Five Lessons We Learned Changing a Company Culture

by
Chris Taylor

President & CEO
Fisher's Technology

1

2

Strategy

People

Culture

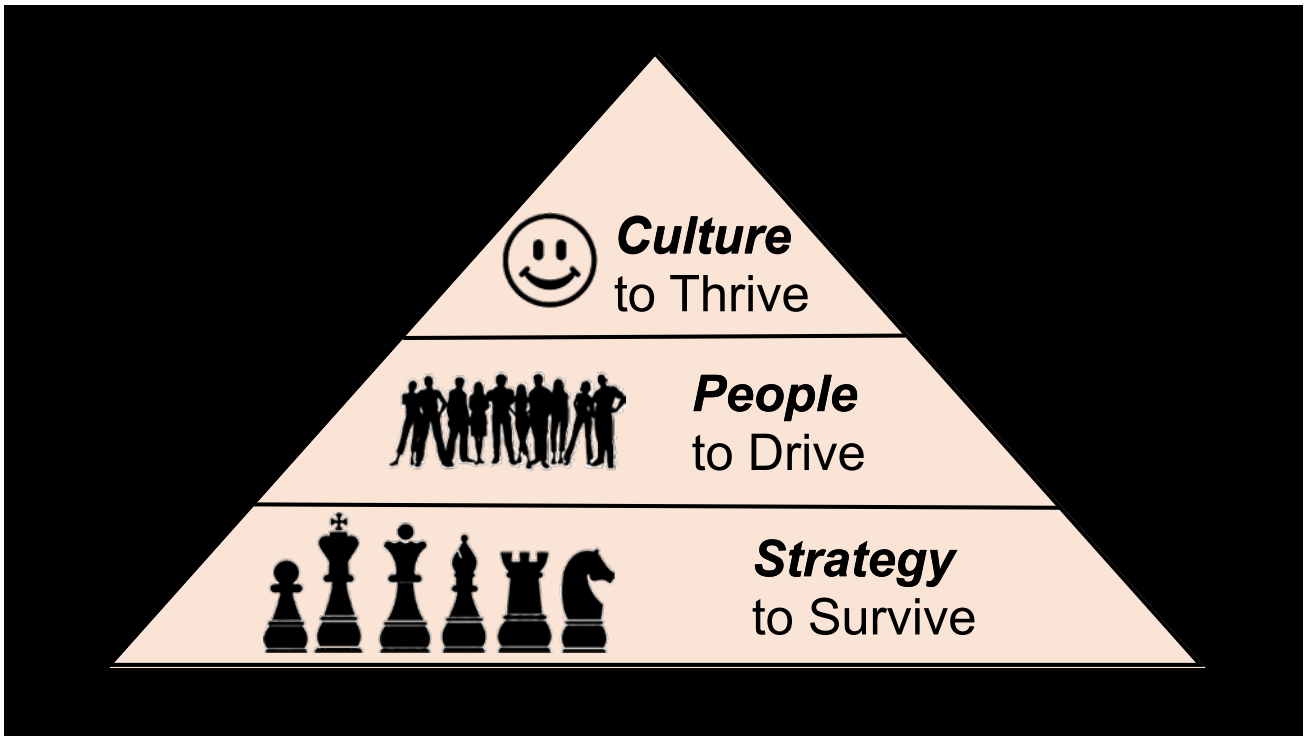
3

Culture

People

Strategy

4



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Fisher's

FISHER'S
TECHNOLOGY

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1936

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Fisher's office equipment

