

# CULTURE, RECRUITING AND RETENTION

## BEST PRACTICE SHARING

CULTURE!



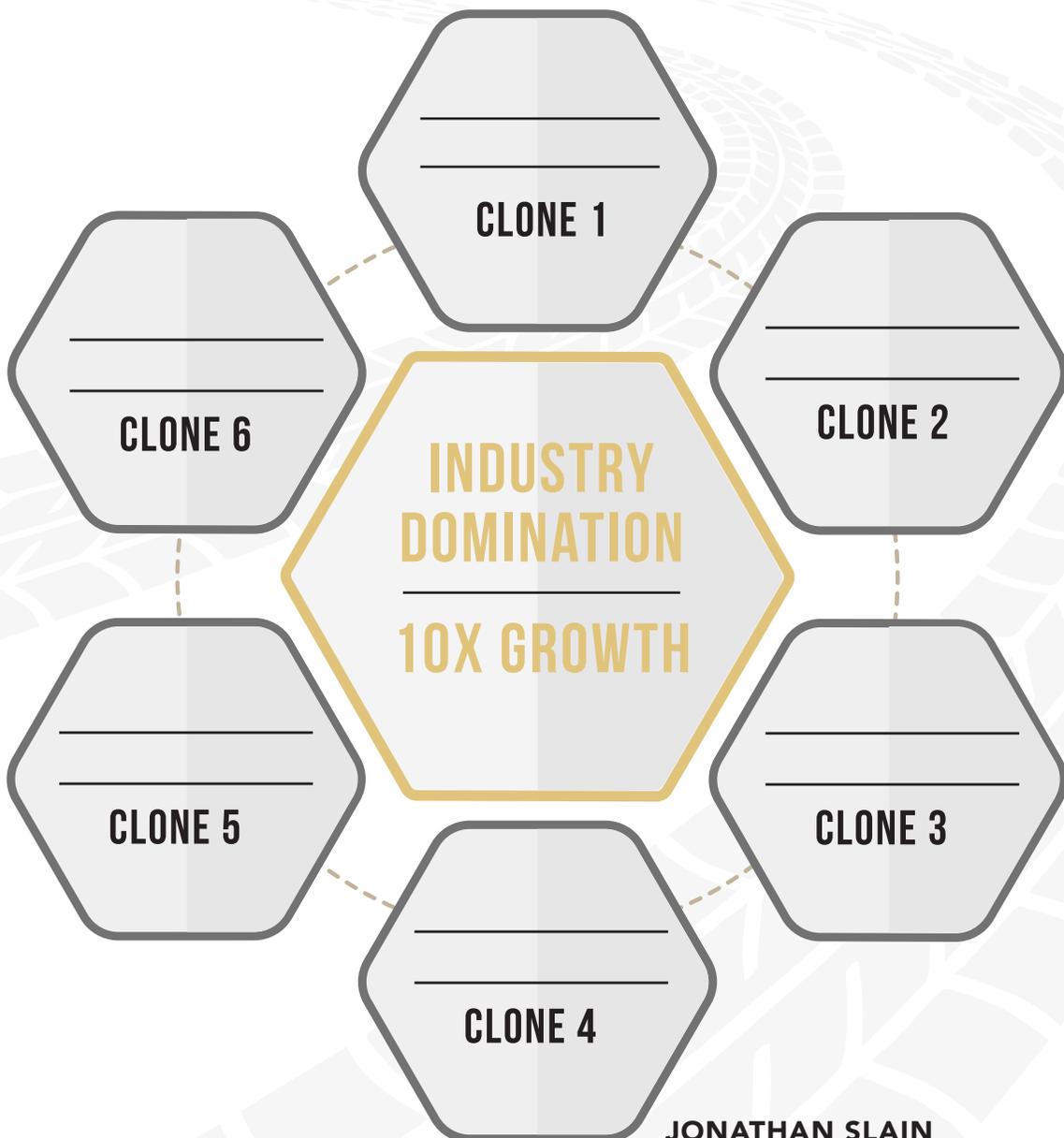
STRATEGY!!!





