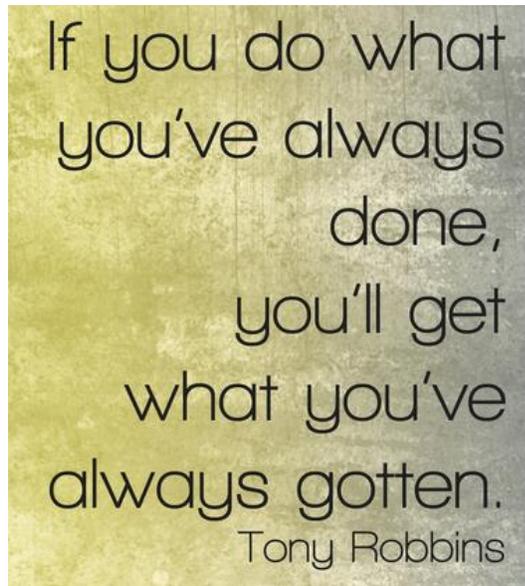


Best Practice or Valuable Resource

Mary White - MarketLauncher



BEST PRACTICE – Take a step back and look at what you've always done and see if it can be done better.

Technology has changed so many tasks that people do – yet because of the mentality of *it's not broke, so don't fix it* – most are slow to really adapt and change what they have always done.

My Best Practice is to **take a fresh look at your everyday processes** and see if there are new ways to improve them. Share across departments, get new perspective and really focus on improving efficiencies and cost. At MarketLauncher, we have done a lot of this over the last six months – simplifying and streamlining our internal and external processes.

Examples:

- 1) Duplicate Tasks – internal and external reporting was being done separately, however there was cross over. Revamped our main Internal reporting tool to be not only used internally, but also externally with customized reports linking to external sections.
- 2) Part time employees did excel timesheets – now we are using Timesheets.com. Simple, affordable and easy to implement and saves time on the review and reporting of timesheets.
- 3) Business is built on relationships, so beyond meetings and reporting for our clients – we are in the process of taking our internal communication tool (ZOHO CONNECT) and using it externally as well – in what we have deemed Operation Front Row. This will give clients a real time look into the work going into their account every day.

Best Practice

Jason Lucas

Planet Fitness

I feel that to build a strong team you need to know your employees on a business level as well as know who they are as a person. This is essential to knowing how to guide them, discipline them, and encourage them.

One very positive way we do this is by taking our teams out on a consistent basis. Once outside the office they are more likely to loosen up and share with you their truer selves, which makes it easier to understand how to communicate with each individual. These activities could range anywhere from OCS games and dinner theatre to BBQ's and boat days on the river. They also get to see their leader in a more human role as opposed to just a boss. In addition, the team feels valued from the company which inspires them to be more productive on a day to day basis.



Best Practice: Formalized Onboarding Process

Jamie Olofson - Director of Marketing

Situation

When it came to training new hires we often leaned on the premise that they would just figure it out over time. This worked well when we were small, but as we have grown we found that we can't rely on this anymore as an efficient and effective onboarding process

Implementation

About two years ago we implemented a 3 phase onboarding process.

Phase 1: Welcome – During the first 2 weeks we provide a job overview and set expectations.

This includes a company overview, basic certifications, and an outlined plan that identifies the 20 skills required to be mastered prior to being allowed to work independently.

Phase 2: Big Buddy System- The Big Buddy oversees the development and training plan for the 20 skills. They also ensure the new employee is exposed to other analysts so they can nurture their personal work style since there are many ways to accomplish required tasks. We allow 2-4 months for this process because everyone learns at a different pace.

Phase 3: Skills Test- After they have worked with a Big Buddy the trainee sits with a Senior member of the team and they are asked to display the 20 skills. If they show a mastery of the material their full status is celebrated and recognized. They are also given their own accounts along with the accountability that comes with the responsibility of the role. It is our desire that each employee feels empowered and responsible for the success of their accounts.

Result

Since implementation, we have seen a great improvement in independent productivity and confidence with not only new hires, but current employees. This becomes evident because we have maintained low client turnover as well as recognition for the past four years as a “Best Places to Work in Orlando.” More importantly we have been able to keep to our core cultural values.

Certified Slings & Supply

Best Practice – Robert Saxon

Introduction a lead generation and follow up practice.

1. Dedicated sales support person that will qualify each potential lead generated by different sources.
2. Confirm these potential leads through research.
3. Contact lead and identify decision makers.
4. Forward lead to territory manager in charge of the territory.
5. Follow up constantly to assure lead is producing desired results.
6. Report weekly status of lead and track.
7. Close out lead once complete.