Fisher's

Fisher's

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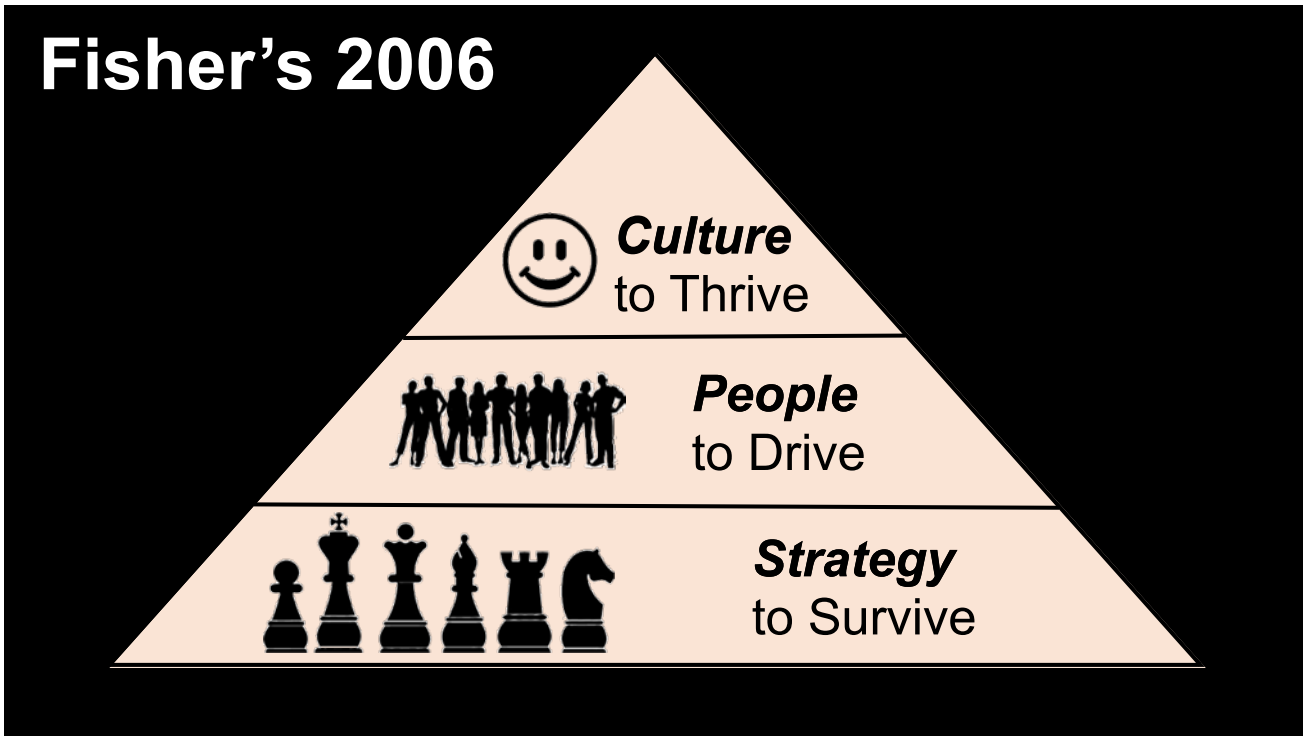
Fisher's 2006
Culture
to Thrive
People
to Drive
Strategy
to Survive

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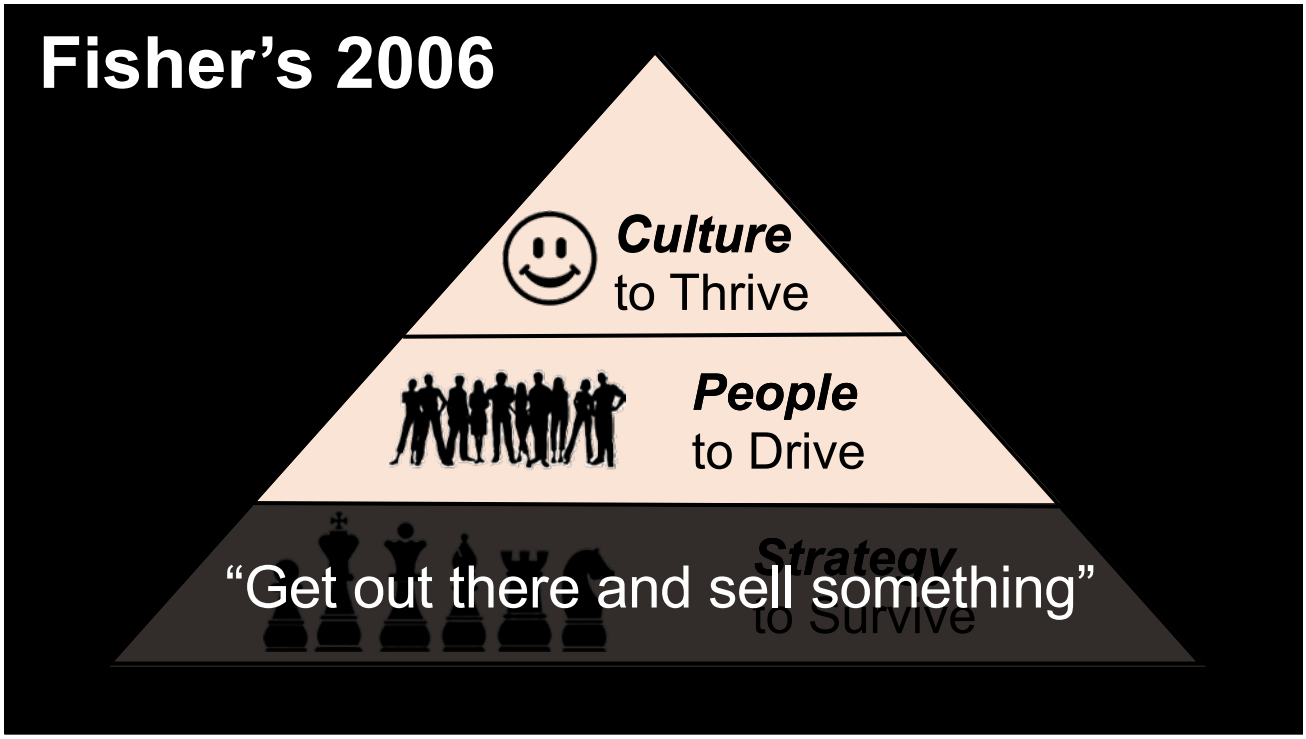
Fisher's 2006
Culture
to Thrive
People
to Drive
Strategy
to Survive
"Get out there and sell something"

