

The 25-Year Talent Shift:

HOW THE SMARTEST BUSINESS
OWNERS ARE WINNING

Rob Levin

WorkBetterNow

Co-founder & Chairman

“

***Culture eats
strategy
for breakfast.***

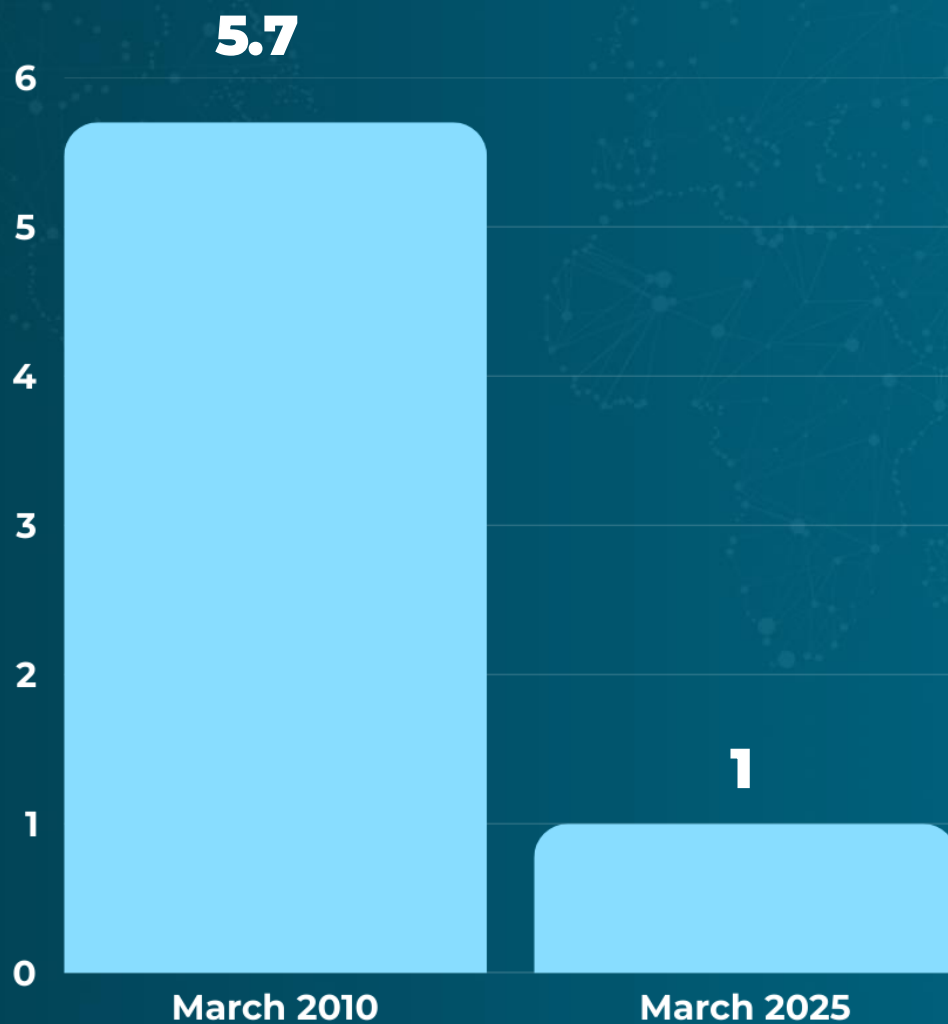
”


“

***The customer
comes first.***

”

Number of unemployed persons per job opening, seasonally adjusted





**Tale of two
companies.**

The New York Enterprise Report



WorkBetterNow



Ranked #114 on the Inc.
5000 Fastest-Growing
Private Companies in
America List

**The pace of change
in business is
increasing**

**Talent has never
been more
important to your
business.**

The bottom line:

**We must think and
manage talent
*differently.***

But first:

**Small and midsize
businesses are in a
talent crisis.**

Labor shortage

0.9

**Number of unemployed
people per job opening**

Source: [Labor Market Tightness and Trends](#)

Diminished productivity

68%

**of the US workforce is not
engaged at work.**

Source: [Zippia](#)

A generational phenomenon

30%

**of people between 25 to 34 said they're
doing the bare minimum at work.**

Source: [How many hiring managers are approaching their Gen Z problem — and why it's a big risk - The Business Journals](#)

Increasing salary expectations

55%

of US professionals feel underpaid.

Source: [PR Newswire](#). (27 Sep, 2022) U.S. Workers Share Salary Expectations and Priorities in Today's Job Market.

