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## A WINNING CULTURE



I've spoken on several occasions about Company Culture and how you can actually "smell it" within minutes when arriving for a visit to a company for the first time. So, I have to share this story with you.

For several consecutive years I've had the privilege of being the keynote speaker at NACCB, a trade association for IT service firms with specific focus in employment placement. Last year the annual meeting was held on the east coast of Florida and opened with a cocktail party on the beach. I'd just flown in and made my way to the beach when I was enthusiastically greeted and embraced by someone who identified himself as Doug Firestone, owner of Arcus and a rabid fan of "Jack Daly". Doug introduced me to his leadership team, set me up with a drink, and proceeded to regale all the "Jack Daly" things his company had implemented and that "one day" he planned to have me in so all his employees could get a "Jack Fix". So I said to Doug, Yeah, yeah, talk is cheap." At which time he pulled out his phone, walked down the beach and called Jennifer to lock in a day of Sales Training. Hey, I like this guy! I hung out during the conference with the Arcus team, and they certainly were a lot of FUN!

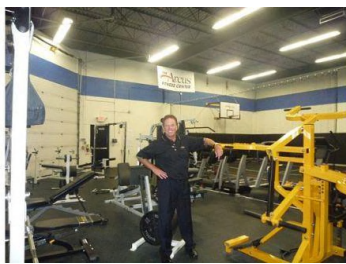
Shortly after the conference, my wife Bonnie and I were blessed with the birth of our first Grandson-Malcolm. The Arcus team surprised us with customized baby blanket and clothes-WOW, what first impressions! Last month I arrived in Harrisburg, PA for the scheduled training. In doing my research, I discovered Arcus was in business for 10 years, with offices nationwide, facilitating their mission of identifying and delivering exceptional talent for clients located all across the country, as well as operations in Costa Rica. Arcus has been recognized consecutively the past two years as one of the Best Places to Work in PA, a Fifty Fastest Growing Company, twice landed on Inc's 5000 List, been honored as Business of the Year, and recognized with four national awards by the American Staffing Association-WOW! There is clearly something special going on here, so I was really looking forward to my visit.



At Arcus, the "smell" of Culture is something terrific-it continues with the "WOW" as soon as you walk in the building. I'm hoping a picture is worth a thousand words, so here are some. There's the Arcus Café available throughout the day, and a feeling like one is at a big Starbucks. Alongside the café, there's the Wi games area. The fitness center is one to challenge most any club, and it's adjacent to the café, locker rooms et al. Not only stocked with the finest in gym equipment but a full size basketball court as well. Then there is a fully outfitted technological fitted training room, where we spent our day together. Over the top was the fully stocked bar club room, where socializing amongst one another is encouraged regularly after work.



New hires are brought on board in groups, known as the Apprentice program, where this group of five work in a special Apprentice conference room with one another at a round table, complete with a Hedgehog in the center of the table (Good to Great). This Apprentice program is a multi-month program, ensuring people integrate professionally for their clients benefit. At Arcus, company culture is a state of mind and a way of life. The environment is one of creativity and inclusion. The company makes it a priority to invest in their most valuable assets- the people. The Arcus team are passionate about what they do and it shows- in their interactions, in their attitudes and in their work.



Beyond the walls of Arcus is their commitment to give back to the community, both local and global. The Arcus Give Back Campaign includes food collection, mission work, shelter support, blood drives and working with Harrisburg University in areas of key competencies for job search. WOW.

When you come upon so much being done right, and at such a scale, one often gets the sense this must be a "big company" with a sizeable budget (ie, therefore we can't do it). Well, guess again here gang. Arcus employs about 60 folks and its commitment to this winning culture is what it cites for its successes to date as well as its planned growth for the future. We could all learn a lot from examples like Arcus, and I bet Doug would be open to anyone who desires to get the tour or pick his brain. Be assured, there are great things happening in Harrisburg, PA. WOW!