This assists the sales team to focus in on making calls and keeping the lead funnel full. They spend less time working to locate new leads and focused on working qualified leads. This improves efficiency and time management.

DiPasqua Enterprises, Inc.

Paul Van Orden

Best Practice-

I am over several departments. In the past it seems like there have been a lot of disconnect between departments. Coming from 15 years of operations, I have had insight on some of the frustrations. I have spent the last year trying to bring some synergy between operations, training, maintenance, and the office. I utilize operations for their eyes and ears on the ground daily to try to improve our maintenance and over all look of the brand from a customer prospective. Usually maintenance is only called when there is an issue. Now we are trying to stay ahead of that with me and the operational directors working close together with their supervisors. Also being over training we have expanded the transition of MIT's trying to give them a real world experience before they take on their own store. I have worked closely with operations in running several tests to help improve the quality of graduates. Currently we are testing a new training program that has the supervisors directly involved with training their internal candidates that have been promoted.

How to become a Five Star Brand - By Jim Flowers – Bubba Rope, LLC

Consumer brands today are under more scrutiny than ever. Your brand is being judged, compared, and scored every minute of every day. Amazon, for example with its millions of consumer reviews speak directly about; how well your product performed, how your company treats consumers and most importantly how likely will your brand will get recommend to others. Reviews are a powerful equalizer for smaller brands allowing them to successfully compete side-by-side with mega brands. However, this new “brand horsepower” can also have a devastating effect the other way if you do not focus on three basic ideas:

How will our brand stand out? How will we create loyal customers? How do we gain brand ambassadors?

These were the questions we asked ourselves when we began Bubba Rope. As it turns out, simple answers to these questions lead us to the most natural way of conducting our daily business when dealing with our customers. It has been fundamental in us gaining recognition and becoming a brand leader in our industry.

The three fundamental answers we found in creating our award-winning brand.

1. **Value your customers.** While this seems like a no brainer, too many times we found companies treating customers like the enemy. I actually heard an employee at another company I worked at say, “This would be a great place to work if it wasn’t for all those annoying customers.” Yikes! Having faith in your customers and treating them with value and respect, (yes, even when they are wrong) is the quickest way to earn their loyalty. Get your team members in the practice of dealing with different kinds of customer’s questions and requests by role-playing or dealing with live customers like at a trade-show or taking shifts at answering the phone. Then in a relaxed setting talk about what kind of crazy questions and requests came up and how best to answer them. Once your team members understand this fundamental philosophy of valuing your customers it will become natural for them to treat your customers in a very positive manner.
2. **You will make mistakes.** First, acknowledge that your company is not perfect and that you and your team members are going to screw up. Then understand that it is not the mistake but how your responds that makes the difference between having a brand that talks about customer service and a company that creates customer service. Customers will not punish your brand if you humbly admit when you make a mistake and respond quickly and fairly. Identify some scenarios of things that could go wrong when dealing with your customers and then create processes that gives you quick, decisive, and consistent actions. Oh, and learn from mistakes and put in processes that keeps you from repeating them. Customers will forgive you the first time you make a mistake but not if it becomes a habit.
3. **Empower your team.** We have a wise saying from the founder of our original parent company that has been our guide, “Take care of your team, your team will take care of your customers, and everything else will take care of itself”. I would much rather see one our team members go overboard with a decision in our customer’s favor than compound the issue by bouncing that unhappy customer from one level to the next until they finally arrive at my desk really pissed off. Let your team members make decisions that allow them to become heroes with your customers. If you need to set parameters for cost reasons, ok, but don’t be Scrooge like in your approach. You must trust your employees with leeway. Remember, the cost of one unhappy customer or the opportunity to create a loyal customer is thousand times more powerful today than ever before.

If you chase two rabbits, you will not catch either one. *Russian Proverb.*



Overview: Think BIG, but focus on ONE SPECIFIC thing at a time.

The ONE Thing advocates a simple path to success: determine your ONE most important priority in every major category of your life — and then work backwards from there; chunking down your ONE thing into smaller single things that you can do this year, this month, this week, this day, and in this very moment.

1. Focusing Question: “What’s the ONE Thing you can do such that by doing it everything else will be easier or unnecessary?” Use it to develop a vision for your life/career or company. Use it in the form of big picture (What is my One Thing?) and small focus (What is my One Thing Right Now?).