Long hiring time

44

days

Source: The 2023 Global Talent Climate report from The Josh Bersin Company, as read in [PR Newswire](#)

An "uphill battle" for SMBs

56%

**of small businesses face their greatest
challenge in finding great talent**

Source: Small Business Statistics 2023 <https://www.forbes.com/advisor/business/small-business-statistics/>

The Aftermath



Diminished productivity



Frustrated and overworked staff



Unrealized growth



Poor customer experience



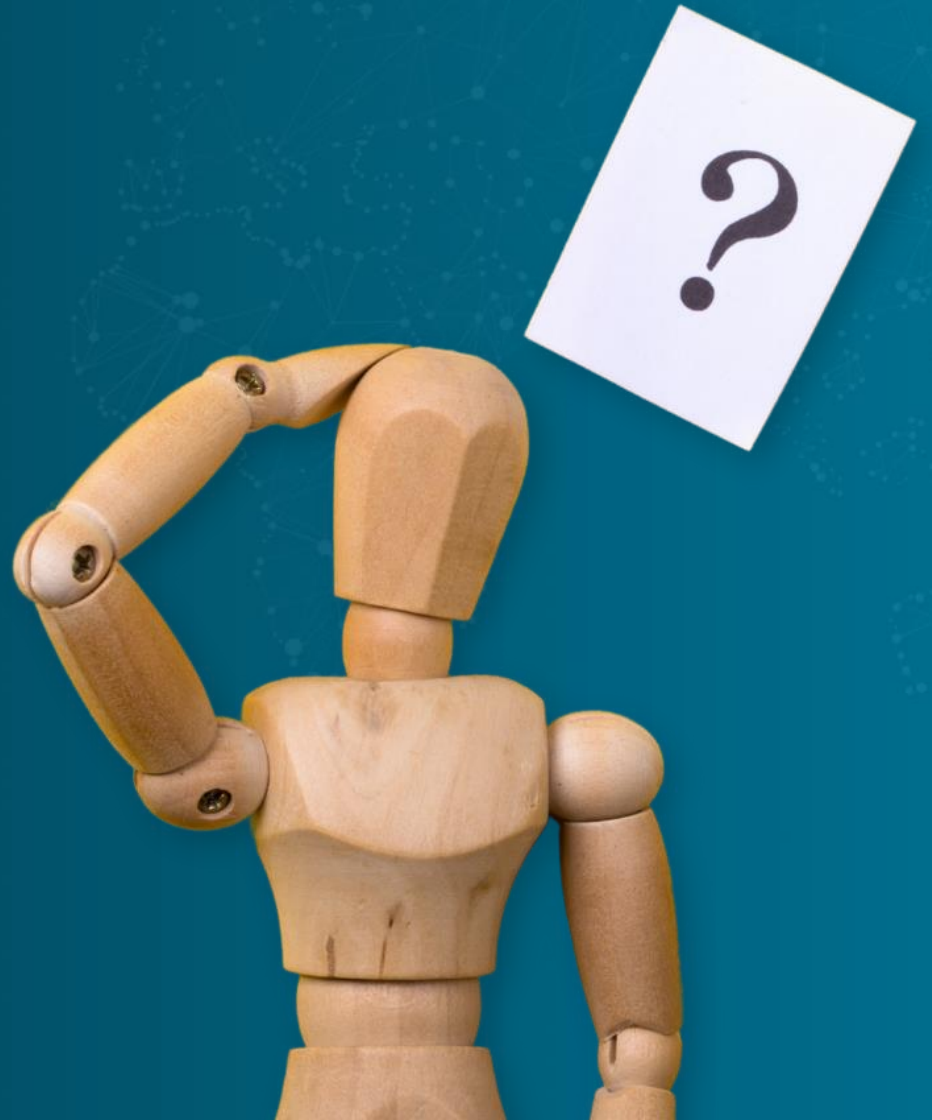
Increased costs

Activity

Section 01

How is the talent crisis affecting my business?

**Now
what?**



The New Talent Playbook



**Improve
retention**



**Attract
great talent**



**Leverage
AI &
automation**



**Hire
offshore**

Focus on Retention





Foster an appealing company culture



Foster an appealing **company culture**

**More important
than ever**



Foster an appealing **company culture**

**Is your culture by
design or by default?**



Foster an appealing **company culture**

Start with values and mission

WBN's Mission & Values



To help awesome talent and companies fulfill their dreams and potential by expanding their capabilities.

- ▶ **Put our talent first**
- ▶ **Work with integrity and transparency**
- ▶ **Work with an ownership mentality**
- ▶ **Have a growth mindset**
- ▶ **Work with an excellent attitude**
- ▶ **Pursue excellence**



Competitive compensation (especially for A players)



Upskilling and career advancement opportunities

Internal mobility and upskilling

60%

Increase in employee tenure

Source: Global LinkedIn data, as of Jan 2023.



Promote work-life balance



**Recognize value-
based wins**

Recognition turns effort into commitment

BLOG

How WorkBetterNow Recognizes Its (Remote) Team



Employee engagement is vital for success. Recognizing outstanding work makes employees feel valued, boosts motivation, and enhances productivity.



