



bingham
CONSULTING

We help staffing firms grow.



Differentiating Your Firm

What everyone says...



We have the best service

Our people are better qualified

We're recruitment experts

Differentiation Strategies

1. First to market (innovative, disruptive) – VMS, Online Staffing
2. Leadership (household name) – Kelly Girl
3. Heritage (security) – Locally owned since 1975
4. Specialization (niche) – Not just IT, Business Intelligence
5. Preference (referrals, testimonials, NPS) – Best of Staffing

“The problem is a failure to pick”



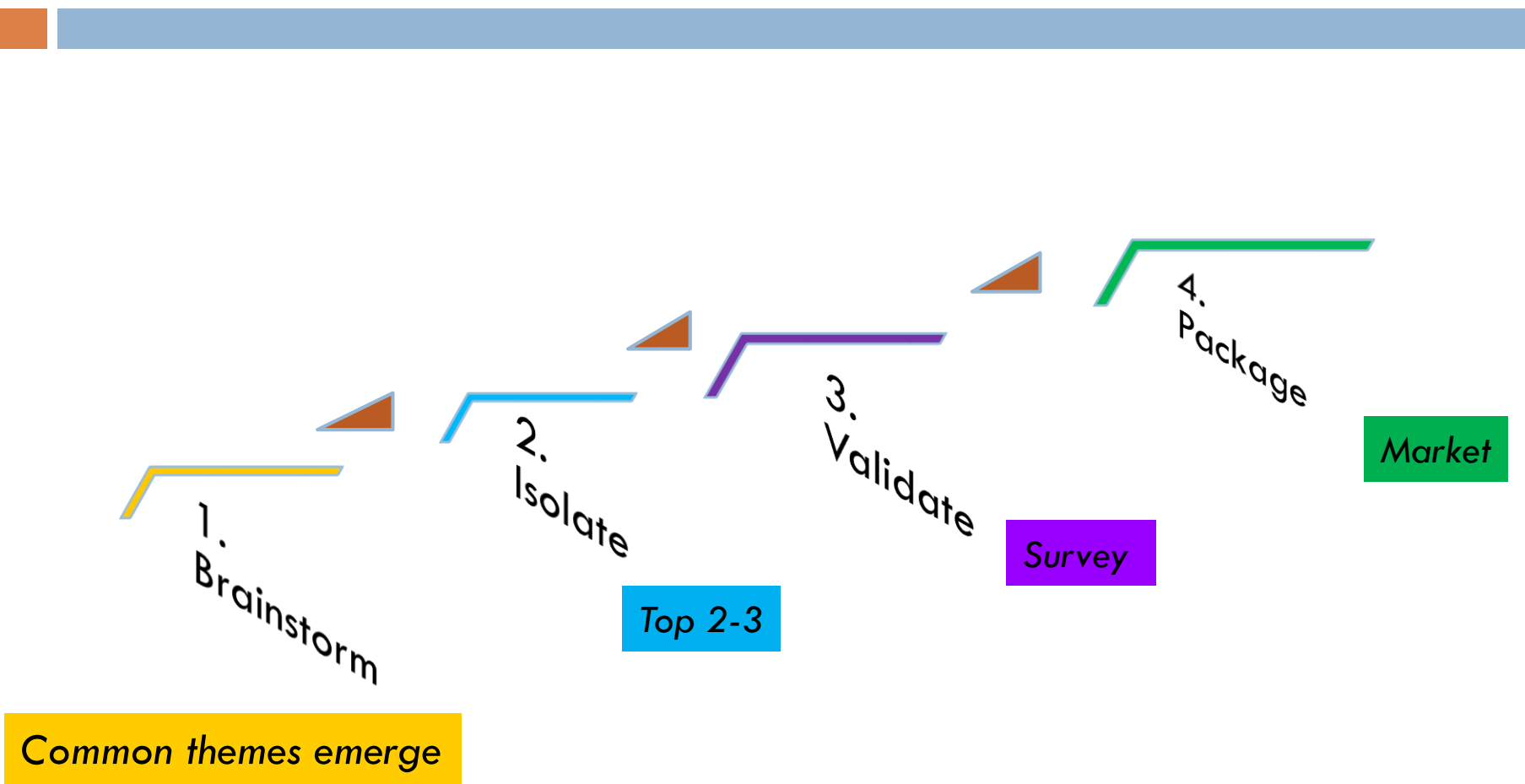
Your Objective:

Create an emotional attachment to your firm.

