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TOP 10 STAFFING TRENDS FOR 2023



Get the industry intel you need to win business and spark growth. To help you make strategic decisions, we've compiled the top 10 trends in staffing for 2023 and provided curated resources for each.

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TREND #1

Talent Disruptions and Opportunities

THE TREND:

The Great Resignation is far from over, say experts, and the labor market continues to be constrained. On a positive note, the talent shortage is leading the staffing industry to seek innovative solutions and leverage untapped talent pools.

HOW TALENT DISRUPTIONS AND OPPORTUNITIES AFFECT STAFFING FIRMS

- Client and candidate misalignment, work location, expectations vs. reality, and culture are top reasons candidates seek new jobs.
- “Quiet quitting” of disengaged workers is expected to result in trillions of dollars in lost productivity globally, according to Gallup.
- Slow candidate hiring further exacerbates the labor shortage.
- Untapped talent pools such as military veterans, retirees, people with disabilities, and neurodiverse individuals can help offset labor supply imbalances and constraints.
- Staffing firm recruiters must adopt new tactics to fill their talent pipelines amid today’s challenges.

TOP RESOURCES:

Engage Retirees to Fill the Talent Gap

Watch this on-demand webinar to learn how staffing firms can build an age-inclusive workplace and tap into the overlooked candidate pool of retirees. [Watch >](#)

Disability Employment Resources

Create an inclusive workplace for people with disabilities with help from a partnership between ASA and the U.S. Department of Labor Office of Disability Employment Policy. [Explore >](#)

31% of Retirees Say Continued Inflation Would Motivate Them to Rejoin the Workforce

Review the results of a 2022 ASA Workforce Monitor[®] survey to understand retiree sentiment about rejoining the workforce. [Read >](#)

What Are They Thinking? Understanding How Clients Make Decisions

Watch this Staffing World session video to help you understand how clients think when they are making important decisions about your candidates and the value you bring to the table. [Watch >](#)

BONUS CONTENT:

Second-Chance Hiring: Creating Opportunities for Candidates [Learn More >](#)

Staffing and Diversity: The Business Case [Learn More >](#)

Faces of Staffing video: Matthew Brennan [Learn More >](#)



TREND #2

Workforce Flexibility

THE TREND:

As a result of the talent shortage, workers have their pick of jobs and working environments. Employers who offer flexibility in terms of where, when, and how work gets done can be more attractive to potential candidates.

HOW WORKPLACE FLEXIBILITY AFFECTS STAFFING FIRMS

- Workers increasingly demand flexibility that enhances work-life balance, mental and physical well-being, and their ability to care for their families.
- Flexible hours and flexible locations can aid talent acquisition and retention.
- Recruiters must change their approach to grasp what candidates are looking for, become trusted advisers, and build long-term relationships.
- Employers can leverage fluid and on-demand workers to expand their talent pool.
- Staffing firms must find more effective ways to communicate cross-generationally.

TOP RESOURCES:

Reimaging Recruiting

Access this on-demand webinar to learn best practices for managing the candidate relationship, which will reduce the chances of being ghosted. [Watch >](#)

Hybrid Work Environment—Set Yourself Up for Success

Watch this Staffing World session video to learn how to connect with clients and candidates in a remote environment and gain prospecting skills for long-term success. [Watch >](#)

BONUS CONTENT:

Great Unretirement? Inflation, Job Flexibility Loom Large [Learn More >](#)
Work-Life Balance and Flexibility Essential for Employee Retention [Learn More >](#)



TREND #3

Improved Culture

THE TREND:

Staffing firms continue to improve company culture with an expanded definition of what “culture” means. In addition to enhanced diversity, equity, and inclusion efforts, firms are looking at environmental, corporate, and social governance matters as well as higher-value professional development opportunities for employees.

HOW IMPROVED CULTURE AFFECTS STAFFING FIRMS

- The majority of the U.S. workforce (65%) is not engaged, according to Gallup.
- Culture doesn’t just happen. It must be built, cultivated, and managed to attract and retain workers and support business goals.
- Many companies that make occasional contributions to their neighborhoods and communities are creating dedicated social responsibility programs.
- Empowering employees through personal and professional development opportunities pays dividends in the long run.
- There is a movement toward conscious inclusion, which goes beyond awareness of unconscious bias and takes steps to change it.

