

# NAVIGATING CHANGE: THRIVING IN THE EVOLVING STAFFING INDUSTRY

with Robert Reid

# About Butler Street

Butler Street, a management consulting, training and research firm focusing on the two most challenging areas companies face: Client Development and Talent Development

**We help companies and their people grow<sup>®</sup>**

Our team:

- CEOs, COOs, VPs of Strategic Account Sales, Recruiting, Operations and Marketing
- Staffing industry expertise

## Your Partner in Client and Talent Development



Sales  
Training



Leadership  
Development



Recruiting  
Effectiveness



Account  
Management



Research &  
Surveys



eLearning

Who in the world is  
Robert Reid?



# WHAT IS IMPROV?

# What's in the Box?

Who gets a little nervous when they hear the word improv?



# NAVIGATING CHANGE

What is causing change in our industry today?

# THE FOUR CORNERSTONES OF SUCCESS®



# The Four Cornerstones of Success®



# Attitude



# Yes, And Trios

# Personal Accountability



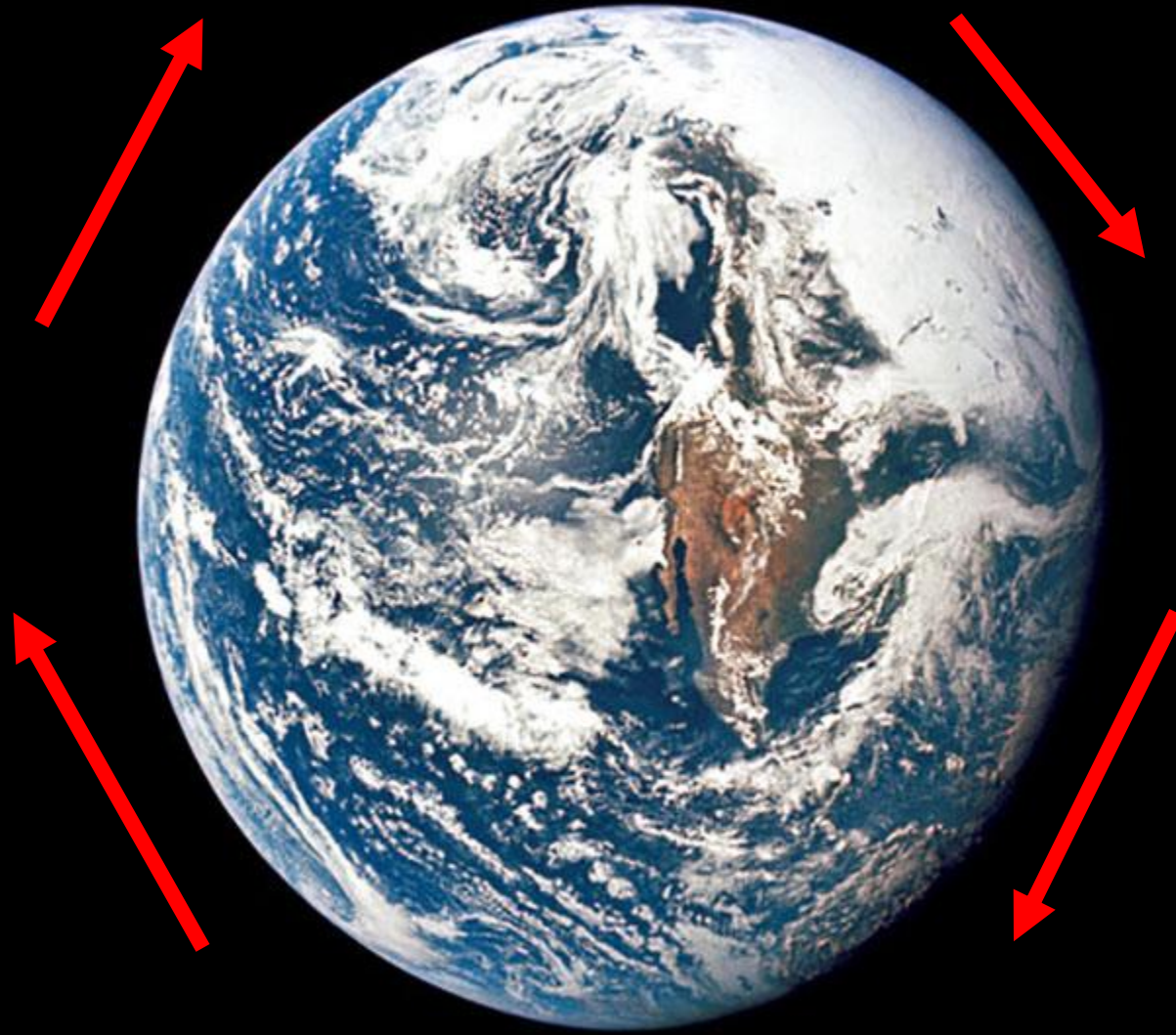
## The Failure Formula

*"People fail in direct proportion to their willingness to accept socially acceptable excuses for failure."*

*Steven. W. Brown*

I'd be successful if ...

