



BUILDING A CULT LIKE FOLLOWING IN YOUR BUSINESS

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INTRODUCTION:

- Clayton Hart: CEO

DIVERSE TECHNOLOGY SOLUTIONS

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BIO: ABOUT CLAY

- First decade – Built a successful MSP.
- Second decade – Built a successful cloud hosting provider

EMPLOYEES IMPROVE COMPANY VALUE

- 1) A long tenured employee base with very little turnover. – reduces business risk.
- 2) Business can run on auto pilot – Owner not needed to operate.
- 3) Customer service – history with your staff.

Turnover reduces the value and profit of the business

- 1) Turnover BLEEDS the bottom line. Research and estimates suggest that the turnover of an employee is equivalent to 1 year of full pay. These costs derive from.

TURNOVER: WHY DON'T EMPLOYEES STAY LONG TERM?

- Its your fault!
- You are not qualifying people correctly.
- You're hiring the best technically qualified candidate for the position and not the best fit personality for your team to build a strong company culture.
- You don't have a culture or you don't know how to identify one.
- You don't understand how to leverage culture it to retain talent.
- You're not the best manager and the people you hire do not like you – or dislike the mgt style of the organization.

LESSON 1:

PICKING AND PAIRING LIKE MINDED PEOPLE

FIX YOUR PICKER

- 1) You already know who the best person in your organization is?



- 1) Everyone one of you has said I wish I could find 5 more Spaghetti's?
- 2) You already know what characteristics you like about Spaghetti.

EXERCISE 1: Write that name down NOW! (who is your spaghetti?)

Formulate a psychological profile of your best employee.

Homework: document this person's personality traits.

FIND OUT WHAT MAKES UP SPAGHETTI

Focus only on spaghetti's top 20 emotional competencies and traits not the technical ones?

- 1) Does spaghetti influence others?
- 2) Does spaghetti demonstrate self control in difficult situations?
- 3) Does spaghetti take ownership of his/her mistakes?
 - (demonstrates accountability)
- 4) Is spaghetti a good listener?
- 5) What are spaghetti's hobbies and interests outside of work?

FIX YOUR PICKER

- Match new hires with psychological profile of Spaghetti.
- Google psychology based interview questions
- Interview spaghetti
- Form your own interview questions around the emotional competencies and traits of your best employee?
- Emotional competencies are found to be twice as importance as technical competencies in the workplace.
- Hiring and Pairing like minded people builds CULTURE! Once you have a couple of them working together, all future hires generally follow suit.

LESSON 2:
MANAGING PEOPLE

DIFFERENT STYLES OF MANAGEMENT



- Involve your employees in the creative process
- By nature people don't like to be told to do something
- Ask them how they would achieve a goal to get your desired result.
- Clays Management style first 10 years
- Clays Management style last 10 years
- Higher sense of self worth
- Excited to be part of decision making process
- Already invested mentally to your goal



LESSON 3:
BUILDING TRUST

- TRUST is a powerful motivational tool and those leaders that are more transparent with their employees will find surprising results
- LUNCH!
- Find out what a person aspires to be – and figure out if you can tap into that desire?
- LACK of trust or a negative relationship with the boss will trigger fears of failure, rejection and disapproval. If the boss is negative for any reason, people will play it safe, and only do exactly what they need to do to avoid being fired.
- The manager who creates trust and a positive, high-self-esteem workplace will have:
 - higher performance,
 - lower absenteeism,
 - lower employee turnover
 - higher productivity, and fewer mistakes.

LESSON 4:
OPPORTUNITY VS. EQUITY

CREATE OPPORTUNITY

- Opportunity replaces salary and equity!
 - Create opportunity with technology and latest products.
 - Stay current with the latest technology trends.
 - Create opportunity by selling your company vision – long term goals.
 - Tap into a persons desires by knowing what opportunities they want.
 - I.E Training or Certifications = opportunity
- When you should give away equity – ownership?
 - Survivability and sustainability of the business.
 - When you feel you have a moral obligation to a long tenured employee.
- When you should not give away equity.
 - Fear