## ACTIVITY 1

- Name the 3 to 6 people in your organization who you wish you could clone
- The people who if you had more of them, you could dominate your market and industry and grow your business 10x



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# CULTURE

## YOUR ORGANIZATION'S CORE VALUES



### ACTIVITY 3

- Complete the steps below and check them off as you go!

#### STEP 1

Add any core values from the list on the next page to your list.

Complete

#### STEP 2

Does your company have any existing core values that you need to add to your list?

Complete

#### STEP 3

Strike any Pay-to-play values from your list meaning values or characteristics that are non-differentiating.

*For example, "honesty" is a core value that doesn't tell us anything unique about your company. Of course we all want honest employees, we wouldn't hire them otherwise. Steer clear of values that could appear on any company's list!*

Complete

#### STEP 4

Strike any Aspirational values from your list. If you have characteristics on your list that you wish your employees had or would have, but honestly they don't, then delete them from your list. *We want to discover the values that have made your best employees successful, not create a wish list of characteristics you wish they had!*

Complete

#### STEP 5

Narrow down your list to 3-5 finalists. Less is more!

*Punch up your language! Try to find synonyms or phrases that make your core values stand out!*

Complete

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# CULTURE

## YOUR ORGANIZATION'S CORE VALUES



### ACTIVITY 2.1

- Add any characteristics to your list on the last page that you may have missed

Accessible	Cultured	Gallant	Many-sided	Relaxed	Suave
Active	Curious	Generous	Mature	Reliable	Subtle
Adaptable	Daring	Gentle	Methodical	Resourceful	Sweet
Admirable	Debonair	Genuine	Meticulous	Respectful	Sympathetic
Adventurous	Decent	Good-natured	Moderate	Responsible	Systematic
Agreeable	Decisive	Gracious	Modest	Responsive	Tasteful
Alert	Dedicated	Hardworking	Multi-leveled	Reverential	Teacherly
Amiable	Deep	Healthy	Neat	Romantic	Thorough
Anticipative	Dignified	Hearty	Objective	Rustic	Tidy
Appreciative	Directed	Helpful	Observant	Sage	Tolerant
Articulate	Disciplined	Heroic	Open	Sane	Trusting
Aspiring	Discreet	High-minded	Optimistic	Scholarly	Uncomplaining
Athletic	Dramatic	Honest	Orderly	Scrupulous	Understanding
Balanced	Dutiful	Honorable	Organized	Secure	Upright
Benevolent	Dynamic	Humble	Original	Selfless	Venturesome
Brilliant	Earnest	Humorous	Painstaking	Self-critical	Vivacious
Calm	Ebullient	Idealistic	Passionate	Self-defacing	Warm
Capable	Educated	Imaginative	Patient	Self-denying	Well-bred
Captivating	Efficient	Impressive	Patriotic	Self-reliant	Well-read
Caring	Elegant	Incisive	Peaceful	Self-sufficient	Well-rounded
Challenging	Eloquent	Incorruptible	Perceptive	Sensitive	Winning
Charismatic	Empathetic	Independent	Perfectionist	Sentimental	Wise
Charming	Energetic	Individualistic	Personable	Serious	Witty
Cheerful	Enthusiastic	Innovative	Persuasive	Sharing	Youthful
Clean	Esthetic	Inoffensive	Playful	Shrewd	
Clear-headed	Exciting	Insightful	Polished	Simple	
Clever	Extraordinary	Intelligent	Popular	Skillful	
Colorful	Fair	Intuitive	Practical	Sober	
Compassionate	Faithful	Invulnerable	Precise	Sociable	
Conciliatory	Farsighted	Kind	Principled	Solid	
Confident	Firm	Knowledgeable	Profound	Sophisticated	
Conscientious	Flexible	Lagniappe	Protective	Spontaneous	
Considerate	Focused	Leisurely	Providential	Sporting	
Constant	Foreful	Liberal	Prudent	Stable	
Contemplative	Forgiving	Logical	Punctual	Steadfast	
Cooperative	Forthright	Lovable	Purposeful	Steady	
Courageous	Freethinking	Loyal	Rational	Stoic	
Courteous	Friendly	Lyrical	Realistic	Strong	
Creative	Fun-loving	Magnanimous	Reflective	Studious	

