ROCKET STATION
VIRTUAL STAFFING

MASTERCLASS

VIRTUAL STAFFING

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ABOUT ROBERT NICKELL

Robert Nickell is the Founder and CEO of Rocket Station, the leading provider of outsourced staffing and process management for the Business Process Outsourcing (BPO) industry. Operating in Dallas Fort Worth since 2013, Rocket Station helps small to mid-sized businesses with efficiency and profitability. Simplified staffing allows operators to focus on core competencies and outsource the rest. Robert started his career as an entrepreneur in the real estate industry which has positioned him to support many real estate entrepreneurs and established firms who are struggling with staffing and human resources.

Robert and his team's strength in evaluating best practices and efficient ways to staff capacity have continued to propel Rocket Station.

VIRTUAL STAFFING, THE NEW NORMAL

For the past decade or so, virtual staffing has seen a large rise in popularity. But working with a virtual or remote team isn't new; it was the norm long before downtown offices and commuting even existed.

Let's go back in history a bit. Before the Industrial Revolution, everyone worked out of their homes. Bakers, carpenters, blacksmiths and leather workers each set up shop at their home and sold their goods from there.

With the Industrial Revolution came a need for automation and the creation of factories. Large-scale productions required their teams to be present in-house to complete their work. This is also when people started commuting to designated "office spaces." But even this didn't last forever.

"Virtual teams are nothing new. Just something we are all now forced to think about."

With this economic expansion came advancements in computers and technology that paved the way for modern-day remote workers. Enabling communication technologies that are improving rapidly have fueled the growth of the global marketplace for these services. And this is not just a trend or a passing phase. This is the reality of running a business in the new decade. And if you don't outsource at least a part of your business, you're not running it in the smartest way you can. Companies that fail to take full advantage of this new reality will lose out as their competitors become stronger and more efficient with the help of offshore partners.

This workbook is created as a supplement to Robert Nickell's masterclass "Virtual Staffing" which will make you an expert on Virtual Management Leadership.

EQUIPMENT AND OFFICE

As a result of streamlined technology, remote work is now not just feasible but often preferable and in some cases, necessary. Virtual teams often agree that a determining factor of success comes from leveraging the right tools.

For well-seasoned virtual teams, the key is that you have each of the following tools in your toolbox:

LAPTOP

HEADSET

NOTEPAD

GOOD LIGHTING SYSTEM

INTERNET CONNECTION

SYSTEM AND TOOLS

A DEDICATED WORKPLACE

Learning how other remote workers set up their home offices can be a great way to figure out what may work best for you. Setups vary from role to role and person to person, but in Rocket Station, one thing is consistent across the board. As a team member, you are required to have a home office that has a door that closes for a quiet workspace, a fast and reliable internet connection, and the best tools for creating the best work.

COMMUNICATION

Everybody knows that communication within a business is the key to success. Whether you're hosting a meeting, going through sales reports, emailing or on the phone to clients, communication is at the forefront of everything that you'll do.

However, things get a lot more difficult if you hire virtual staff workers around the world. Even with the presence of advanced communication technology, such as instant messaging services and video conferencing platforms, it's vital that you master the art of communicating with these workers so that your business can succeed.

Although many remote workers are self-motivated, the power of the in-person high-five cannot be underestimated. For this reason, it's important to make time to say hello, schedule hand-offs between shifts, and generally err on the side of over-communicating. This creates aligned and transparent communication with all parties.

"Over-communication is the key to effective virtual management."

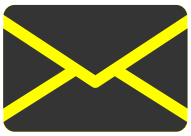
Communicating effectively with a virtual team doesn't have to be difficult, you simply need to think smart about the most effective way to talk to them.Here are some tools we've found handy as a rapidly growing team. While the exact tools aren't super important, you likely will need a tool in certain categories like group chat and video conferencing to make remote successful. These tools have changed quite a bit over the years.

COMMUNICATION

VIDEO (ZOOM)

We've tried a bunch of video conferencing tools over the years, from Google Hangouts and Skype to GoToMeeting. As we've grown, we've found Zoom and RingCentral to be amongst the most effective not just for one-on-one business meetings but also for large group video calls.

We have regular daily and weekly team meetings as well as monthly company-wide town hall that are essential for putting faces behind the names of our many virtual teammates and gives us all a chance to just hang out for a bit as a company, virtually.

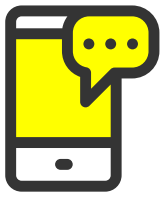


EMAIL

Email is not nearly as efficient as chat or video conferencing (at least in most cases). If someone isn't online and you're unable to chat, email is of course always an option. Or if you're emailing someone outside of your company and want to CC a team member, email would certainly make sense.

Email takes a bit more time, and it's not quite as interactive as other channels of communication. But with collaboration tools out there such as Wrike and Trello, email is becoming less and less of a necessity when it comes to company communication. At least, as long as you don't have email notifications enabled for everything.

