



WHY STAFFING?

THE FLEXIBILITY FACTOR

A photograph of three business professionals in an office environment. In the foreground, a woman with brown hair wearing a pink shirt is smiling and looking towards a man in a light blue shirt and patterned tie. The man is also smiling and looking towards another man on the right. The man on the right is wearing a dark suit, a blue shirt, glasses, and a striped tie, and is gesturing with his hands while smiling. All three are holding white coffee cups. The background shows several computer monitors and other office workers, slightly out of focus.

FOR EMPLOYEES, FOR BUSINESSES, FOR THE ECONOMY

STAFFING FIRMS CREATE JOBS. And they offer flexibility for employees. Or additional income, or training, or a bridge to permanent employment. For businesses, staffing firms provide work force flexibility and access to talent. And for the economy, staffing firms increase labor market flexibility.

Flexibility. Employees want it. Businesses need it.
It's good for the economy. And staffing firms provide it.

A woman with dark hair pulled back, smiling warmly. She is wearing a light-colored collared shirt. The background consists of vertical blue and white stripes. In the foreground, the backs of two people wearing bright yellow-green high-visibility vests are visible, one on the left and one on the right. A white rectangular box is overlaid on the left side of the image, containing the text 'JOB FLEXIBILITY' in bold, dark blue, uppercase letters.

JOB FLEXIBILITY

EMPLOYEES WANT IT

TODAY'S TALENT increasingly seeks job flexibility. Staffing firms provide it. Flexibility in scheduling and location to fit busy lifestyles. The ability to choose among diverse and challenging assignments. And—for those who want it—staffing firms offer a bridge to permanent employment.

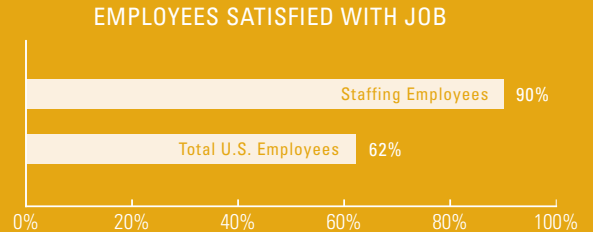
Two-thirds of staffing employees say temporary and contract work gives them flexible work time and the time for family that they desire.

THE JOBS PEOPLE



MATCHING MILLIONS OF PEOPLE TO MILLIONS OF JOBS

SOME THREE MILLION AMERICANS go to work for U.S. staffing companies every business day. Temporary and contract employees like their jobs—90% are satisfied with their work experiences, far exceeding the job satisfaction rates of the overall work force.



Sources: American Staffing Association and CareerBuilder.com

Nine out of 10 staffing employees would refer a friend or relative to work as a temporary or contract employee.

WORK FORCE FLEXIBILITY



BUSINESSES NEED IT

WHEN BUSINESSES need access to talent and strategic work force flexibility, America's staffing firms deliver. America's staffing companies provide the talent that U.S. businesses need to keep fully staffed during busy times.

Nine out of 10 clients say staffing firms
deliver the work force talent and flexibility they need.

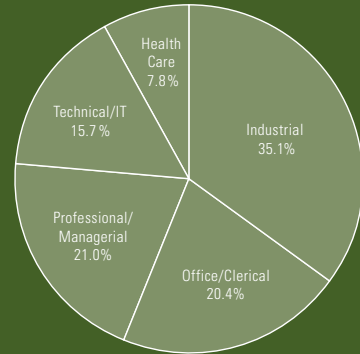
ACCESS TO TALENT



A DIVERSIFIED WORK FORCE

AMERICA'S STAFFING FIRMS find, screen, qualify, and place employees in jobs of every description, from the factory floor to the executive suite, from health care to IT and everything in between. Whether the need is extremely specialized or extremely large, staffing firms provide quick access to top talent.

PERCENTAGE OF STAFFING EMPLOYEES IN EACH SECTOR



Source: American Staffing Association analysis of unpublished data from the Bureau of Labor Statistics

A diverse group of industrial workers, including men and women of various ethnicities, are standing in a factory or construction site. They are wearing hard hats in various colors (red, yellow, grey) and work clothes. In the foreground, a woman with dark hair and a dark blue shirt is looking slightly to the right. The background shows other workers and industrial structures.

LABOR MARKET FLEXIBILITY

WHY ASA?



INTEGRITY AND VALUES

EVERY MEMBER OF THE AMERICAN STAFFING ASSOCIATION is guided by a rigorous code of ethics. Members receive detailed, practical guidance as well as ongoing education and training in employment law. More than 5,000 staffing professionals have been certified by ASA. Membership in ASA is a hallmark of excellence and high standards in the staffing industry.

The American Staffing Association promotes legal, ethical, and professional practices for the staffing industry.



American Staffing Association

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