Recruitment & Retention

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Supervox

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Culture is the key

Your culture is happening in public.

Altering your culture requires a deliberate choice and a prolonged effort.

Your greatest lever in changing culture is the kind of new people you’re able to recruit.
Consilience
Consilience
3 AV leaders provided insights

• Kelly Perkins, Consultant
• Christina DeBono, ClearTech
• Renee Franklin, Tierney Brothers
Kelly Perkins

- Vaddio, AVI Systems, NSCA
- Marketing innovator
- Cultural catalyst
• Old school
• Expanded through acquisition, which inherently leads to challenges with unity and uniformity
• Ambitious sales goals
They did it.
They did it. Here’s how.
Made that decision to tend to their culture

- They examined everything, starting with mission, vision and values.
- A goal of building a set principles that define them.
Involved everyone

• They listened. Gathered input.
• Kelly and CEO Jeff went on discovery roadshow that brought them in front of every single member of the company
• Got buy in
Distilled the information and socialized the results

- In person and virtual company wide meetings.
- A program of reviewing the plans in groups that always included members from multiple offices.
- National meetings always included the outside world: manufacturer partners and industry press
... and they are never afraid to make it fun.
LEAGUE
1
AVI
of
CHAMPIONS

NATIONAL SALES MEETING
2016
#avinsm2016
IT'S PEOPLE!
Christina DeBono

• ClearTech Founder
• Business owner
• Innovator
• Activist
Master of Company Culture

Deliberate approach to nurturing a great team
  • Recognition
  • Connection to the wider community
  • Importance of fit
Hybrid classroom solution
Hybrid classroom solution
Hybrid classroom solution
Recognition

Generosity

Seeing what people do well
Connection to the wider community
Sustainable development

Commission on Voluntary Service and Action

We're a proud Sponsor of the all-volunteer Commission on Voluntary Service and Action (CVSA), a nonprofit organization that organizes the power of volunteerism to serve people – and a planet – in need.

CVSA is a consultative and coordinating body of nongovernmental voluntary
Connection to the community

Your company reaching out to the wider world

Your company being seen and perceived from without
We’re part of your community. Be part of ours.

As business owners, we’re responsible not just to our clients, staff and stakeholders, but to the larger community. ClearTech takes that obligation seriously. Because success simply isn’t sustainable unless we have a healthy, functioning society in which everyone is valued.
Fit

• Right clients
• Right allies
• Right teammates
The HR Perspective
Own Your FUTURE
Renee Franklin

• Tierney Brothers, HR Director
• Strategic partner
• Big picture thinker
They’re all one thing.
They’re all one thing.
The Employee Experience.
CONSIDENCE
THE UNITY OF KNOWLEDGE
Edward O. Wilson
Employee experience is everything

• First phone interview, first day, onboarding, 90 day review
• Mission, vision, values
• Brand
• Social responsibility

When employees are connected and engaged with all these elements – with their own purpose, with the wider goals of the company and with the community at larger, then they are proud and happy in their work.
Happy customers start with engaged employees

• High retention means we can give the customer experience that touch, the service they’re looking for
• Clients want to work with people who love doing what they do and the company they work for
Your employees are your customers.
How do you get there
Employee engagement

• Get everyone singing from the same hymnal
  • mission, vision and values
  • Brand

• Involve as many people as you can

• All leadership must work well together, especially HR and Marketing
  • Alignment on the higher perspective makes it easy to work together

• Your purpose and your work must extend out into the wider world
Once you achieve this engagement among employees, recruitment and retention become organic.
THANK YOU!
Let’s Discuss

• Q&A
• Submit your questions
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