

# PATH FORWARD

Reopen • Reimagine • Recover

A webinar series by the Rochester Area Chamber



## Workforce: Return and Reorganize

Tuesday, May 5

# Flex Staffing

Rochester Chamber of Commerce  
Path Forward Series

**Workforce – Return and Reorganize**



# Express Employment Professionals



**Marge Kelley, Director Professional Staffing at Express Employment Professionals.**

Developing strong relationships with stakeholders across organizations, Marge has managed client and employee relationships at a high level for 20 years.

With 13 years of sales leadership with Coca-Cola; and more than 10 years leading teams of staffing professionals and executive level searches, Marge has navigated through challenging staffing scenarios establishing trust and teamwork with recruitment and hiring strategy to help clients build great teams.

**Jeff Jensen, General Manager and Owner with Express Employment Professionals**

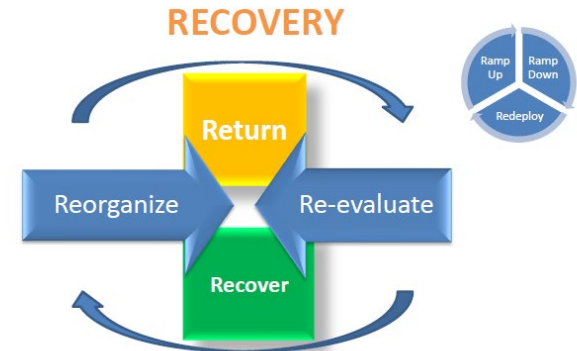
Jeff has a passion for Helping People Succeed. For almost 20 years Jeff has been helping local businesses reach their goals utilizing the Express system and by helping them find the right people at the right time.



# Agenda

- Unprecedented Times
- Business as Usual... **FOR NOW**
  - daily & weekly “long-term” thinking
  - what’s the right thing, right now?
- Why can’t we buy toilet paper?
- Why can’t we decide?
- How we recover – Flexible Staffing
  - Flexibility & Productivity
  - Control What You Can
  - Rapid Response
  - Uber-Flex Staffing (flu this fall)

Return. Rehire. Re-evaluate. Reorganize.



What I looked like before the quarantine



# What I look like after the quarantine



*the last 4 weeks have been a strange ten years*



# prec·e·dent | \ 'pre-sə-dənt \

Definition of precedent: an earlier occurrence of something similar

1. something done or said that may serve as an example or rule to authorize or justify a subsequent act of the same or an analogous kind a verdict that had no precedent
2. the convention established by such a precedent or by long practice
3. a person or thing that serves as a model

**Unprecedented means literally “*we have no precedent*”**

Unprecedented Times *call for unheard of flexibility*



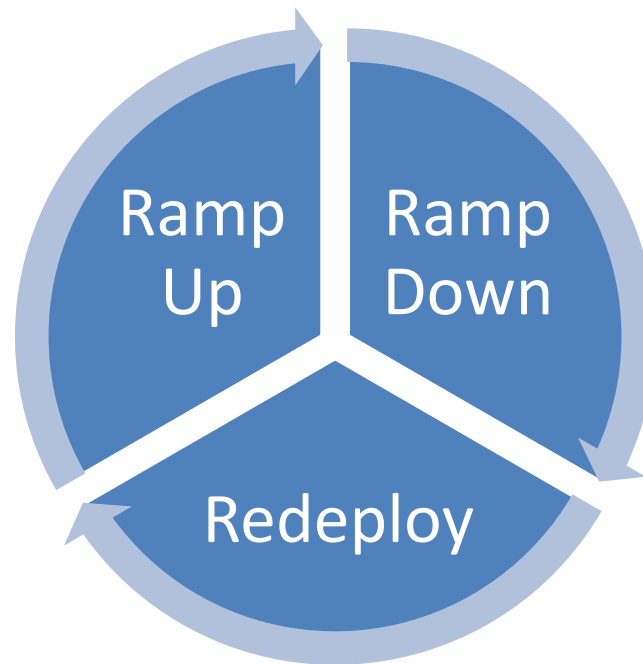
# Business Strategy

- Business ~~as Usual~~...FOR NOW
- Daily & weekly becoming “long-term” thinking
- What’s the right thing, right now?
- How do I respond today, next month?