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Fisher's 2006

Culture to Thrive

"We have 45 employees… 45 headaches"

Strategy to Survive

"Get out there and sell something"

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Fisher's 2006

"This business would be great if it weren't for the damn customers"

Culture to Thrive

"We have 45 employees… 45 headaches"

Strategy to Survive

"Get out there and sell something"

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Fisher's office equipment

Fisher's

Fisher's

FISHER'S

TECHNOLOGY

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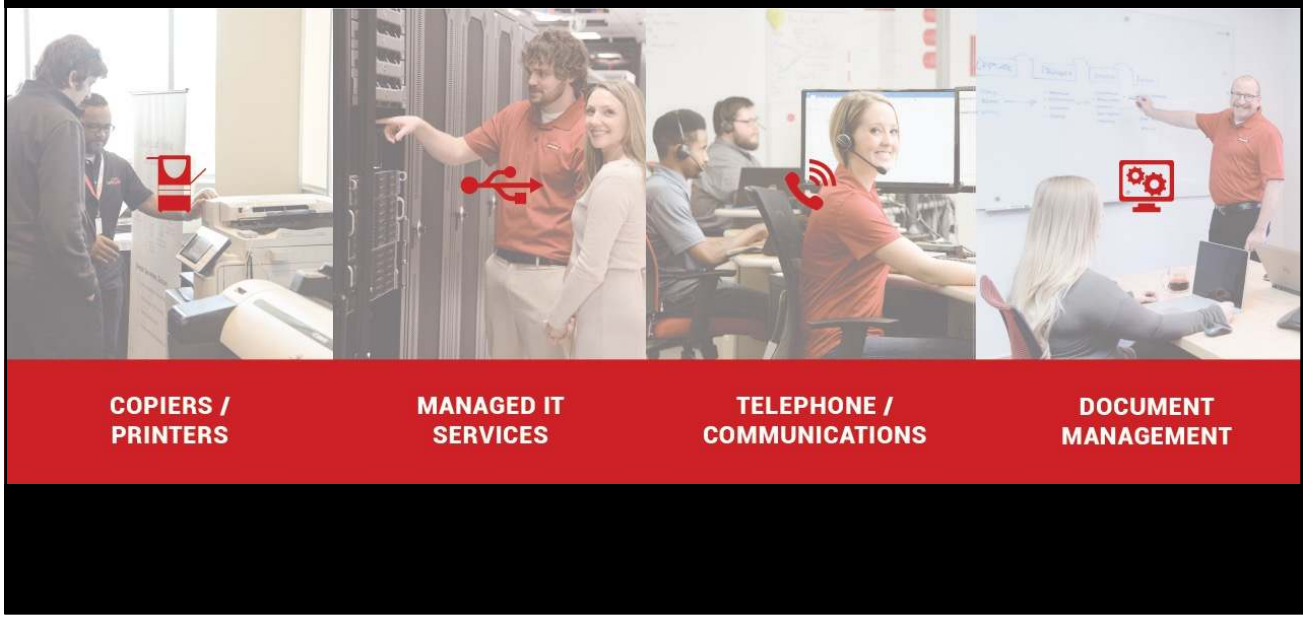

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FISHER'S
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FISHER'S

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Boise
Spokane
Great Falls
Idaho Falls
Bozeman
Twin Falls
Billings
Sun Valley
Butte
Helena
Missoula
Pocatello

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Best Office Equipment Company

Reader Rankings

2017 #1
2018 #1
2019 #1
2020 #1
2021

Best IT & Tech Support Services Company

Reader Rankings

2017 #1
2018 #1
2019 #1
2020 #1
2021

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<Mag Cover>

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Five Lessons We Learned
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Keep a Beginner's Mind

Push One Theme

Invest in Recruiting

Reverse the Priorities

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Why?

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Keep a Beginner's Mind

Push One Theme

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Live and Drive Our Culture

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Extremely Happy Customers

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Extremely Happy Customers

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HAPPY CUSTOMER ALERT

Idaho Falls Market

Kasi Nelson

"Fisher's Technology has provided excellent service. We love Kasi, she takes care of our printer needs and makes sure we have everything we need. Her texts are always so responsive and answers every question I have. Highly recommend."

- Office at CastleRock Homes

42

HAPPY CUSTOMER ALERT

Bozeman Market

Please rate our technicians/engineers overall technical ability and professionalism:

I think Derrick always goes above and beyond in trying to address the problems I'm having. Plus, he really is time conscious and gets right down to business.