[READ MORE](#)



**Remove bad
apples and poor
performers**

Activity

Section 02

1. Where can we improve our employee retention and company culture?
2. To what extent is our company culture by design or default?
3. To what extent are our company values being practiced?
4. Do I think that my top people are paid competitively?
5. Is there an opportunity to provide better upskilling and career opportunities?
6. How are we recognizing and rewarding our people?
7. Are we tolerating bad apples or poor performers?

**Attract
great talent**





Double down on employer branding



WorkBetterNow

'GLASSDOOR'

4.7



Recommend
to a Friend



Approve
of CEO



Positive
Experience
in the Interview



Upskill (again)



Shore up the recruiting process



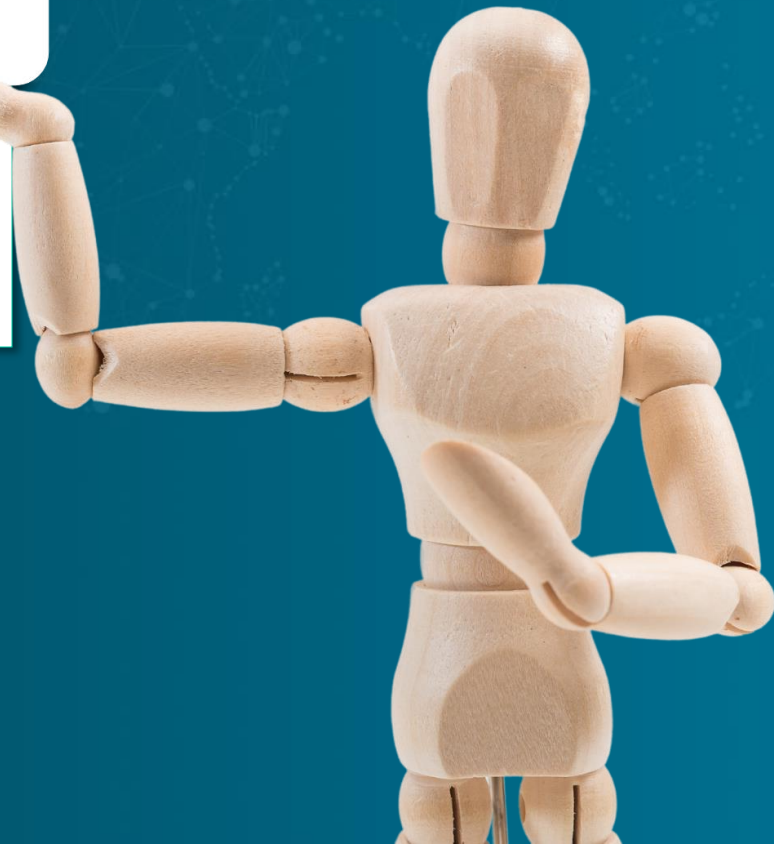
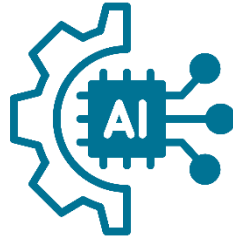
**Consider implementing
remote work policies**

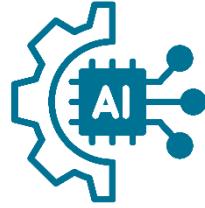
Activity

Section 03


1. What is our company's Glassdoor score?
2. How user-friendly (including cycle time) is our recruiting process?
3. How competitive is our remote work policy?

Embrace AI and Automation





Automate repetitive tasks



***By the end of the decade,
there will be two kinds of
companies: Those who fully
utilize AI; and those who are
out of business."***

