

A diverse group of six smiling professionals in an office setting. In the foreground, a young woman with long dark hair, wearing a dark green t-shirt, smiles warmly at the camera. Behind her, a man in a blue blazer and a woman with blonde hair and glasses are also smiling. To the left, a woman with dark hair is laughing. To the right, a woman with dark hair and glasses is smiling. The background is a solid teal color.

Hiring & Retaining Top Talent During (and after) COVID



A scenic landscape photograph of a turquoise lake. The water is exceptionally clear, showing a gradient from deep blue to vibrant turquoise. In the background, a range of mountains with snow-capped peaks stretches across the horizon under a clear blue sky with a few wispy clouds. The foreground is dominated by several tall, dark green evergreen trees, likely pines, which are slightly out of focus. The shoreline is rocky and covered with more evergreen trees. The overall scene is bright and clear, suggesting a sunny day.

Broadcasting from Northern California


Skydiving Lessons



Skydiving Lessons



Do What
Others Are
Unwilling To Do



**“I’ve been taking
Jim’s encouragement
and challenges
seriously.”**

~Paul Wilke

Member
Spotlight



I recently joined Flooring Success Systems and have been taking Jim's encouragement and challenges seriously. I work exclusively with hardwood, Jim challenged me to increase my margins so I did! I raised my margins on everything by 30% & I just closed a 1,200 sf job for \$58,000!! Thanks, Jim!

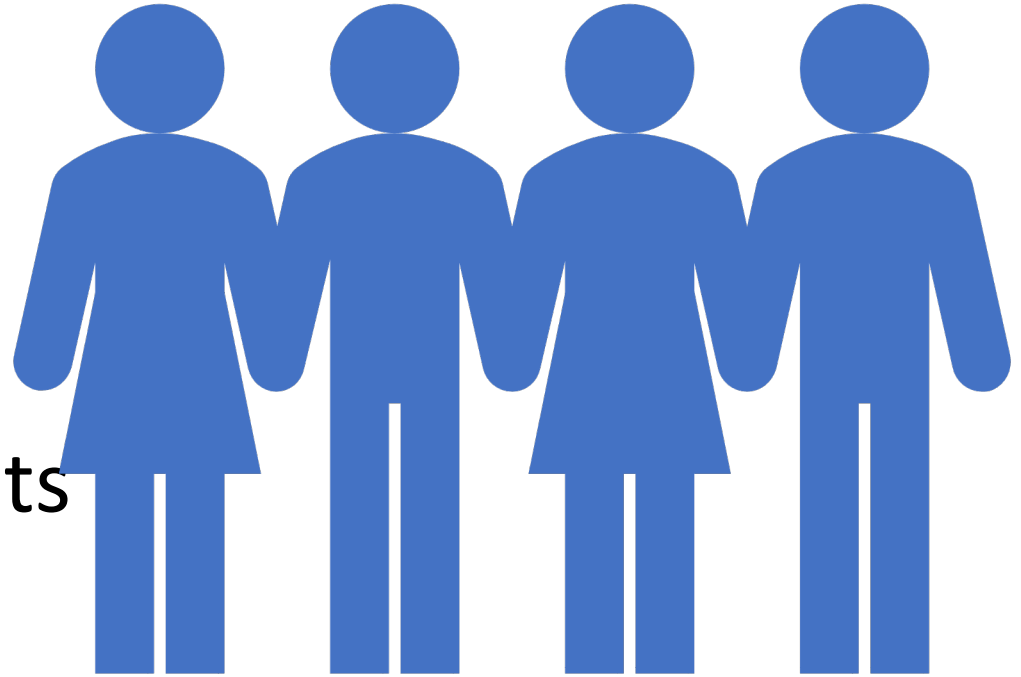
How To Apply Today's Training


- No overwhelm
- Look for areas you need to improve
- Pick 1 thing to implement immediately
- Progress, not perfection



Top Reasons Why Employees Quit

- Type of work
- Wrong culture fit
- Change of career goals
- Poor leadership
- Non-competitive pay/benefits
- No deserved raises
- No progression
- Overworked
- Don't feel valued



A large, 3D-rendered red arrow points downwards from the top left, crashing through a cracked concrete floor. The background is a dark, greyish-blue gradient. The text is centered in the upper half of the image.

You Can't Attract & Retain
Top Talent While Trying To
Compete on Price



Pay More Than The Competition

- Performance bonuses
- Pay increases based on certifications/trainings/benchmarks
- Support staff/sales/installers

Perks/benefits

Remote
working (when
possible)

Flexible
schedules

Health club
membership

Health
care/retirement
plans

Vacation time

Food/beverages

9 Principles Of Employee Empowerment



1: Establish A
Foundation Of
Success

- Tools
- Training
- Accountability

- 
- Build Relationships
 - Transparency
 - Tell the truth

2: Trust

3: Involve employees in setting goals



- Revenue
- Referral partnerships established
- Referrals generated
- Number of positive reviews

4: Involve employees in decisions

- Products
- Hiring
- Expanding
- Etc.