# Rapid Response



What is your company's plan for a Flexible Staffing Model?



# Why can't we buy toilet paper?

- Powerful psychological need to control something/anything in this overwhelming chaos
- How can we create
  - A sense of control?
  - A feeling of connectedness?
  - Measurement or relevance?



# Why can't we decide?



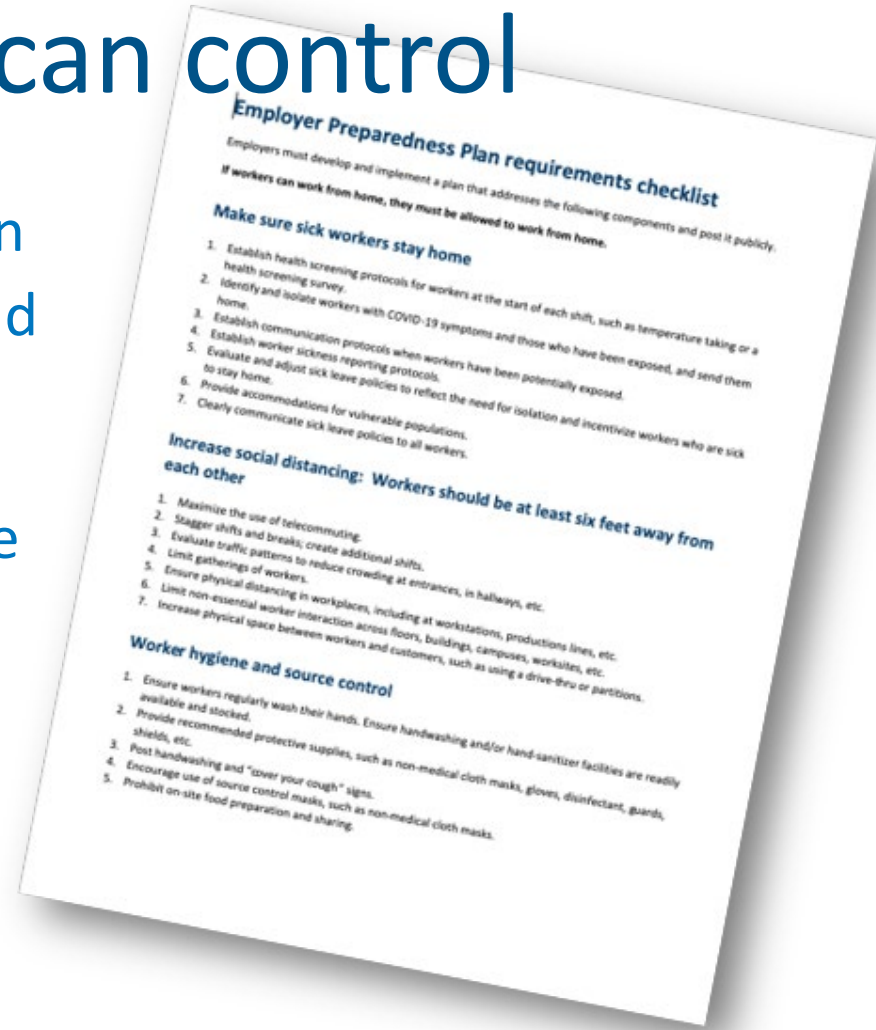
## COVID-19 information overload

- Not enough information
- Too much information
- Less fearful to do nothing vs. the courage of moving forward
  - (even if we're wrong)
- We may never be called upon for such courageous action



# Areas we can control

- Our COVID Preparedness Plan
- Employee communication and involvement
- Multiple solutions (early on, plans were out of date before the end of the day)
- Get creative and be flexible



