



**Staffing industry owners and execs, are you planning for 2021?**  
**5 Tips in 50 Minutes**

**Let's begin the webinar with a little fun!**

If you could select a theme song for 2020, what would it be?  
Please type your answer in the Q&A feed.

# 5 Tips in 50 Minutes



1. Strategic Planning Made Simple
2. Improving Sales and Recruiting Processes
3. Back Office Considerations
4. Leadership Development in 2021
5. Cash Flow and PPP Loan Forgiveness



*Sheri Tischer*

VP of Business Development  
[TCI Business Capital](#)



*Amy Bingham*

Founder/CEO,  
[Bingham Consulting](#)



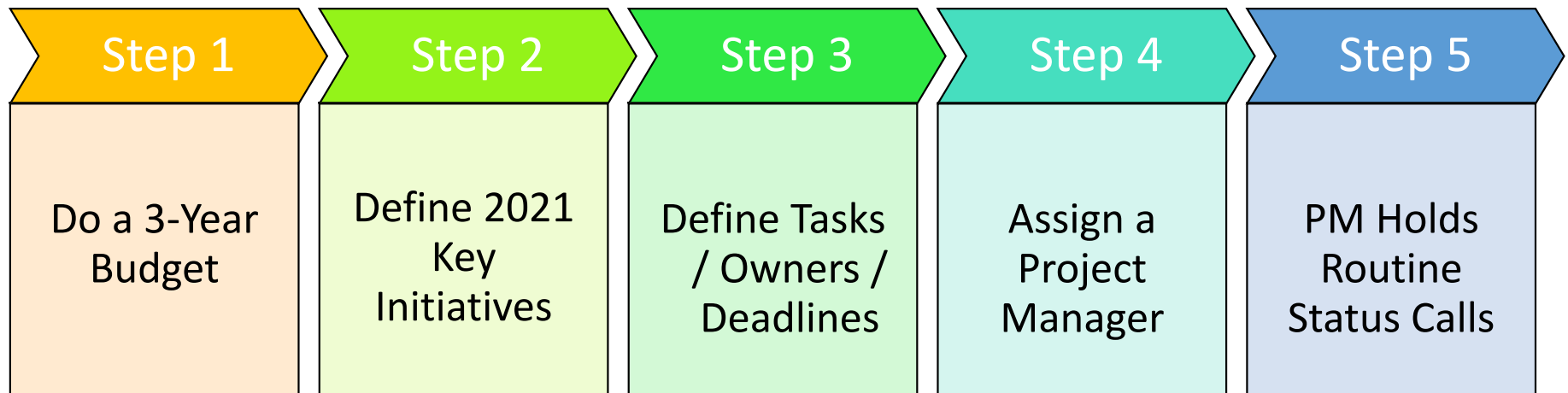
*Jerry Grady*

Managing Director,  
[UHY Advisors MI, INC.](#)



# 1. Strategic Planning Made Simple





## 2. Improving Sales & Recruiting Process



# Tips for Internal Staff Compensation Planning

## Understand the Truths

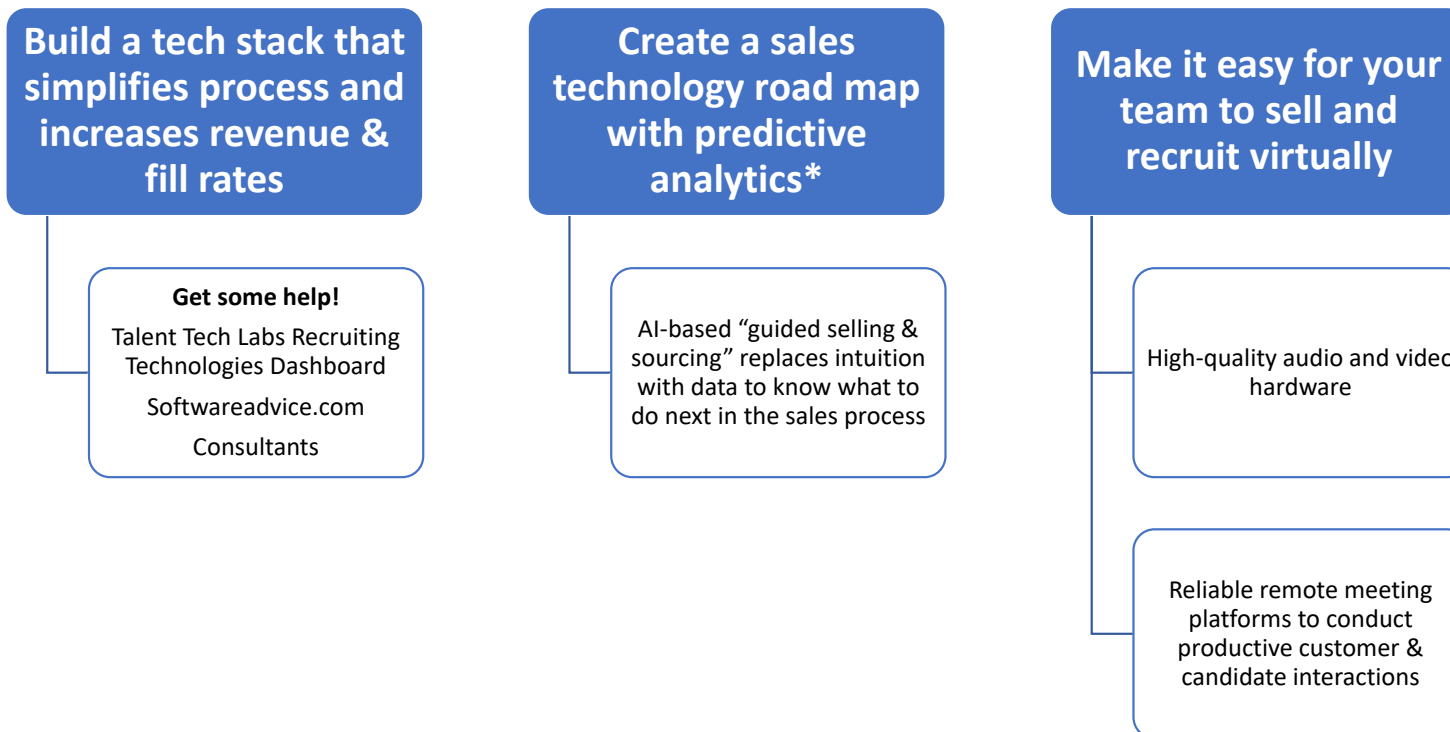
- People will behave according to their comp plan
- Even small tweaks can have disastrous consequences
- Don't forget other incentives...

