



## Recruitment & Retention

**Matt Wilson**  
**Supervox**

July 21, 2020

*super***VOX**



# 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**

A large orange circle is positioned on the left side of the slide, partially cut off by the edge.

## 3 AV leaders provided insites

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



# Kelly Perkins



- Vaddio, AVI Systems, NSCA
- Marketing innovator
- Cultural catalyst

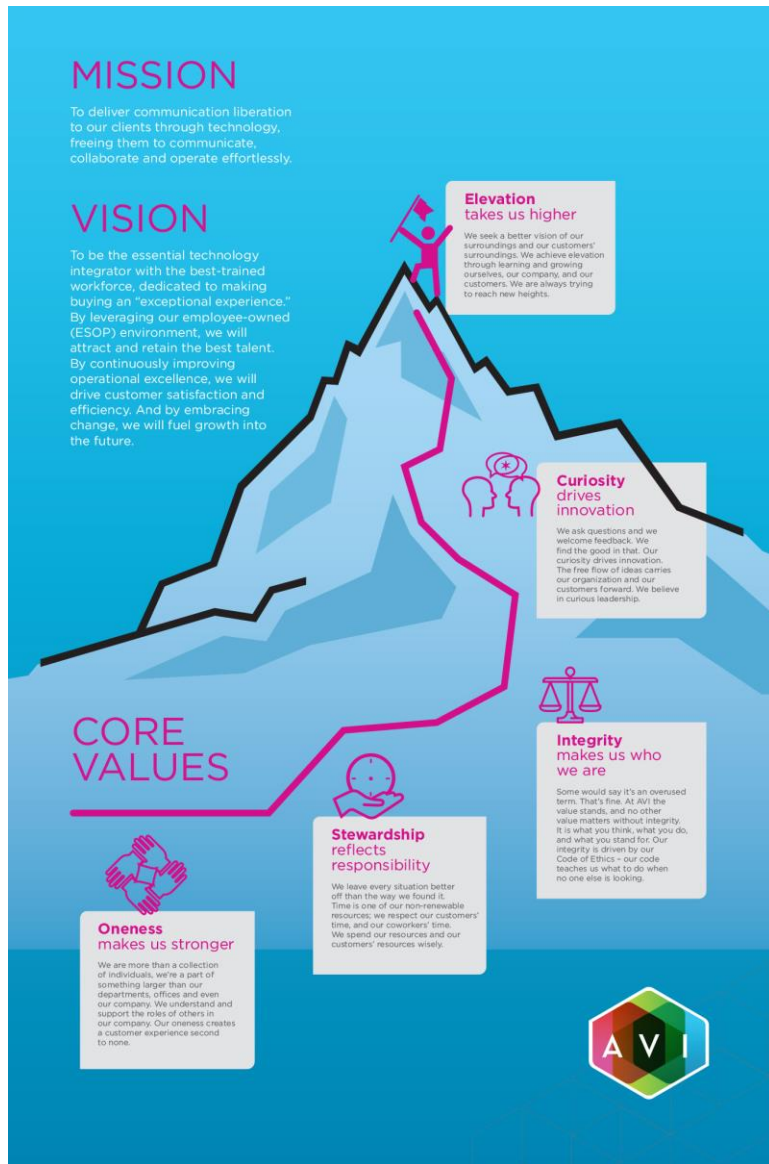




- Old school
- Expanded through acquisition, which inherently leads to challenges with unity and uniformity
- Ambitious sales goals

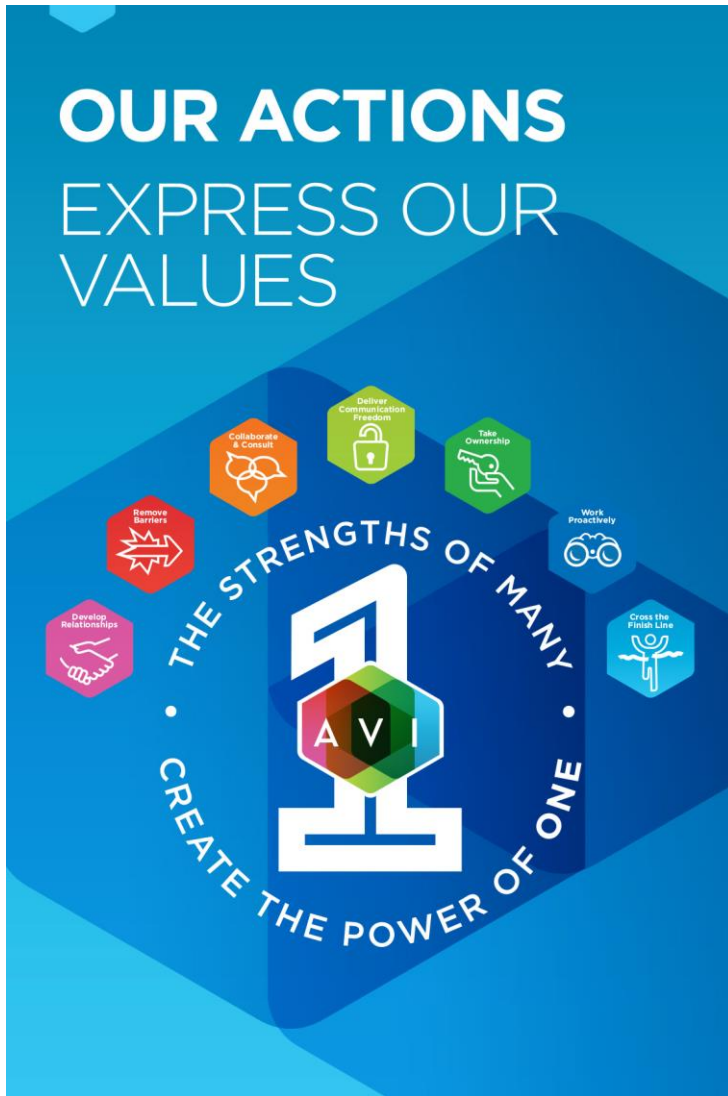
They did it.

