

# Community-Driven Success!

Find out how one Minneapolis-based staffing agent went about putting his community back to work!

## Situation

Rolando is a hands-on owner of a small staffing firm in Minneapolis. He started the company in April of 2010 to provide temporary hire employees to organizations on a 'trial-to-hire' basis. Rolando is also passionate about his community, its heritage, and the heavy unemployment burden placed upon it by the recent economic downturn. He started this firm in an effort to change that.

Due to his surprisingly steady growth, Rolando wanted to add a sales position to his staff. He needed to be able to focus on the operations side of the business while ensuring that his clients were attended to.

Rolando has seen firsthand what happens when business operations are overlooked. He has owned two previous businesses and both have failed. He simply didn't have enough time to adequately manage the operations of his previous businesses while still maintaining good client relationships, so he appointed the operations to an untrained employee. That spelled disaster. *"I know why they failed. They failed because of bad management. I put people in charge of areas that they weren't trained in. I tried to do too much. I can't let that happen now."*

## Vital Questions

Rolando was at that place again, and felt his dream was in jeopardy unless he could focus strictly on the operations. But in order to do that, he needed to hire a salesperson to foster the growing clientele list.

The questions piled up:

"How do I pay a salesperson?"

"How much do I pay a salesperson? I need someone who is excellent at their job and maintains my clients well."

"Can I even afford to hire on another staff position?"



## ***Key Insights and Actions***

Then Rolando happened to meet a RAI Stone Group representative through a mutual friend. *“We didn’t even meet on business terms at first,”* Rolando explains. *“We were at a networking event focused on helping businesses within the Latino community. We started talking, and I realized that this [RAI Stone Analytics®] was exactly what I needed.”*

The RAI Stone representative explained to Rolando that a RAI Stone Analysis would give clear insight into the fiscal questions that he faced and this unique financial assessment would cost a fraction of what he expected. The analysis would generate a user-friendly report that would plainly outline his firm’s financial situation and definitively answer his questions about possible future growth.

Rolando jumped on the opportunity to obtain reassurance in his decision making and ultimately continue to help many in his community find gainful employment. He ordered a RAI Stone Analysis immediately.

## ***Results and Continued Actions***

Rolando was thrilled with the report and its findings. *“It clarified every gray area. I could instantly see that hiring a salesperson was a logical idea, which means that I can focus on what I do best-business operations.”*

Rolando’s thoughts then turned to the economically depressed businesses in his community. He felt that with this type of financial clarity, they could avoid the mistakes that so many new business owners make early on that eat away at scarce financial resources. *“It’s so sad to see... I watch businesses start off really well, with a lot of promise. Then they try to grow and take the wrong paths and go belly-up within a few years. I KNOW they can benefit from this.”*

Rolando is very active in his community, particularly through the Latino Economic Development Center. He now testifies the effectiveness of a RAI Stone Analysis to other business owners in his community. *“I just tell them, hey- growth is great. But if you want to take the right steps, talk to RAI Stone.”*