TOP RESOURCES:

Building a Successful Social Responsibility Program

Access this on-demand webinar to learn how to establish a dedicated social responsibility program, grow employee involvement, and better engage with your local community. [Watch >](#)

Culture Building: Keys to Attracting, Engaging, and Retaining Today’s Workforce

Gain the tools to build a culture that can be the foundation of your firm’s success in 2023 and beyond in this recorded session from Staffing World 2022. [Watch >](#)

Cultivating an Organizational Culture of Inclusion Through Empathy and Innovation

Watch this video to find out why empathy, innovation, and technology are fundamental to your diversity, equity, and inclusion efforts. [Watch >](#)

ASA IDEA Interest Group

The IDEA (Inclusion, Diversity, and Equity Advocacy) interest group connects ASA members who work on inclusion and diversity initiatives as well as those interested in helping to make sustainable change at an industry level. [Get involved >](#)

BONUS CONTENT:

Creating a Disabilities-Inclusive Culture [Learn More >](#)

How to Build an Engaging Women’s Employee Resource Group [Learn More >](#)

State of the Global Workforce: 2022 Report [Learn More >](#)

The Diversity Big Picture [Learn More >](#)



TREND #4

Upskilling and Reskilling

THE TREND:

Driven in part by the labor shortage, staffing firms are taking steps to upskill and reskill their current employees to boost performance and better serve customers. They are embracing new learning strategies and educational formats to meet their talent's needs and support employees' career aspirations.

HOW UPSKILLING AND RESKILLING AFFECT STAFFING FIRMS

- Upskilling refers to the practice of developing employees to optimize performance in their current or similar roles.
- Reskilling refers to the practice of training employees to adapt to new or changing roles within their company.
- Employers should focus on precise skills needed for tasks, not job descriptions and unrelated academic degrees.
- E-learning solutions that include on-demand options, gamification, and social learning engage learners across generations.
- Microlearning and spaced repetition are techniques used to improve retention of new information.

TOP RESOURCES:

ASA Workforce Monitor

Review survey data to understand worker sentiment regarding current issues, such as inflation, job changes, working after retirement, technology, child care, the skills gap, and more. [Explore >](#)

The Benefits of Microlearning for Staffing Sales Professionals

View this on-demand webinar to understand what microlearning is and how your sales team can benefit from this learning strategy. [Watch >](#)

ASA Elevate Awards

The Elevate Awards celebrate the staffing industry's most innovative and effective workforce development programs for temporary and contract employees. [See the winners >](#)

Elevating Skills, Fostering Success

Learn from the winners of ASA's Elevate Awards to gain strategies to nurture talent and help individuals build new skills in support of their career ambitions. [Learn More >](#)

BONUS CONTENT:

Employers Missing the Mark on Training Expectations [Learn More >](#)

2022 Staffing Industry Playbook: Top Sectors and Growth Factors [Learn More >](#)



TREND #5

Agility and Preparedness

THE TREND:

One major lesson learned as a result of Covid-19 is that businesses must be ready for anything. Staffing firms that stay nimble and flexible are most likely to succeed no matter what the future might bring. Proper scenario planning for a range of disruptions and opportunities is vital.

HOW AGILITY AND PREPAREDNESS AFFECT STAFFING FIRMS

- Amid today’s rapid changes, volatility, and disruptions, staffing firms must define growth strategies and scenario plans instead of long-term strategic plans.
- Due to the labor shortage, firms should focus on optimizing existing talent to meet their workforce needs.
- Industry-specific data, such as the ASA Staffing Index, can help staffing leaders make informed decisions for growth, succession planning, mergers and acquisitions, and more.
- Resilience and business continuity remain key topics of conversation for staffing leaders in 2023.

TOP RESOURCES:

Setting Our Sights On Staffing’s Future

Read an interview with three top staffing CEOs on what lies ahead for staffing and what companies must do to succeed. [Read >](#)

Staffing Industry M&A Outlook for 2023

Examine the state of the mergers and acquisitions market, see who the active buyers are and what they are looking for, learn how staffing firms are being valued, and gain best practices for how to get deals done. [Watch >](#)

ASA Data Dashboard

See facts and stats on the staffing industry’s past, present, and future all in one place. [Explore >](#)

ASA 2022 Staffing Industry Playbook

Understand the data, trends, and takeaways about U.S. staffing and recruiting, including 20 metrics on the state of the industry and economy. [Download >](#)

When the Data Point Toward Opportunity

Read this article from Staffing Success magazine on what the data tell us about the current economy, inflation, and a potential recession. [Read >](#)

BONUS CONTENT:

Burning Bright, Burning Out [Learn More >](#)

Staffing Mergers and Acquisitions in 2022—The State of the Market [Learn More >](#)

Staffing Statistics by State [Learn More >](#)



TREND #6

Leveraging Technology

THE TREND:

Staffing firms are embracing talent acquisition technology and other staffing tech to enhance overall acquisition, increase sales, streamline operations, and improve their long-term outlook for success. With a seemingly endless array of available solutions, the challenge is to identify and evaluate the right tech to support business goals.

