



ROYALE
CLASS INC.



ANTI-STAFFING AGENCY MANIFESTO

WHAT IS DOES ANTI-STAFFING AGENCY MEAN, ANYWAY?

Let's be honest – every business has a couple of things in common: they have a need for staff, a need to make more than they spend and (arguably) the need to constantly reinvent themselves to stay relevant. At Royale Class, we have a lot of thoughts (not to mention products and services) that address the need for profits, the need to cut costs, the need to reinvent themselves through branding, marketing, sales and even technology.

BUT FIRST: STAFF.

Why staff? Our CEO, Lori, worked with tons of staffing, consulting and other kinds of contingent and project-based agencies when she worked for healthcare insurance companies. There were a few good ones; the ones that she was excited to work with anytime that they came on-board.

THEN THERE WERE THE REST.

The bad eggs that only cared about milking every billable hour out of the project that they could. Lori's career path led her to leave the insurance companies and go to work as a consultant – for some of the very agencies we're talking about. While there,

she experienced more of the same. Project plans that should take two weeks stretched out to two months. Hiring recommendations to bring on additional head-count from the agency, when an in-house developer could make a few changes and eliminate the bottleneck in the system.

This was the start of Lori's vision of Royalty. You see, Lori realized an important truth in business: without a satisfied customer – there WAS no business.

This Anti-Staffing Manifesto is a formal proclamation of 12 guidelines outlining our approach to staffing services (along with some of our other services, too) for businesses. These guidelines are the way we think staffing should be. The way we're working hard to make staffing be.

Chances are, you're not going to find these values and this level of commitment in the staffing or consulting industry. If you do, please contact us and let us know because, frankly, we think this should serve as a starting point to re-shape the entire industry – and we're always open to partners in the revolution.

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PROCLAMATION OF 12 GUIDELINES OUTLINING OUR APPROACH TO STAFFING SERVICES

1. WE VALUE INDIVIDUALS AND INTERACTIONS ABOVE ALL ELSE.

Relationships matter. Relationships with clients, relationships with the contractors, consultants, temporaries and job seekers of all types are why staffing services exist at all. We will not place more value on revenue, quantity of open requisitions or our processes for filling positions for our candidates than we do the people that we interact with every day.

We have an obligation, a responsibility, and a duty to our clients to ensure that our people stay on a project for exactly as long as they need to. No longer. We will not look for ways to extend the project to increase the number of billable hours. We do our job to the best of our ability and we move on to the next assignment. We are our client's best partners and we actively seek out ways to save them headaches, time and money.

This means that we do things differently than the status quo. We will tell you when a project can be shorter by using a different approach. We will say if we think instituting a new process –

and not a process that must involve us – can increase quality. We will voice our opinion when we think that less people can do the job as well as having more people.

2. QUALITY IS CRITICAL.

We know that there are a lot of staffing agencies, consultancies and other types of talent firms in the world that will quickly throw you 50 resumes for an open position. We call this "resume spaghetti," and as close as we can tell, they'll throw these resumes at you, just to see what sticks. No more resume spaghetti!

We will work with you to understand your need. We'll help you separate what skills and experiences are non-negotiable, and which are "nice to have." Using that information, we will work through our own database first.

For the skeptic – that may sound self-serving. But, here's our rationale: if they're in our database, we've worked with them in the past. We have our own "do not hire" list, and we don't recommend those people for you. If they didn't perform once, chances are they're not going to perform again. There are too many good, hard working people that really know how to make their art shine. Those are the people that we recommend. After all, we're talking about our

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reputation here.

3. COLLABORATION OVER NEGOTIATION.

For our clients and our candidates – you'll find that we don't operate with a set price sheet in hand. We think that every business is as unique as DNA, and each position is going to be a bit unique. Therefore, we work with you to understand your unique needs and those of the position. We work to uncover what it is you're really after in a candidate – whether that candidate is on the job for two days or two years. When we work together, our experience tells us that we can always provide real value for our clients.

4. REACTING WELL TO CHANGES

We live in a world that is unlike anything that our parents or grandparents experienced. Why, then, are we stuck with staffing and consulting models that date back to the 1890's? This world is full of uncertainties – there are no guarantees for anything. So, we all have to plan for the best and expect the worst.

**WE WORK TO UNCOVER
WHAT IT IS YOU'RE REALLY
AFTER
IN A CANDIDATE**

PESSIMISTIC? WE DON'T THINK SO.

IT'S A LITTLE PLACE WE LIKE TO CALL REALITY.

If you're a client and you've told us that your sales group landed a big project – you're going to need a ton of people, and quickly, because you've got tight deadlines. Suddenly, everything comes to a standstill because some government agency or executive manager didn't sign off on it. These things happen from time to time – and we know that as a partner, you haven't done anything maliciously. We

certainly won't treat you that way.

5. SATISFYING THE NEED FOR VALUE

"Value" is a term that gets thrown around a lot in today's retail-centric marketplace. It seems that too many services organizations have lost sight of what real value means. Value is about doing what's right – even when it doesn't put more money in our wallet. Value is being understanding and compassionate – even when things don't go our way. Value is about being honest and telling someone when you can't meet their expectation – and being

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amenable to helping them find a solution that can meet their needs.