COMMUNICATION



TEXT MESSAGE

In Rocket Station, text messages are never used for business communication, instead, our leadership team is using this mode of communication to build rapport amongst team members; wish them a happy birthday, or to see how they're doing.

CHAT (SLACK AND SKYPE)

Chat is far more efficient than long, drawn-out email chains, who like those, anyway?. Plus, there's one more bonus: It's fun

When you're chatting with a virtual team member in real-time, it's much more interactive and there's ultimately less waiting around. In essence, it feels like you're actually having a real, human conversation with somebody. The timing of the reactions is much more natural.

MANAGEMENT PRINCIPLES

A. Setting of Expectations and Guidelines – Foundations to Success

- **Working Hours**
  - ☑ Can I work at night?
  - ☑ Can I work before my shift starts?
  - ☑ What is my working hours?
  - ☑ What am I allowed to do as far as my working hours are concerned?

- **Availability**
  - ☑ When can people reach out to you?
  - ☑ When is someone available?
  - ☑ It is important to create an AVAILABILITY process so communication can flow easily and seamlessly
  - ☑ Rename and color code your status
    - Red - super busy, do not reach out
    - Orange - working on something but if it's important, you can message me
    - Green - you can reach out anytime

- **Dress Code**
  - ☑ Business casual everyday
  - ☑ Dress appropriately

- **Food / Drinks**
  - ☑ Only water, tea or coffee are allowed

- **Dedicated work space**

MANAGEMENT PRINCIPLES

B. Creating Anchors

- ☑ Create social structure and pressure in the office.
- ☑ Everyone checks in every single day. Eliminate the feeling of not knowing by lots of interaction
- ☑ Having an unbreakable routine is the key to long term success

- **Start of the day**
  - ☑ Say good morning/hello and let your group or team member know you are ready to work.
  - ☑ Do this every single day

- **Mid-day**
  - ☑ Quick check-ins.
  - ☑ Quick 10-15 min break. (walk, jog, anything that can restart your mood)

- **End of the day**
  - ☑ Log-out and say good bye to everyone

C. Help your team create a routine

- ☑ Create anchors for your team. (Start of the day, Mid-day, End of the day)

D. Meet more than you think

- ☑ Video on
- ☑ At least once a week
- ☑ Prepare a scheduled agenda meeting with progress points and outcomes to be delivered
- ☑ Set clear expectations so no one is lost in translation or gets confused

MANAGEMENT PRINCIPLES

E. Celebrate the small stuff

- ☑ Celebrate smaller wins.
- ☑ Increase collaboration and transparency
- ☑ It will help build culture
- ☑ Keeps everyone updated throughout the day.
- ☑ All progress posted throughout all forms of communication
- ☑ Celebrate publicly. Let everyone know about every small win