What is the One Thing I can do to:

- *Relieve my stress*
- *Improve my relationship with my boss/partner*
- *Find time for exercise/myself/my family*
- *Hit my goals*
- *Improve our customer experience*

1. 80/20 Principle = the MINORITY of your effort leads to the MAJORITY of your results. 20% of your customers usually account for 80% of your profits. 20% of your investments usually account for 80% of your returns. 20% of your habits usually result in 80% of your success. Extract from your to-do list that which would have the BIGGEST impact on your results and create a success list.
2. Stop Multitasking. Distraction undermines results and creates mistakes, loose ends and a distorted sense of how long it takes to complete a task. Identify what is most important and give it your undivided attention. Prioritize. When it’s time to work, work. When it’s time to play, play. Counterbalancing is key.
3. A Disciplined Life: it takes about 66 days to create a new habit. Success is sequential not simultaneous. Stick with one selective habit and then build on it with another one.
4. Live for Productivity: Time block Your One Thing and protect your Time Block. Learn how to say “no” and feel okay with it.

Loretta Ring



Reference Questions

My best practice is as a regional we do all final interviews for new staff. We initially have the GM and Assistant manager do the first interview and if they find that this person has potential they will do a reference check (the following is an example sheet) to make sure that they left their previous company on good terms and if this person was a good employee. We also use this reference sheet to check any social media. This process gives myself the opportunity to dive into anything that I feel was either missed or priority.

1. Would you rehire this candidate?
Pizza Hut: Yes
Publix: Yes
Kohls: Did not answer
2. Did the candidate have any write ups or disciplinary action in their file?
Pizza Hut: 1
Publix: Did not answer
Kohls: Did not answer
3. What were the candidates three strongest qualities?
Pizza Hut: Upbeat and Friendly
Publix: Hard Working
Kohls: Did not answer
4. What was the candidates reason for leaving?
Pizza Hut: Pay
Publix: Not enough hours
Kohls: Did not answer

Supervisors Name:

Pizza Hut: Suzy Q 407-333-3333

Publix: Johnny B 555-555-5555

Kohls: Did not answer

During the interview, what did you like: They were upbeat throughout the interview and made great eye contact.

What did you not like: Might be timid with enforcing policies

What did you find on their social media sites? Facebook was clean

Where they referred by a current staff member? Who?

Once completed please turn into regional (CC Joe) if second interview is required



TeamStrength Leadership Workshop 2017 Best Practice or Valuable Resource

Name Jessica Ricci

Title Director of Fitness

Company Planet Fitness

M.A.S.A. Program

We have recently improved our training process with our new MASA (Manager All- Star Academy) Program. This is a six- week program to help evaluate new Assistant Managers who have been promoted to make sure that our company is providing them with the skillset to become successful in their position. This is also used to make sure that we made the correct decision in the individual we chose.

This program evaluates them in their Leadership skills, drive/initiative, teamwork, customer service, dependability, coachability, commitment, problem solving, management skills and time management. At the end of each week the Manager and Regional Manager will sit down together to go over how the week went and evaluate the Assistant Manager. They will discuss what went well and provide positive examples of them being successful in their position. They will also provide development areas with examples of where there is opportunity for them to improve. They then go over the next weeks goals and objectives. The trainee also must evaluate themselves with an assessment we created at the end of each week so we can have a better idea on how they feel they are doing. We are also developing a section with implementing our core values into the program as well. The manager will have to give examples of these, (commitment to growth and development; positive and encouraging environment; consistent performance and accountability to the team and Do the right thing!) each week as well as the trainee giving their own examples.

In this six- week program we move the trainee around to different clubs/facilities to see how they interact with a new set of employees and a different manager. Before the actual manager gets the trainee, they will be given the evaluation of the weeks prior so the manager has an idea of what exactly to focus on. The employees in the MASA program are recognized in front of their peers at our monthly management meetings by getting pinned with their MASA pin. Upon successful completion of the program, we bring them out to lunch to celebrate and present them with a framed certificate of completion.

TeamStrength

Most Valuable Rouses – Dave Larue – ABC Fine Wine & Spirits

The most valuable resource that our operations & HR team has implemented over the last year is the introduction of 3 HR Field Partners.

This position has made an immediate impact on our entire business, through the following:

- A qualified HR specialist in the field to assist the regional managers, in turn clearing time on their calendar to better conduct their business, as well as support them in supporting their teams.
- Constant contact to the VP's, so they are involved with the decisions made regarding the team members.
- More time dedicated to the most important thing at ABC, which is our people.
- Decisions made in a more consistent manner, with the HR field partner being the middle man between nearly all of them.

