

# ***SUPERTEMPS:***

Maximize  
performance  
and retention in  
temporary  
employees



# REMEMBER CLARK KENT?

Mild-mannered reporter for the Daily Planet. Nerdy glasses, low profile. He did his job without making a stir, trying hard to stay under the radar and escape notice.

Temporary employees can be the same way. Doing just what is asked and keeping their heads down. After all, they're the new kids on the block and don't want to make a false move. Why rock the boat?

But Clark Kent had a secret.



Underneath his disguise, he had an amazing second identity: one that was faster than a speeding bullet, more powerful than a locomotive, and able to leap tall buildings in a single bound.

He was Superman.

# ***YOUR TEMPORARY EMPLOYEES HAVE HIDDEN SUPERPOWERS, TOO!***

Underneath those mild-mannered exteriors are formidable resources who:

- Will do more than what is asked.
- Bring fresh perspectives and new ideas to every project.
- Infuse those around them with renewed energy and spirit.
- Will not only meet your needs, but actively contribute to the bottom line.

*Call them Supertemps.*



And keep reading to find out how to unleash them.

# ***BUT AREN'T SUPERTEMPS JUST A MYTH?***

*In many ways, it's up to you!*

Your staffing agency provides great temporaries to make your business more flexible, efficient and compliant. But just as with direct employees, you can maximize your ROI on temporary staff by:

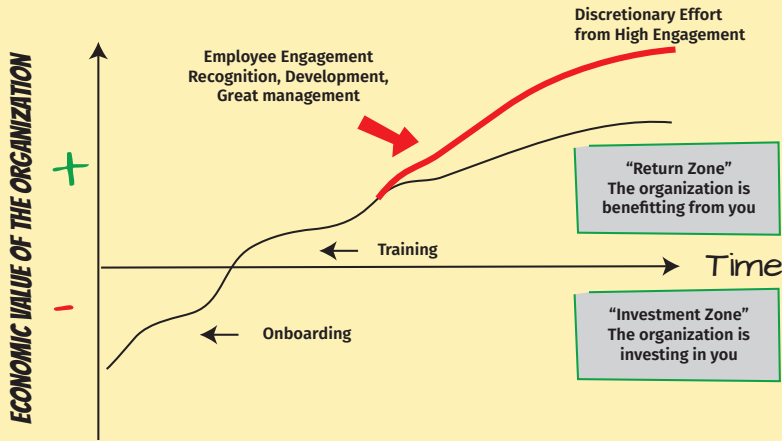
- **Increasing longevity.** Not surprisingly, temporaries who complete their assignments deliver the greatest value.
- **Increasing discretionary effort.** Discretionary effort is "going the extra mile," and it's produced when temporaries buy into the value and goals of their work:
  - It's the difference between keeping pace with assigned work...and asking for more because it was completed early.
  - It's the difference between checking for typos...and editing for style.
  - It's the difference between competing...and winning.



## Supertemps:

- understand and support your goals;
- care about their work;
- are more productive;
- have better attendance and longevity; and
- are committed to your organization's success.

### ***COST TO VALUE OF AN EMPLOYEE***



***SUPERTEMPS  
AREN'T A MYTH  
- BUT IT IS  
UP TO YOU TO  
MAKE THEM A  
REALITY.***

# ***SUMMONING SUPERTEMPS!***

Do you need a phone booth?

Clark Kent used a phone booth to change identities. But your temporaries don't need to change clothes to become superheroes.

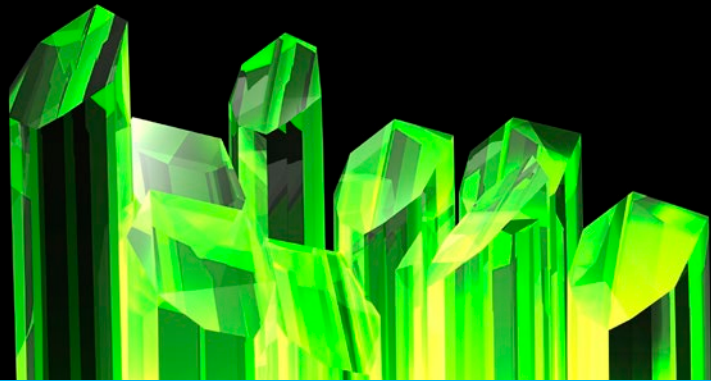
They need you to believe in them and to provide the right conditions for success during their assignments.

In other words, the phone booth is you.



And make no mistake. The steps you take to help your temporary workers transform into Supertemps are the very same strategies you can use to boost the performance and tenure of every employee at your firm.

