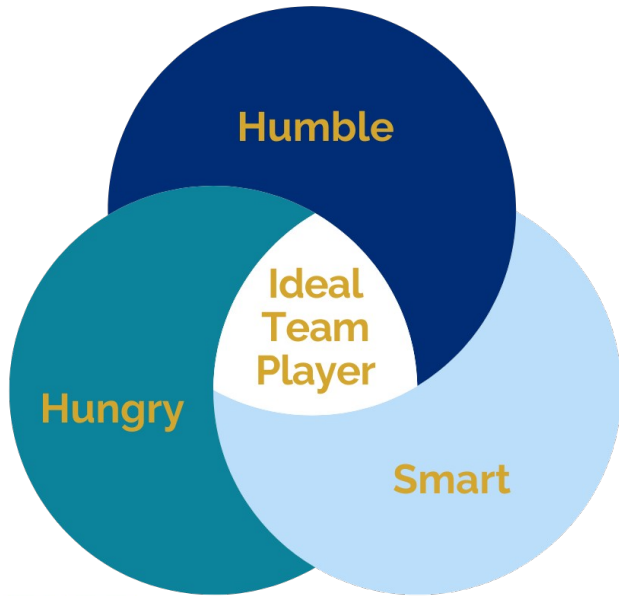
**BE  
BOLD**

NAPS 2023 ANNUAL CONFERENCE  
JACKSONVILLE, FL • NOVEMBER 5-7, 2023

NAPS 2023 ANNUAL CONFERENCE

@NAPS360 | #NAPS360 | #BEBOLD

# How to Identify Talent in an Interview



## Look for Story Tellers

### Ask Questions

- What was the hardest part about that?
- Did you all fail at any part? What did you learn from that?
- What was your role on that team?

**Determine potential through conversation not script.**

**BE  
BOLD**

NAPS 2023 ANNUAL CONFERENCE  
JACKSONVILLE, FL • NOVEMBER 5-7, 2023

**NAPS 2023 ANNUAL CONFERENCE**

**@NAPS360 | #NAPS360 | #BEBOLD**

# Tools & Questions for Interviewing

Ask open ended questions

Make it relaxed

Non-money motivators

**Have HR focus on the HR things. As the manager, you should build a relationship with the candidate.**

**Remember – experience isn't a determining factor.**

**BE  
BOLD**

NAPS 2023 ANNUAL CONFERENCE  
JACKSONVILLE, FL • NOVEMBER 5-7, 2023

NAPS 2023 ANNUAL CONFERENCE

@NAPS360 | #NAPS360 | #BEBOLD

# Personality Assessments

## Many Options

The Predictive Index

DiSC

Lominger Competency

Enneagram

CliftonStrengths

Meyers Briggs

## Key to success

- Whatever you use, know what you are looking for prior
- Be consistent and understand the potential issues
- Should not go 100% based off of personality traits. High performers and rare talent won't always look the same



Brent getting PI  
Certified



# BE BOLD

NAPS 2023 ANNUAL CONFERENCE  
JACKSONVILLE, FL • NOVEMBER 5-7, 2023

## NAPS 2023 ANNUAL CONFERENCE

@NAPS360 | #NAPS360 | #BEBOLD

# Setting Expectations for Success

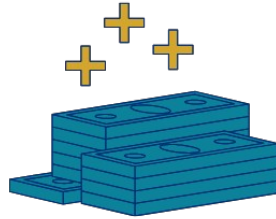


clear is kind.  
unclear is unkind.