10 of 10
Scale 0-10

- Michele Cusack, MSU- Recreational Sports & Fitness

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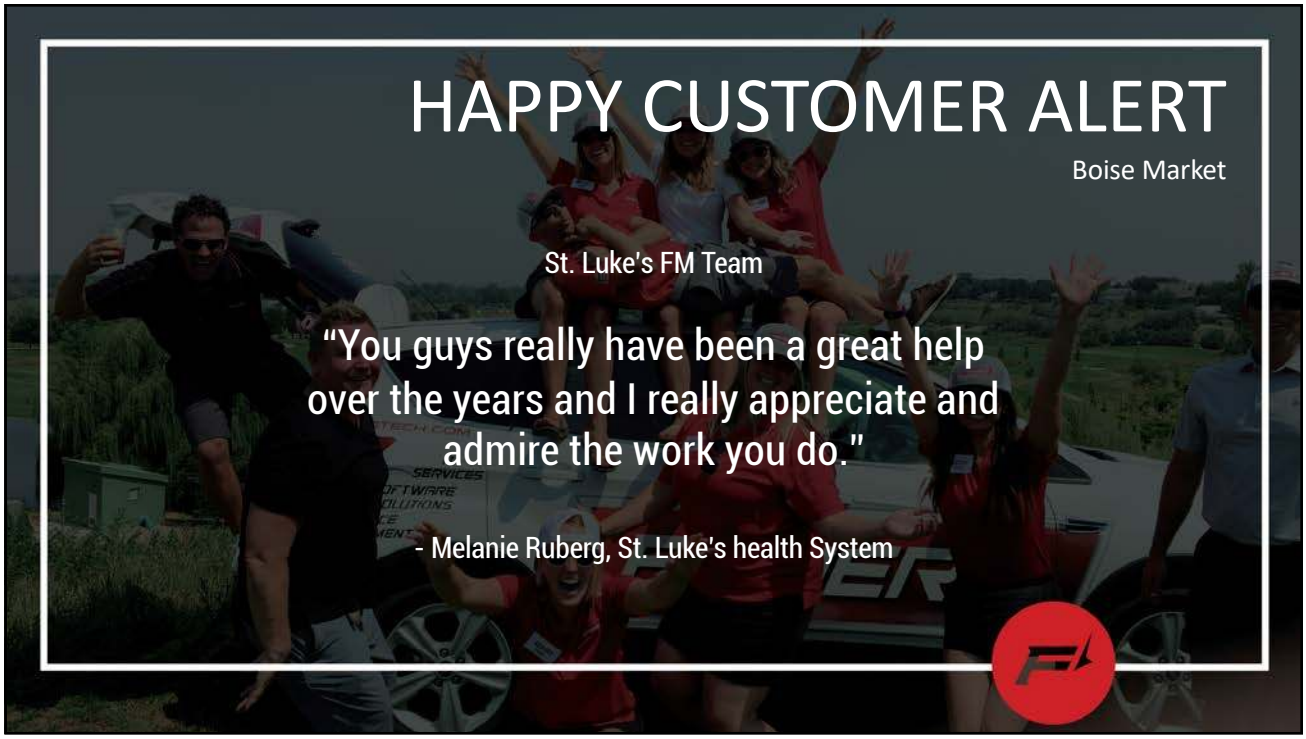

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HAPPY CUSTOMER ALERT

Twin Falls Market

"Wayne went beyond his duty and found the problem with my equipment."

-Sheila Hayes, Felton and Felton

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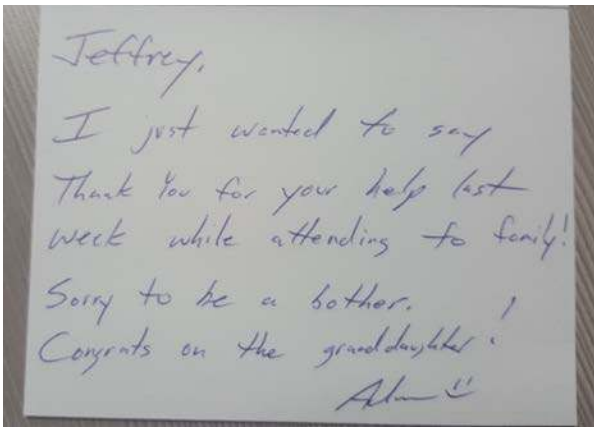
HAPPY CUSTOMER ALERT

BILLINGS MARKET

Jeffrey Samuels



" Jeffrey,
I just wanted to say Thank You for your help last week while attending family! Sorry to be a bother. Congrats on the Granddaughter!"

- Adam, Bruco, Inc.

46

"Fisher's does an outstanding job of getting what the customer needs for printing, copying and scanning. They are very good a communicating and listening to what is important for us and our business."

- Dave Willits, Gables Holdings LLC

HAPPY CUSTOMER ALERT

Idaho Falls Market

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HAPPY CUSTOMER ALERT

Great Falls Market

-Rhoda, Blackfeet Care Center

Please rate the ease of placing a service request with Fishers:

show up was time was excellent

Please rate our technicians/engineers overall technical ability and professionalism:

job was well done, vary friendly.

