The Velvet Rope Organization

Where the Cool People Work!

Fred Schafer, MS, CFT
www.fredstrikes.com
Why Should I Listen to this Guy?

• 55 years old, Studying High Performance Success 39 years
• Multiple management/supervisory careers – Thousands employees
• National award employee recruiting/retention & sales/marketing
• State/regional awards business & organizational leadership
• 12 years conference keynote/break out speaker
• 19 plus years entrepreneur, “Fully Alive Training Systems”
• Multiple business start-ups and turn-arounds
• Masters Degree Wellness, Wellness book
• Suffered Serious Hair Loss in the process
Why are you here?

What do you hope to leave with?
What We Have in Common

We are all in the “Moving” Business
Objectives

**Stretch and challenge our thinking**

1. Comprehend that quality of employees is a reflection of leadership. "Good people don’t leave jobs, they leave bosses"
2. Identify essentials to attract and retain people who want to win
3. Develop systems where “ordinary” people create extraordinary outcomes.
4. Learn a better way to turn non-performers into performers or job-seekers
5. Analyze the impact of chronic negative stress in professional/personal life
6. Realize that leadership/supervision/management takes self-education
What is Holding Our Business Back???

If our team is substandard it is because as a leader, we may currently be substandard.
Leadership is Not For Wimps!

Ongoing Leadership Challenges

- Crisis
- Complexity
- Betrayal
- Loneliness
- Weariness
You think you have problems?

Changing perspective to reduce stress

Problem, challenge, opportunity or situation?

The problem with the word, “problem”

Problems truly are opportunities…..

Solving situations is more soothing
Draw the Dream

The Start of the Training Program

Zero Limitations

Passionate, fun words and language – Truth versus fact

Research Worlds Best Practices – It CAN be done here!

Outline 1-6 most important tasks next five years

Priority task needs daily attention – Drip, Drip, Drip

Broadcast it to your team

Hire people with ideas/dreams and give them opportunity
• Professional “Prowess” Plan?

• What is Your Skill That You Should Consider Drilling?

• What Business Are Your in? How Do You Do That? - TRUST

• 80/20 Rule – Only Two Ways? – Position or Prospect

• Ten Ideas Per Day Plan – Your Idea Work-out

• Ten “Thank You’s” Per Day Plan
Your Employees

- Find’em
- Serve’em
- Groom’em
- Broom’em?
Going to work is going to life

- The Secret is always a **System!**
- *Everything we do sends a training and marketing message!* 
- Could you franchise your hiring, training and retaining operation?
Part I

Finding People Who Want to Win
What is the REAL Objective?

• “Find and/or keep good/great employees – do more with less?”

• Connect with them and do better – hire work for – reach them where they live to “work with”

• Build authentic, sincere systems to do that – Give them the tools

• Consider this objective – See your business as a talent and opportunity factory

• “If you ever leave here, you will leave better than you before arrived”

• “You can get everything you want out of life if……
What/who are you looking for?

- Can You Describe Your Ideal “Player” Without a Script?
- Is it Written Down Anywhere?
- Benefits everyone when expectations are clear
- Helps in acknowledging good performance
- Helps in correcting wayward performance
- Take 5-10 to Describe the Ideal Person for your team
Your “Help-Wanted” Ads?

Are they filled with life?

Do they “draw the dream?”

Do they say “unique”, velvet rope?
Hiring Seminar?
Sets up “Velvet Rope” Culture

Tell your core story/“Strong Dream”

Outline Vision for future plans

Outline “Expectations” of the ideal person

Pre-screen at the end
• How do you feel you could contribute?
• Tell me about one past example of a similar contribution
• Give me three references people I can call
• What are you doing now to prepare for mastery?
**Interviews**
The first training tool and orientation to the “dream”

- Interview for attitude and mindset, test for technical ability?
- “Where do you see yourself in two-three years?”
- “Show people what they want and they will move heaven and earth to get it” - Frank Betgor
- What do they fear? How Can You Be Involved in Influencing Positively?
- Systems being put in place to do their work in a predictable pattern
- Systems to grow so they can be part of the growth and success
- Apprentice – Technician – Master craftsperson
Few good questions to consider?

“Sell us this pen”

Do you have any dreams for your life you would be comfortable sharing with us?

Who is your hero and why?

What is the last book that you read and what did you learn from it?

If you were hiring for this position, tell us the top four things you would look for in the person you were hiring
Work Environment

What can they get from you they don’t get “out there”?

- Orientation-First Day
- Team up with a winner
- Eye contact, name, smile, talk to, “grandma/pa rule”
- The Sign on everyone’s forehead – “pay’em cheap…..
- Insist on CPR – Courteous, professional and respectable
- The “Boss” has a much bigger impact than the boss thinks
What Do People/Employees Want?

“Be kinder than necessary, for everyone you meet is fighting a tough battle”

Thoughts to consider beyond the “usual”

Autonomy – mastery - purpose

Self-worth – Identity – Security

Acquire – bond- learn – protect – feel
Stupid is the germ of genius

*Get more great ideas from your Team*

“Your staff withholds 2/3 of what they are capable of contributing to your educational community in the form of talents, skills, experience, information and ideas. Apparently this is due to the fact that they don’t feel appreciated.”

“Mark Twain said that he could live contented for two months on one compliment. Compliment generously, genuinely and specifically.

You are the driver, passengers (They see things we don’t)

Reward and implement and give credit where due
Connecting with Others

Use “GLUE”

- Give Advice
- Learn Something
- Understand Them
- Enjoy Them
Part III

Groom Them for Growth
Talent and Opportunity Factory?

Know their dream and cause

Seek to find their unique gifts/strengths

Provide an environment that reinforces/teaches business and life skills (Most schools/colleges don’t)

Sales - Write - Speak - Lead

Make sure failure is not fatal
Broom Them If Needed
Deflection and Re-Direction

“Tell me about your situation”

“If there were a way that you could……

“Help me understand…..

“The truth is…..

“What I hear you saying is….

“Having said that……

“In order to build upon that success, you may want to consider….
FRISK Sets you free!

- Hire slowly, fire quickly
- Facts
- Rules
- Impact
- Knowledge
The Solutions are in Systems

80% of your results will come from your systems

BDS
Changed “Help Wanted” (First day training)
Improved interviews – Not Just Anyone “gets in”
Orientations – The most powerful day of work
Individual “Wand wave” talk – we value your mind
What Makes Them Tick? Know the carrot means less of stick.
Walk softly & carry clue cards
Failure not fatal – Big about the petty, petty about big
Enthusiastic appreciation individuals, 3 to 1
Training & Talent Development
Unless……Frisk Disciplinary model
12 Rules for Bringing Out the Best in People
(Book by Alan Loy McGinnis, highly recommend)

1. Expect the Best from the people you lead.
2. Make a thorough study of the other person’s needs.
3. Establish high standards for excellence.
4. Create an environment where failure is not fatal.
5. If they are going anywhere near where you want to go, climb on other people’s bandwagons.
6. Employ models to encourage success.
7. Recognize and applaud achievement.
8. Employ a mixture of positive and negative reinforcement.
9. Appeal sparingly to the competitive urge.
10. Place a premium on collaboration.
11. Build into the group an allowance for storms.
12. Take steps to keep your own motivation high.
Set up your own “sanity” self-study system

Recommended reading?

www.fredstrikes.com