We have hired 3 HR field partners over the last year, and will likely hire at least 1 more moving forward. In my position, this role has been a game changer in keeping plugged in with teams and making informed decisions as a group.

Greg Masters
CFO - Insurance Office of America

Best Practice/Valuable Resource

Several years back, we converted an old office area into a conference room we call Think!Space. Think!Space is a very modern meeting room. It has glass doors, white board walls, exercise balls for chairs, and technology that allows for virtual meetings or computer capabilities. It was created with the concept that we needed to have a place that allowed for us to be removed from the business so we could actually work on the business. I have used Think!Space on numerous occasions to refine workflows, brainstorm new process ideas, illustrate specific business process flows to identify manual touchpoints and control issues and to just practice presentations. I was skeptical at first with how effective this room would be, but now I am a believer in its ability to promote thought and allow us to capture concepts that can benefit the organization. Most Think!Space meetings end with someone taking a picture of the ideas spread on the white board walls so that they can be collected and modified into obtainable action items. It is a valuable resource that any organization should consider investing in.



Best Practices/Resources:

Employee Engagement

June Wellness – Get Fit to Give Back Challenge

This past June I developed a Wellness event called Get Fit to Give Back. This is a competition in which our team members worked in teams of five to get fit and eat healthy for the month of June. The winning teams of the competition received money to go towards a charity. The event included a month-long calendar of fitness activities and a list of 10 non-profit organizations that the teams chose from. The competition was based on the highest weight loss percentage and the most participation in the fitness calendar.

We had 5 volunteers from our office to become team leaders and they recruited 4 additional members for their team. The only duty for the team leaders was to motivate and communicate with their team. At the beginning of the month the **entire team** stepped on our floor scale and I recorded their weight. The process was repeated at the end of the month and I calculated the overall weight loss. The Fitness Calendar had a month's worth of activities to help teams stay active and eat healthy. In addition to having a winning team based on highest weight loss percentage we also had a winner based on the most participation. I tracked the participation by creating a large tri-fold board with every teams' calendar, team name, and charity. When an **entire team** completed an activity the team leader would place their team colored pushpin in the small square located on the bottom of the calendar day. The team who participated the most received a second-place cash reward for their charity.

We have about 50 team members in the office and 50% of them decided to participate in the challenge. A lot of the team leaders took the opportunity to buy healthy snacks for their teams, spent time outside of work exercising together, and one team even bought matching wristbands. Overall, I received great feedback. Many team members said they could feel a difference physically, mentally, and many of the participants lost at least 5 pounds. I noticed that having team members weigh-in together and adding a charity increased the amount of participation. Teams did not want to let each other down nor did they want to let their charity down.

The overall winners of this challenge collectively lost 66lbs and won their charity "The Wounded Warrior Project" \$400. The second-place winner for the most participation only missed a total of 4 days out of the entire calendar and received \$125 to their charity, "St. Jude's Children Research Hospital." Many of the participants have continued their healthy eating and exercise habits.

Get Fit to Give Back

This June we will be participating in “Get Fit to Give Back!” This is a competition in which we work in teams to get fit and eat healthy for the month of June. The winning teams of this competition will receive money to go towards a charity. We will be measuring the overall weight loss percentage of your team and your team’s overall participation with the attached fitness calendar.

How do I participate?

Join a team : A team sign-up sheet will be located in the receptionist area. Please sign up by May 26th.

Decide on a Charity: With your team decide on one of the 10 approved charities attached to this flyer.

Weigh-in: On May 30th your entire team will step on the floor scale and record the team weight. The point of the challenge is to lose weight collectively as a team. There will be no individual weigh-ins.

Record on your Calendar: Everyone on your team will receive a fitness calendar attached to this flyer. If everyone from your team participates in the activity for that day your team leader will record it on our “Get Fit to Give Back” board located in the Manufacturing area. Please be honest.

How do I win?

- There will be a final weigh in on June 30th. The team that lost the highest percentage of weight will win \$400 to their charity.
- If your team had the most participation on the fitness calendar your team will win \$125 to their charity.

