



## MAKING A CASE | Consider a Staffing Resource in 2022

The great resignation has changed the landscape of employment for the foreseeable future. Right now might be the perfect time to partner with staffing resources. Here are 5 things to know about staffing in 2022...



1

### LOCAL HAS NOTHING TO DO WITH IT

The best resource for your business does NOT have to be local. Advancements in technology allow for multiple remote interviewing options, and if your opportunity requires a portfolio, great. Those can be reviewed anywhere on any device. So, partner with a resource because you believe in them, not because they're down the street.

2

### TRUST EXPERTS IN YOUR NICHE

Experts gain their knowledge through years of experience and may benefit from knowing a specific niche. This means all of their focus would be on developing resources to succeed in that niche. A multi-focused resource may not have the same depth of knowledge or as deep of a pool of candidates to choose from.

3

### REMOTE IS THE NEW ON-SITE

Remote work offers excellent benefits. First, you are no longer bound by geography. Remote work allows you to choose the best candidate anywhere. And through a staffing resource, remote work eliminates paid breaks, downtime between projects, and water cooler talk. You're paying for the work being done and not any of the peripherals.

4

### STAFFING HELPS WITH RETENTION

Collaborating with the right staff employment and in your niche. Additionally, a temp-to-hire scenario is a perfect way for you (and the candidate) to work together, with no strings attached. And if it's a match, you can make it official when you're both certain.

5

### REDUCE YOUR COST

Being shown a well-vetted candidate from the start allows you to focus on other important aspects of your job. And because contractors are typically considered an employee of the staffing organization, they would take care of on-boarding, payroll costs, benefits, sick time, and paid leave. Employing someone is expensive!

### smartdept. is a nationwide creative, digital, and marketing talent resource

with roots in Chicago, Seattle, and Grand Rapids. We are also a WBENC-certified Women's Business Enterprise. We provide companies with freelance, contract, contract-to-hire, and direct hire candidates for on-site, remote, and hybrid opportunities. Our ability to service customers of all sizes while still taking a boutique approach allows us the best chance to cultivate the successful relationships we value.

When is the best time to partner with a staffing resource with expertise in your niche? The most common is a seasonal business, maternity leave, searching for a needle in a haystack, or you're in a hurry. All are good. But the staffing industry has evolved over the years, and the way you think about utilizing them should, too. Additional to saving time, perks include access to experts in employment, access to a huge network of professionals in your niche, coverage of employment costs, employee benefits, and HR function. Still not convinced? If you partner with a resource certified as minority or women-owned, you can save money in the form of tax incentives.

The truth is you need a staffing resource now more than ever. During the pandemic, entire industries shut down, and people were forced out of their jobs. Many were forced to leave the workforce to become caregivers. Now, nearly 2 years later, people are re-thinking their approach to life and career, and it's directly affecting employment. So, when is the best time to partner with a staffing resource with expertise in your niche? **There's no time like the present!**

*"smartdept. is always a great partner, but we've needed them now more than ever. Finding qualified creatives can be difficult, but smartdept has proven to be up to the task and has filled staffing gaps when we've needed them to. They've been an essential asset."*

- Dan, Chicago