

Notes on the Tall Pony Ranch.

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SPECIAL NOTE: The Photo Gallery located in the "About US" section of www.recruitinglife.com is a great supplement for this chronology as the photos tend to follow along.

The Visit took place from Sunday, January 16, 2005 through Tuesday January 18, 2005

There was some preparation prior to the visit that is required by all attendees:

As soon as I was registered, I had homework to do....so this is not a vacation, after all!

- my first assignment was to answer the following: ***"By the time I leave, I'd like to have a greater strength in....."*** well I'm already aggravated over this....so , in protest, I don't do my homework assignment that day... I finally do it when two things happen: I realize that I'm only hurting myself and I am reminded that I have yet to turn mine in!
- sign in/register in the chat room and introduce yourself. Perfect, a bio about me!!! If it's about me, I have no problem... Who doesn't love to talk about themselves!

Sunday, January 16, 2005

I had to leave for the Kansas City area around 2 pm EST. I'm aggravated that this has cut into my weekend, but once on my way, I'm excited....I have to be there by 7 pm as there's an intro meeting with all who will be at the ranch...and my flight gets in to the airport at 6:40 pm.

It's on time and I actually am staying at a hotel that is only 15 minutes from the airport. I check in at the front desk turn around and see Peter and group sitting in the lounge area with all kinds of appetizers spread around 6 rectangular tables all pushed together. This is a good thing as I am starved!

It's a round robin of intro, followed by a few questions strategically placed by Peter to loosen the group up. It works, as one of the Peter's requests was to tell the group something about yourself that they would never know....great for me as I have so many secrets!!

Peter leaves us with a morning deadline of oh-dark-thirty and don't be late. Not a bad idea considering no one knows how to get to the ranch....I decide to be on time!!!

Monday, January 17, 2005

Picked up in a huge mobile home, with all the comforts as we proceed to the ranch...I'm thinking it's going to be a long ride...there's a bed in the back of this thing!

15 minutes later, were in Parkville, Missouri and we are at the ranch...impressive front gate...I'm even more excited. As we head up and over a small rise in the curving driveway, we see the huge area (just a portion of their many acres) that contain the main house, and many out buildings. My immediate thought is that this is a gorgeous location – and I'm thinking this in the middle of January – cold as ever, with plenty of ice!. I already want to see what this is like in the summer (Having seen the entire ranch and most of the acreage over the course of the 2 days, it's easy for me to say that now).

We enter the main house – the center of operations for the ranch. Greeted by Peter's family and wonderful wife Cindy, we all have another opportunity to get more acquainted while warming up with some great coffee and breakfast treats.

Orientation class is over and it's time to go to work. We are asked to hike down to the classrooms (it's really only about 200 yards) "...okay," I'm thinking, "let's get this show on the road...I'm ready to see what this is all about!"

We ramble on down (I'm already into the dude-ranch talk) to the bunk-house looking log cabin, past the fishin' pond and two barns, and think – cool we're going to class just like they did in "Little House on the Prairie."

Inside the cabin, the fires are warm, the class is set up and we're ready to go. We make tent badges for ourselves until people know each other.....a nice touch with detail.

Class begins. We waste no time...it takes me only minutes to realize that Peter is not who I thought he was....and I've heard him speak for years, at National Conventions, regional and state meetings – many times!

There it was: a level of understanding and willingness to work with individuals (that's why he keeps the classes small), first discovering their skills, finding out where and what they're missing and training toward that – all while keeping to his outline to be sure everything is covered for all.

Don't forget, this is the owner and manager clinic. So we are taken through every little detail with the slant on owner manager, starting with "Recruiting the Recruiter." We first ID where we might find great recruiters, then practice various methods of recruiting recruiters. The entire cycle is covered, including interviewing and developing a list of characteristics of high performers, hiring...all

of it, including a comprehensive orientation program (more on that later in the visit).

During that first day, all with an appropriate number of breaks so we can enjoy the ranch. We are asked to role play, act in “deal-breaker scenarios.” WE get to see Peter do actual cold call recruiting, and more. This was hands on...you don’t come to this and hide. Stay home if you are going to be bashful. This was interaction and on a small/individual scale. And, after each event, it is discussed by all – what went well, what didn’t. What I personally liked about it was that I was not treated any differently. I might as well have been an owner or manager of a search firm, and not a Director because that’s how I was treated...exactly what I was hoping.

Two minutes later (it probably was more, but that’s what it seemed like, actually it was about 4 hours!) it was lunch time. Ramble on back to the main house, pile in the mobile home, see a bit of the country side and end up at this restaurant – who knows where – that’s all set up for us (as in “table for 14, no problem sir, right this way!”). There’s no rush here, which was great. A ton of talk about the morning, and after that blitz, we act as we’ve all known each other for months! A perfect time for networking, something that is so critical in this profession.

90 minutes later, we’re back at the cabin (my new home for the next 2 days – but, I’m not complaining!), we talk about compensation plans, and setting standards of performance, and much more.

