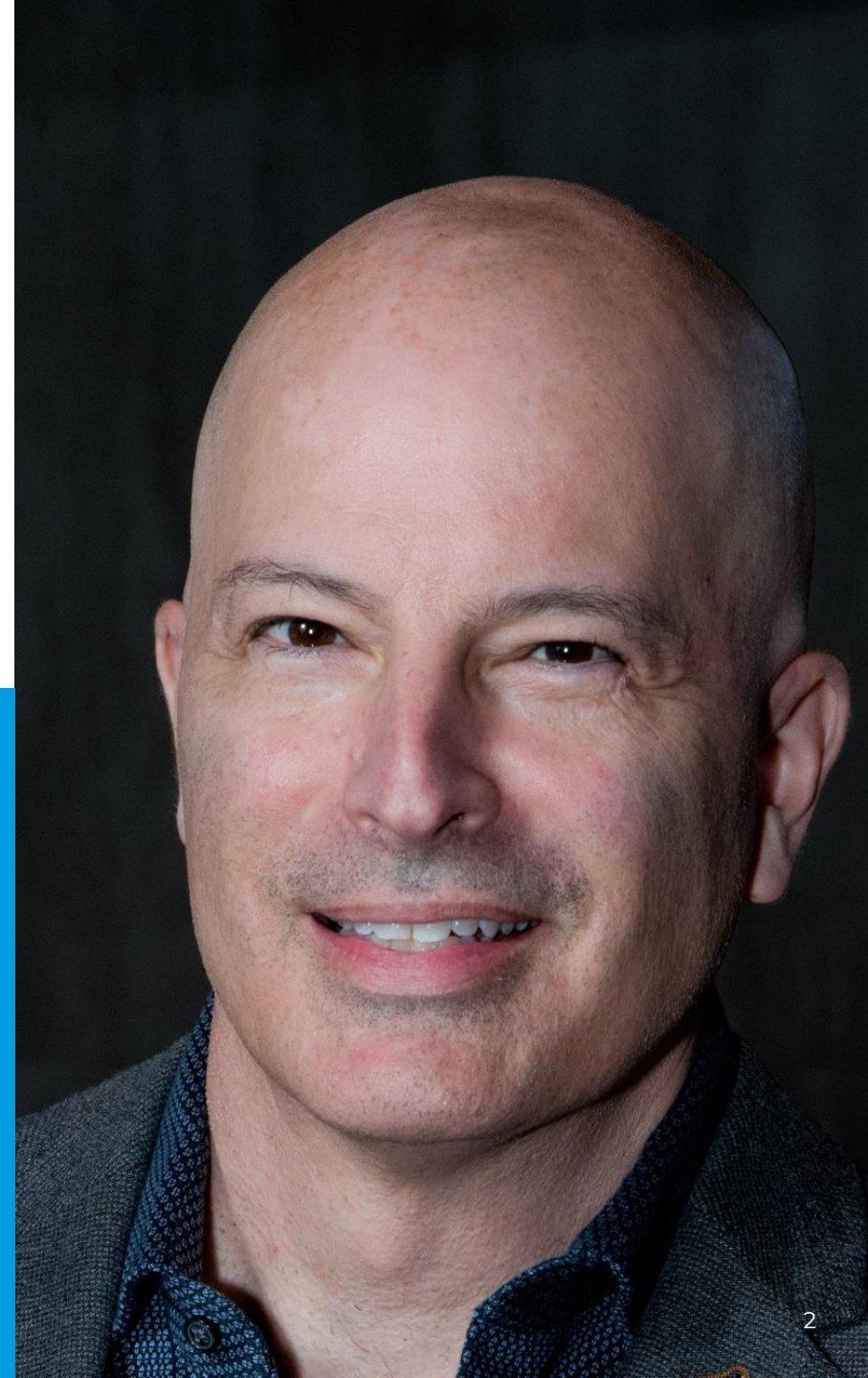


How EOS® Companies are Outsmarting the Talent Crisis with Overseas Talent

WorkBetterNow runs on EOS®, WorkBetterNow is not an EOS®-licensed partner.

About Rob Levin

- Currently owns 3 businesses
- Founder and Publisher of The New York Enterprise Report
- Has run several fast-growing businesses
- MBA & Big 6 CPA





The small and midsize business talent crisis

Labor shortage

8.8 M

Open jobs in the US

5.8 M

Unemployed workers in the US

Source: Wall Street Journal 2023

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Increasing salary expectations

55%

Despite overall salary growth in the United States, more than half of professionals feel underpaid.