5: Recognition

- Rewards
- Contests
- Gross sales
- Most referrals
- Most positive reviews/testimonials
- Accomplishments (First time using the Design Audit)



6: Feedback Discussions

What's
working

What's not
working

Product lines

New policies
& procedures

Outdated
procedures

7: Leadership Vision

- More than just selling a product
- Empowering/developing team members
- Bringing joy to customers
- Improving the larger community



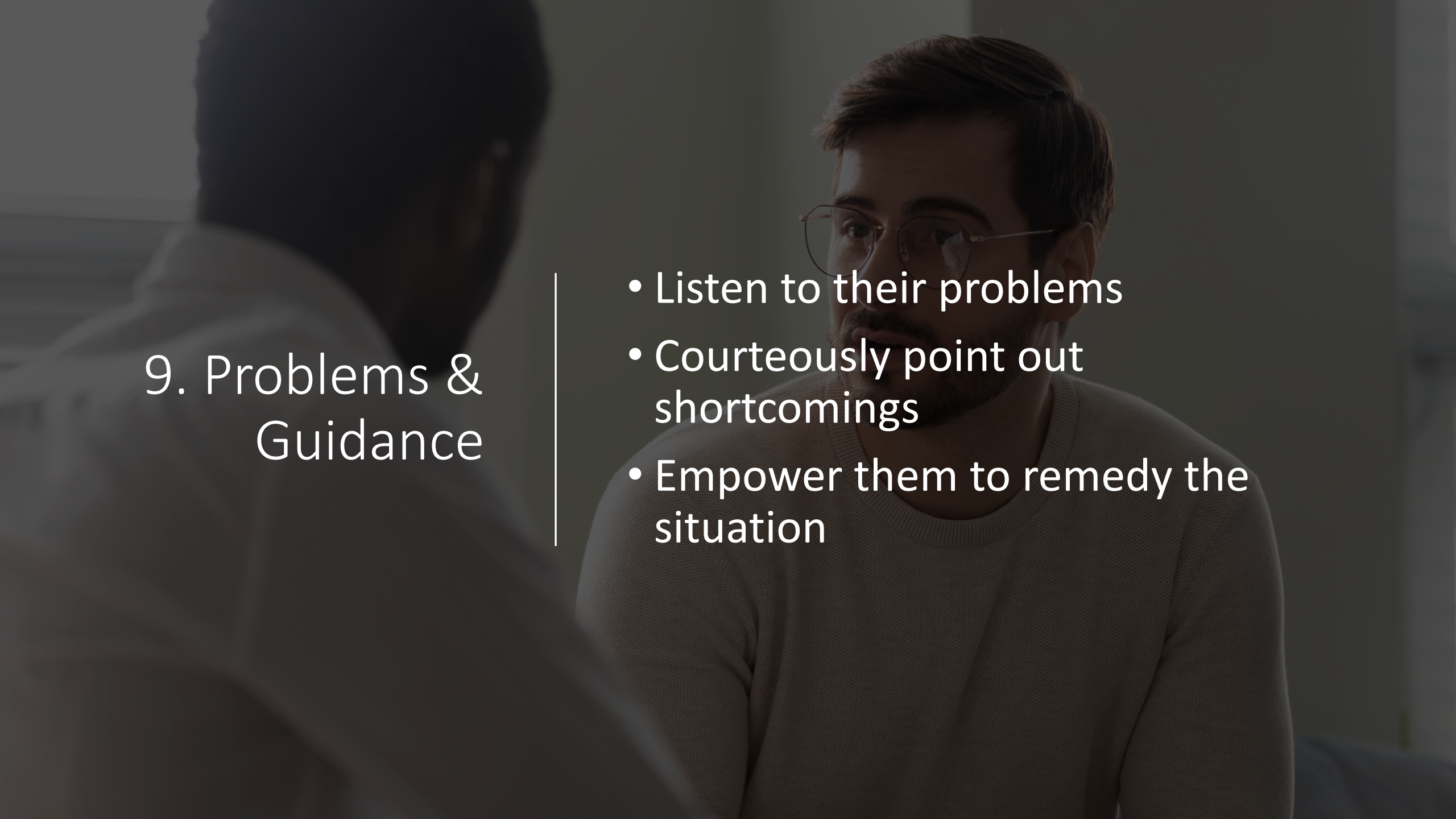
PAST

FUTURE



8: Authority/Autonomy

- You provide the “what,” let them provide the “how”
- Don’t micro-manage
- Train, then get out of the way



9. Problems & Guidance

- Listen to their problems
- Courteously point out shortcomings
- Empower them to remedy the situation

Q&A



Make Employment With You A Source Of Pride

- Attractive facilities
- Attractive pay/benefits/perks
- Reputation for quality & service
- Positive reviews

