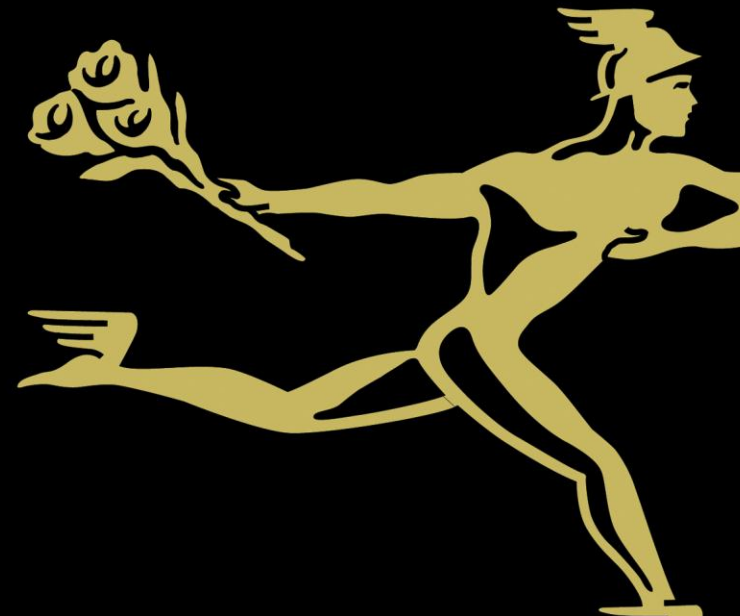


You Aren't Going to Find Great Employees; You Have to Build Them One at a Time

Tom Shay, CSP
Profits+Plus

June 26, 2012





FTD

Flowers say it better. FTD says it best.™

There are 11 steps to success.





FTD

Flowers say it better. FTD says it best.™

Step 1: Initial Gripe Meetings

Step 1: Initial Gripe Meetings

- Held when your boiling point is reached
- Focuses on what someone did wrong, but speaks to everyone
- Meeting goes until either
 - You wind down
 - The guilty party confesses and promises not to repeat or quits



Step 1: Initial Gripe Meetings

- Problems with gripe meetings
 - Reputation of being a hot head is established
 - Never had anything good to say
 - Purpose of meeting became predictable
 - Did not produce the desired results





FTD

Flowers say it better. FTD says it best.™

Step 2: Improved Staff Meetings

Step 2: Improved Staff Meetings

- One hour in length
- Bi-weekly
- Held before or after normal work hours
- Attendance required and paid for
- The daily 15 minute startup

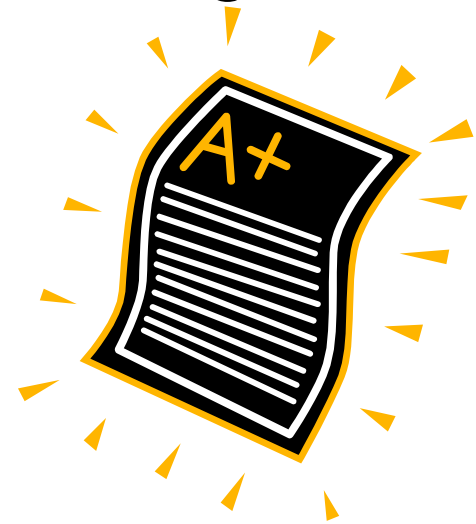


FTD Confidential/Proprietary documents and should not be copied or redistributed.



Step 2: Improved Staff Meetings

- Written class guide
- Contained a policy, procedure, job description or job specification
- Discussed working, selling, servicing, cooperating
- Written test to be handed in and graded





FTD

Flowers say it better. FTD says it best.™

Step 3: Immediate needs – policies & procedures

Step 3: Immediate needs – policies & procedures

- Policies – Our guidelines for ourselves
- Procedures – Our guidelines of how to take care of our customers





FTD

Flowers say it better. FTD says it best.™

Step 4: Knowledge Sharing

Step 4: Knowledge Sharing

- About your advertising
- A.C.E.S.
- What we sell
- The services we offer
- Past the want to the need