June 2017

Get Fit to Give Back!

| Sun | Mon | Tue | Wed | Thu | Fri | Sat |
|--------------------|---|---|--|--|---|--|
| | | | Weigh-in with your team! | 1 Set 3 small fitness goals for this month! | 2 Go for a 30 minute walk today. Fit Food Friday—Salad | 3 Workout with a friend or family member.  |
| 4 REST DAY | 5 20 Sit-ups 10 Push Ups 30 Second Plank  | 6 20 Bicep Curls 10 Tricep Extensions (Weight of your choosing)  | 7 <u>WORKOUT WEDNESDAY</u> 20 Jump Lunges 40 Crunches 30 Mountain Climbers X3 rounds | 8 Try a new healthy recipe! Allrecipes.com  | 9 15 minutes of cardio or jogging! Fit Food Friday—Yogurt | 10 Do 10 different body stretches.  |
| 11 REST DAY | 12 25 Sit-ups 12 Push Ups 1 Minute Plank | 13 30 Bicep Curls 15 Tricep Extensions (Weight of your choosing) | 14 <u>WORKOUT WEDNESDAY</u> 10 Burpees or Jumping Jacks 15 Squats 20 Leg Raises X3 rounds | 15 Add lemon or lime to your water today! | 16 Go for a 30 minute walk today! Fit Food Friday—Fruit | 17 It's Summer! Go get some Vitamin D! Try an outdoor activity!  |
| 18 REST DAY | 19 35 Sit-ups 15 Push Ups 1 Minute Plank | 20 40 Bicep Curls 20 Tricep Extensions (Weight of your choosing) | 21 <u>WORKOUT WEDNESDAY</u> 20 Burpees or Jumping Jacks 20 Walking Lunges 20 Leg Raises X3 rounds  | 22 Eat a salad for lunch today! | 23 15 minutes of cardio or jogging! Fit Food Friday—Smoothies | 24 Do 10 different body stretches. |
| 25 REST DAY | 26 40 Sit-ups 20 Push Ups 1 Minute Plank | 27 50 Bicep Curls 25 Tricep Extensions (Weight of your choosing)  | 28 <u>WORKOUT WEDNESDAY</u> 50 Jumping Jacks 40 Squats 30 Mountain Climbers 20 Jump Lunges 10 Push ups X3 rounds | 29 Have some whole grain for breakfast! (Bagel, Toast, Oatmeal) | 30 Final WEIGH-IN  | Fit Food Friday—Salad |

Non- Profit Organizations

- **American Heart Association** - AHA is a non-profit organization in the United States that fosters appropriate cardiac care in an effort to reduce disability and deaths caused by cardiovascular disease and stroke. <http://www.heart.org/HEARTORG/>
- **St. Jude's Children Hospital** -The mission of St. Jude Children's Research Hospital is to advance cures, and means of prevention, for pediatric catastrophic diseases through research and treatment. Consistent with the vision of their founder Danny Thomas, no child is denied treatment based on race, religion, or a family's ability to pay. <https://www.stjude.org/>
- **Give Kids the World** - A nonprofit resort in Central Florida that provides weeklong, cost-free vacations to children with life-threatening illnesses and their families. <http://www.gktw.org/>
- **American Diabetes Association** -The mission of the ADA is to prevent and cure diabetes and to improve the lives of all people affected by diabetes. <http://www.diabetes.org/>
- **Foundation for Foster Children** - Enhancing the lives of children in foster care through support and advocacy to create opportunities for a brighter future. <https://foundationforfosterchildren.org/>
- **Humane Society** - The Humane Society of the United States and our affiliates provide direct care to more than 100,000 animals each year—more than any other animal welfare organization—through our sanctuaries, veterinary programs and emergency shelters and rescues. <http://www.humanesociety.org/>
- **Hirshberg Foundation for Pancreatic Cancer Research** - A national, nonprofit organization dedicated to advancing pancreatic cancer research, and providing information, resources, and support to pancreatic cancer patients and their families. <http://pancreatic.org/>
- **American Cancer Society** -The American Cancer Society is the nationwide community-based voluntary health organization dedicated to eliminating cancer as a major health problem by preventing cancer, saving lives, and diminishing suffering from cancer, through research, education, advocacy, and service. <https://www.cancer.org/>
- **Habitat for Humanity** -Habitat for Humanity partners with people in your community, and all over the world, to help them build or improve a place they can call home. Habitat homeowners help build their own homes alongside volunteers and pay an affordable mortgage. With your support, Habitat homeowners achieve the strength, stability and independence they need to build a better life for themselves and for their families. <https://www.habitat.org/>
- **Wounded Warrior Project** - The WWP mission is to honor and empower Wounded Warriors who incurred a physical or mental injury, illnesses, or wound, co-incident to their military service. WWP is a military and veterans charity service organization empowering injured veterans and their families. <https://www.woundedwarriorproject.org/>