# 25 Questions to Return, Reorganize and Recover

*Are you ready to get back to work?*

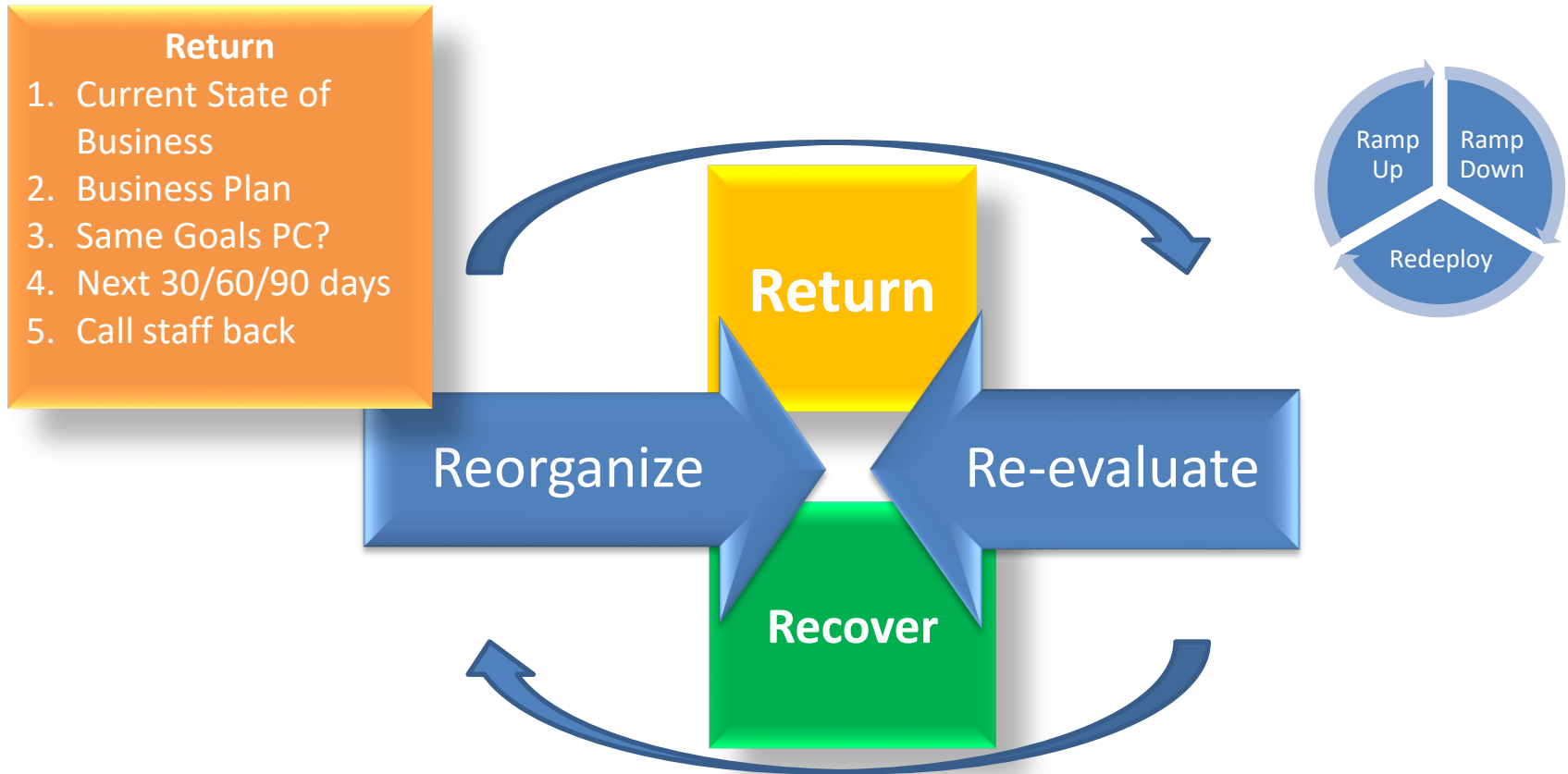
## Return and Rehire – Getting Started

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1. What is current state of your business and what needs to happen for recovery?
2. Will business ever return to what it was or do you need to completely re-evaluate your organization structure?
3. Do you have a business plan?
4. Does your business have the same goals as pre-COVID-19?
5. Do you have a staffing plan?
6. What are your workforce needs for the next 30/60/90 days and beyond?
7. Will you bring your entire staff back immediately?