What's the "quiet ping of truth?"

Jim Collins, Good to Great

The Process



SWOT Analysis Intent

		Strengths	Weaknesses
		How can strengths be capitalized on?	How can weaknesses be minimized?
Opportunities	How can opportunities be exploited?	How can strengths be used to exploit opportunities?	What weaknesses must be addressed to enable pursuit of opportunities?
Threats	How can threats be managed?	How can strengths be used to reduce threats?	How can weaknesses that can't be addressed be managed to minimize threats?

The SWOT 4C

	(Market) Conditions	C lients	C andidates	C ompetition
S trength	<i>How do you take advantage of the market conditions?</i>	<i>What do you do better than competitors for your clients?</i>	<i>What do you do better than competitors for your candidates?</i>	<i>Overall, in what areas do you outperform the competition?</i>
W eakness	<i>How do competitors take better advantage of the market conditions?</i>	<i>What do competitors do better for their clients?</i>	<i>What do competitors do better for their candidates?</i>	<i>Overall, in what areas do competitors outperform us?</i>
O ppportunity	<i>Given the current market conditions, what are the best industries and skills to target?</i>	<i>What do your clients need that you are not providing today but could?</i>	<i>What do your candidates need that you are not providing for them today but could consider?</i>	<i>What value-added services are your competitors providing that you are not today but could?</i>
T hreat	<i>What could occur in the market that could pose a threat to your business?</i>	<i>Are there existing clients experiencing business declines or relocating? Anyone going out to bid?</i>	<i>Is candidate supply tightening? Are there skill shortages in key areas you serve?</i>	<i>Are there new entrants into the market you need to be aware of?</i>

S How do we take better advantage of market conditions?

Embrace
demographic
tapestry

(Hispanic Community)

Capitalize on
emerging industry
trends

(Healthcare IT)

Innovative solutions
to employment
challenges

*(Civilian Workforce Re-
entry)*

S: What do we do better for our *clients?*

Account
management

(Dedicated recruiter)

Depth of
industry/skill
expertise

*(Recruiters from the
industry)*

Achieve our
SLAs consistently

(Enterprise/Scorecards)

S: What do we do better for our *candidates?*

Better candidate
care

Better
pay/benefits

Exposure to
desirable
employers

S Our most critical competitive advantages?

Our team

*“Only the best and
brightest”*

Niche expertise

“Do less, better”

SMB Expertise

*“We JUST SAY NO
to VMS!”*

W

How do competitors take better advantage of market conditions?

**Local market
expertise**

**Specific industry
expertise**

Skill expertise

W

What do competitors do better for their *clients*?

Full-service

More competitive
pricing

More recruiters

W

What do competitors do better for their *candidates?*

Keep them
working

Blue chip clients

Unique or less
costly benefits

W

Most common reasons competitors beat us?

Speed

Quality

Strength of brand

T What could occur with existing clients that could threaten our success?

VMS adoption

Significant
customer loss
(theirs, not ours)

Economic or
demographic
shift

Technology
efficiencies

Closings/
relocations

T

What could occur with candidates that could threaten our success?

Skill Shortages

Outsourcing & offshoring

Online Staffing

Emerging technologies they don't know

Employee cost increases

T Are there new entrants in the market?

New generalist
or niche firms

Disruptor
(ex. Online
staffing)

Established firm
new service
offerings

Competitor
hires new
leadership

Mergers &
acquisitions

WHAT'S NEXT?