How likely is it that you would recommend Fishers to your friends and colleagues?

The service was great.

What one thing could Fishers change that would make your experience better?

no changes excellent services, job well done

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HAPPY CUSTOMER ALERT

BOISE MARKET

"The level of professionalism and service is the type you'd hope to get from every company. Fisher's delivers excellence."

-Steve Davis, Genesis Health

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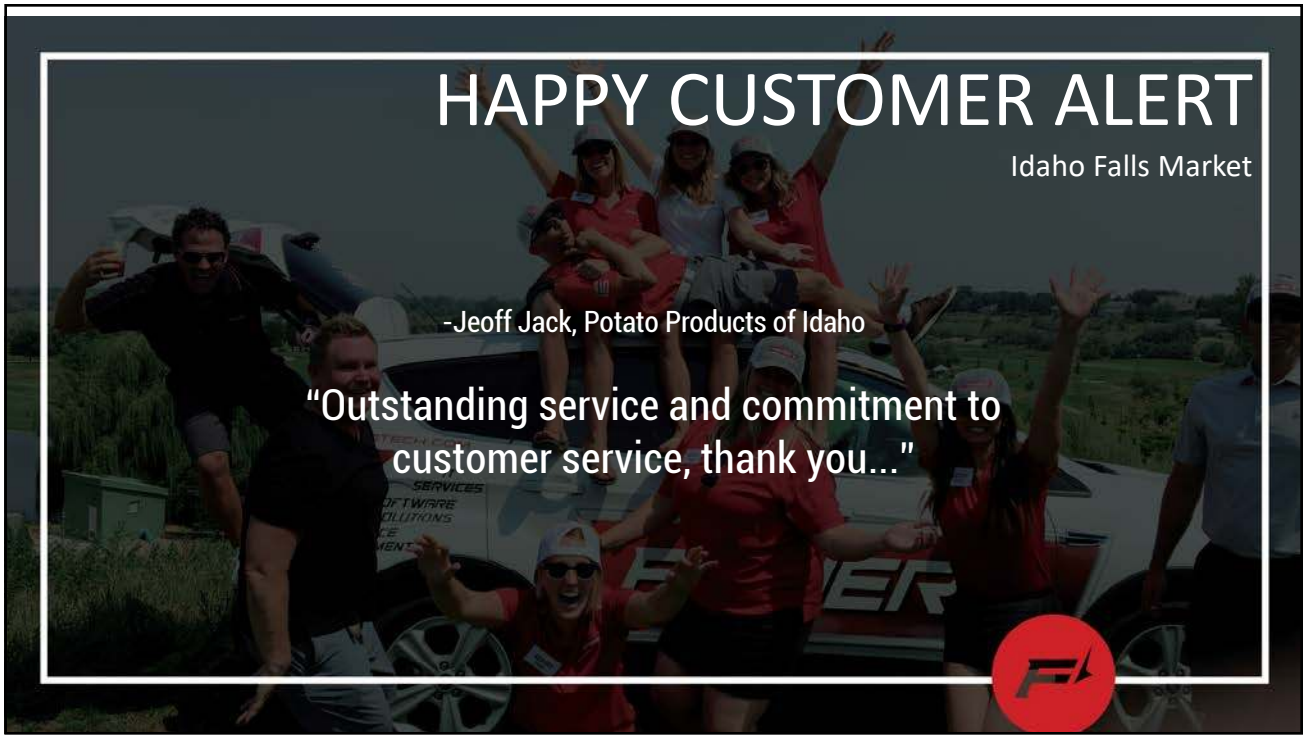

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HAPPY CUSTOMER ALERT

Butte Market

"Dan was very efficient and friendly!!!"

-Becky Digiovanna, Montana Heritage Commission

51

HAPPY CUSTOMER ALERT

Great Falls Market

Please rate the ease of placing a service request with Fishers:			10 of 10
I have not had any issues with contacting support. The speed at which toner replacements have been sent and received is excellent	Target	7	Scale 0-10
Please rate our technicians/engineers overall technical ability and professionalism:			10 of 10
He was very proficient and very polite. He seemed to be very competent and knowledgeable with the printer and its functions	Target	7	Scale 0-10
How likely is it that you would recommend Fishers to your friends and colleagues?			10 of 10
From the great experience with customer support I would highly recommend.	Target	7	Scale 0-10

Paul Garcia, Stone Child College

52

HAPPY CUSTOMER ALERT

Idaho Falls Market

Vaughn Thomas

"Super helpful and successful. Thank you!"

-Kevin Chen, Blackstone Alliance

53

HAPPY CUSTOMER ALERT

Boise Market

★★★★★ 2 weeks ago -

Very helpful and friendly customer service!