# Return. Rehire. Re-evaluate. Reorganize.

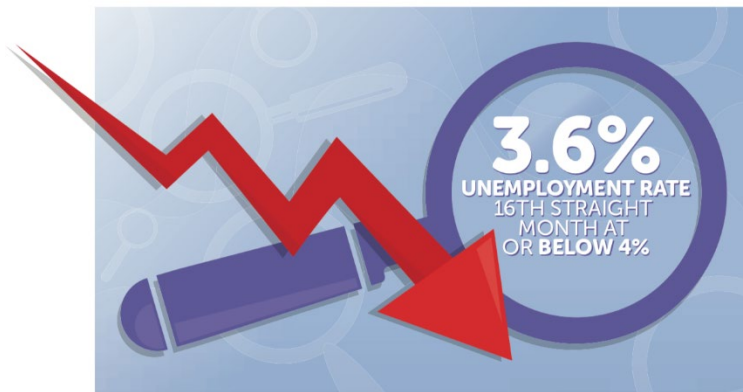


# Staffing/Production/Income Gap



# From shortage to . . . Shortage?

Unemployment Remains at Historic Low



Source: U.S. Bureau of Labor Statistics

Over **30 Million**  
**Americans**

filed for unemployment  
benefits according to the  
Wall Street Journal

May 1, 2020





# “Right size” for today, flex for the future

## Furloughs, reductions and pay cuts, or layoffs

- A furlough is a mandatory, temporary, unpaid leave
- A layoff is a full separation from the company

<https://www.shrm.org/resourcesandtools/legal-and-compliance/employment-law/pages/coronavirus-furloughs-layoffs-or-pay-cuts.aspx>