6. BIG JOBS – SMALL JOBS – IN BETWEEN JOBS

It's not a kid's book, but we've all heard other agencies say it: "There's no job too big, or too small for us to handle." Why then, does it seem like such a hassle to find one qualified person for just a short-term contract? The relationship between employer and employee is changing. Both require more flexibility from the other. And the staffing industry should absolutely wake up and start providing services that the client's want, when the client's want them. And not only if you happen to be a multi-million dollar a year staffing consumer.

We promise to work for you the way we work for every one of our clients. If you're a mom-and-pop that needs experienced staff to give you that long weekend – we will find you the people you need. If you're an international giant in your industry, we work to deliver you the skill sets you need and have them there when you need them. We commit to treating you with the same respect and the same value no matter who you are or what your annual spend is.

7. PROCESSES AS A FRAMEWORK, NOT A RIGID BOUNDARY

We believe that quality comes from having a process. Processes create quality output when used as a guideline or a framework for how to accomplish a certain task. Processes should never be limiting or constricting. When a client requests something that we haven't done before – we don't let our process or our policies get in the way of doing the right thing. Our policies and processes are there to guide us, to show us what's really important in each interaction with the individual client or candidate. Not to prevent us from doing the right thing.

8. ENVIRONMENT AND CULTURE OF SUPPORT

For our internal staff and our candidates, we believe that a culture of support enables them to create the best work. The most valuable work. The work that makes a difference. Therefore, we empower our people to do the right thing, even when it's hard. Even when no one else in the industry is doing it. We believe that through this culture of doing the right thing, that the work our people undertake will have real value for our clients. When we add real value for our clients, it keeps them coming back for more – our clients win, our candidates, consultants and

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other jobseekers win, and we win. Seems like a no-brainer to us.

9. SUSTAINABLE PROCESSES

The business world constantly changes. Years ago, the term “temporary help” was almost derogatory – a euphemism that was synonymous with high cost and low value. It’s a brave new world.

We know consultants and contractors that choose to be contractors and consultants, because it suits their lifestyle.

One woman lives most of the year on her sailboat, and takes local jobs only when she wants to. Some clients prefer remote workers and they don’t want anyone sitting in their local offices.

Whatever the need, we’re committed to creating processes that allow us to meet that need. While this closely mirrors our previous thoughts on processes – this is a different commitment. We’re not going to create processes and policies that restrict our ability to deliver real value to our clients or our candidates.

10. STAFFING AT THE SPEED OF YOU

We all know that today’s business travels at the speed of emails, Tweets and text messages. Technology has enabled us to move more quickly than ever

before in the history of mankind. Why shouldn’t your staffing service be able to react as quickly? Nancy, the director of a healthcare insurance claims department called on us with a backlog of 50,000-plus claims, including both medical and hospital claims. She didn’t even know where to start, and just said, “What can you do for us?”

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Our response was simple – what do you need and how many people do you need? We had 30 people on site by the following

Monday, ready to hit the ground running and helping Nancy get her department back on track.

We don’t tell stories like these to brag. We tell stories like these because this is just the way we work. We staff at the speed of you.

11. REGULAR REPORTS AND MEETING WHEN NEEDED

Hiring someone is risky – and even the most experienced managers often wonder if they made the right decision. Many times, that “buyer’s remorse” could be completely avoided if there were just a bit of data, presented in the right way. That’s why we commit to providing reports with key

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metrics and criteria – data that you can use to put your mind at ease. Data that means you don't have to spend a single brain-cycle wondering if you made the right decision or not. We also commit to having meetings when they add value for you, our client. We're not big on meetings for the sake of meetings. But sometimes, it's the only way to get things done. When you need it, our key people will be available for a meeting – but chances are, we're not going to ask you for a meeting unless there's something urgent that you should be aware of.

12. LESSONS LEARNED – EXPERIENCE GAINED

We commit to an ironclad guarantee: If you're not satisfied, for any reason, you talk with our CEO. She will come on site and assess the problems – even doing the job personally, if she has to – to work through the problem. We'll be honest; this has happened a couple of times. Sometimes, there's just no way to make things work. In those cases, we'll work out the financials with you, the client so that we all walk away as friends.

After each and every project that our candidates participate in, we ask them to reflect on what they learned from the assignment. We ask them to share any best practices that they may have picked up along the way. We ask them to think about their challenges

and struggles during the assignment and we ask them how we can change our processes to make things better or easier for them the next time.

The point is that we learn our lessons. We don't make the same mistake twice. We update our processes and our policies to reflect what we've learned. This is our commitment to excellence. For our clients. For our candidates. For ourselves.

THIS IS OUR PROMISE TO YOU.

When you work with Royale Class, these are the guiding principles that we live by. These are the values that we believe in. These are the things that get us up and coming to work every day. These are the things that make the Royale Class.

Are you ready to kick the status quo? Are you ready to join the staffing revolution?

Join the revolution. Fight the staffing status quo. (877) 219-0644 or www.royaleclass.com/services/staffing-services.html

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