Not Today, Bucko!



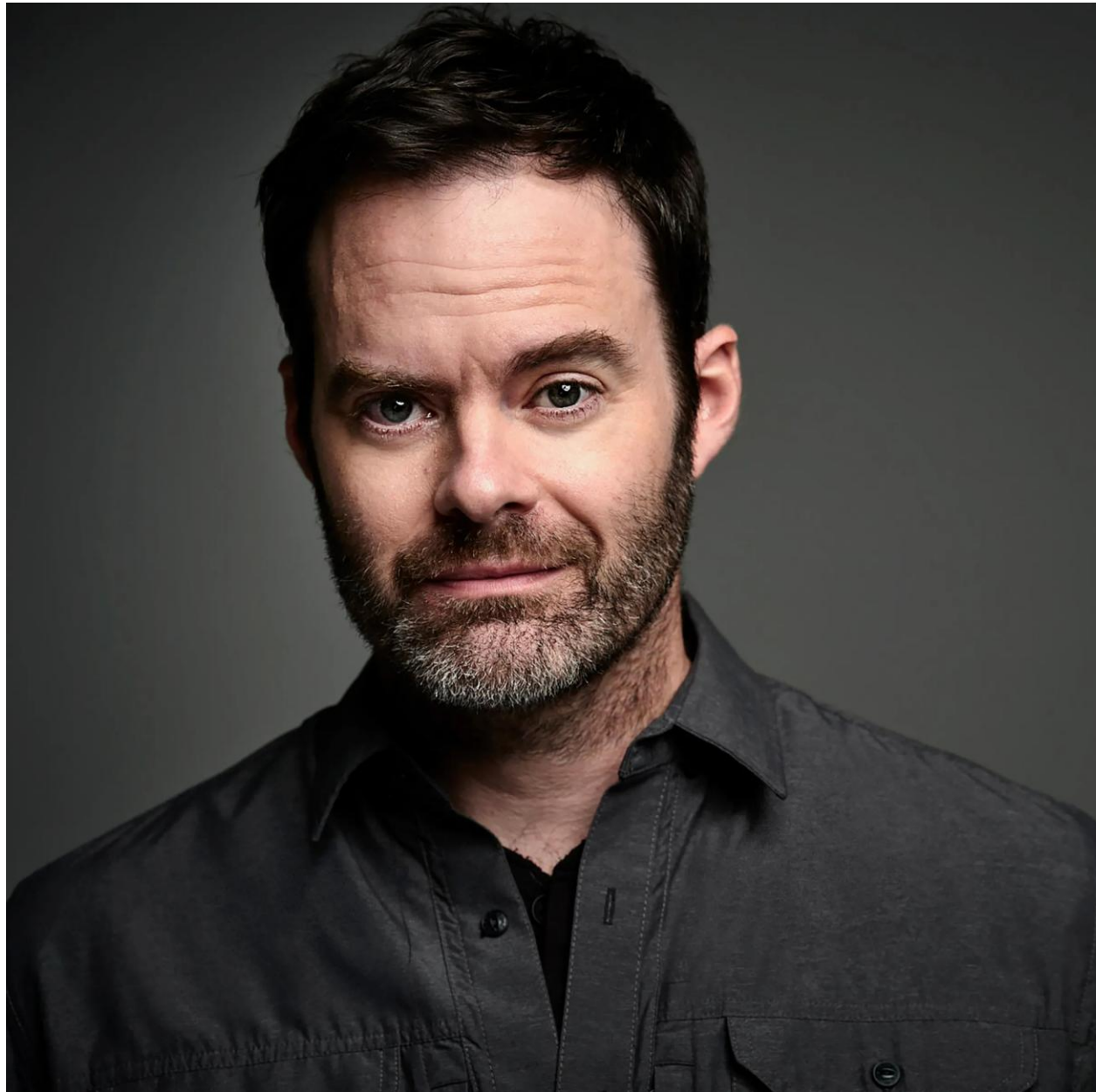
# Point and Untell

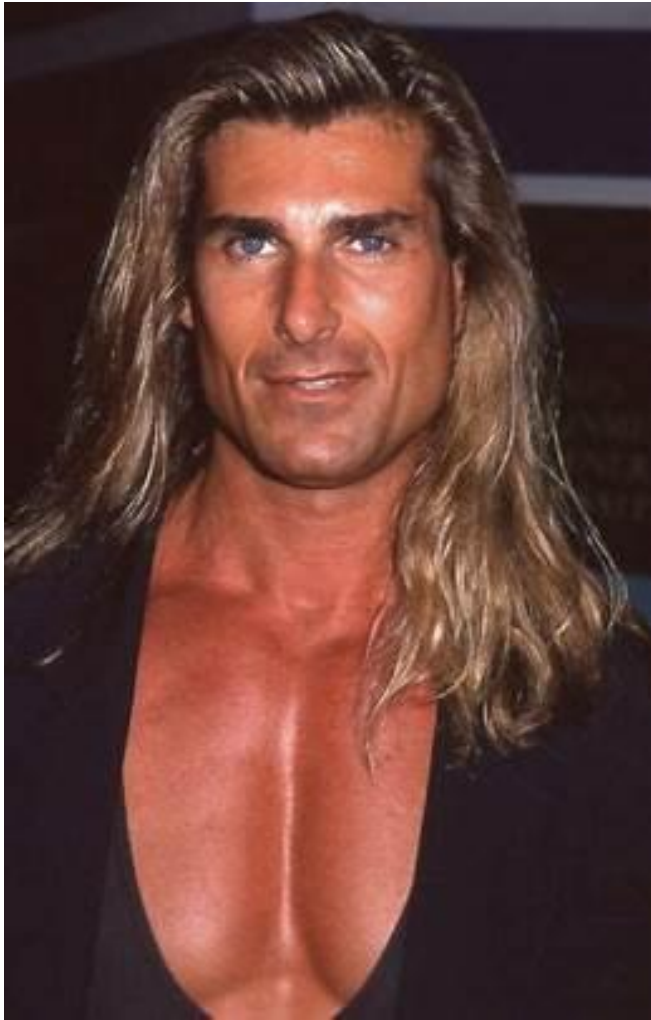


Ok, let's address the elephant  
in the room right now.









# Perseverance



# Group A or Group B?

Who remembers their first cold call,  
interview or difficult coaching  
conversation?

