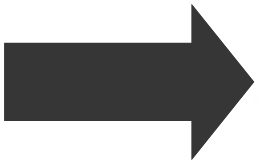
Section #3: Talents & Team

Talent- Right Person?



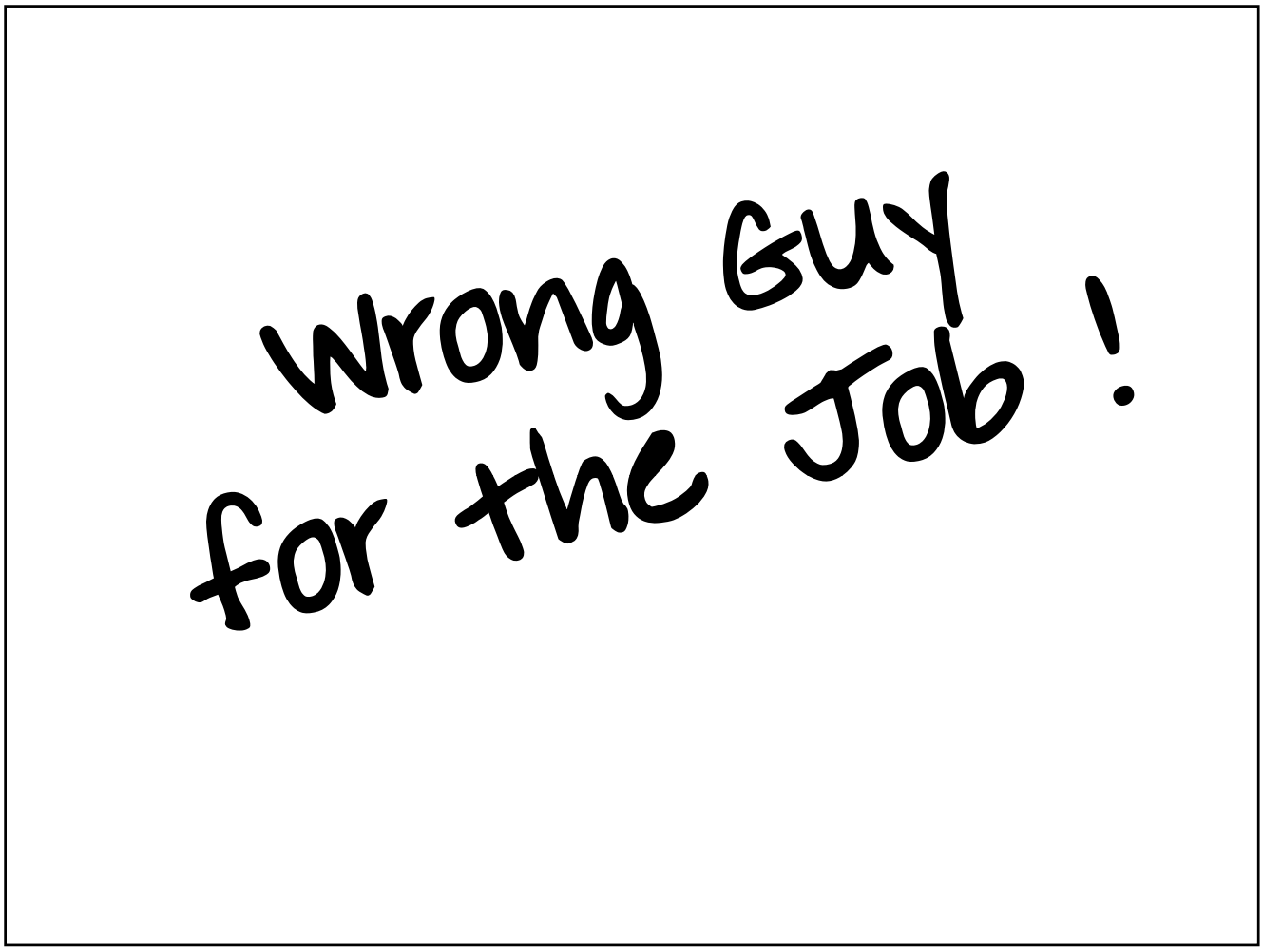
Blind lookout held in alleged robbery

PAWTUCKET, R.I. — A legally blind man who police say acted as a lookout for his brother was arrested along with his sibling after the two allegedly tried to rob an apartment.

A building resident who saw the two leaving the apartment became suspicious and called 911, then waited for police to arrive.

Eugene Allen, 29, who can see only shadows, mistook the resident for his brother and was standing next to him when the officers drove up. Allen's brother, Kenneth Bartelson, 35, tried to escape but was caught, police said.