-Madison Perdue, Rossman Law

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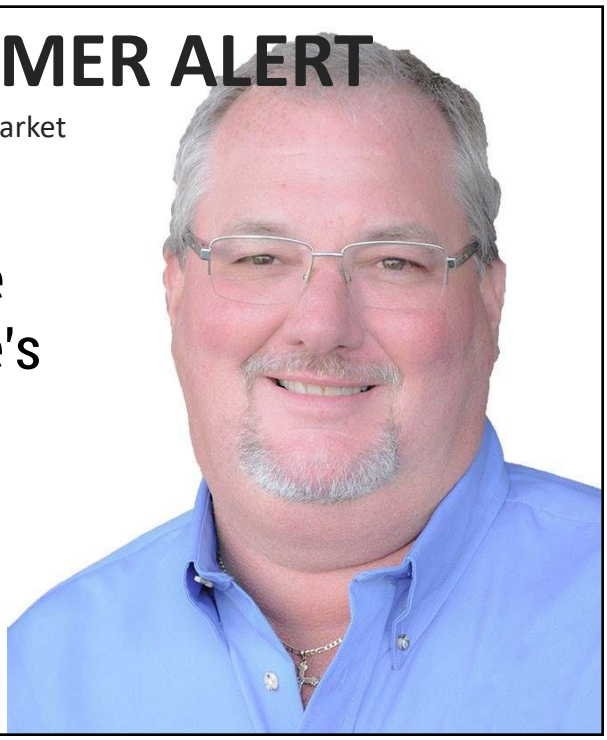
HAPPY CUSTOMER ALERT

Bozeman Market



"I had to call Mike a couple times about print drivers. He's AWESOME!"

-Katie Wood, ERA Landmark Real Estate

55

HAPPY CUSTOMER ALERT

Twin Falls Market

Rex Bateman and Shane Andreason

★★★★★ 2 weeks ago

Rex was awesome as usual! Sent from Shields building @ CSI.

Shane came by for another issue today. He had excellent knowledge and was able to fix it quickly and give tips for if it happens in the future.

-Matt Thrall, CSI

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HAPPY CUSTOMER ALERT

Great Falls Market

What one thing could Fishers change that would make your experience better?

Absolutely nothing, fast and efficient, and very helpful.

- Angie, Schnider Funeral Home

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HAPPY CUSTOMER ALERT

Twin Falls Market

★★★★★ 2 weeks ago

They are always prompt and easy to work with

-Catherine Rousey, Blue Fire Wilderness Therapy

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HAPPY CUSTOMER ALERT

Bozeman Market

-Heidi, Fay Ranches

Please rate the ease of placing a service request with Fishers:

Super easy!

Please rate our technicians/engineers overall technical ability and professionalism:

Excellent service. Fast response. Problem solved.

How likely is it that you would recommend Fishers to your friends and colleagues?

What one thing could Fishers change that would make your experience better?

N/A at this time. Very happy with service so far.

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HAPPY CUSTOMER ALERT

BOISE MARKET

Fisher's Supplies Department

"I love the Supplies department! They need an "Atta, girl!" Whoever answers the phone is doing a terrific job! Very patient with me."

-Buzz Grant, Grant Law, PLLC

60

HAPPY CUSTOMER ALERT

Boise Market

Mark Vargas

"Mark was here just a short time after we created the service request. It was terrific!"

-Steve Davis, Genesis Community Health, Inc.

61

Allison Rowland
1 review
★★★★★ 27 minutes ago
The folks at Fisher's have been very helpful to me in Helena, MT. Dustin was able to remotely log into my computer to load and configure printer and scanner drivers, making it painless for me. He was patient and professional.

Like

- Plymouth Congregational Church
Helena Market

HAPPY CUSTOMER ALERT

FISHER'S TECHNOLOGY

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HAPPY CUSTOMER ALERT

Boise Market

St. Luke's FM Team

"Thank you so much for getting these jobs done quickly! I appreciate your feedback and support ☺
We have been very busy and this helps things go smoothly."

- St. Luke's Neurosciences

63

HAPPY CUSTOMER ALERT

Spokane Market

★★★★★ 2 weeks ago

Our Business recently leased a Konica Minolta Copier from Fishers Technology. The sales rep was so friendly and knowledgeable about the copier. He answered all my questions and taught me how to use this fancy new machine. He even returned my calls when I had questions about the copier weeks later. Thank you Fishers Technology for making my job easier.

- Christine Babcock, Eastern Washington University

64

HAPPY CUSTOMER ALERT

Helena Market

★★★★★ 27 minutes ago

The folks at Fisher's have been very helpful to me in Helena, MT. Dustin was able to remotely log into my computer to load and configure printer and scanner drivers, making it painless for me. He was patient and professional.