HOW LEVERAGING TECHNOLOGY AFFECTS STAFFING FIRMS

- Staffing firms that leverage emerging technologies can gain a competitive edge in the industry.
- HR automation tools help streamline repetitive tasks such as timesheets, payroll, and invoicing, freeing up staff time for other endeavors.
- Digital transformation in staffing goes beyond choosing new technology tools. It includes phasing out manual processes, collecting data with greater accuracy, enhancing decision-making, leveling up talent, and more.

TOP RESOURCES:

ASA Knows Staffing Tech

Tune in to learn from the experiences, successes—and sometimes failures—of innovative leaders who are moving the staffing industry forward. [Read >](#)

Optimization: Making the Most of Your Tech Stack Investment

Watch this recorded Staffing World session to hear how industry-leading staffing firms have optimized their new automation programs, mobile apps, and other tech stack investments. [Watch >](#)

Technology Trends: Your Customized Tech Stack Awaits

Learn about ASA's new Tech Stack Analysis Tool and how to build the right tech stack for your firm's size, industry, and tech adoption approach. [Read >](#)

BONUS CONTENT:

How Do Your Peers Use Tech? [Learn More >](#)

Your Customized Tech Stack Awaits [Learn More >](#)

Getting Beyond Technology Challenges [Learn More >](#)



TREND #7

Leadership Development

THE TREND:

Today's staffing leaders must have a working knowledge of an expanding range of disciplines, including the economy, generational differences, workplace culture, technology, change management, and so much more. Many leaders seek mentorship and development opportunities to become better equipped for their complex roles.

HOW LEADERSHIP DEVELOPMENT AFFECTS STAFFING FIRMS

- Leaders who focus on improving internal culture, engagement, and workplace flexibilities aid in employee retention and productivity.
- Development opportunities include training the next generation, training for a tough economy, upskilling, and reskilling.
- Firms should rely less on experience and promotion of technical producers and instead focus on leadership competencies in combination with technical proficiency.
- Servant leadership, authentic leadership, and democratic leadership approaches are gaining momentum.
- With five generations in the workforce, staffing leaders must understand, accommodate, and leverage generational differences.

TOP RESOURCES:

ASA Mentor Match

Mentor Match is a members-only program that helps staffing leaders make connections, define career goals, enhance leadership skills, and gain insight from experienced peers. [Explore >](#)

Leading With Emotional Intelligence

View this on-demand webinar for an overview of emotional intelligence, why it's an important tool for professionals who work with people, and what staffing leaders need to know. [Watch >](#)

Becoming Allies: Men's Roles in Supporting Women in Leadership

Access this on-demand webinar for insights on how to engage allies and create gender equity initiatives at your staffing firm. [Watch >](#)

BONUS CONTENT:

Laying Staffing Foundations for Future Women Leaders [Learn More >](#)

5 Ways to Win at Leadership [Learn More >](#)



TREND #8

Cybersecurity

THE TREND:

Cybersecurity in staffing will continue to shift from preventing breaches to risk mitigation, response, and adequate cyber insurance. More focus will be on examining vulnerabilities in complicated tech stacks due in part to the increase in remote work.

HOW CYBERSECURITY AFFECTS STAFFING FIRMS

- More integrations in the tech stack mean more potential for breaches.
- Navigating the complex cybersecurity insurance market will require assessing internal controls.
- Staffing firms need to be on the lookout for increasingly elaborate social engineering schemes, such as fake job applicants and false résumés.
- In addition to internal protections, cybersecurity will also require participation from clients and industry partners.

TOP RESOURCES:

Cybersecurity Masterclass

Gain insights from a panel of experts on the most prevalent cybersecurity issues facing staffing firms today, potential vulnerabilities in your tech stack, cyber insurance, and more. [Watch >](#)

Stay Safe Online—Building Your Firm’s Cybersecurity Capability

View this webinar to learn how to protect your employee data, manage and reduce risk, help employees stay safe on line, respond to an attack, and more. [Watch >](#)

When Cyber Criminals Break In

Learn how to respond swiftly and mitigate potential damages and disruption in the event of a cyberattack. [Read >](#)

BONUS CONTENT:

Keeping Your Company Safe From Cyberthreats [Learn More >](#)



TREND #9

Changing Regulations

THE TREND:

The staffing industry could face major legislative changes in the areas of workplace safety, nurse staffing, health insurance, employer role, immigration, mandated leave, wages, taxes, and more. Staffing firms must lean on advocates, allies, and up-to-date insights to protect their ability to do business.