Just what are those steps? Let's break it down:



# 1. RECRUITING:

There is no Planet Krypton

...and you can't just wait for Super temps to fall to Earth.

Help your staffing agency select the best candidates for your needs by providing:

- **Comprehensive job descriptions.** Outline the skills and experience required, tasks to be completed, and the opportunities for growth or development each assignment offers.
- **Clear performance expectations.** Detail your expectations, the level of challenge involved, and the ways performance will be measured.
- **Guidelines for a good culture fit.** Soft skills can be as important to success as other factors. Make sure you explain your work environment, the corporate culture and the personality traits you are looking for in each type of role.

Coordinate with your staffing agency to identify the right individuals, and help is on the way!



## 2. ONBOARDING:



Even Superman  
needs a running start

Temporary employees must get up-to-speed quickly. To ensure a great start:

- **Let the staffing agency handle paperwork ahead of time** so your new temporaries can get to work immediately.
- **Set up and stock work areas before they arrive.** Make sure temporaries have the tools, equipment, supplies and resources they need to do their jobs.
- **Prepare your direct employees.** Brief them beforehand to explain temporary employees' roles, so your team will support their work – and not feel threatened by them.
- **Roll out the red carpet with a tour and introductions.** This shows that you respect them – and expect them to reciprocate.
- **Let them know how to get questions answered,** as well as what support services are available.
- **Share the big picture.** For temporaries whose assignments last more than a few days, don't just talk about workflow and break schedules (although these are important!). Talk about company goals and values. Share your passion. Let them know how their work (however mundane) impacts the organization as a whole.

Help your new temporaries to feel a part of your team, and soon they'll be moving faster than a speeding bullet!



# 3. SUPERVISION:

## Unleashing the Inner Superhero

Increase discretionary effort by engaging your temporaries – and providing the right conditions for success:



The right support, encouragement and work environment will make your temporary employees want to give you their absolute best efforts. Great Caesar's Ghost! It's up to you.

- **Learn about their skill sets.** You may uncover superpowers not listed on their resumes that could be valuable to your organization. Just be sure to discuss any changes to/ expansion of assignment responsibilities with your staffing agency first.
- **Include them.** Add your contingent employees to circulation lists for memos and announcements, and include them in meetings and gatherings whenever possible. If they feel like valued team members, they will work even harder for you.
- **Consider incentives.** Temporary employees respond to incentives, too! Institute a "Temporary Employee of the Month" to recognize high performers. And if project completion is your goal, a cash completion bonus might be in order.
- **Don't forget the emotional side.** A "pat on the back" for a job well done is especially meaningful to temporary workers, and can greatly increase their discretionary effort.
- **Challenge them.** Encourage your contingent workers to beat the performance or quality standards set for your direct staff.

# ***SUPERTEMPS CAN REALLY SAVE THE DAY.***

Creating an environment in which contingent employees thrive, feel engaged and put forth maximum discretionary effort is:



## **Good for you**

- They complete the job, providing greater continuity and ensuring deadlines are met.
- They go the extra mile, working even harder and better because they want to.
- They contribute fresh perspectives and insights, invigorating those around them.

## **Good for your direct employees**

Supertemps are good for your entire team, whether they are assisting your direct employees, collaborating with them, or simply sharing space:

- They provide a higher level of support because they understand your company's big picture.
- They free your direct staff to focus on their own work.
- Their enthusiasm for their own work is infectious – reminding your core staff why yours is a great place to work.

...and finally,

# HELPING YOUR TEMPS TO BECOME SUPERTEMPS IS GOOD FOR THEM.

You may think that asking temporary employees to give more makes you seem like a greedy Lex Luthor... but nothing could be further from the truth!

A job that's too easy or makes a temporary feel "invisible" is mind numbing and demoralizing. But by providing challenge, support and commensurate rewards, you offer your temporaries:

- A chance to improve their skills and make themselves more marketable;
- An opportunity to show what they are capable of, leading to a good reference;
- Inclusion in a stimulating and collegial environment; and
- A chance to earn rewards, whether emotional or financial.

Best of all, becoming a Supertemp is a huge step toward direct employment, for those who desire it. You may not be hiring, but someone is. And who wouldn't want to hire a superhero?



# TEMP? OR SUPERTEMP?

You have the power to choose. And it all begins with your staffing agency.

- Discuss your needs early – before you're in a crisis.
- Be specific, clear and thorough when placing orders.
- Communicate your expectations clearly.
- Follow through, so the relationship is satisfactory all around.
- Discuss glitches early, before they become problems.
- Report back on a job well done.
- Celebrate and reward success.



Follow these guidelines, and together, you and your staffing agency can turn all your temps into SUPERTEMPS!