# 25 Questions to Return, Reorganize and Recover

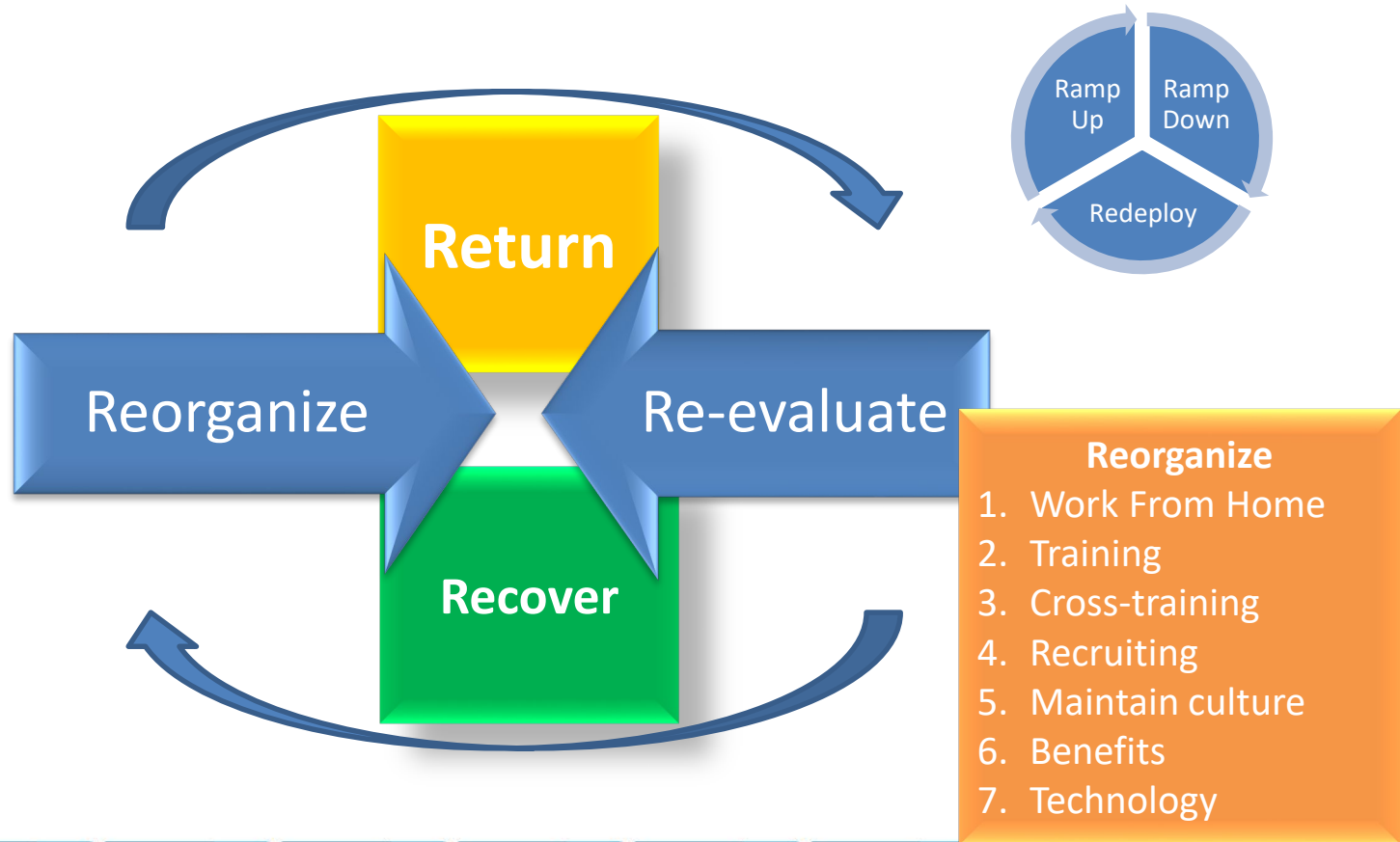
*Are you ready to get back to work?*

## Re-evaluate and Reorganize

1. What new activities will be required to make staff and customers feel safe?
2. What new roles/activities will be required to comply with CDC and government guidance? What roles or activities are no longer relevant?
3. What if someone tests positive?
4. How will you maintain production if an entire department gets shut down?
5. What is your plan in case of a second wave?
6. What happens if key staff decide not to return to work?



# Return. Rehire. Re-evaluate. **Reorganize.**

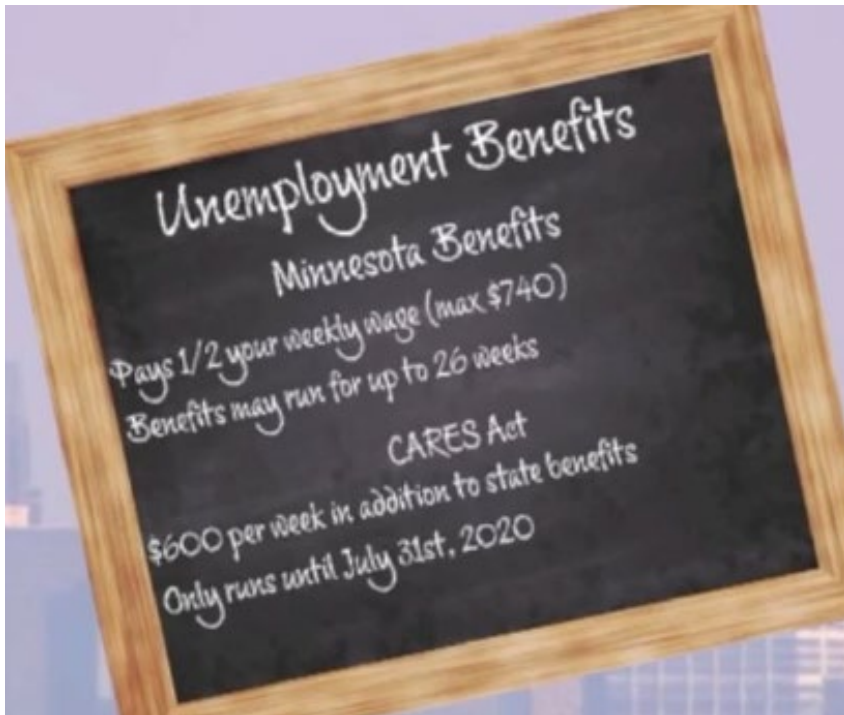


# How we keep working

- Work from home when and where you can
- For the manufacturing world (frontlines in our economy), keep working with these protocols:
  - Staggered shifts
  - Clean work stations before and after
  - Schedule breaks at different times, with fewer people
  - Single use timekeeping
  - Work four days on and clean on Friday
  - Hand sanitizer, gloves, face masks/shields
  - Thermometers, test kits
  - Air cleaning system (i.e. airPHX – eradicates pathogens at a cellular level: Norovirus, staph, influenza, mold, rhinovirus, MRSA, and the odors they cause)
- Balance “I don’t care” with “I’m scared.”