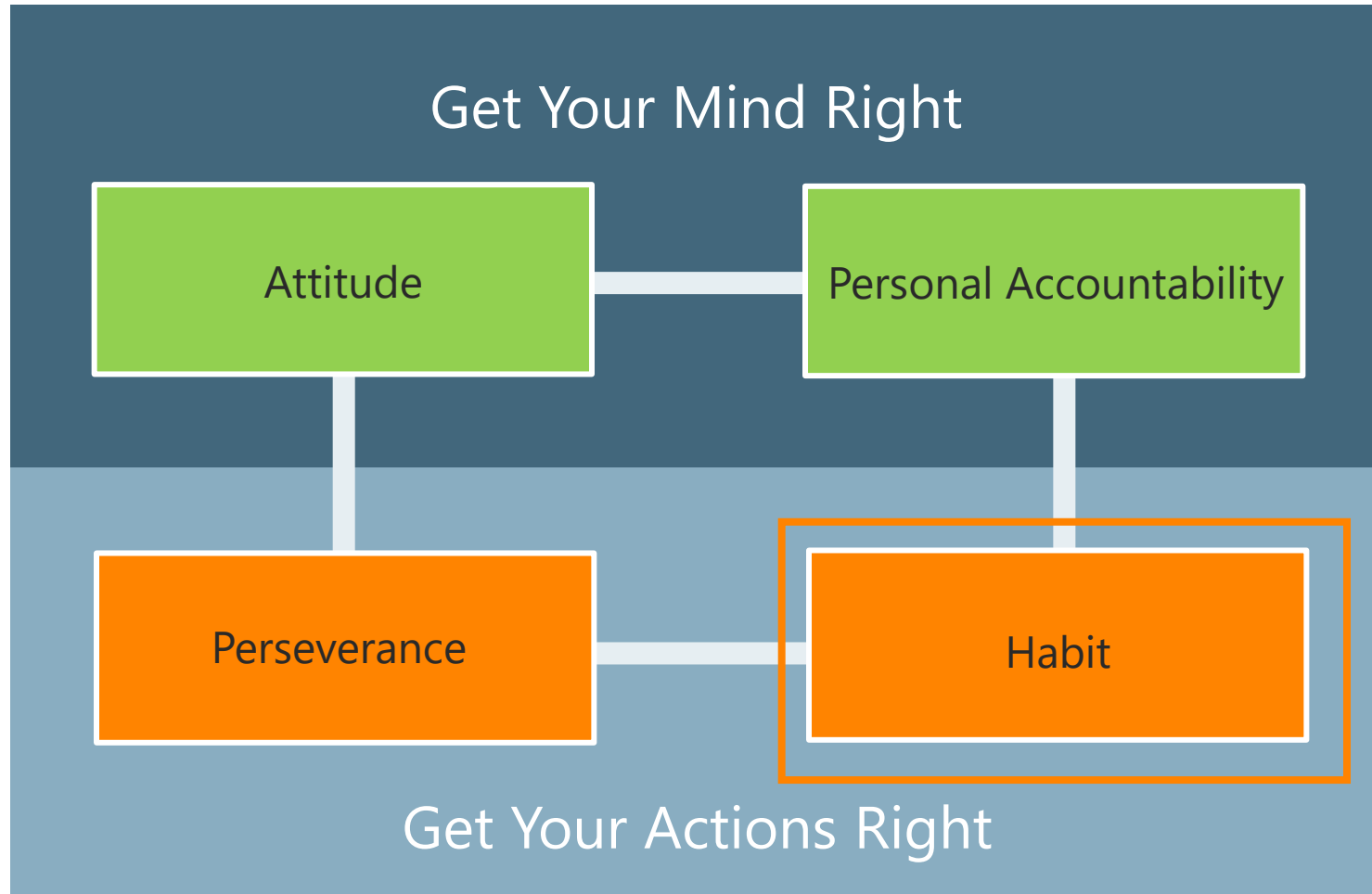


“

Progressive improvement  
is better than  
postponed perfection.

”

# Habit



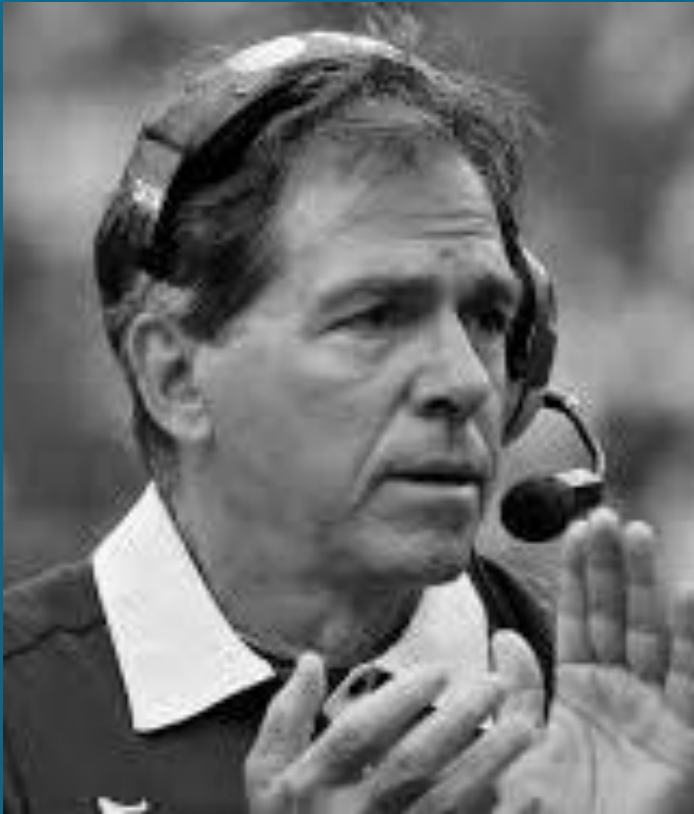
“

The difference between the successful person and the unsuccessful person is this:

The successful person is **in the habit** of doing things the unsuccessful person doesn't do.

”

# The Four Cornerstones of Success®



“Ignore the scoreboard.  
Don’t worry about winning.  
Just focus on doing your job at the  
highest level on every single play  
and the wins will follow.  
If you win your play and the guy next  
to you wins his play, and so on, the  
scoreboard will take care of itself. ”

- Nick Saban, Alabama head football coach

# OPERATING REALITY

# Understanding Your Customer's Operating Reality



Being able to see problems and opportunities as they appear through your team's eyes

Want to discover how to evolve in this  
changing landscape?

If we solve our customer's problems,  
we will solve our own.®



# Genuine Interest

You have two sets of customers:  
Clients and Providers

What are their needs/wants?

Active Listening is the first step to  
solving problems

# Last Word Response

It's important you said that because...

“

We are all CEOs of our own life and work. Every day we make or fail to make executive decisions that have immediate as well as far-reaching consequences.

”

## Additional Resources!



- Browse our Blog Library
- Subscribe to Our Newsletter
- Download the Prompt Tip Sheet
- Preview Learning Programs
- Take the AI Assessment
- Contact Us



THANK YOU!