FTD

Flowers say it better. FTD says it best.™

Step 5: Desired Policies & Procedures

Step 5: Desired Policies & Procedures

- Improve the experience everyone has in working with each other
- Improving the experience customers have with your business





FTD

Flowers say it better. FTD says it best.™

Step 6: Rewards and Job Reviews

Step 6: Rewards and Job Reviews

- Every six months, written with scoring
- Team and individual rewards
- Individual family rewards
- Recognition, notes, thanks, assignments, money





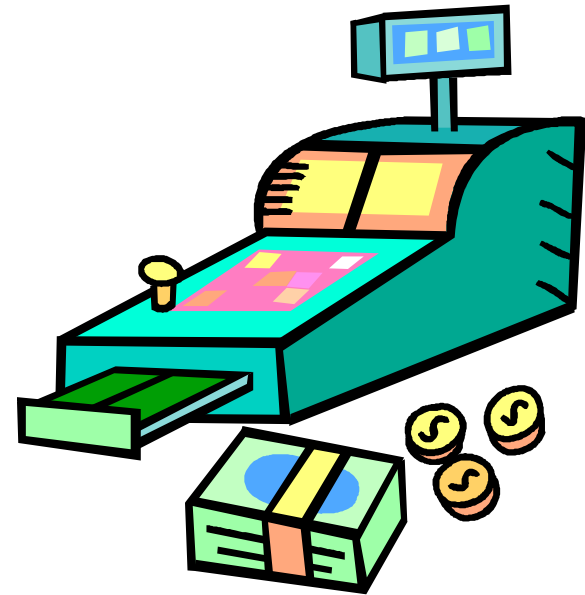
FTD

Flowers say it better. FTD says it best.™

Step 7: Job Specifications

Step 7: Job Specifications

- Details of how to perform tasks that are unique to specific jobs
- Written by those that do the job with input from those who interact with the job





FTD

Flowers say it better. FTD says it best.™

Step 8: Job Descriptions

Step 8: Job Descriptions

- Group participation in creating short sentences of the duties of each job
- Listed in the sequence of the importance of each sentence





FTD

Flowers say it better. FTD says it best.™

Step 9: Involve Others

Step 9: Involve Others

- Who can teach?
- Who can be a mentor to a new employee?





FTD

Flowers say it better. FTD says it best.™

Step 10: Chain of Command

Step 10: Chain of Command

Customers
Front Line Staff
Supervisor
General Manager
Owner





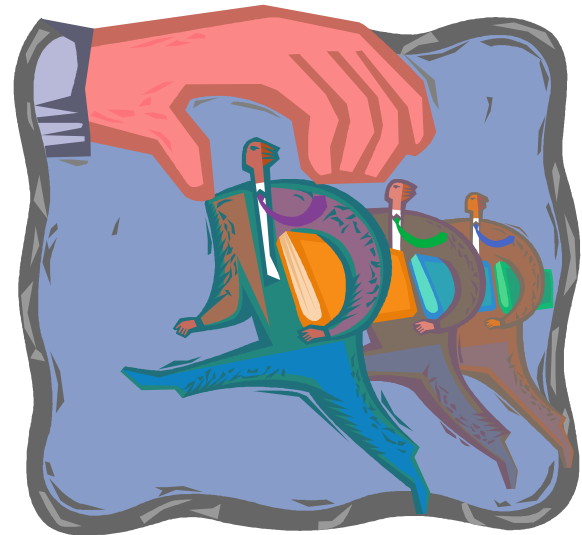
FTD

Flowers say it better. FTD says it best.™

Step 11: Hiring Process

Step 11: Hiring Process

- Job description with job application
- Application is 'essay' form
- Completed while in business
- Dressed for work
- The best will hire the best





FTD

Flowers say it better. FTD says it best.™

Questions???

Email: tomshay@profitsplus.org

Handouts are available at:

www.FTDi.com/FTDUniversity/webinarmaterials.htm

Webinar will be available to view at:

www.FTDUniversity.com