Clear is kind



The ramp-up



Realistic earnings



Nights & weekends



Share real data

# BE BOLD

NAPS 2023 ANNUAL CONFERENCE  
JACKSONVILLE, FL • NOVEMBER 5-7, 2023

## NAPS 2023 ANNUAL CONFERENCE

@NAPS360 | #NAPS360 | #BEBOLD

# Onboarding Strategy



**In-house or  
Outsourcing**



**Relevance in  
outsourcing**



**Curriculum development &  
training**



**Supplemental Training**



**Continuous Training**



**In Person vs Virtual**

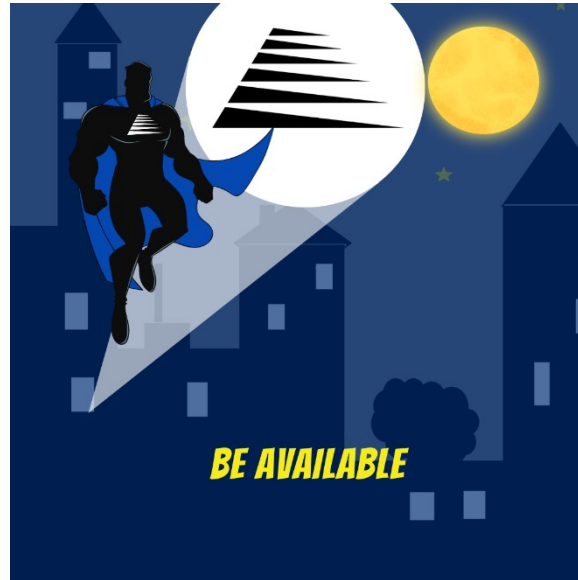
**BE  
BOLD**

NAPS 2023 ANNUAL CONFERENCE  
JACKSONVILLE, FL • NOVEMBER 5-7, 2023

**NAPS 2023 ANNUAL CONFERENCE**

**@NAPS360 | #NAPS360 | #BEBOLD**

# Your Role in Their Success



**BE BOLD**

NAPS 2023 ANNUAL CONFERENCE  
JACKSONVILLE, FL • NOVEMBER 5-7, 2023

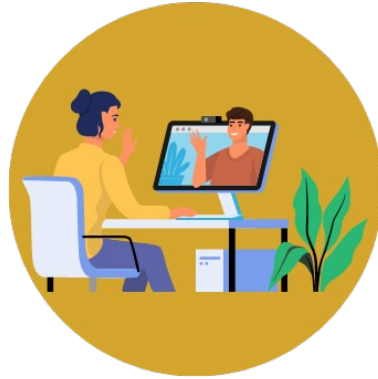
**NAPS 2023 ANNUAL CONFERENCE**

**@NAPS360 | #NAPS360 | #BEBOLD**

# How to Help



**Provide the runway for them to ramp.**



**Weekly One on Ones and Trainings**



**Managing Remotely**



**Two-way feedback**

# BE BOLD

NAPS 2023 ANNUAL CONFERENCE  
JACKSONVILLE, FL • NOVEMBER 5-7, 2023

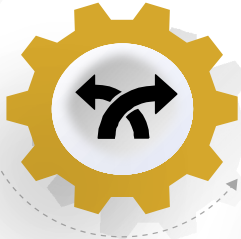
## NAPS 2023 ANNUAL CONFERENCE

@NAPS360 | #NAPS360 | #BEBOLD

# Do you have the Infrastructure in place to succeed?



**Baseline Tools  
for Success**



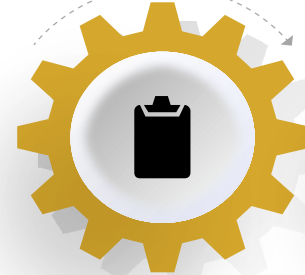
**Systems and  
Processes**

**Support  
Resources**



**Split Desk vs.  
Full Desk**

**Getting Jobs  
to Work on**



**Marketing  
,  
Conferenc  
es, & BD**

**BE  
BOLD**

NAPS 2023 ANNUAL CONFERENCE  
JACKSONVILLE, FL • NOVEMBER 5-7, 2023

**NAPS 2023 ANNUAL CONFERENCE**

**@NAPS360 | #NAPS360 | #BEBOLD**

# Other Considerations

**When to Fire**

**Outsourcing**

**Organization size**

**Candidate  
Ownership**

**P/L**

**Split vs Full Desk**

**BE  
BOLD**

NAPS 2023 ANNUAL CONFERENCE  
JACKSONVILLE, FL • NOVEMBER 5-7, 2023

**NAPS 2023 ANNUAL CONFERENCE**

**@NAPS360 | #NAPS360 | #BEBOLD**

# Questions?

**BE  
BOLD**

NAPS 2023 ANNUAL CONFERENCE  
JACKSONVILLE, FL • NOVEMBER 5-7, 2023

**NAPS 2023 ANNUAL CONFERENCE**

**@NAPS360 | #NAPS360 | #BEBOLD**