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



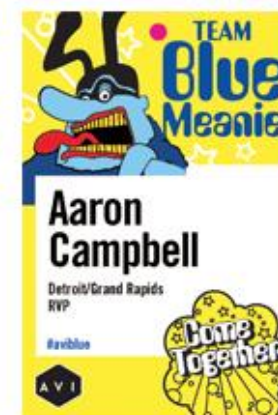
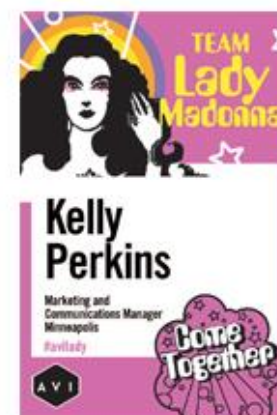
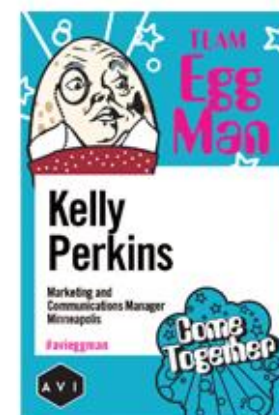
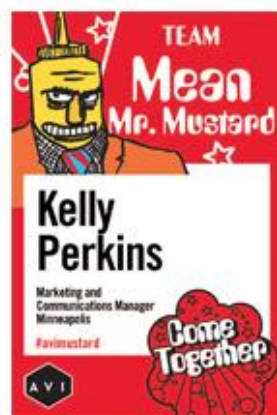
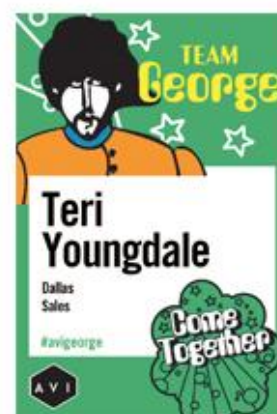
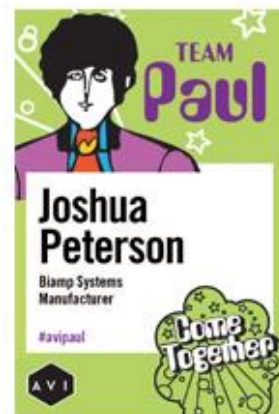
# Distilled the information and socialized the results