- Peter Diamandis



AI can be used for many things



Creating policies and procedures



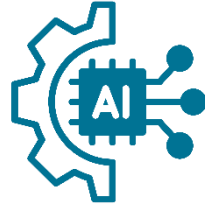
Content ideas



Data analysis



Thought partner



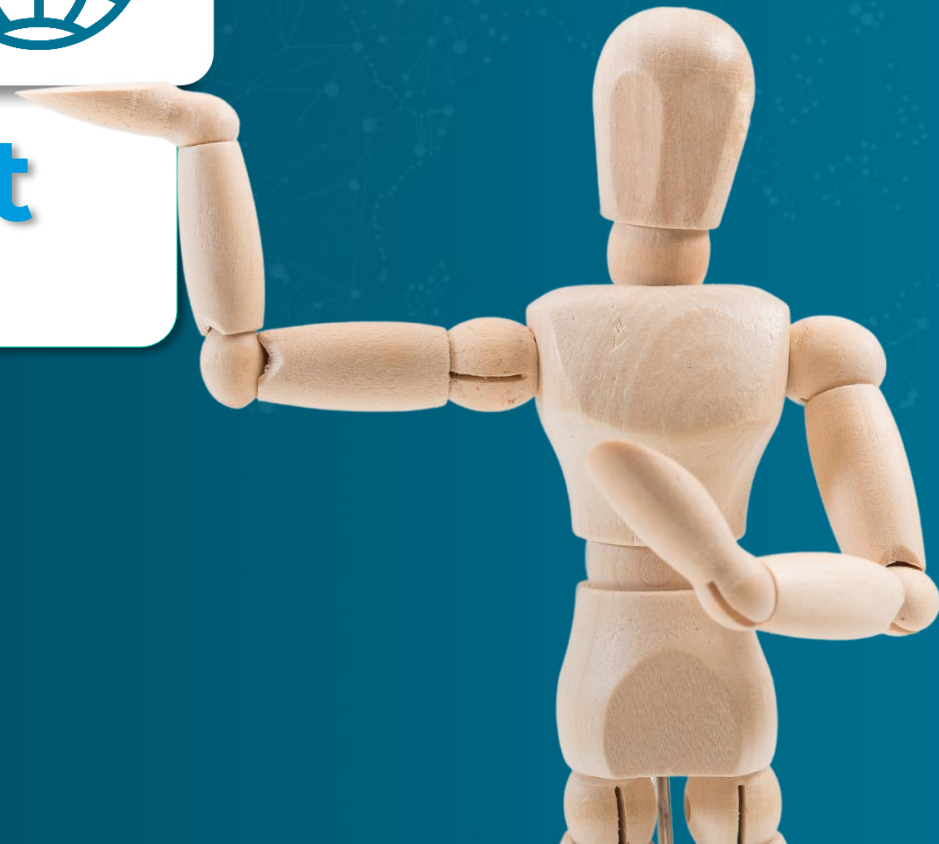
AI: getting started

Activity

Section 04

1. How aggressively are we using automation in our business?
2. To what extent is our team leveraging AI?

**Consider
offshore talent**





**Is overseas talent
the next step for
your business?**



WHY OFFSHORE

Great talent pool



WHY OFFSHORE

Hire faster



WHY OFFSHORE

Less legal and regulatory issues



WHY OFFSHORE

Lower overhead



WHY OFFSHORE

Lower cost of living
> lower salaries

What Can Overseas Professionals Do?





WHY OFFSHORE

**What have businesses
been able to achieve
with overseas talent?**



Customer Services & Sales Representative

Administrative Assistant

Dispatch Support

Customer Support

Dispatch Support

Community Manager

Fleet Safety Manager

Dispatcher

“

I currently have eight overseas professionals working for me. The incredible level of talent goes way beyond “assistants”. I am using nearshore talent for roles such as inbound sales, customer service, and courier recruiting, to name a few.

This remote talent is transforming my business every day. I only wish I knew about this 20 years ago.



Larry Zogby

President
RDS Same Day Delivery

”



Logistics and
Sales
Coordinator

Marketing
Assistant

Data Entry

Business
Processing
Admin

Executive
Assistant

Executive
Assistant

Administrator

Customer Care
Representative

“What a fantastic concept WBN has adopted and perfected. They screen many different candidates based on our needs. They coordinate video interviews with each potential hire which enables us to quickly (speed date) pick the right fit. We have hired 8 people for various positions so far. They all have shown an amazing attitude. I highly recommend WorkBetterNow for staffing needs.”



Joe Coler

Vice President
Atlantic Tomorrow's Office

Using a Talent Provider

Things to consider

- ▶ **How does the talent provider evaluate worker skills?**
- ▶ **How do they gauge personality and attitude alignment?**
- ▶ **How many interviews are conducted before presenting candidates?**
- ▶ **What's their approach to evaluating English proficiency?**
- ▶ **How do they match candidates with prospective clients?**

Activity

Section 5

**In which roles could our
company leverage overseas
talent?**

Where to begin with nearshore talent?

Start with an executive assistant (EA) to help you focus on your Unique Ability™

***"If you don't have
an assistant, You
are one."***

Jack Daly

Activity

Section 6

1. Do you have an executive assistant?
2. What tasks are you currently performing that are not the highest and best use of your time?



WorkBetterNow

Unleash your business potential with WorkBetterNow. We provide exceptional remote talent, ease of hiring, and ongoing support tailored to your business needs.

Ready to get started?



workbetternow.com



up to 70% more affordable than hiring locally



increased productivity



2% top talent selection



2-3 weeks to hire



seamless integration into your team



dedicated support throughout the process

Access More Insights: Explore Our eGuide Library



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anytime.

More information and resources



Listen to the *Great Talent Great Business* Podcast

Join me as I talk with top business leaders about hiring A-players, leveraging AI, and building a high-performance culture. Tune in and start building your powerhouse team.

Q&A

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