- Helena Customer

65

66

Customer
Make Our Customers **Extremely**
s
Happy With Their Office Technology

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Extremely Happy Customers

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Extremely Happy Customers

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Extremely Happy Customers

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Core

Extremely
Happy
Customers

Values

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Integrity

Communication

Respect

Excellence

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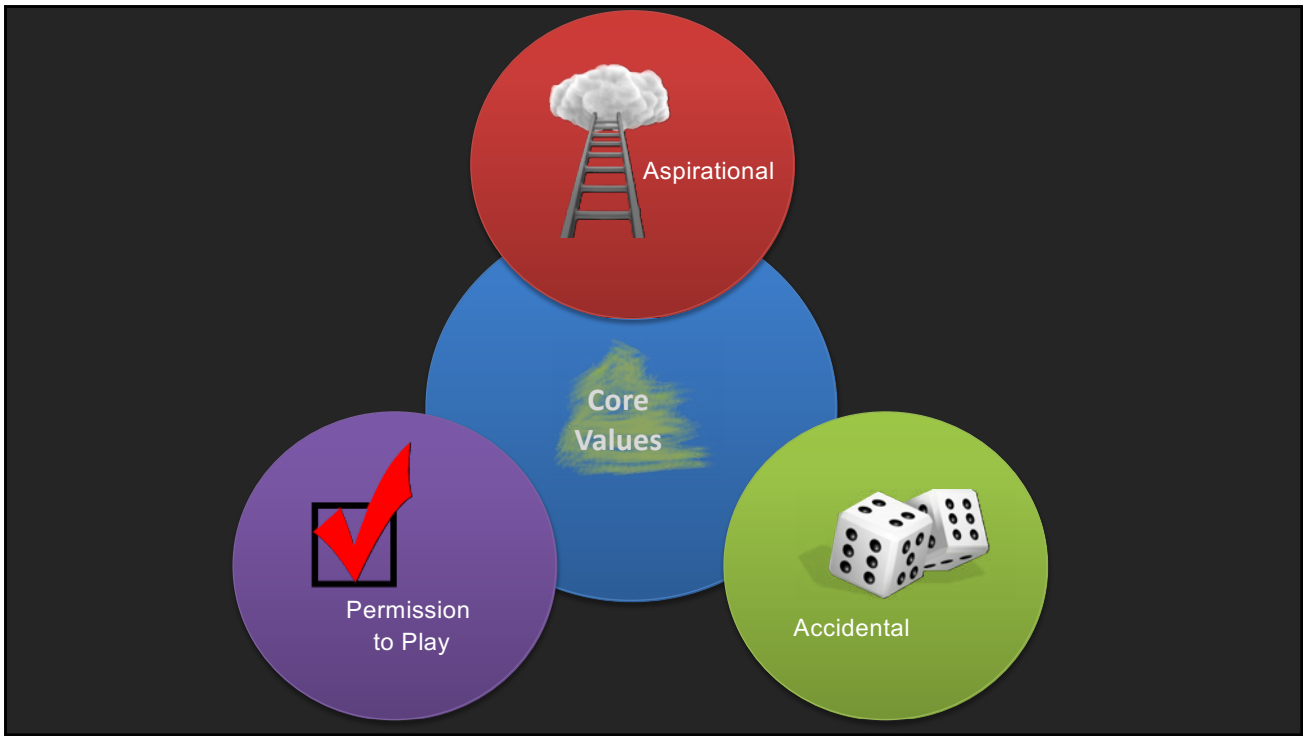

