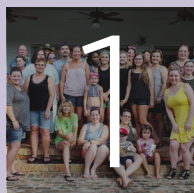


#WORKFAMILYLIFE

THE WORK FAMILY NEWSLETTER OF THE WASMER COMPANIES

IN THIS ISSUE



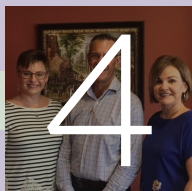
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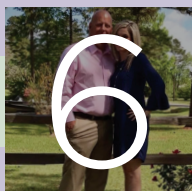
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FAMILY LIFE NEWS

Ken and Charlotte hosted our annual VPA summer barbeque On Saturday, July 1st . Ken was a master on the grill and served his famous steaks along with Charlotte's amazing homemade sides. The entire VPA team along with their families enjoyed yard games such as Kube, Boche, Corn Toss and Croche and many cooled off in the pool. This is a perfect example of the family atmosphere that we love here at VPA.

WARM BODIES VS A-PLAYERS

Recently at Virtual Partner Advantage (VPA), we asked our clients, “What is the biggest challenge your business is facing today?” Honestly, the answer surprised us, because among our clients the answer was unanimous – hiring. Of course, the more we thought about it, the more it made sense. Even though hiring new personnel looks easy at first glance, with all the ways the digital age allows us to connect, it is often difficult to find the ideal candidate. On top of that many growing companies find themselves stretched to the limit and desperate to find the employee(s) required to meet the need.

Successful and profitable companies demand A-Players, not simply warm bodies, to fill positions. *A-Players are goal setters who achieve, learning from their mistakes and accepting feedback.* They have both integrity and self-discipline, are forward thinkers who have an exceptional ability to collaborate. Everyone wants to work with the A-Players. Warm bodies, on the other hand, fill positions, but that is about all, as they typically only do the minimum required, and lack initiative.



An issue with this strategy is that A-Players only account for about 10 percent of the population and they are nearly always employed.

Knowing this, we called on the expertise of Dr. Sabrina Starling, The Business Psychologist™, the author of *How to Hire the Best* and the founder of Tap the Potential, to discover how to identify the best employees – these A-Players.

Dr. Starling sat down with us and explained the process begins with clearly defined core values. For example, here at VPA, our core values are clear – we are ethical, passionately committed to service and excellence,

“A SINGLE A-PLAYER IS 9 TO 10 TIMES AS PRODUCTIVE AS A WARM BODY.”

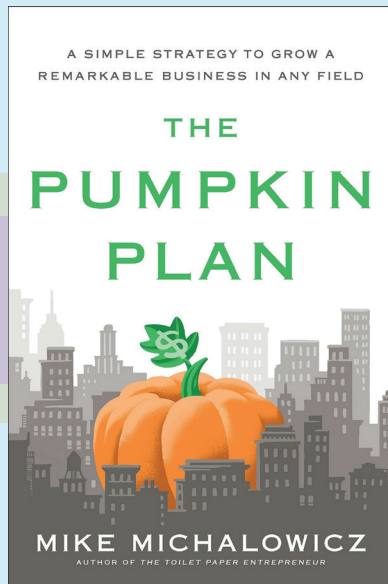
accountable people of possibility, with a thirst for knowledge who act as selfless servants on behalf of our clients, each other and our community. Once the core values of your business are clearly articulated, you can define and search for A-Players who exhibit a similar set of values. Once you and your company know what you are looking for, according to Dr. Starling, you can use your marketing expertise and network connections to locate A-Players who can easily align with your current team members and make a positive impact in your company.

Keep in mind, A-Players are attracted to other A-Players, not warm bodies. They don’t want to work with warm bodies, which means you need to tilt your company culture toward top performers. Dr. Starling shared this statistic, which might surprise you, *“a single A-Player is 9 to 12 times as productive as a warm body.”* Think about it, with A-Players dominating your staff, you’ll need fewer employers (which saves your company considerably in payroll costs and helps your bottom line) but also your company will experience an upsurge in productivity and profitability.

Using this hiring insight, you don’t have to fear the search for new employees, but instead can go out and actively seek the A-Players who match your company’s core values, ultimately solving a major business challenge. Don’t settle! The time, effort and energy in your A-Player search will be like finding the treasure at the end of a treasure hunt.

For more information or to see the full video of our conversation with Sabrina visit our blog at blog.vpadvantage.com.

