

Member Spotlight



Jessica Stahl

By: Christina Smith

Jessica Stahl knew from the age of 7 that she wanted to pursue a career in workplace activism. She grew up in a tiny town outside Nashville that had fundamentalist ideals and a narrow view of a woman's future. She was inspired by her fiery mother who fought to keep Jessica's autistic brother from being discriminated against, and also ran a prison ministry. Not surprisingly, Johnny Cash is one of her favorite musicians; who was pioneer in the music industry for writing songs that gave a voice to the marginalized and everyday people. She also grew up in a roofing family; which is why when she decided to turn her talents to the roofing industry. In an interview, Jessica stated, "working with roofers feels like coming home".

Jessica has a Ph.D. in Organizational Psychology from Clemson University and focused her research on workplace inclusion. She has worked with people from all walks of life, from prisoners to surgeons. She has worked with Fortune 100 companies that are voted best companies to work for year after

BE INSPIRED.

"The truth? You and only you, are ultimately responsible for who you become and how happy you are. That's the take away."

-Rachel Hollis

IN THIS ISSUE:

Jessica Stahl of Ignite Results spotlight and education

NWIR Tampa Book Club wrap up.

NEXT EVENTS:

10/7 Board Meeting all welcomed

10/17 Black Dagger Sporting Clays volunteering

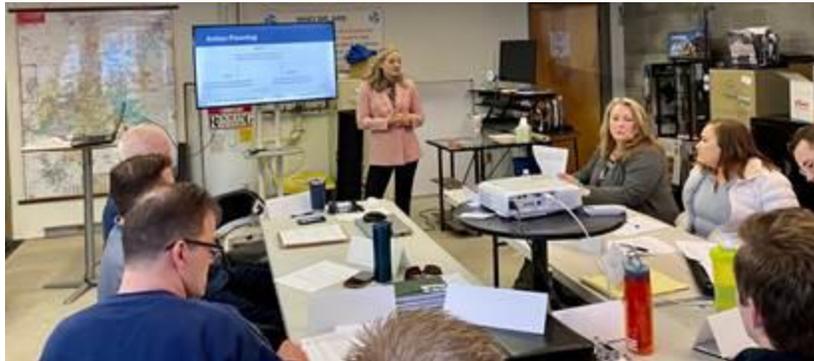
September 2020 Tampa Council

year. She decided to take that experience and create her company, [Ignite Results](#), and help contractors grow their bottom line and improve their work life balance at the same time. Jessica doesn't go into a company and tell them how to install a roof – she knows they've got that. She helps them to identify their core values, develop their culture, and provide a vision to their team so that everyone buys into the success of the business. She helps them identify and hire candidates that not only have the skillset but equally, or perhaps more importantly, fit with their culture. She helps them to develop consistent fair processes to remain on track with their goals.

Jessica has also led an international women's leadership development program. She worked with women from 6 different countries with the goal of helping them make the jump from manager roles to director roles. The program had an 80% success rate. The program helped the women identify their strengths and grow them utilizing team building, one on one coaching, and a mentoring program.

Jessica's company, [Ignite Results](#), has clients across the country and she looks forward to growing her business in Florida. She is passionate about amplifying the voices of women in the industry and dealing with deeper issues like racism. Jessica's goal is to bring change to the roofing industry one company at a time; changing culture, increasing diversity, and revamping the industry's image. We're excited to have Jessica in NWIR and see the changes she will bring to the industry.