HOW CHANGING REGULATIONS AFFECT STAFFING FIRMS

- New Jersey’s governor conditionally vetoed a bill that would significantly increase costs for staffing firms in that state. However, the bill could still pass in an amended form.
- California data privacy laws will put additional burdens on staffing firms with Jan. 1, 2023, as a compliance deadline.
- ASA and its network worked together to halt a law in Nevada that would have barred construction firms from using skilled temporary labor. This issue could influence efforts in other states.
- Class action lawsuits are on the rise, generally involving alleged wage and hour violations, unlawful discrimination, meal and rest period violations, and worker misclassification, among others.
- In 2022, ASA helped defeat harmful legislation that would have limited how much staffing firms could bill for nursing talent. Other nurse staffing legislation could be imminent.
- Staffing firms should expect what happens in one state to have a ripple effect elsewhere.

TOP RESOURCES:

Five Legal Issues & How They Affect Your Staffing Firm

This e-book details top legal issues—including class action lawsuits, indemnification, joint employment, and more—and what your firm can do about them. [Download >](#)

Legal Risks in Misclassifying Health Care Workers

Read this issue paper to understand the growing problem of app-based job platforms misclassifying nurses as independent contractors instead of employees to avoid payroll taxes. [Read >](#)

ASA Issue Paper: Antitrust Considerations for Staffing Agencies

This issue paper discusses important recent developments with respect to civil and criminal antitrust enforcement against staffing agencies and other employers—enforcement that pertains to companies’ efforts to protect their employees from being recruited by others. [Download >](#)

BONUS CONTENT:

The THC Dilemma: Drug Testing in the Age of Marijuana Legalization [Learn More >](#)

The U.S. Supreme Court’s Arbitration Ruling in Viking River and What It Means for Staffing Firms [Learn More >](#)

ASA Legislative Update: Higher Pay Rates Are Driving the Increased Cost of Nurse Staffing [Learn More >](#)



TREND #10

Industry Image

THE TREND:

The staffing industry could face major legislative changes in the areas of workplace safety, nurse staffing, health insurance, employer role, immigration, mandated leave, wages, taxes, and more. Staffing firms must lean on advocates, allies, and up-to-date insights to protect their ability to do business.

HOW INDUSTRY IMAGE AFFECTS STAFFING FIRMS

- According to Net Promoter Score[®] benchmarks, talent satisfaction in the staffing industry is improving and client satisfaction is the highest it's been since the last recession.
- Certification programs can deliver critical knowledge, credibility, and prestige to advance the careers of staffing and recruiting professionals.
- Staffing firms can enhance their reputation through volunteering, awards, and recognition as well as following best practices for safety and compliance matters.
- Strong marketing and branding efforts include website optimization, social media advertising, email campaigns, content marketing, and word-of-mouth marketing.

TOP RESOURCES:**Staffing Promo Tool Kit**

Promote your company and the industry as a whole with this helpful set of messages, visuals, and press release templates. [Download >](#)

ASA Member Logo

Stand out from competitors by showing you are part of the ASA community that is working for better lives, better businesses, and a better economy. [Download >](#)

Lessons Learned from the 2022 Staffing Industry NPS Benchmarks

Review in-depth market research that uncovers insights from hiring managers, job seekers, and staffing professionals. [Read >](#)

ASA Certification Programs

ASA offers certification programs, including Certified Staffing Professional, Technical Services Certified, Certified Search Consultant, and Certified Health Care Staffing Professional. [Explore >](#)

Safety Matters Microsite

Learn about the ASA-OSHA partnership to protect the health and safety of temporary workers in the U.S. [Explore >](#)

Awards and Recognition

ASA honors the exemplary citizens, unsung heroes, and outstanding efforts of its members and their employees through a number of annual awards. [Explore >](#)

BONUS CONTENT:

State of the Industry by ASA President and CEO Richard Wahlquist [Learn More >](#)
Staffing STATS Webinar—4Q22 [Learn More >](#)
ASA Code of Ethics [Learn More >](#)



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About ASA

The American Staffing Association exists to help staffing firms grow and thrive. We work tirelessly at the national and local levels to advance the industry and protect your ability to do business.

JOIN TODAY

ASA can help your firm create better lives, better businesses, and a better economy. Click below to see the full range of member benefits, including connections, research, education, and sector-specific resources for your firm.

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