"As long as job openings outnumber job seekers, workers will have more leverage to negotiate for what they want. When weighing career options, workers often consider salary first and foremost."



Paul McDonald
Senior Executive
Director at Robert Half

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

Increasing hiring time

44

days

Is the average time-to-hire rate in 2023

"As our data shows, time to hire has risen consistently for the last four years. Make no mistake, the hiring market is not going to get easier any time soon. HR and Talent leaders will need to continue to innovate and transform their strategies for acquiring, developing and retaining talent."



Jim Sykes

Global Managing Director of Client Operations at AMS

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

Diminished productivity

2.7%

Decrease in labor productivity, its lowest since 2005

According to a report by Forbes, labor productivity in the United States **decreased** by 2.7% in the first quarter of 2023 for the nonfarm business sector, which was the sharpest decline in 75 years.

Source: [Forbes & Zippia](#)

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68%

Of the U.S. workforce is not engaged at work.

When broken down, a disengaged employee costs a company, on average, 34% of their annual salary. That means a company loses \$3,400 for every \$10,000 a disengaged employee earns.

How does this affect EOS® companies' growth and success?

✓ Vision Traction® Alignment Disruption

✓ Accountability Erosion

✓ Cultural Divergence and Growth Stagnation

Now what?

- ✓ Focus on retention
- ✓ Embrace AI and automation
- ✓ Attract better talent
- ✓ New sources for talent

Focus on Retention



Competitive compensation



Career advancement opportunities



Foster an appealing company culture



Promote work-life balance



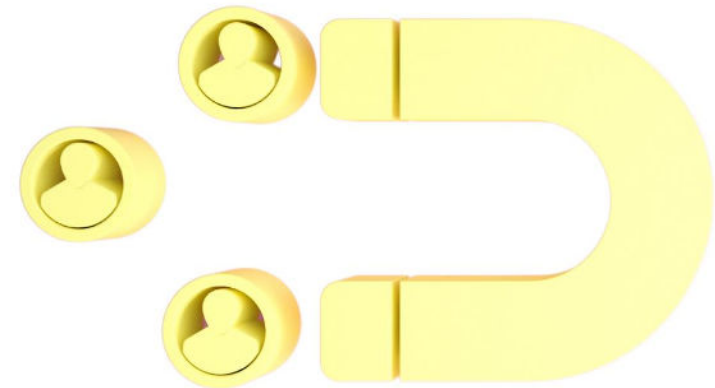
Upskilling and reskilling



Recognition and rewards



Remove bad apples



Embrace AI and automation

- ✔ Content generation
- ✔ Data analysis with AI
- ✔ Automating repetitive tasks

Unsure on how to tap into AI and Automation? Rely on your digital-native workforce - They're the ones who'll lead the charge.

It's not AI that is going to take your job, but someone who knows how to use AI might.

Richard Baldwin

Economist and professor at the
Geneva Graduate Institute



Attract Better Talent

- ✔ Identify the talent you need & switch to a skill focused approach
- ✔ Double down on employer branding
- ✔ Make sure your recruiting and onboarding process is effective and efficient
- ✔ Consider implementing remote work policies



Other Talent Sources

**Is *overseas* talent the solution
for your client's business?**

14



Why Overseas

[It's not just about the money]

- ✓ Ample talent pool
 - Experience/talent
 - English
 - Attitude
- ✓ Hire faster
- ✓ Less legal and regulatory issues
- ✓ Lower overhead
- ✓ Lower cost of living > lower salaries
- ✓ Most of us are now comfortable with remote

What Can Overseas Professionals Do?



Marketing Management



Accounting and Admin



Customer Service



Quality Control Management



Software Development



Bookkeeping



IT Support



Project Management



Data Entry

Where to source from?

Considerations



Time zone alignment



Importance of
English proficiency



Cultural similarities

Utilizing a Talent Provider

Considerations

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



What Have EOS® companies been able to achieve with Overseas Talent?

"My experience with **WBN** has been fantastic. Despite being in different countries, there's a level of trust that makes them a true component of our organization. They're active in our Level 10 Meeting™ meetings, even correcting me sometimes.