# Continuity will speed up recovery



- RBC Capital Markets notes that up to 70% of the jobless Americans will be earning more from the enhanced unemployment benefits than they did from their paychecks.
- A rapid economic recovery depends on keeping workers and businesses linked – or reconnecting them – so firms aren't scrambling for employees and workers aren't hunting for new jobs when the pandemic eases.

<https://www.usatoday.com/story/money/2020/04/08/coronavirus-wage-subsidy-stimulus-checks-loans-unemployment/2966589001/>

# Adaptability & Flexibility

- How will you respond to the changes?
- How fast will you be able to respond to market demands?
- How can you make your company more flexible and able to adapt very quickly?
- How can you make your jobs more attractive to a potential workforce?





A pathway to reopening our economy

# LET'S GET BACK TO WORK



# 25 Questions to Return, Reorganize and Recover

*Are you ready to get back to work?*

## Recovery – What does it look like?

1. Will you continue to have people work from home?
2. How will you train new people?
3. Will you cross-train for back-up?
4. What is your recruiting plan? How will you get people off the sidelines?
5. How will you maintain your culture?
6. Will you be offering new or changing benefits?
7. How will this all affect your budget?
8. What bold changes can drive faster recovery?
9. What limitations/obstacles can prevent recovery?
10. Unemployment numbers are high - does that mean talent shortage is over?
11. You know you need help getting things in place to re-open but uncertain how long. How can you minimize risk?
12. How do you make your organization a place people want to come to?





# How we recover

## Build Efficiency & Productivity

- Have to get the very most out of every dollar your company invests

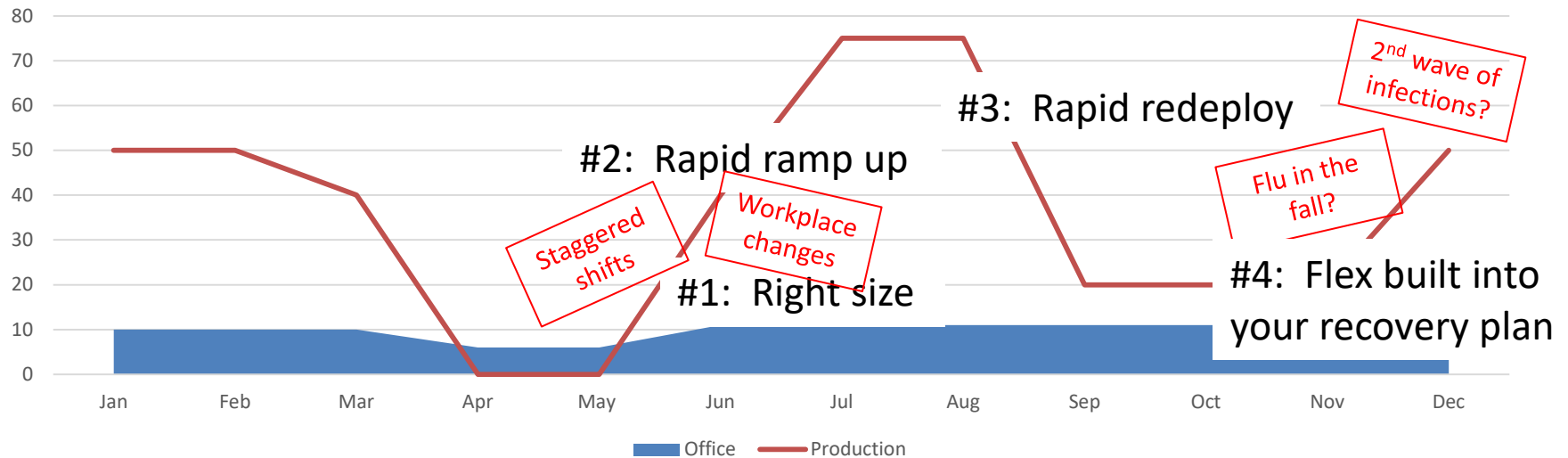
## Become an Employer of Choice

- How will you attract top talent and keep them?



