

Thrive During the Dive

Zero layoffs. Increased sales. Increased hiring. Sounds like two years ago...wrong! Despite the worst economy since the Great Depression, LaSalle Network, a Chicago-based staffing and recruiting firm, has grown 600 percent since 2001, with zero layoffs and twelve new hires this year.

LaSalle Network Founder and CEO, Tom Gimbel, says, “Insight, teamwork and candid dialogue about what we’re doing well and what needs to change, has allowed LaSalle to thrive in this recession.” LaSalle Network, and their clients, are swimming, not sinking, in this stringent economy; find out how.

360 Degrees

Positioning your business to grow during a down economy begins with a circular assessment of policies and best practices. “A 360 degree review of where and how your company can update and improve its processes, products and services, inside and out, is essential to thriving during a recession,” Gimbel, states. Companies must evaluate each growth element of their business from every angle and decide how it can be improved to contribute to overall internal success and client development. Companies must realize their clients’ goals, successes and failures are their own.

F#@k the Job Description

In times like these, there is no room for limiting job titles; nothing is “outside the job description” anymore. “Employees have a shared responsibility to keep their company afloat, and must be willing to lend a hand wherever needed, regardless of their job description,” says Gimbel. Conversely, management may need to reallocate resources across departments and groups to continue to provide superior service to their clients. From interns to the CEO, there is no duty too large or too small during this recession and employees who don’t recognize and embrace that fact aren’t worth retaining in the first place.

In Marriage and Business...

During a recession, inter-company communication becomes integral to success. To not only survive, but thrive during this economic downturn, managers and staff must effectively communicate about everything – the good, the bad and the ugly.

LaSalle implemented a weekly meeting, Weeklies, to discuss top successes and failures every Monday afternoon. By publicly revisiting what worked and what didn’t and forming solutions for the future, employees will learn from the collective mistakes of the company and, in turn, become smarter, more effective team-members. LaSalle also has a weekly “Numbies” meeting to maintain an open dialogue about the organization’s financial standing. “Through top-down communication, LaSallians are viewed as a partner, not just a ‘worker,’” explains Gimbel.



THE LASALLE NETWORK

HIRE. SMARTER. STRONGER.