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# CULTURE ▷ EXAMPLE

BELOW ARE CORE VALUE SETS FROM EXAMPLE COMPANIES FOR INSPIRATION. ARE YOUR VALUES AS INTERESTING?

THE **VELOCITY**SUMMIT.COM  
CORE VALUES

### BE COURAGEOUS

We pursue disruptive, **10X improvement**, not incremental gains.

### FULL THROTTLE

We bring the **THUNDER** and always give full effort.

### CHECKERED FLAG

We yearn for an **unobstructed view** of the finish line.

## AUTOBAHN CONSULTANTS



**Lagniappe** – It's the little extra you're not expecting that brings you joy!

**Selfish** – We take responsibility for making sure we get what we need out of every situation and we put on our own oxygen masks first to make sure we're still alive to support others!

**Let it Rip** – We take chances and go for it... Unless we miss sometimes, we're not trying hard enough.

## ALLBRIGHT CONSTRUCTION



- Flockable
- Name, not a number
- Character

## CAMELOT HOME



- Can Do Attitude
- Problem Solving
- Does the Right Thing

## FREIJE - RSC



- Gluey
- Lead from Your Seat
- Uber Customer Centric
- Endeavor to be Great

## GIDEON USA



- Spongey
- Understands Value of Reputation
- Self-Motivated
- Dependable
- Takes Ownership
- Does Whatever It Takes

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# CULTURE PEOPLE FILTER

## ACTIVITY 4

- Write your core values across the top of the table below and write your name and the names of your best people from Step 1 in the rows below.
- Rate each person on each core value. Put a “Yes” if they always demonstrate that core value and a “No” if they do not.
- You, your best people, and your entire management team should demonstrate your chosen characteristics. If so, you’re on the right track. If not, you need to reconsider that value.

NAME YOUR BEST PEOPLE	CORE VALUES						PEOPLE FILTER

# RECRUITING THE “A-LIST”

Recruiting is not an event, it’s a process. Hiring should not be treated like turning on a faucet, it needs to be treated like a faucet that is left constantly running. You should always have your “A-List” as Jack Daly puts it of 12 “A” candidates you are staying in touch with because “A” candidates need to be cultivated. You don’t find “A” players on an internet job board.



## ACTIVITY 5

- List out 12 people you’d love to hire, but who currently have jobs or are otherwise unavailable (if you can’t come up with 12, name as many as you can).
- You need to develop a plan to contact these 12 A-Players on at least a quarterly basis and wait for life to happen to them. When they are ready to change jobs, you’ll already have cultivated a relationship with them and hopefully they’ll call you! These A-Players don’t stay unemployed long nor do they “apply” for jobs in traditional ways. They almost always rely on their networks to find their next opportunity.

1. \_\_\_\_\_
2. \_\_\_\_\_
3. \_\_\_\_\_
4. \_\_\_\_\_
5. \_\_\_\_\_
6. \_\_\_\_\_

7. \_\_\_\_\_
8. \_\_\_\_\_
9. \_\_\_\_\_
10. \_\_\_\_\_
11. \_\_\_\_\_
12. \_\_\_\_\_

# RECRUITING



## ASK THE RIGHT QUESTIONS



### ACTIVITY 6

- Brainstorm behavioral interview questions that you can ask potential employees to determine if they share your core values.

EXAMPLE

*Full Throttle*

Can you tell me about a time in school, your last job, or your personal life where you went "Full Throttle"? What did that look like?

Q.

CORE VALUE

BEHAVIORAL INTERVIEW QUESTION

Q.