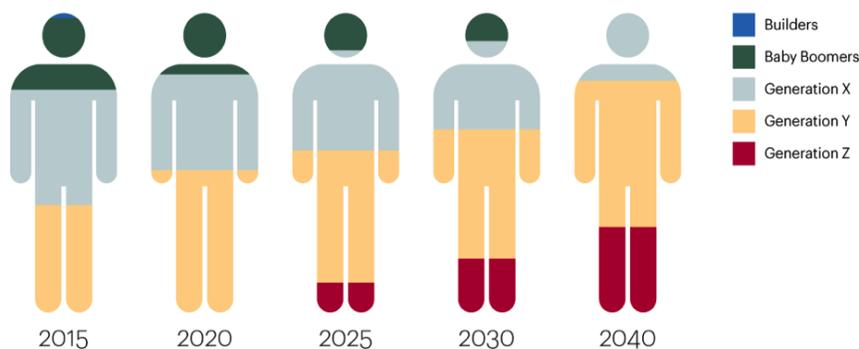
Managing Millennials: 4 Guideposts to Success

Dr. Jessica Stahl, Owner of Ignite Results

The roar of the Millennials is only getting louder, and innovative contractors must be ready to respond. Millennial employees, born between the mid-1970s and early 2000s, will soon comprise half of the workforce. This article will explore 4 proven ways to attract, incentivize, manage, and retain top performing Millennial employees.

Figure 1

Millennials will comprise the majority of the workforce by 2025



Source: U.S. Census Bureau

#1 Development

Opportunity for growth and development is the #1 reason Millennials are attracted to a company. Thus, if you want to be competitive, provide opportunities to expand skills, give regular feedback, and create a roadmap for career advancement. This includes providing training opportunities beyond just technical functions. Depending on your company needs, strong training topics include communication, relationship building, and leadership. Training can be offered in a group setting such as team building activities and weekly sales meetings. It can also be tailored to an

individual through online courses and mentoring programs. Regardless of the avenue, Millennials want to feel like they are being invested in.

Next, regular feedback from leadership should be provided. This can take the form of biweekly 1-1 meetings between the manager and employee, formal performance evaluations, and field coaching on more technical aspects. Whatever method you choose, the focus should be on enhancing performance by pointing out what the employee is doing great and what specific actions can be taken to become better. Finally, a company should clearly show employees their path to career advancement and what it will take to get there. Depending on the position, advancement can mean promotions, expanded responsibility, and pay increases. Research shows that Millennials are more likely to stay when they can visualize their future with the company.

#2 Flexibility

In this context, flexibility means shifting the work environment to allow for greater work-life balance. On the most basic level, this means providing flexibility whenever possible to allow for personal appointments, family emergencies, or sick kids. Going deeper, this may mean allowing for 10-hour days, adjusting start times, and adding work from home privileges for employees with lengthy commutes. If interested in increasing flexibility, start by conducting an audit of your policies. Many companies set policies when they start and never update them along the way. One company I worked with had a policy for *typewriter* usage (seriously)! I recommend revisiting work policies every three years to account for changes in technology, the economy, and labor laws. When you review your policies, you should ask yourself (1) are these still relevant and (2) can I be 10% more flexible on any of them?

Another area to consider is increased vacation time. In corporate America, the standard vacation allotment for new employees is 2-3 weeks. With so many options on where to work, increasing vacation and allowing it to be accessed after 90 days will attract high performing Millennials. If this seems financially unfeasible, consider offering additional vacation time in lieu of a year-end bonus. This creates a win-win situation.

#3 Customized Management:

One size does not fit all. Remember this is a generation where a regular teddy bear would not suffice. Not when you can Build-a-Bear exactly the way you want with unlimited accessories. Moreover, to be successful, managers must tailor their communication and leadership style to meet individual needs. First, take time to get to know your Millennials including what motivates them, their career aspirations, and their unique strengths. Use this information to give feedback in a way to

September 2020 Tampa Council

that resonates with them and inspires change. Also use this information to assign duties that leverage your Millennials' unique strengths. (Consider using the [StrengthsFinder](#) assessment). For instance, a struggling sales rep enjoys and excels at analyzing data. Rather than firing this person, he/she could be moved to the Production or Accounts Receivable function of the company. Most importantly, create relationships built on trust where employees feel comfortable coming to you for guidance.

#4 Purpose

Purpose is the last, and perhaps most important guidepost to managing Millennials. To provide a sense of purpose, you need to convey two aspects including (1) why their job exists and (2) how their job fulfills the larger vision of the company. For contractors this often means communicating the impact each individual has on customers' homes and lives. Sharing customer reviews at team meetings or showcasing before and after videos of jobs will establish this connection. This content can also be used as a recruiting tool to attract new Millennials to the company.

