

MSP Talent Factory: Strategies to turn your Zeros into Heroes

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Who's here today



Kyle Christensen
K7 Leadership



Wes Spencer
Co-Founder, Empath



Alex Farling
Co-Founder, Empath

Wes Spencer

Professional:

- Co-founder, Empath
- Based in Tampa, FL
- VP, Cybersecurity Strategy, CyberFOX
- Board Advisor, FifthWall Solutions
- Founder, CEO Empath Cyber
- Cybersecurity expert and co-founder of Perch Security
- Former (recovering) bankster – CIO at FNB Bank
- Chairman of FS-ISAC CIC – Cyber threat sharing group of 4,000+ banks and credit unions
- 2020 National Cybersecurity Educator of the Year



 [linkedin.com/in/wesspencer](https://www.linkedin.com/in/wesspencer)

 @Wes_Spencer

Alex Farling

Professional:

- Co-Founder, Empath
 - Partner and Community Lead at Lifecycle Insights, a ScalePad company.
 - Over 20 years of experience in the MSP industry.
 - Focused on optimizing vCIO and Account Manager functions for MSPs.
 - Serial entrepreneur with a passion for solving hard problems and building better mouse traps.
- MSP Channel Angel Investor/Advisor



 [linkedin.com/in/alexjfarling](https://www.linkedin.com/in/alexjfarling)

 @AlexJFarling

Kyle Christensen

Professional:

- I've been boosting MSPs and MSP Vendors for 20+ years.
- I build systems that use mentorship and accountability to drive growth.
- Got a method to shatter your business's limitations, boost growth, profits, and cool company culture.
- I believe in a community-forward approach for best practices and a brighter future.

 [linkedin.com/in/kylechx](https://www.linkedin.com/in/kylechx)

 [@K7Leadership](https://www.youtube.com/@K7Leadership)

 www.k7leadership.com



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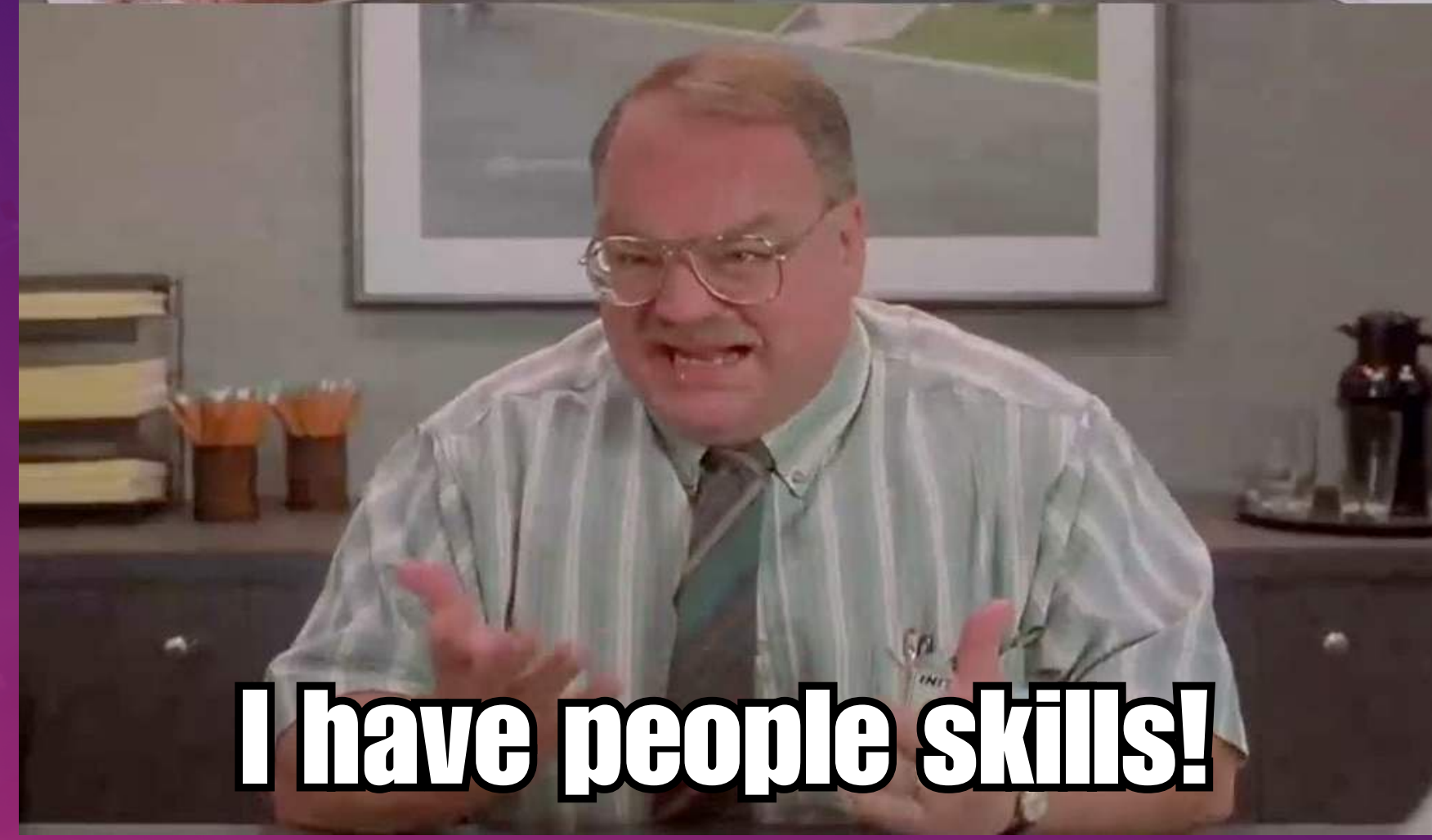
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Employee turnover is super expensive!