Both men were charged Thursday with attempted robbery. *(AP)*



Talent-"Act Like Owners"-Passion

Passion & a Cause!

Dylan and Kevin Tyburski Biking Brothers

By Leezia Dhalla

While most students had pushed extra-curricular activities aside to study for final exams last May, 12 year-old Dylan Tyburski was busy biking everyday after school in preparation for his first Tour de Cure.

The Tour de Cure is an annual 150 mile bike ride from San Antonio and Austin held every May to raise money and awareness for a diabetes cure.

Dylan, who will enter the 7th grade this year at Bush Middle School, raised about $350 to contribute to the diabetes fund with the help of his parents, family friends, and neighbors.

"My grandmother has diabetes, so that helps me keep going because I think about her when I bike," said Dylan of his inspiration to bike in the Tour de Cure. "When I crossed the finish line, I was excited that I had made it!"

Outside of biking, Dylan participates in choir and hopes to join the Bulldog basketball team. He also received the President's Volunteer Service Award last year for completing over 50 hours of community service.

This October, Dylan hopes to bike in the MS150, a bike ride from San Antonio to Corpus Christi which raises awareness about and donations for Multiple Sclerosis research.

He also has simple, but great advice for others interested in pursuing biking: "Always keep going after your dreams, and never stop."

While Dylan has jumpstarted his participation with biking, he is not the only Tyburski to have crossed the finish line.

Reagan High School junior Kevin Tyburski, Dylan's older brother, has participated in both the Tour de Cure and MS150 three times each.

"I'm going to keep riding to stay in shape," said Kevin of his future plans. "Biking has definitely taught me motivation and given me perseverance to finish the ride, even when it's 100 degrees outside because I know that by finishing the race and raising money for a cause, I'm serving others."

Outside of biking, Kevin is an active member of the choir program and participates in track. He was recently recognized as being one of the top ten singers in his division at the regional level for choir.

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Appreciates and Improves

Exhibit G-Roles Responsibilities.xls

Team Member A	Team Member B	Team Member C	Team Member D
WHO	WHO	WHO	WHO
Company Mission/Philosophy	Human Resources	Sales	Operations
Company Goals/Strategy	Payroll	Meet/Exceed Sales Goals	Enhance productivity
Marketing Strategy	Team Member Policies/Procedures	Marketing	Infusionsoft
Company Finance	Reporting	Sales Training/Development	Executive Reporting
Joint Ventures/Partnerships	Customer Svc?	Plan/Develop marketing materials	Budgeting
Public Relations		Workshops	Staffing models/analysis
		Relationship building	Cost to serve
List in order of priority	List in order of priority	Sales territories	Customer Svc?
		Reporting	
			List in order of priority
		List in order of priority	

-CASE STUDY-

Kandace Phelps/Greenville, TX

"…it has enabled us to basically highlight techniques for both prioritizing goals, time and finances to build businesses that can be scaled…everything needs to have a system and that's what Davy provides!"

"2-Minute Drill"
I Like to...

Place a number 1 next to your TOP item, then 2, etc.

"2-Minute Drill"
I Don't Like to...

Place a number 1 next to your TOP item, then 2, etc.

"2-Minute Drill"
I Need to...

Place a number 1 next to your TOP item, then 2, etc.

Finding Talent

- The Wrong Person Can Cost up to 15 Times What You Plan to Pay Them
- Tap Your Value Network, Suppliers, Associates, Vendors, Partners
- Look to Mutual Friends and Relatives to Find Energetic, Hard Workers
- College Campuses During Recessions to Sign up and Train High-Quality College Recruits Desperate for Jobs
- People You Meet That Wow You (Start Building a Relationship, Gift Them Your Product/Book Then Follow up)

Finding Talent

- Temp Agencies- Try Before You Buy, Short Term Contracts, Part-Time to Full Time
  - Use the agency to hire the person, and then contract with the agency to try them out
- Social Media, Ask Your Friends to 'Post' the Kind of Person You're Looking For
- Focus on Personality First
- Have Them Write an Essay- Good at, Enjoy Doing, Don't Like Doing, Problem Solver, etc.
- Ads Should Include What They Want Besides a Paycheck, Reveal Your Culture and Why They May Want to Join You

Interviewing Talent

- Build in a 'Filter' System to Eliminate 80% of the Dead Weight When They Contact You Initially
- Create a Video- (Invitation Only Link) What You do, Your Story of How You Got Started, Why You do What You do, What's in it for Them AND a Call to Action
- Only Spend Time With the 20% Who Are Worthy of Your Time
- If a Position Pays a Flat $--, or a Position That Pays 'Y', But Offers Bonus, Development, MBA Type Education, Which Would You Choose?