BOOK HIGHLIGHTS



“I was going above and beyond for clients before the book. I think that has not changed. I have just changed the order in which I handle issues, questions, requests, etc.” - *Jamie Weaver*

“The author of this book relays real life situations and solutions for common problems in our industry.” - *Tami Banick*

“Prioritize and delegate. Prioritize those clients and tasks that are most beneficial, and delegate those tasks that I am not efficient in or I know others can provide better/deeper knowledge of. Read it because spinning your wheels trying to figure out how to better run your business and your job is tiring. Read it because running yourself ragged trying to cover every possible want of every client is not going to help you, your business, nor your clients.” - *Emily Lohman*

“Prioritizing our clients, the task, and my time has helped me focus on meeting deadlines and providing the most valuable work to the clients. The Pumpkin Plan is an ironic read that makes you want to take your business and service to the next level.” - *Brittany Lemoine*



MY VISIT TO VIRTUAL PARTNER ADVANTAGE

Ted Warner, Owner of Connecting Point



Several years ago I made the decision to outsource some of my back office functions to Virtual Partner Advantage. I had a long standing relationship with Charlotte and Ken Wasmer, and our business needed a change in how we handled our back office. We started by outsourcing our payroll/HR, accounts payable and general ledger functions. The team at VPA did a fantastic job for us, and therefore we expanded our dependence on them by having them do our purchasing, billing and agreement management as well. All these functions are now being handled by various VPA team members. The best testimony I can provide is that for our company, we have never been more structured and organized at the back office level than we are today. These critical accounting functions are handled efficiently with much better processes than we were able to produce on our own. In addition, we have lowered our overall company expense to accomplish these functions.

Several times over the last several years, Charlotte has invited me to the VPA offices in Alexandria, LA. Being a Colorado boy, that sure seemed like a long way, and I politely deferred. However, last spring I finally thought “What the heck, it might be a good experience to go see the people that do such great work for our team at Connecting Point”. So, off I went to Alexandria. The trip to the VPA offices turned out to be a

fantastic, value filled couple of days. Here are my bulleted impressions:

- The Alexandria airport was charming and easy to get in and out of.
- Thanks Ken Wasmer for driving to the front door of the airport to pick me up and drop me off.
- It was extremely eye opening to see the wonderful VPA offices (see attached pictures), and experience their corporate culture first hand.
- Getting to meet the associates that work so hard on our behalf was the best part of the experience.
- I was able to meet each person that worked on each specific area of my business (payroll, GL, AP, purchasing, billing).
- The hotel that VPA kindly put me up at was a wonderful historic hotel (**Pictured below**). Not to mention I could walk to their offices.



- The QBR session that we had at the offices was excellent and meeting face to face for a couple of hours to dissect and discuss my business was helpful and produced new ideas and processes.

- The opportunity to re-engage with my friends Ken and Charlotte, and see their offices, business culture and community helped me to understand why and how their team produces such excellent results for my company.

- Having lunch together with the entire staff and dinner with the management team was a great way to enhance our relationship and gain further understanding of how we can continually upgrade and improve our relationship.

Was the time I invested in going to Alexandria to see the wonderful folks at VPA worth it? Absolutely! I would encourage any clients of VPA to plan a visit to their offices. You will come away with a true appreciation for their

concern for your business, and an understanding of how they produce such excellent results. Thank you VPA team for a great and rewarding visit. I loved it.



For more information or to see the full video of our conversation with Ted visit our blog at blog.vpadvantage.com.

FROM THE DESK OF KATHRYN GRUNZINGER

Since implementing a new method of hiring, the search for A players has been both challenging and rewarding. The first interview, a phone interview, will not always identify a slam dunk A player. The interview questions are designed to make you think off the cuff. This way you hear someone's true heartfelt answers. I have stumped many!

For the fortunate that proceed to the next levels of the process, it gets a little more intense. There is a significant amount of time that is spent interviewing candidates. You must put in the time to hear about their work and life history and how in the world they ended up in front of you. I promise it will be worth it.

The rewarding part is listening to your new employee say they are now part of a company that cares, a company that takes the time to really find the perfect fit. Your new employee will tell others because A players flock together. Before long, you will have a company full of A players.

Dedicating the time to find and hire A-players has an endless multitude of benefits.



EMPLOYEE SPOTLIGHT

JAMIE WEBSTER

Jamie became a team member here at VPA on May 28, 2018. She is part of our Service Billing and Accounts Payable team. She is an asset to our team here at VPA with a thirst for knowledge and is committed to doing her best at anything she works on. Jamie lives Pineville with her husband of twelve years, Brad and their 5 children.



Questions:

1. If you could be any animal, which would you be?

"A bird—so I could fly far, far away!"

2. What is your favorite family tradition?

"New Year's Day. Eating black-eyed peas and cabbage. My brother and I keep the tradition at one of our homes every year since my mom has passed."

3. If you could visit anywhere in the world you've never been, where would you go?

"Out of the country—Australia. I love the accent and the Kangaroos! In the United States, I would love to visit the 9/11 memorial in New York."

4. What's the best concert you've ever attended?

"Clay Walker with my Momma at the Rapides Parish Coliseum."

5. What do you love most about Virtual Partner Advantage?

"The atmosphere here is fun and friendly. We are like one big family here and we support one another. We always try to work together and lift each other up."

WANT MORE INFO?



YouTube

www.vpadvantage.com



**VIRTUAL
PARTNER
ADVANTAGE**