- 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.**





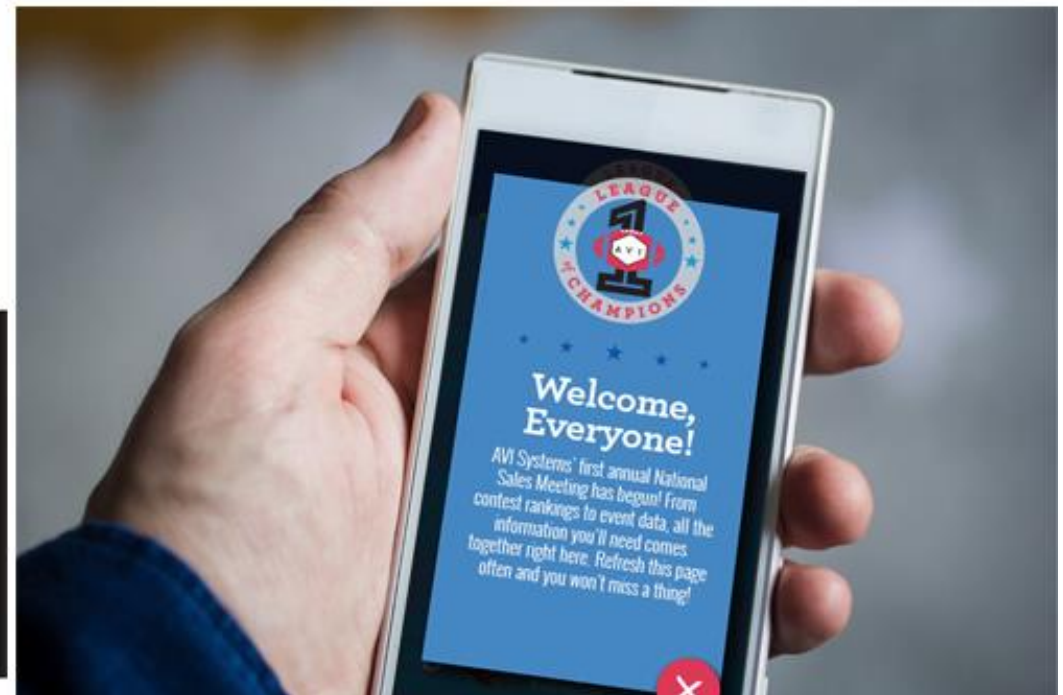
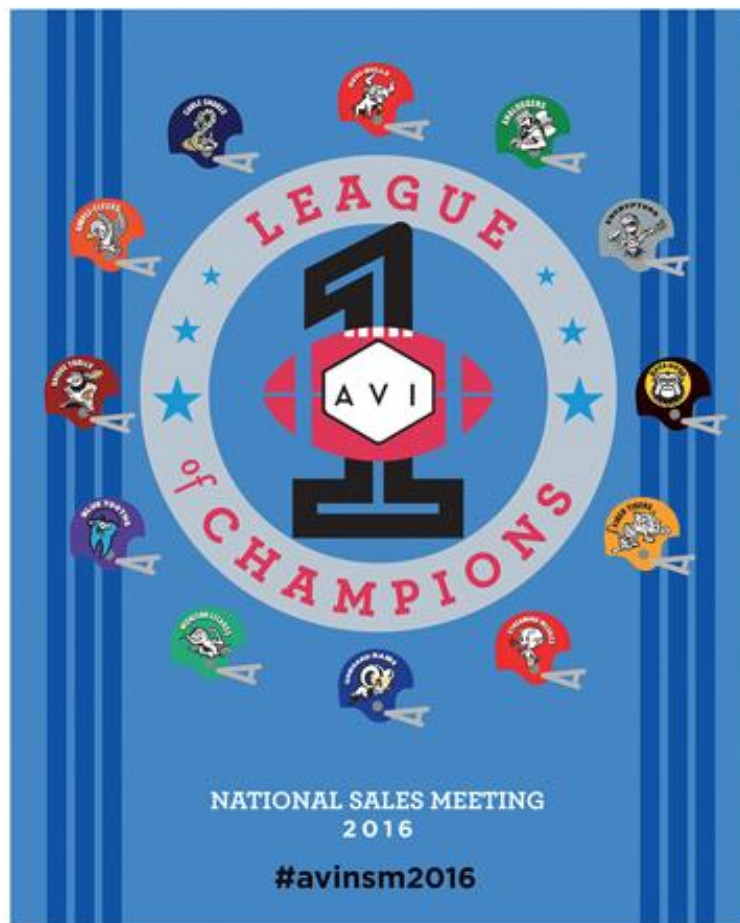






NATIONAL SALES MEETING  
2016

#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



**MaxFLEX**

**Hybrid classroom solution**



**MaxFLEX**

**Hybrid classroom solution**



**EduFLEX™**

**The Hybrid  
Classroom Solution**



# Recognition



Generosity



Seeing what people do well

**Connection to the wider  
community**

# ...TENTIAL FOR SUSTAINABLE DEVELOPMENT

## REVIEW OF THE 2030 AGEND AND THE SUSTAINA



### 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



# CLEARTECH

1-800-561-5070

[Get Support Now](#)



Join with us

## 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.





A close-up photograph of a single, light grey puzzle piece centered on a dark yellow background. The piece is slightly raised, casting a soft shadow. The word "Fit" is printed in a clean, white, sans-serif font in the middle of the piece. Other puzzle pieces are partially visible at the edges of the frame.

Fit

# Fit

- Right clients
- Right allies
- Right teammates







# The HR Perspective



[Find a Career](#)

YOUR OPPORTUNITY COOL WORK REAL CAREERS TOOLS

A group of women are gathered around a large, interactive digital display. The display shows various icons and data, including a 'FASHION' section with a '419' count and a 'DISNEY'S HOME MEDICAL CLASSIC' section. The women are looking at the display with interest, and one woman is pointing at it. The background is a bright, colorful wall with many small icons.

# Own Your FUTURE

Diversified

# Renee Franklin



- Tierney Brothers, HR Director
- Strategic partner
- Big picture thinker

Flexible hours

Recognition of employees

Decision to build culture

Cool events

Leadership

Marketing

Mission, vision, values

Brand

Social media

Time off

HR

They're all one thing.

**They're all one thing.  
The Employee Experience.**





# CONSILIENCE

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

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- Q&A
- Submit your questions

The logo features the word "supervox" in a black, mixed-case font. "super" is in a cursive script, while "vox" is in a bold, sans-serif font. The text is centered and surrounded by approximately 20 thin, straight lines of various colors (blue, green, yellow, orange, red, pink) that radiate outwards from the center, creating a starburst or sunburst effect.

*super***vox**

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