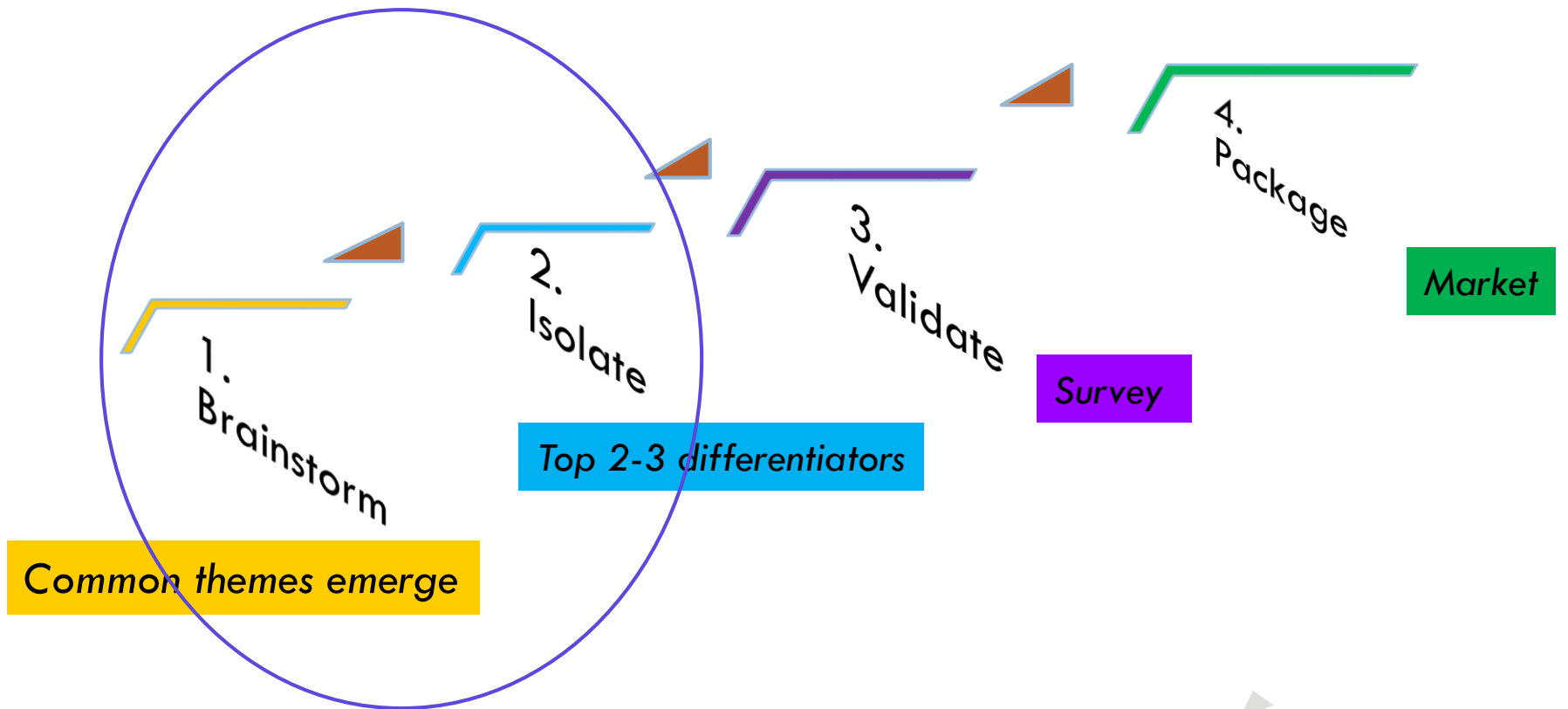
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Start with steps 1-2