Interviewing Talent

- Track Replies- When Answering Calls, Create a Qualification Questionnaire, 3-5 Questions Designed to Verify Requirements and to See if They're a Problem Solver
- If Good Experience, Set up Next Step
- If Not, 'to Get Off the Hook', Ask Them to FAX Their Resume and After You Review it, if the Company is Interested, You Will Contact Them
- If a Great Candidate, Schedule Face-to-Face as Soon as Possible
- Use a 'General Application' to Obtain Candidate Details, Complete in Person

The 7 P's to Look For...

- Passion
- Prevent Stuff From Hitting my Desk
- Problem Solver
- Protects my Time
- Personality
- Profit Oriented
- Personally 'Self-Funding'
- Bonus- Performance Plan

This slide was ADDED after the live event

Interviewing "Proceed With Caution"

- Stay Away From These Kinds of Questions
  - Ones that are not relevant to the position
  - Improper language
  - Race
  - Marital status
  - Children
  - Handicaps
  - Medical issues (unless the position requires certain tasks…)
- Always Check With Your Legal HR Counsel

Interviewing Talent

- Provide a Next Step With a Specific Timeline and Action to Follow (do They Listen?)
- Review Application, Ask 3 Open Ended Questions
- Based on What You Have Learned so Far About me and my Company, Are You Still Interested in the Position?
- Next Step

Keeping Talent

- Get Them Engaged-Provide Choices and Opportunity, They Will Act Like Owners
- Enjoyment, Support, Rewarded, Values, What's Next For me Here?
- Expectations Defined-Day to Day Tasks and Responsibilities Defined With Praise and Consequences Outlined
- If I Improve Things, Will I Work Myself Out of my Job?
- Profitability Programs, Idea of the Month Contests, Share Key 'Learning' With Others

Keeping Talent

- What Keeps You up at Night About This Place?
- What Makes You Think About Looking Elsewhere?
- What's Going Good Around Here?
- What's Not Going so Good?
- Incentive System Ideas- Customer Profitability, Customer Retention, Upsells
- Most Companies Reward Sales on the Basis of Either Total Revenue or Acquisition of New Customers

-CASE STUDY-

Jonathan Sprinkles/Houston, TX

"…I really like to learn from the best and that's why I came to Davy Tyburski. Davy has taken my entire business and reframed it. He talks to us in a language that we understand as entrepreneurs and he makes it so simple…the guy knows what he's talking about!"

Hmmmmm

- Franklin Covey Research Shows Only 9 Percent of Workers Feel a Very High Level of Commitment to Organizational Goals
- Only 22 Percent Agree That There is a Clear Line of Sight Between Their Own Work and the Organization's Top Priorities
- Workers Spend 23 Percent of Their Time on "Urgent But Irrelevant Activities"
- Workers Spend 17 Percent of Their Time on "Counter-Productive Activities."

Enterprise Rent a Car

1. Have a Strong Belief From the Very Top That Taking Care of Customers and Employees is Job Number One
2. Empower Workers as Entrepreneurs and Pay Them on the Bottom Line
3. Hold Employees Financially Accountable For Offering Excellent Customer Service
4. Establish Strategic Partnerships
5. Dare to be Different

(They have paid up to 40% of their profits back to employees)

Expectations

- Think Selfishly, 'I Need You to do the Following'-
  - Major performance, 'have to be done right' tasks
    - --
    - --
    - --
  - Other secondary tasks include:
    - --
    - --
    - --
  - Caution ('never do' things):
    - --
    - --
    - --

    "If you 'violate' any one of these Caution items, disciplinary action up to and including termination may be the result."

'Employment' Status

- Temporary
- Contract Labor
- Full-time
- Part-time
- Work for Hire

Paying Team Members

- Straight Salary
- Straight Commission
- Bonus
- Hourly
- Project Fee
- Combo Platter
  - (Should include a profit component)

Keeping Score

- Keep Score and Provide Ongoing Feedback
  - How do my tasks contribute to the 'bigger picture?'
- The Question That Must be Answered by Each Team Member is, "How do I Know I Was Successful Today (This Week, This Month, This Year)?"

You Have Permission to Delegate

3 Simple Steps

1. Clear Communication
   - Echo (Here's what I think I heard…)
2. Clear Expectations and Timelines, Written
3. Set Them Free