## Start with These Considerations

- What outcomes do you want to drive?
- What can your business afford?



# It's All About Technology





# Tips for Evaluating AI Technologies

Determine the problem you're trying to solve

Ask suppliers for data – what is ROI on the tool based on Staffing Industry KPIs?

Examples:

- Increase in Revenue Trend
- Increase in Applicant Traffic
- Increase in Time to Fill
- Increase in Leads
- Increase in Lead Conversions

Get references from other staffing firms



# 3. Back-Office Considerations



# Back Office Considerations

Payroll Processing

Staffing Software

Financial Risk

HR –Legal Compliance

1. Benefits of a well run back office
2. What's your utilization rate?



# Back Office Considerations

Payroll Processing

Staffing Software

1. What is the business problem I need to address?
2. Assemble your team / decision maker (s)
3. Develop a feature comparison spreadsheet <https://blog.capterra.com/software-comparison-template/>
4. Gather information <https://www.softwareadvice.com/recruiting-agency/>
5. Analyze information and make decision
6. Create an implementation and change management plan

# Back Office Considerations

Financial Risk

HR/Legal Compliance

1. Cash on hand for payroll for 30, 60, or 90 days - What's your best solution?
  - \* Self Fund – Line of Credit – Loans – Payroll Funding/AR Financing
2. In House / Outsource - Can an existing vendor help support these functions?



# 4. Leadership Development in 2021



# Poll Question

Who is responsible for creating a good company culture?



# Survey Says...

61% say managers and executive team

23% say the CEO

3% say HR

*Source: CHG Healthcare via Staffing Industry Analysts*





## 20% Say Culture Improved During the Pandemic

26% say it's worse | 54% say it's the same | 20% say it improved

40% cited reasons for improvement as increased transparency and communication

Source: CHG Healthcare via Staffing Industry Analysts



# Top 5 Contributors to a Good Culture

1. Workplace environment, 16%
2. Growth/development opportunities, 13%
3. Access to leadership, 10%
4. Transparent communication, 9%
5. Job has meaning, 9%

Source: CHG Healthcare via Staffing Industry Analysts



# Leadership 2021 Success Formula



# 5. Cash Flow & PPP Loan Forgiveness



# PPP Items to Remember

- Payroll costs updates
- Owner salary amount
- Forgiveness amount is reduced based on two factors
- Full time equivalent calculation
- Full time equivalent reductions
  - Exceptions
  - Safe Harbor (all or nothing)
- Forgiveness calculation
- Timing decisions
- Tax and cash flow issues



# Factors Impacting Timing of Forgiveness Application

- Is the lender accepting applications?
- Has the borrower spent the full amount of PPP funds?
- Is the borrower trying to sell the business?
- Is the loan under/over the dollar amount of potential threshold for simplified forgiveness? Current discussions set at \$150K or a tiered system.
- Has tax planning around the timing of deductibility of expenses paid with PPP funds been considered?
- Does the borrower need to make business operating decisions that may include FTE reductions?
- Does the borrower want to get PPP debt off the books? Are there loan covenants to consider?





Strategic and Operational Consulting for the Staffing Industry

For more information contact – Amy Bingham

**407.292.6280**

[abingham@binghamcp.com](mailto:abingham@binghamcp.com)

[www.binghamcp.com](http://www.binghamcp.com)





The Right CPA Firm Makes All the Difference

For more information contact – Jerry Grady

**248.204.9336**

[jgrady@uhy-us.com](mailto:jgrady@uhy-us.com)

[www.uhy-us.com](http://www.uhy-us.com)





# We've Got Your Back... Office Support

✓ Payroll Funding ✓ Payroll Processing ✓ Staffing Software

For more information contact - Sheri Tischer

952.656.3492  
[stischer@tcicapital.com](mailto:stischer@tcicapital.com)

[www.tccapital.com](http://www.tccapital.com)

Proud members of:

