

The Most Powerful Name in Corporate News

Nationwide Employee Recruitment



Karen Spann
President

CEOCFO: *Ms. Spann, what is the philosophy behind Professional Employment Group?*

Ms. Spann: Our philosophy is to treat our people the same as treat our own families. That translates to the way we serve our customers and our candidates.

CEOCFO: *What is the key to finding the right person and what do you understand that others might not realize is important to the process?*

Ms. Spann: The key to finding the ideal person is about developing long-term relationships with our clients and candidates. We take time to learn about our client's company, the culture, ask the critical questions, develop creative solutions and actively listen to their needs. We develop relationships with our candidates as well. Placing the ideal person in each position solves the largest cost in American business today: employee turnover. If you get the right people in the seats, the rest is easy.

CEOCFO: *When you are working with employers, do they understand the difference initially?*

Ms. Spann: Not everyone understands the difference it's our job to educate our customers about our competitive advantage. Once customers learn the difference, our job is to prove ourselves. A very simple analogy I use is you cannot train a rabbit to be a donkey. Never can, never will. American businesses do this every day. They hire the rabbit for the wrong job and pour thousands of dollars into training it to try to make it perform like a donkey. At Professional Employment Group, we find the donkey. Are we perfect 100% of the time? No, but we strive for excellence every day.

CEOCFO: *Is that because they cannot find the right candidate or they want to quickly fill the position?*

Ms. Spann: Companies often hire us for both reasons. They hire us for the hard to fill positions and the positions they require right away.

CEOCFO: *Is there a common thread in the types of companies with whom you engage?*

Ms. Spann: The common thread is companies who want a long-term partnership where they engage our firm to solve their recruitment/business needs: desire consistently premier service levels and the finest candidates available.

CEOCFO: *What is your geographic reach?*

Ms. Spann: We place candidates nationally.

CEOCFO: *In the recruiting process, how do you go about finding the pool of people consider?*

Ms. Spann: All recruiting firms utilize databases, social media, previous relationships, networking and our best source which is referrals.

CEOCFO: *Do you work with your company clients on understanding the market and understand what they need to offer potential employees?*

Ms. Spann: Absolutely. We work closely with our clients and bring solutions based on the current market trends.

CEOCFO: *What might be different a year from now for the company?*

Ms. Spann: We embrace change. I hope we look back a year from now and say we are doing everything we do more effectively from a leadership standpoint, to operations, to the way we treat our employees and serve our customers and candidates. We strive for excellence and to improve how we operate each day.

CEOCFO: *Put it all together. Why choose Professional Employment Group?*

Ms. Spann: We are a long-term recruiting partner who strives to find the right employee for each job.

Interview conducted by: Lynn Fosse, Senior Editor, CEOCFO Magazine

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For more information visit: www.pegstaff.com

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