# Recovery requires flexibility

Flexible Staffing



# Return. Rehire. Re-evaluate. Reorganize.

## RECOVERY



# What is the new “normal”?

- Work from home
- Faster business cycles
- Uncertainty
- Divided Work Areas
- Washing/Sanitizing Stations
- Facemasks

*Will “Temperature Takers” be the new “Walmart Greeters?”*



# What is Express doing?



- Constant Recruiting
- Recruiting to a matrix
- Essential Business
- Finding best practices
- Embracing technology
- Flex Staffing Model

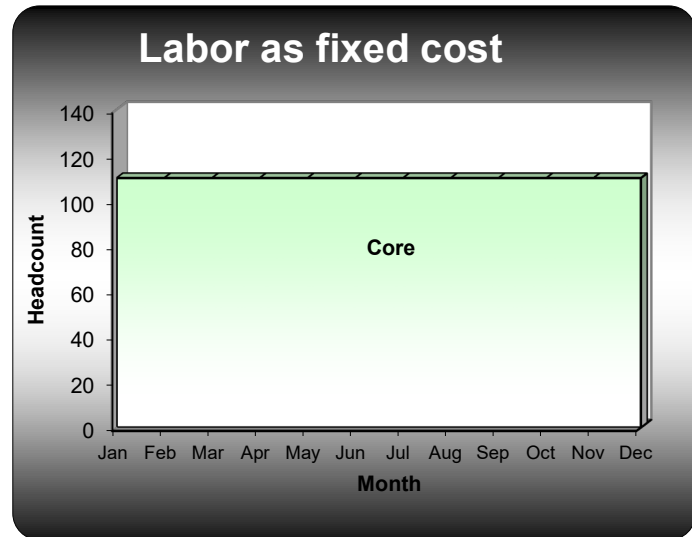
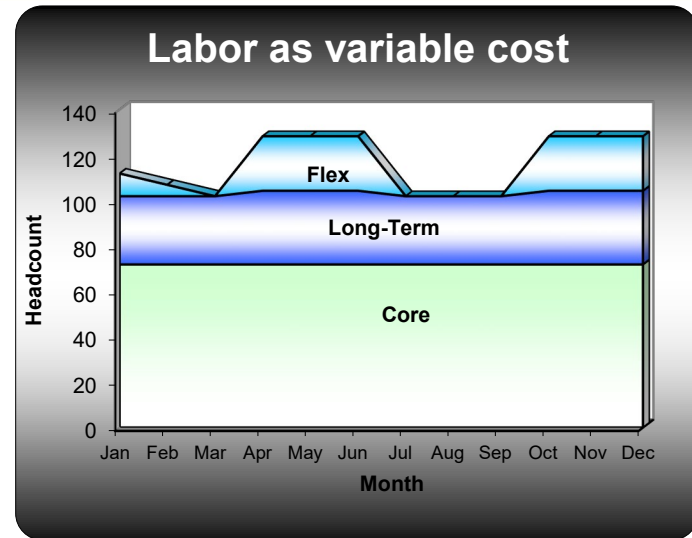


