

"This is a powerful, game-changing book, a book for anyone who has ever built a hiring process or managed a team. Tom's approach is changing lives."

-Seth Godin, Author of *This is Marketing*

THOMAS D'ERI

WITH SARA GRACE

THE
POWER
OF
POTENTIAL

NON
✓
HOW A
TRADITIONAL
WORKFORCE CAN LEAD YOU TO
RUN YOUR BUSINESS BETTER



A PDF COMPANION TO THE AUDIOBOOK

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1

You Hire Based
on Interviews

Candor & Openness Questions

- Could you tell me about a time you got tough feedback from a teacher, coach or boss? How did that situation feel? What did you do differently after?
- How would you handle it if you had to correct a team member for not following our process for cleaning cars?
- Have you ever had to correct someone when they did something wrong? How did you handle the situation?
- Tell me about a time you were wrong recently. How did you respond?
- Tell me about a time you asked for help.

Candor & Openness Score

Poor

- 1 Places blame on the feedback giver or tries to discount the feedback | No examples of giving feedback | No comprehensible tactics to give feedback | Can't recall a time they were wrong | Says they don't generally need help

2

General

- 3 Agrees feedback is important | Gives nonspecific examples of giving feedback | Unrefined tactics for giving feedback | Gives general answers around being wrong or needing help

4

Promising

- 5 Favorable view of receiving feedback | Specific about how feedback has made them better | Specific examples of delivering feedback | Specific tactics used to deliver good feedback | Easily recalls a time they needed help and were wrong

FIGURE 1

2

You Think Great
Talent Is the Secret to
a Great Business

PUT A FITTED BAG INSIDE EACH TRASHCAN



FIGURE 2

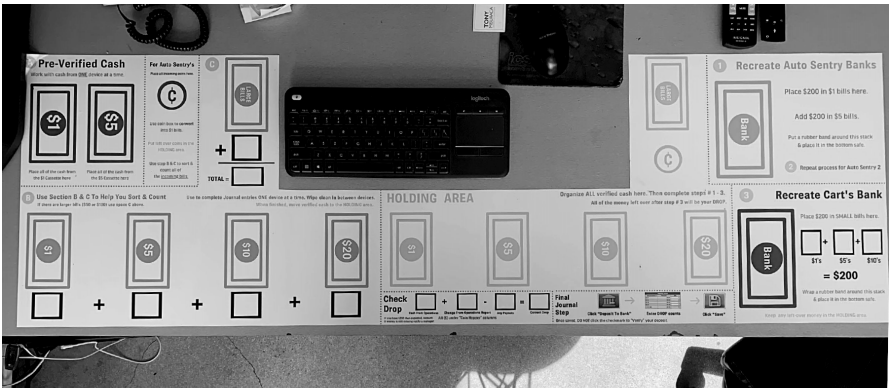


FIGURE 3

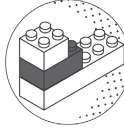
3

Your Managers Are
“Good Enough”

Rising Tides Developmental Elements

Hiring

We assess candidates for their character traits and make hiring decisions based on how they value personal growth and developing others.



Systems



We build clear processes and utilize workplace visibility to increase learning speed. We develop real-time measurement tools for key performance indicators, which allow our team to practice skills with timely feedback.

Training

Our multimodal training curriculum (video, chat-based, in-person) teaches all requisite hard skills and key leadership skills. The program consists of over one hundred trainings in total and grows every month.



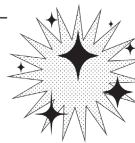
Coaching



Coaching is a fundamental part of the job description for frontline managers and up. Time is built in for coaching during daily operations.

Rewards

A key part of our evaluation criteria for raises and promotion are growth mindset, feedback skills, and coaching skills. To move up in the ranks, employees must practice and value these skills. We also provide daily praise and recognition for related actions like growth, effort, and coaching.



Learn more at www.risingtidecarwash.com/our-story

FIGURE 4

6

Accountability Is
a Tool for Growth

Rising Tide—Parkland

Time Updated: April 18, 2022 12:04 p.m.