- It costs 1/3 to double their annual salary to replace them! (Work Institute)
- But what about the negative impact it makes on those that remain?
 - Workloads increase
 - Confusion increases
 - Resulting in employees not working at their peak
 - Which then means the product and service degrades
 - It's all a self-perpetuating problem!



LinkedIn: 94% of employees say they would stay with their company longer if it invested in their career development.





“People don’t quit jobs, they quit bosses”... is this true? According to a 2022 survey by Goodhire, 82% of Americans would potentially quit their job because of a poor manager.

2022 Gallup poll
showed that
employees are 56%
LESS likely to look for
new opportunities
when they are
recognized for their
work. But only 19% of
employees feel that
their org has a strong
culture of recognition.



AWESOME
LOGO

COOL
SHAPE



MILTON'S
FAVORITE COLOR

Forbes reported that
60% of employees
say the second most
important factor
(next to salary) is
benefits.

- Make sure you're competitive.

20 T.P.S. REPORTS
AT A TIME

Many employees fear they lack opportunities for promotion and feel stuck.

A study by McKinsey & Company said the top reason why employees left jobs in April was due to lack of opportunities for career development and advancements!

- Focus on career pathways!





Employee retention is
PREDICATED upon employee
job satisfaction. Period.



(Cited from positivepsychology.com)



Another study by McKinsey & Company show 87% of companies worldwide have skill gaps or expect to within five years.

What is the potential impact on MSPs?

So, what's the solution?



Learning pathways!

Definition: A series of courses or modules designed to help learners achieve a bigger goal.

- Roadmap to career improvement
- No more ad hoc learning.
 - Education, not training.
 - A progressive, cohesive approach.
 - Begin with the end in mind.
- Milestone markers provide a sense of progress
- Accountability for management and employees
- Focus on augmenting areas of weakness



Learning Pathway Benefits:

For employers

- Increase employee engagement and retention
- Fill open company roles with internal talent
- Close skills gaps in a fast-changing workplace



For employees

- Advance within your org
- Get fulfillment and enjoyment at work
- Stay up to date on evolving industry skills





What makes a great learning pathway?

- A destination or goal in mind. Specifically stated and clearly articulated.
- Milestones to mark progress
- Multiple content modalities to support different learning styles
- Assessments or feedback
- Social learning
- Mentorship or coaching opportunities
- Opportunities to directly apply learning

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www.empathmsp.com



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