# What we were looking for then:

**VARIABLE**

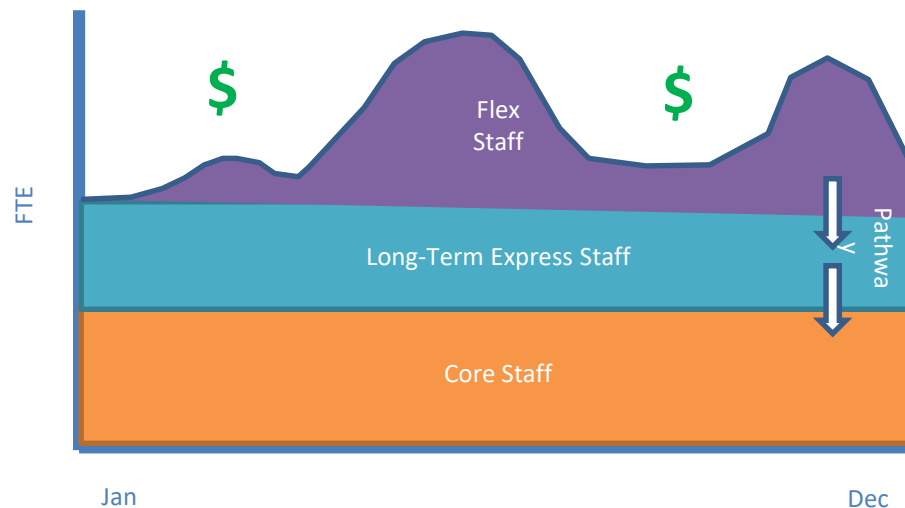
Labor costs

**FIXED**



# The Flex Staffing Model

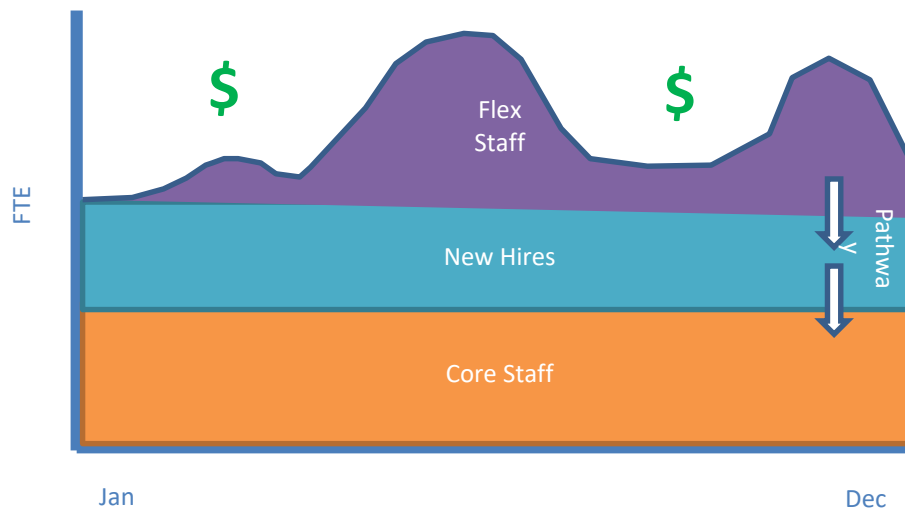
Maximize Flexibility  
Save Money  
Reinvest  
Create a Pathway  
Drive Productivity  
\*Employer of Choice



Core = Essential Staff to operate primary business functions  
LT Express Staff = For business growth  
Flex Staff = Rapid response to business demands



# Your Flex Staffing Model



Maximize Flexibility  
Save Money  
Reinvest  
Create a Pathway  
Drive Productivity  
\*Employer of Choice

Core = Essential Staff to operate primary business functions  
New Hires = For business growth  
Flex Staff = Rapid response to business demands





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Contact the pros at Express Employment Professionals

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## 5 Steps to Reopening your Business SAFELY

Tuesday, April 28

## Liability Concerns for Reopening Your Business

Thursday, April 30

## Workforce: Return & Re-organize

Tuesday, May 5

## Small Business Continuity: Your Operational Checklist

Thursday, May 7

## Marketing Innovations: Optimize Your Digital Presence

Tuesday, May 12

## Marketing Innovations: New Tools & Techniques

Thursday, May 14

## PPP: Ensuring Compliance and Maximizing Forgiveness

Tuesday, May 19

## Modify your Business Plan for the New Environment

Thursday, May 21

## Leadership Challenge: Comfort and Confidence

Tuesday, May 26

## Innovating at the Speed of Light

Thursday, May 28

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