# RETENTION



## ONCE YOU GET 'EM, YOU NEED TO KEEP 'EM

Words are ephemeral, they fade into thin air once you say them. But symbols stick around.

Can you think of a way to bring your core values to life? (for example, one company hands out little Gumby dolls when new employees join the business to remind them of the value of "flexibility")



### ACTIVITY 7.1

- Brainstorm ideas here to bring your CORE values to life:



Leaders spend time making sure they show their employees how much they value them. You may write them thank you notes, call them on their birthdays, or catch them in the act of living one of your core values.



### ACTIVITY 7.2

- Brainstorm ideas here to celebrate your employees:



# EAT THE FROG!

## HOW LEADERS GET MORE DONE

*"Eat a live frog first thing in the morning and nothing worse will happen to you the rest of the day."*

– Mark Twain

### WHAT IS A FROG?

**FROG** noun \ frOg , fräg \ - a major issue/problem/opportunity you have that is important but not urgent. It is something that if you do it today, you'll move your life, career or business forward. It's something you want to put off because it requires thinking. In fact, you know it's definitely a frog if you've been procrastinating eating it!

### WHY EAT A FROG EACH MORNING:

1. **Neuro Biology** – The morning is when our brains and critical thinking capabilities are at their peak. Don't waste this precious "thinking time" answering emails or working out. First thing each morning, you should eat your frog for the day. Don't procrastinate, clean that frog off your plate!
2. **Time Management** – Once you leave your house in the morning, the whirlwind of the day catches up to all of us. Eat your frog before your phone starts ringing, before people are stopping by your office and before you are distracted by email. If you get one important frog eaten each day, imagine the progress you'll make towards your big picture goals by the end of each week, month, year!
3. **Model the Masters** – Eating a frog each morning is a behavior of top CEOs, athletes, and other successful people. This is a proven tactic! You are what you eat!

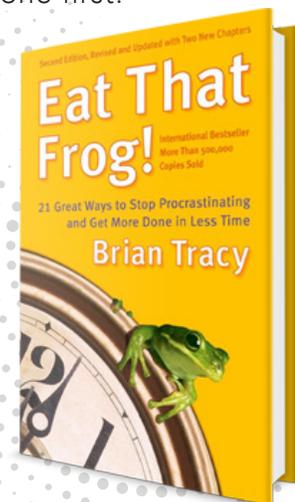
### RULES FOR YOUR FROG DINING EXPERIENCE:

1. **Plan your Frog** – The night before your big meal, plan out which frog you'll eat the next morning. You don't want to waste time in the morning choosing your frog! We want him on the plate waiting for you when you wake up. Eating a live frog is hard work, set yourself up for success.

2. **Visualize your Frog** – As you go to sleep, think about your frog and how you’re going to eat him. This technique is used by athletes around the world. Visualizing the putt in your head (Tiger Woods), the game winning shot (Michael Jordan), or how many strokes it will take to win (Michael Phelps) has been reported over and over by top athletes. Visualize how you will eat your frog, sleep on it, and often the solution will be illuminated for you in the morning and a path to get it done.
  
3. **Eat the Biggest Frog First** – If you want to maximize your progress, always eat the frog that if you got that one thing solved, you’ll unlock the most potential. In other words, you want to eat the frog that once it’s done, will make everything else easier. Top leaders get leverage by figuring out which frog to eat first. Nobody can eat more than one frog at a time, so picking the right one is important!
  
4. **Start with the Hairiest Frog** – If you’re going to eat more than one frog (eat 1-2 per day max. or you might make yourself sick!) then you should eat the hairiest one first.

*“It has been said that if the first thing you do each morning is to eat a live frog, you can go thru the day with the satisfaction of knowing that that is probably the worst thing that is going to happen to you all day long.” – Brian Tracy*

**For more details on how to best apply this methodology, read “Eat That Frog!” by Brian Tracy. Many of the concepts above were adapted from Brian’s work.**



**What frog will you eat tomorrow and what’s your plan?**

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