

Staffing Hub

The word "LIVE!" is displayed in a bold, sans-serif font. The letters are colored as follows: 'L' is orange, 'I' is a light pink, 'V' is a bright magenta, 'E' is a darker magenta, and the exclamation mark is a purple. The entire logo is contained within a white rectangular border.

LIVE!

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Building a Culture that Scales with Your Business

Jonathan Eldridge

Executive Vice President of Experience @
Brooksource



BUILDING A CULTURE THAT SCALES WITH YOUR BUSINESS

Raving Fans/Commitment/Vision



A LITTLE BACKGROUND

Defining Your “Why”

- Early and often
- Creating a VERY CLEAR VISION and communicating that VISION early and often
- Make sure everyone on your team also clearly identifies their “why”
- Your “why” will change over time and as you scale.

Primary reasons:

1. Major Successes
2. Family
3. Spirituality
4. Community

Lessons Learned

Detroit (2002)

- “Me against the world”
- We went after every opportunity we could find and were blind to the fact that the resume will not alone get you the contract.
- Failure was *overwhelming*.
- I began to realize the power of the relationship.

Philly (2006)

- “We against the world”
- Started focusing on Fortune 1000 business.
Put relationships first, which built reputation.
- Started making decisions as a team, not as a sole leader.
- Failure was *learning*.
- Transparency became a major focus.

Creating a Transparent Culture

1. Business plan/vision
2. What's best for the client?
3. Scaling with your current "who"
4. Take risks and always explain the "why"
5. Never settle for 2nd
6. Share your "you"
7. 24/365/7 days
8. Thank everyone
9. Always ask for feedback
10. Humble pie goes a long way



The Internal Build

- **Hiring** is the single most important responsibility you'll ever have as you scale and grow your culture.
- Understand the “who” of what you need. Look for diverse employees. Stay away from hiring yourself!
- Wiley Personality/DISC Profile
 - **Dominance**- see's the big picture, blunt, accepts challenge
 - **Influencer**- shows enthusiasm, optimistic, likes collaboration
 - **Steadiness**- Doesn't like to be rushed, calm manner
 - **Conscientiousness**- Enjoys independence, objective reasoning



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Our Industry Brand/Image

- What's 8-5?
- Flex hours
- Remote work
- How do people feel when they enter our office?
- How do we scale our industry in order to market to and attract new talent?
- What makes Generation Z tick? And how does social media play a part? They've never lived in a non-digital world! By 2020, they will make up 1/3 of our US population
 - Social media can be killer or can kill!

Our Industry Brand/Image

EVP of Experience

- What is it, who is it, how can we use these roles to help shift the industry?
- It's a Call to Action for our Industry! This industry continues to expand. The FOCUS needs to shift to the EXPERIENCE you get from working with companies like us!
 - Influencers or Detractors?
 - Partners or Customers?

It's Time For Some Q&A!