



Creating an Employee Farm System

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Speaker – Jay Myers

- Founder/CEO of Interactive Solutions (ISI)
- Author of *Keep Swinging and Hitting the Curveballs*

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ISI Overview

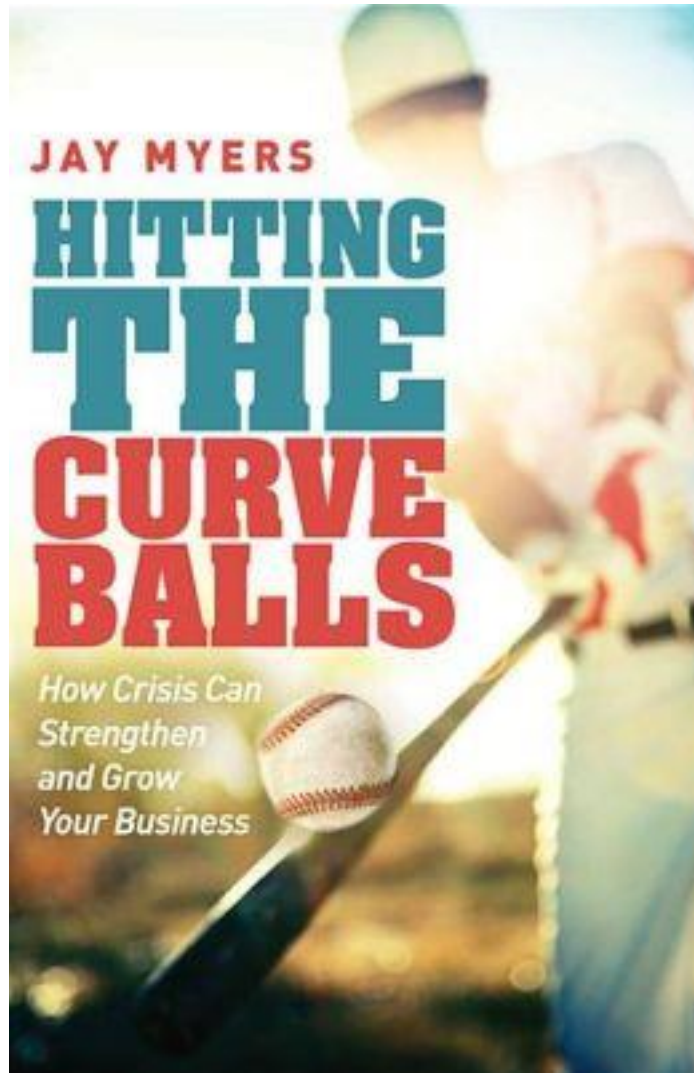
- Founded ISI in 1996
- AV and Video Conferencing Integrator
- HQ in Memphis – Nashville and Chicago
- Customers include FedEx, MSHA, ETSU



Background

- Summer of 2003 – **discovered embezzlement** – *Keep Swinging*
- Summer of 2007 **lost 80% of sales team** (turnover) in 30 days
- Rebuilt organization with **millennials** (calculated risk) to train and grow for the future (no quick fix)
- Recruiting strategy to identify young people who we could train and were looking for an **opportunity**
- **Doubled revenue** to \$25M (2007-2011) during the Great Recession

Why a Farm System?



- Don't hire to a company.. join a "cause"
- Do meaningful work/take pride
- Present a career "opportunity" (not just a job)
- Don't focus on what they have done but what they could do
- Chance to train "your way" (without baggage)

Creative Recruiting



- Not just an HR tactic but a company strategy
- Dare to be different
- Evaluate and “develop talent over longer period of time”
- Shape a career path for employees and future for your business

Motivating on “The Farm”

- Invest in training and continuous education
- Offer flexibility in work hours and location
- Implement new technology tools to maximize efficiency
- Give back to the community (get them involved)



Focus on Company Culture

- Develop a culture of creativity (i.e. ISI-NET, MD, Educator)
- Everyone has a “voice” and “the company wants to hear from them”
- Develop a personal relationship with employees
- Recognize work life balance/not defined by work



Building A Sustainable Business for the Future

- Make the “farm system” part of your company brand
- Create new positions to challenge and retain young workers
- Take pride in development of young talent
- Successful development = greater chance for business success





INTERACTIVE SOLUTIONS

COMMUNICATION IS EVERYTHING

Thank you! Questions?

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