



Staff Engagement

A Vantage Point Case Study

“Internal customer service ideas – how to recognize your employees”

	FEASIBILITY & FUNDING
	NETWORK DESIGN & ENGINEERING
	OSP & NETWORK IMPLEMENTATION
	CYBERSECURITY & DATA NETWORKING
	REGULATORY COMPLIANCE
	OPERATIONS & STRATEGY
	VOICE, VIDEO, DARK FIBER & MORE

Archeologists – **CAD Specialists** –
Project Administrators – **Attorneys** –
Payroll – **Wireless Engineers** –
Training – **Cybersecurity** – **OSP**
Managers – **Consultants** – **Auditors** –
Project Managers – **Fiber Planners** –
Internal IT – **CPE Installers** – **Credit**
Specialists – **Vice Presidents** –
Substation Engineers – **Server**
Specialists – **Graphic Design** –
Customer Relations – **HR** – **USF**
Administrators – **Risk & Regulatory** –
Communications – **Web Design** –
Fiber Engineering – **Paleontologists** –
Wildfire Specialists – **QA** – **Finance**

Challenges



Geography



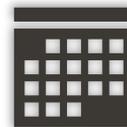
Work Environments



Age, Experience,
VPS History



Expertise &
Expectations



Day-to-day Workflow



Staff Size

“Best company I have ever worked for even though now it is the largest one I’ve ever been at.”

Role of Recognition

- Reward
- Honor
- Affirm
- Positive reinforcement
- Model behavior
- Include/Represent
- Tradition
- Staff touchpoint

- Formal & Informal Recognition
- Work Boots vs. Iced Coffee
- “Family” Evolution
- Box of Shame
- Rock / Paper / Scissors
- Pizza
- Tough Stuff



Formal & Informal Recognition

- Sizzle Notes
- Silver Dollar Award
- Spirit of Vantage Point Award
- Department recognition
- Gift cards
- VPS Store Certificates
- Participation T-shirts

Events & Food

- Christmas Party*
- Halloween
- FRS 5K
- Picnics
- Happy Hours / Beer Closet
- “It’s hot.”
- Polar Vortex Pizza

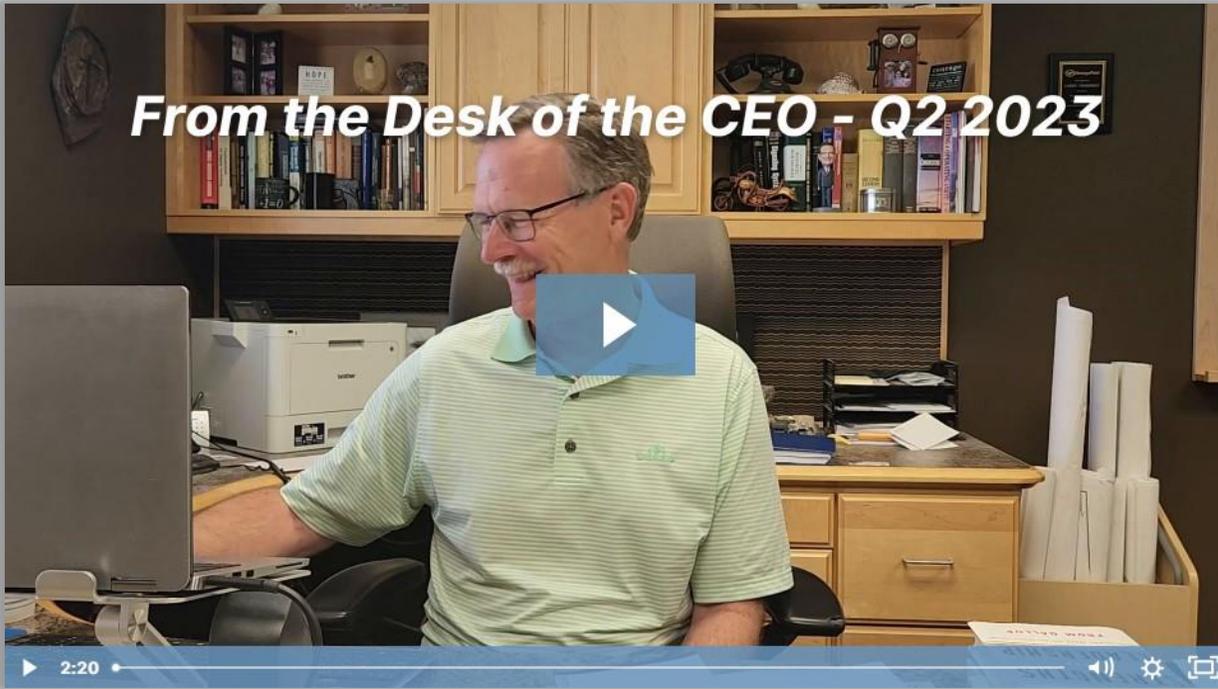
Adults ÷ 3 or (Adults + Kids) ÷ 4 = Large Pizzas



Communication

- All-Feet Meeting
- Important: HR
- Fun: Jacki / Shelbi
 - Not fun: Jacki
- Inform the Informal
- Welcome New Hires!
- Quarterly Newsletters

From the Desk of the CEO - Q2 2023



NTCA Legislative Visits

Jeff Smith met with Sen. Wyden, of Oregon, during the NTCA Legislative Visits in April.



John Streff quoted in Fiber Forward magazine

Fiber Forward magazine, a publication of the Fiber Broadband Association, recently interviewed **John Streff** about cybersecurity practices and emerging threats. John did a great job representing us! You can read the article [here](#).



Joel Miller, getting it done!

Pulling fiber to the new CO for Northcentral in Mississippi - **Joel Miller** is seen in the handhole. Thanks **Romaine McCluskey** for the picture!

Remote & Satellite Staff

- Broadcast/Recorded staff meetings
- Representation in comms
- Satellite office activities
- Electronic Sizzle Notes
- Carhartt jackets
- Pick'em Pool
- Floods & Tornadoes



Remote Staff DON'TS

- Desktop instructions
- Donuts
- Virtual Rock-Paper-Scissors



Leveraging our Size

- Halloween
- Discounts
- Food trucks
- Community presentations
- Donation collection point

The Cabela's logo is displayed in a yellow, cursive font with a black outline and a registered trademark symbol (®) at the end. It is centered within a white rectangular box.

Other things I should mention

- Family friendly
- VPS T-Shirt
- Intern Pork Loin tradition
- Whiteboard questions
- Servant Leadership
- Staff Survey

Tough stuff

*Show staff you care about them
by caring about them.*

What I've Learned

- Love people like they want to be loved
- Respect the role of small groups
- Empower people to care
- Communication expectations
- Avoid salt
- Be awesome to families
- ~~Rock Paper Scissors~~
- Adults ÷ 3 = large pizzas



2016

**Damn proud to be
in the VPS Family.**

2020

**VPS rocks. I don't
want to be
anywhere else.**

2024

**THANKS FOR WHAT
YOU DID FOR THIS
WORKING MAN**

| Thank You

PROTECT. CONNECT. EMPOWER. RISE.