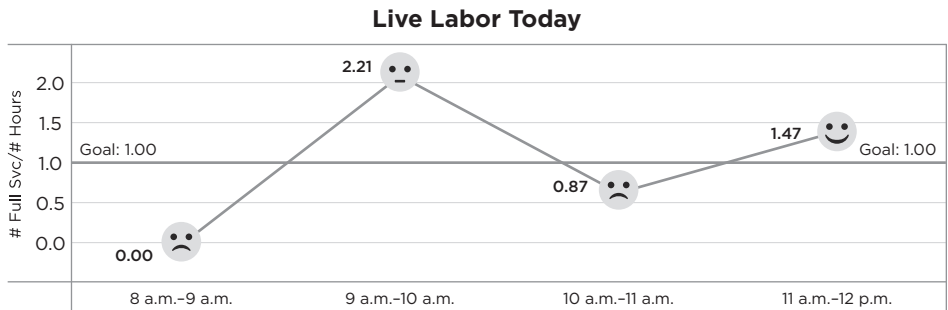
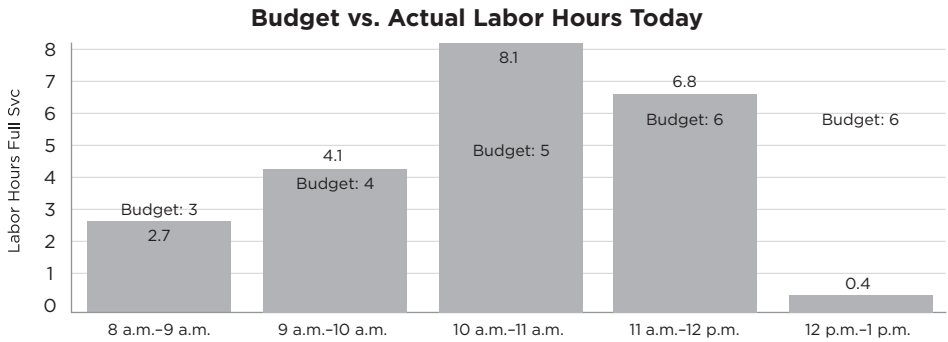
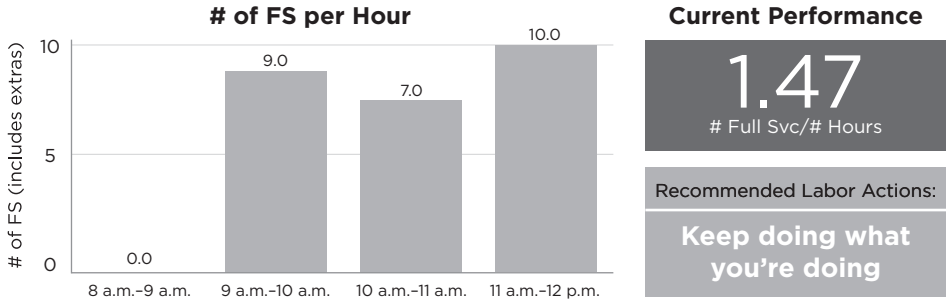


FIGURE 5

APPENDIX 1

Any Business Can Become a Social Enterprise

Autism Employment Prototyping Process

STEP 2: STRUCTURE

- Identify one to three important job functions.
- Turn these functions into written processes.
- Define time and quality standards.
- Recruit one to four trainees.
- Design initial interview process.

STEP 4: REFINE

- Refine interview process, onboarding process, and training process.
- Build visual supports as needed.
- Run rounds of training until 70 percent of trainees pass the success criteria.

STEP 1: HYPOTHESIS

- Identify potential roles by understanding the drivers (advantages) and filters (limitations) of employing people with autism.

STEP 3: TEST

- Train recruits.
- Take data on each phase of training.
- Identify weaknesses in recruiting, interviewing, and training processes.

FIGURE 6

Team Member Profiles



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Sedrick



Kind Devoted Son
Responsible Great Friend



"GET TO KNOW PEOPLE. GIVE THEM A CHANCE TO SEE WHAT THEY CAN DO."

SEDRIK TAKES GREAT PRIDE IN DOING A GOOD JOB & LOVES ENCOURAGEMENT FROM HIS SUPERVISORS.



Copyright Rising Tide Car Wash

Rob Jr.