Christine and Karla excel in marketing, while Lisa Marie shines in sales and lead generation. When we hand them a process, we're confident it'll be executed flawlessly, times a thousand. They've become the backbone of our business."



Andrew Schenkel
CEO of Double Play Marketing and Sales



Christine
Admin Assistant



Karla
Exec Assistant



Lisa - Data Analyst & Sales
Coordinator



**WorkBetterNow runs on EOS and
83% of WBN team is based in LATAM**



Including our leadership team



Jessica
General Manager



Denuar
Recruitment Director



Silvana
IT & Special Projects



Gabriela- Senior Marketing
Manager



Edison- Success
Management Director

Bonus for Implementers

How WBN exec assistants are helping EOS®
Implementers focus on their **Unique Abilities**

The EOS Implementer® dilemma

Caught in Catch-22

Getting an assistant when you reach enough clients, but not reaching enough clients because you don't have an assistant.

The True Cost of Neglecting Your Core Abilities

Assuming 40% of time is spent on admin-related activities (very conservative):



Annual comp >	\$200,000	\$400,000	\$600,000
Hourly Rate	\$100	\$200	\$300
\$ Spent on admin work (weekly*)	\$1600	\$3,200	\$4,800
\$ Spent on admin work (yearly*)	\$80,000	\$160,000	\$240,000

*assumes 16hr/weeks spent on admin tasks.

Tasks an assistant can take off an EOS® Implementor's plate.



Scheduling client sessions and meetings



Logistics for events & workshops



Develop/document/execute processes



Travel arrangements



Marketing tasks and initiatives



CRM management



Invoicing & bookkeeping



Emailing & following up



Data entry, analysis and EOS reporting

"Noleen's impact has been an invaluable. Her exceptional performance has far exceeded expectations, quickly becoming an integral part of our operations as the practice manager. With Noleen efficiently handling day-to-day activities and streamlining processes, I have gained an impressive 40 hours per month.

This newfound time has allowed me to focus on growing the practice and providing better service to our clients. Noleen's support has been crucial in scaling our business. The recruitment process with WorkBetterNow was excellent, resulting in the perfect candidate. I highly recommend considering a virtual assistant to enhance productivity and success."



Eliot Wajskol
Certified EOS Implementer®



Noleen
Admin Assistant

"From the moment Roberta joined my team, she has been an invaluable asset. Her role as my assistant has encompassed a wide range of responsibilities, including calendar and email management, which she handles with exceptional organizational skills and attention to detail. Her ability to organize my schedule, prioritize tasks, and handle communication has allowed me to focus on the bigger picture.

I am genuinely happy with the level of support and collaboration she provides."



Roberta
Admin Assistant



David Lewis
EOS Certified Implementer

Consider an assistant accelerator program

How can this type of program help EOS Implementers®?

- ✓ Connecting assistants to EOS® tools and systems
- ✓ Helping them streamline the sales process for Implementers and clients.
- ✓ Empowering assistants to lead in weekly meetings, improving communication.
- ✓ Ensuring competent support for EOS Implementer™ clients.



Bridget Hogan
Empowered Virtual Assistants



About WBN

From executive assistants to project managers, WBN provides pre-vetted, hand-matched, full-time top talent from Latin America.

When you work with WBN



You have a new top member of your team in 2 weeks (not the 3 months it usually takes to hire)



You lower the risk of making a bad hire



You get a dedicated success coach to help you support onboarding (and beyond)



There are no long-term contracts



\$2100/mo for each dedicated, full-time professional.

Ready to start working better now?

What Can WBN Professionals Do?

Some of the roles that our clients have filled with overseas talent:



Project Manager/ Website Admin



Marketplace PPC Analyst



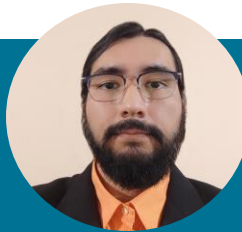
Business Development Coordinator



Quality Control Manager



Director of Operations



Marketing Coordinator



Customer Experience Assistant



Data Analyst/ Sales Coordinator



Billing Assistant/ Bookkeeping

All of Them Are Actual WBN Remote Professionals With Their Roles

Q&A



Special Offer

Mention “EOS Webinar” for \$150 off for the first three months and start Working Better Now. (Before 10/15/23)

WorkBetterNow.com