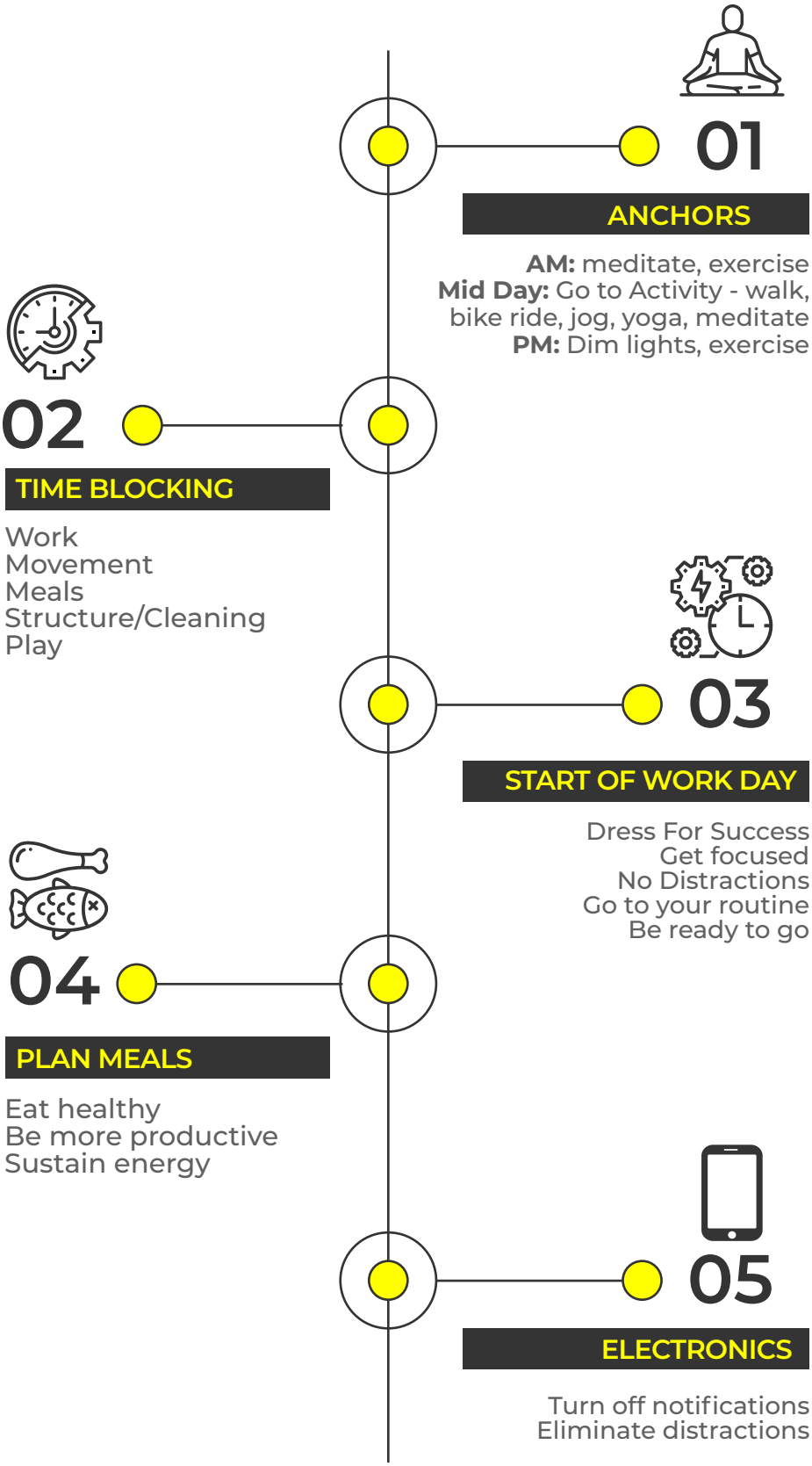
F. Turn on your camera

- ☑ It is required in all meetings

G. Intentional personal time

- ☑ Make sure to create personal time INTENTIONALLY with each and everyone, this will help you build relationship within your team.

PERSONAL ROUTINE



01 ANCHORS

AM: meditate, exercise
Mid Day: Go to Activity - walk, bike ride, jog, yoga, meditate
PM: Dim lights, exercise

02 TIME BLOCKING

Work
Movement
Meals
Structure/Cleaning
Play

03 START OF WORK DAY

Dress For Success
Get focused
No Distractions
Go to your routine
Be ready to go

04 PLAN MEALS

Eat healthy
Be more productive
Sustain energy

05 ELECTRONICS

Turn off notifications
Eliminate distractions

BUILDING CULTURE

Prioritizing company culture is a smart business move. Organizations with a strong culture and a great team experience tend to have lower turnovers and be more profitable. But when team members don't share a physical workplace, creating a team culture can become challenging. Fortunately, it's far from impossible. Let's explore tips for building a culture among a remote workforce.

A virtual team can be as productive, engaged, creative, and collaborative as any in-office team. Here at Rocket Station, we have a process in place to ensure that we're growing team engagement, building relationship and our culture is improving every single day.

COMMUNICATION

Whether your team is distributed across several offices or is located under one roof, here are ways that you can create an environment centered on the open, two-way communication that builds cohesion.

STRATEGIES

- ☑ Transparent communication
- ☑ Inter- department collaboration
- ☑ Leadership Accountability

TEAM MEMBER ENGAGEMENT

Engagement with the company and coworkers alike mostly stems from trust and open communication. There are several ways to make sure that your team members are engaged, involved, motivated and in the loop of everything that is going on, whether it involves them personally or not.

STRATEGIES

- ☑ Weekly team meeting
- ☑ Company town hall
- ☑ Surveys

BUILDING CULTURE

COMMUNITY

A sense of community is the glue that brings a team together to work toward something bigger than themselves. You can do this in two ways

STRATEGIES

- ☑ Facebook Workplace groups
- ☑ Talent development platform
- ☑ Sports activities
- ☑ Health and Wellness initiatives

EVENTS

Events come in all flavors. You can host a competition, a dinner, a happy hour, an educational forum, and more. As you'll see below, the types of events you host are more or less up to you. The trick is figuring out the why behind each event. If you truly want to utilize events as a way to boost workplace culture, you'll need to be thoughtful about the process from the beginning.

STRATEGIES

- ☑ Outreach Program (Rocket Station Cares)
- ☑ Training and conference (Annual Leadership Conference)
- ☑ Regional get togethers

Turn isolated employees into powerful teams united by a healthy corporate culture, and watch your organization's trophy case overflow!

WHERE TO NEXT?

Having a virtual team, is the new norm. The industry reached a tipping point and there's no going back. You can't put the genie back in the bottle, right? The days of businesses doing everything in-house are long gone. Virtual Staffing is the new norm. If you don't already have an offshore team in place, now is the time to act. Book a free consultation now and see why our diverse portfolio of customers consistently give us 5 stars.

NOTES: