

**Fun as an Ingredient
of a Successful
Long-Term Growth
and
Retention Model**

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What Do YOU Stand For?

- S
- A
- G
- I
- C
- **FUN!**

Vision
Mission
& Values

Begin with the End in Mind

- What outcome do you want?
 - What is your current state?
- Do NOT get caught up in the cycle of an:
 - increase in QUANTITY of hires
 - increase in TURNOVER
- Take time to think about this
 - 5-year retention rate
- Culture
 - How is yours?

Process

- Selection vs. Recruiting



The image is a classic World War I recruitment poster featuring Uncle Sam, an elderly man with a top hat and a goatee, pointing directly at the viewer. Below him, the words "I WANT YOU" are written in large, bold, red letters. The background of the poster is a light, textured surface.

Do you Qualify?

- Phone screen
- Assessments
- Home work
- 3 Interview system



The image shows a red rotary telephone with a coiled cord, set against a white background. To the right of the list, there is a small photograph of two men in business attire sitting at a table, engaged in a conversation, likely an interview.

Finding Talent

- Do you delegate the #1 most important role of a field leader?



The image depicts a group of white, stylized human figures standing in a line. One figure in the center is highlighted in yellow, representing a leader or a standout talent among a group of similar individuals.

Next Steps

- Testing is completed
- Time for FUN
- STP (See the people)

Training

- Boot camps (24-36 hours)
 - I
 - II
 - III
- Revenue producing activities
 - On appointments
 - Making appointments



Let's Be Crystal Clear

Professional expectations
+
Activity expectations
+
Productivity expectation
=
FUN

Introductions

- “Tracking for success”
- Golf analogy
 - Score vs.
 - Number off box
 - Number off fairway
 - Number of putts
 - Number of penalties



Joint Field Work (JFW) – LOTS!

- Driving range story
- “Go hit balls...”
- “Go on appointments...”



Objectives of Successful Field Leaders

- Find talent
 - Objective #1
- Effective joint field work (JFW)
 - Job #1

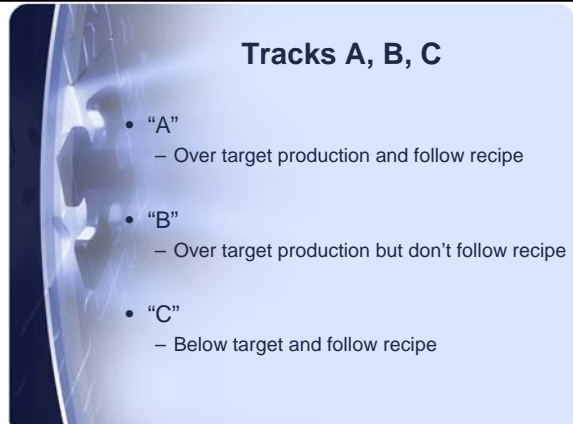
Tracking for Success

- 1st 6 months
- “A” Track
 - You get...
 - You give...



Tracks A, B, C

- “A”
 - Over target production and follow recipe
- “B”
 - Over target production but don't follow recipe
- “C”
 - Below target and follow recipe



Tracking for Success

- At 6 months
 - Performance review with VIP
 - Deliver check (based on results)
 - Steps to success (STS)





Tracking for Success

- At 12 months
 - Performance review with VIP
 - Deliver check (based on results)
 - Placement on future track A, B and C



Tracking for Success

- Months 12 – 36
 - Placement monitored and reviewed quarterly



FUN = Culture

- Quick draw qualifier
- Summer sprint qualifier
- Conference qualifier day
- Call nights
- VIP dinners (6 and 12 months)
- Tickets to UW-Badgers, Brewers & Cub games
- Cards with congratulations
- Gifts
- Summer party
- Kick off

Conclusion

- Q & A