To communicate how a Millennial's job fulfills the larger vision of the company, start by defining the company's mission and vision statements and core values. Your mission statement communicates why your company exists, what its overall goal is, and what kind of service it provides. A vision statement describes what will happen if you accomplish your mission. It should explain how your company will positively impact your employees, customers, and the community.

Your core values are the principles that guide the company's actions and serve as its cultural cornerstones. They set your company apart from the competition and serve as a rallying point for employees¹. But values are more than words posted on the wall, they have to connect to the hearts of employees. My most successful clients have created a culture video, wrote a company cheer, provided annual values awards, and organized competitions around core values. Remember these values need to feel real to both leadership and employees.

In conclusion, these four guideposts are proven methods to attract and retain high performing Millennials. They will set your contracting business apart from your competition and position you as the employer of choice. When you are committed to developing your staff, providing flexibility for work and life, customizing management styles to meet individual needs, and aligning your team to meet common goals, you are creating a workforce of and for the future.

September 2020
Tampa Council

BOOK CLUB: GIRL, WASH YOUR FACE

By Rachel Hollis



Book club for “Girl Wash Your Face” ended with a small in person dinner. We enjoyed getting to know each other better and considered discussing a podcast in the future

Serving Our Community

NWIR Tampa board meeting all are welcome **Wednesday October 7th from 11am-1 pm for a lunch board meeting at Frescos Southern Kitchen, 132 S Kentucky Ave, Lakeland 33801.**

10/17 We will be supporting the upcoming Black Dagger sporting clay event

11/16 JDRF WCRCA supported golf outing at Hunters Green Golf and Country Club.



The Tampa Council was on our way to donate a reroof for the nonprofit Forgotten Angels when Safe at Home orders were issued. We put the project on hold for the time being, but rain does not stop when we do. Member Bridget Wilson (3rd generation roofer) of Cardinal Roofing brought this charity to the NWIR Chapter and we all fell in love with the idea of helping boys who had aged out of the Foster Care System. Many of these young men have never been guided or taught how to be on their own. The Forgotten Angels takes these gentlemen in and guides them into being independent adults who can responsibly take care of themselves. Two of their living facilities need to be reroofed. The one home was starting to get more water spots and with the overly busy hurricane season, Bridget and her “team” wanted to put their mind at ease that the basic necessity of shelter was not an issue. She, her father Roger Jenkins, and her volunteers stopped the leaks! She enlisted the help of her children, Brooke and Brogan Wilson (soon to be 4th generation roofers) and their friends, Hannah Simmons and Jackson Karnowski. Their parents all gave permission for these youngsters to be able to pay forward their own blessings by helping other kids in need. The day was spent learning and sweating with giggles and orders given by “Papa Rog”. The volunteers now have a lifelong skill to be able to help their own families, or other people in need make their roofs temporarily watertight. The reroof project still needs to be done and we will send out more information on how you and your company can be involved with donations of materials, dumpster service, or labor. Water donations, snacks and lunches will also be needed day of. More information to follow.

NWIR Tampa Council is a volunteer organization so a few of us decided to pitch in and help with the monthly newsletters. Bridget Jenkins Wilson and Karen Ruel of Cardinal Roofing along with Tara Cole of Quality Roofing are working together to ensure that all the events of our local council are covered and reported on. We are also spotlighting each of the amazing women who have worked so diligently to make our council a success. Each of us can learn and grow from each other’s experiences. We all have a unique story to share and I look forward to highlighting all of us in the future. The Spotlights are in no order. If you have any upcoming company events you would like to have put into the newsletter, or any NWIR pictures to add for upcoming months, Please send them to bridget@cardinalroofingandsolar.com, Karen@cardinalroofingandsolar.com or Tara.cole@quality-roofing.com be sure to include the names and company of each person in the picture. Thank you ladies and we look forward to serving you this year!