Reliable Loves Puzzles
Motivated Assertive



"GIVE PEOPLE ON THE SPECTRUM MORE OPPORTUNITIES. THEY CAN BE HARD WORKERS."

A STICKLER FOR FOLLOWING THE PROCESS, ROB HELPS KEEP HIS TEAM ON TRACK & ALWAYS AIMS TO LEARN MORE.



Copyright Rising Tide Car Wash

Breyana



Encouraging

Joyful

Hard Worker

Disciplined



"LETTING CUSTOMERS & OTHER WORKERS GET TO KNOW PEOPLE WITH AUTISM CAN BRING A LOT OF GOOD CHANGE & ACCEPTANCE."

MOVED TO SFL & IMMEDIATELY COMMITTED TO WORK. BREYANA REGULARLY BRINGS IN ICE CREAM & IS ALWAYS HAPPY TO SEE YOU.



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Brian



Site Cleaning
Specialist

Patient

Poised



"DIVERSITY IS A VERY POSITIVE THING FOR COMPANIES. IT BRINGS JOY & ALLOWS PEOPLE TO USE THEIR TALENTS TO HELP."

BRIAN LOVES THAT THE WORK BRINGS EVERYBODY, OF ALL DIFFERENT BACKGROUNDS, TOGETHER. TEAMWORK.



Copyright Rising Tide Car Wash

Mat



Vigilant **An Original**
Dedicated **Forthright**



"It's HARD WORK & I LIKE IT. I LOOK OUT FOR MY TEAM TO MAKE SURE THEY HAVE EVERYTHING THEY NEED – YOU SHOULD TOO."

SUPER ATTENTIVE & THE FIRST ONE TO NOTIFY US WHEN SOMETHING NEEDS WORK! VERY FLEXIBLE.



Copyright Rising Tide Car Wash

David P.



Detailed **An Original**
Efficient **Proud**



"OUR BRAINS ALLOW US TO PROCESS TASKS DIFFERENTLY, SOMETIMES MORE EFFECTIVELY. THAT CAN BE REALLY GREAT... NOT BRAGGING, JUST THE WAY I SEE IT!"

2019 OUTSTANDING TUNNEL ASSOCIATE AWARD WINNER FOR A RECORD-BREAKING 128 CARS IN A SINGLE HOUR!



Copyright Rising Tide Car Wash

Lucas



Student **An Original**
Supervisor **Energetic**



"SOME ON THE SPECTRUM ARE SUPER DETAIL ORIENTED & SEE OR THINK ABOUT THINGS THE WAY SOMEONE ELSE MAY NOT CARE TO, HELPING YOU IN WAYS YOU WOULDN'T EXPECT."

LUCAS KNOWS HOW TO RAISE THE TEAM SPIRIT – WHEN TO JOKE & WHEN TO BUCKLE DOWN TO GET THROUGH A RUSH.



Copyright Rising Tide Car Wash

Frantz



Committed **Respectful**
Positive **Smiles for days**



"I LIKE TO WORK – IT'S GREAT! OTHER PEOPLE COULD LIKE TRAINING & WORKING FOR YOUR COMPANY TOO."

FRANTZ IS ONE OF OUR OPENERS & IS ALWAYS ON TIME – EVEN WHEN THE CITY BUS IS RUNNING LATE!



Copyright Rising Tide Car Wash

Shaun P.



Energetic

Social

Go-Getter

Professional



"YOU CAN START SMALL, NO MATTER WHAT A PERSON LOOKS LIKE OR THEIR DISABILITY. IT'S NEVER TOO LATE TO BE SUCCESSFUL."

SHAUN IS ONE CALL AWAY, READY TO COME IN & HELP OUT. HE'LL BE THE FIRST TO ADVOCATE FOR NEURODIVERSE PEOPLE.



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Ezra



Reliable

Friendly

Supervisor

Trustworthy



"COMPANIES NEED MORE WORKERS. I WORKED HARD TO BECOME A SUPERVISOR. NOW I HELP PEOPLE DO A GOOD JOB HERE."

SUPER IMPRESSIVE WORK ETHIC. EZRA OPENS, CLOSES, STAYS LATE – YOU NAME IT! YOU CAN COUNT ON HIM.