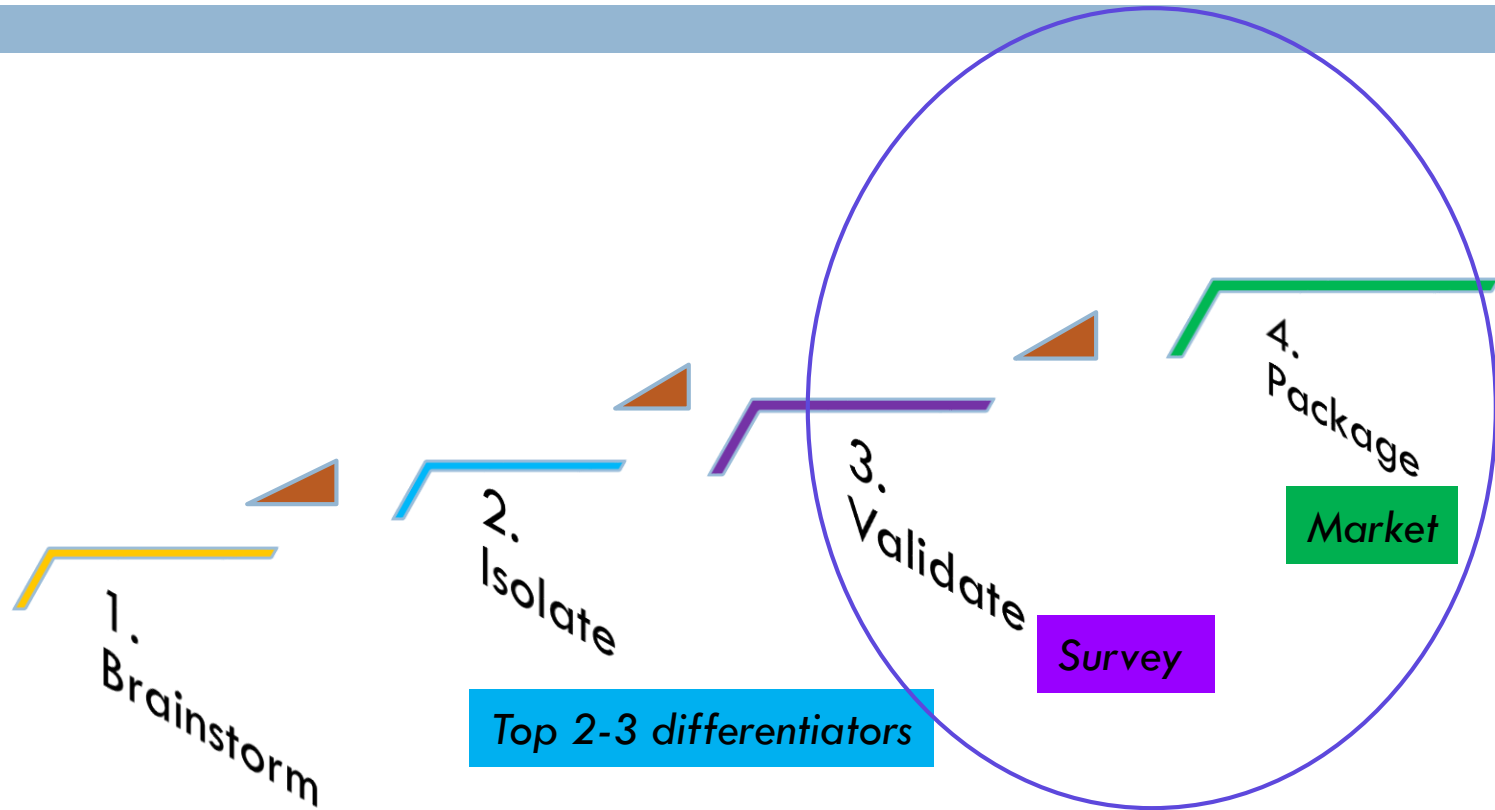
Brainstorm this way

	(Market) Conditions	Clients	Candidates	Competition
Strength	<i>How do you take advantage of the market conditions?</i>	<i>What do you do better than competitors for your clients?</i>	<i>What do you do better than competitors for your candidates?</i>	<i>Overall, in what areas do you outperform the competition?</i>
Weakness	<i>How do competitors take better advantage of the market conditions?</i>	<i>What do competitors do better for their clients?</i>	<i>What do competitors do better for their candidates?</i>	<i>Overall, in what areas do competitors outperform us?</i>
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Put top 2-3 through these filters

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Steps 3 and 4 are critical



Make sure your people get it!





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