We break about 5 pm.....the day goes fast. Here’s what I take away from the first day:

- I’m shocked by the level of individual attention.
- I’m impressed by the level of organization of the material.
- I’m impressed with the ease of his (Peter’s) ability to make live calls. (this tells me that it’s all about experience and practice, practice and more practice) NOTE: I hate to role play, it’s corny and embarrassing – that’s why we all hate it – but, the fact of the matter is that it works...darn it!
- Peter knows this stuff (his methodology), and he knows it cold. He teaches this methodology with a real sense of belief in it and it is conveyed to all “students.” It’s hard to argue with a proven set of business rules, policies etc. He has “walked the walk,” so he certainly is allowed to “talk the talk!”
- Because of the level of knowledge, Peter easily conveys the ability to be everyone’s coach, and we all react to that in a very positive way. This is especially great for newer owners and managers who tend to need more guidance.

Monday evening, just after class, we talk about going riding as in “horse back riding,” a regular part of the experience (it’s not mandatory, by the way!) We

decide it's too cold and icy for both the riders and the horses and mules. No one seems to complain about that (it was very cold that week). What we do decide to do is to have a bon-fire down by the lake. What lake? It's quickly explained to me that there is also a 13 acre, bass lake...of course there is!

So, we "4-wheel drive it" down to this cool, wooded area next to the bass lake. Once the fire gets going, we have a great deal of fun discussing the day and, as you would imagine when you get a bunch of owners and managers together, there is a great deal of discussion about certain scenarios and how they were handled, bla, bla, bla..... This is actually a very important part of the clinic, any clinic – the ability to network with our peers about our daily, business lives. What's interesting is that Peter is right there, adding his opinion only when asked and trying to make people see things relative to what we were learning that day. Now there's a touch you don't often see (I make another note, as this is worthy of talking about!)

The fire starts to die down....we are starting to get a bit chilly, so we head out in our all-wheel-drive caravan back to the ranch.

By now, we are just a bit hungry, but (I hope you're starting to see a trend develop here)...there's a outdoor cooked barbeque going on here that is first rate. It was fun to watch Peter perform his Benihanna-esque techniques on the various meats as they were being cleaved into serving sizes.

A great meal, more fantastic networking, and it was finally time to call an end to day one. We are transferred back to the hotel in the mobile home and while a few of us stayed up to socialize, it did not include me, as I was exhausted from the events of the first day, but looking forward to day two!

Tuesday, January 18, 2005

We've got the routine down by day two: do not be late for your ride to the ranch. Everyone is early today! Everyone wants to learn and hear more. Coffee and breakfast treats as usual at the main house, followed by a "mosey on down" to the bunkhouse classroom. It's a lot warmer today, so we are already thinking horse-back riding in the afternoon.

We get back to work. We pick up right where we left off, covering everything we need to know about how to monitor these new recruiters that we learned about hiring the day before.

The information is broken down into very easy to understand terms and ways to monitor performance of new as well as experienced recruiters. Sendouts are discussed at great length, including their importance to the process. The Morgan Methodology supplies us all with specific examples and forms illustrating how to get this all accomplished. Including in the detail are how to monitor placements

and their relationship to apps/cands, sendouts and jobs. From these basic pieces of the hiring cycle, we can – using specific ratios, determine how well a recruiter is doing in real time...giving us the ability to take action well before it's too late.

I know from experience how powerful ratios can be used in a constructive manner to better a recruiter, not only in resulting numbers but technique throughout the hiring process. That is the case here.

The afternoon session of one of further development as an owner and manager. Included in the detail was compensation for your people, and their future growth – their retention. Growth paths, including a Branch manager growth path, for example, and more, were discussed in great detail. Orientation and a 5-day startup plan for new hires were discussed, broken down hour by hour, day by day!

Take away from day two was the following:

- The level of detail and experience continues, leaving people with a great sense of confidence that what they are learning is accurate, helpful and worthwhile.
- Retention is addressed, allowing people to clearly understand and learn how to build a program for those worthy recruiters that most of us have seen leave over time.
- A clear cut comprehension plan is discussed, one that is fair to all and without any misunderstanding.
- A complete plan of monitoring, planning and fine tuning of recruiters is discussed – all with every form you would need to accomplish the tasks.
- People are not left to figure out where to begin once they get back. An action plan is developed, making it possible to hit the ground running the minute you return!

It's late afternoon, and I have to catch a plane, along with a couple of other guests. Day three is reserved for individual planning and course work for those companies that wanted that level of care and direction. I have no time for horse-back riding today. It was one of the highlights that I was looking forward to, having ridden some when I was in school. I am promised that ride some time in the future. I am sure I will get it!

Summary

Would I recommend the ranch? No question at all – in a heartbeat! The Owner/Manager program is a comprehensive program that works. Could I have discussed the details of the plan of each day more? Yes, as there is so much crammed into those two days. I tried to touch on some of the highlights of each of the days simply to let you know that it is absolutely something I would have

done had I been in the business of owning or managing a search/staffing firm. Did I miss explaining some of the highlights? Probably, as there is so much that is learned in that 2-3 day time frame.

I commend Peter, Cindy and the Morgan Ranch for a unique way of delivering a well organized program, chock full of detail, allowing all to see and learn how it's actually done.