

Campbell Inspires Loyalty In a High-Turnover Biz

The staffing industry's turnover rate is 45 percent after reaching as high as 60 percent in the recent past. So you'd think Hire Dynamics LLC CEO **Dan Campbell** would be content with his company's 27 percent internal turnover figure.

Not even close. He's set a goal of 10 percent by 2008.

That kind of determination has made Campbell a finalist for the

To demonstrate that he runs a "loyalty-based company," Hire Dynamics' employees get the day off on their anniversary date and receive a Rolex after completing five years.

Metro Atlanta Chamber of Commerce's 2006 Small Business Person of the Year Award.

Hire Dynamics, which was established in 2001, provides both professional and skilled staffing. The company grew from 27 employees in 2003 to 80 employees in 2005. In that same time, revenue jumped from \$9.5 million to \$31 million.

"It starts with the culture of the company," said the 35-year-old Campbell. "It's a fun place to work. I think the way you create an enjoyable culture is not having a couple people making all the decisions at the top."

Originally from Atlanta, Campbell attended Millsaps College in Jackson, Mississippi. He started his career in Price Waterhouse's corporate finance group and then became the director of business planning with AHL Services, Inc. After working with a Los Angeles-based company called Source One Staffing for six months, he was asked to be their CEO in 1999. In his two years there, revenue jumped from \$12 million to \$30 million. In June 2001, he bought

the company's offices in Atlanta and Reno, Nevada, to start Hire Dynamics.

"My respect for him only continues to grow," said **Paul McKinnis**, senior partner with Korn/Ferry International who met Campbell through a mutual business acquaintance six or seven years ago, mentored him and later became an investor in his business. "He's a people person. He's very bright, articulate and he's a visionary. He also knows and understands the financials well. He's in a people business and he puts people first."

Campbell owns 60 percent of the company, which staffs professionals for pharmacy, accounting/financial and sales management positions. It also provides skilled staffing for call centers, clerical and light industrial jobs. Hire Dynamics has 85 full-time employees. It staffs from a pool that fluctuates from 1,200 to 1,800 people.

"In order to service our customers well, our focus has to be on attracting and keeping quality people," Campbell said. "It's as difficult to get a job at Hire Dynamics as any staffing company in Atlanta or any of our markets."

To demonstrate that he runs a "loyalty-based company," Hire Dynamics' employees get the day off on their anniversary date and receive a Rolex after completing five years. The company also rewards for performance and provides generous benefits.

"When you put his intelligence and good training with the hard work and the people skills, it's absolutely going to lead to success," said McKinnis of Campbell.

Hire Dynamics' chief financial officer **Jon Neff**, Campbell's business partner and former college roommate, described him as high-energy, very loyal, ethical and trustworthy. He summarized Campbell's management philosophy as one of empowerment: "Hire the right people, give them the tools and let them run with it."

"Once you get the best people in place, you get out of their way and support them," Campbell said. "You want to focus in on giving them all

Dan Campbell

CEO Hire Dynamics LLC

What are the secrets to your success?

Hire good people, empower them and keep things simple.

Where do you see your company in five years?

A loyalty leader with a quality reputation. Revenue of more than \$100 million and an internal turnover rate of 10 percent.

the tools to be successful: What can I do as a senior manager to ensure that they're meeting their personal goals in addition to the company's goals?"

Campbell believes it's also important to over hire for key positions, leaving employees room to grow. ■

SOURCE: *Atlanta Business Chronicle*, Atlanta, Georgia

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