73

Integrity

Communication

Respect

Excellence

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CORE VALUES

awesome customer experiences

having fun

getting better

trust
&
healthy conflict

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Keep a Beginner's Mind

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Invest in Recruiting

Reverse the Priorities

Live and Drive Our Culture

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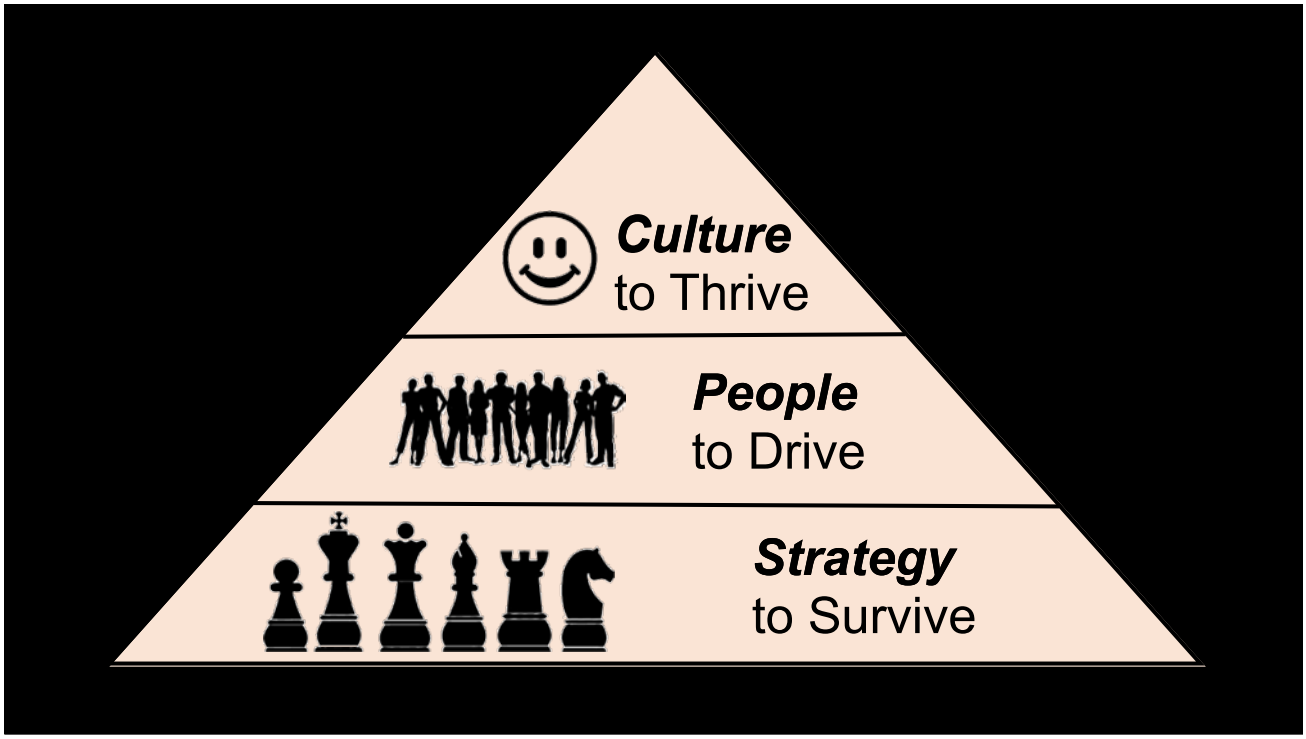

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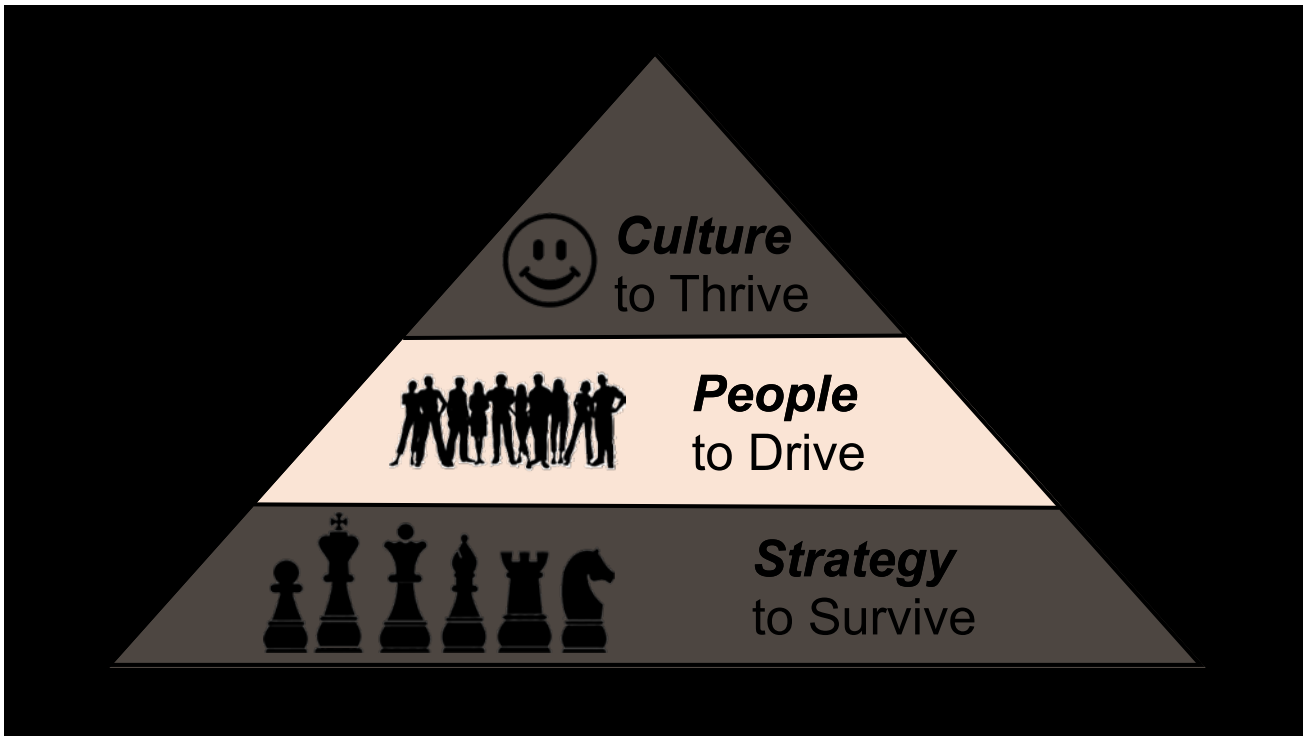
Culture
to Thrive
People
to Drive
Strategy
to Survive

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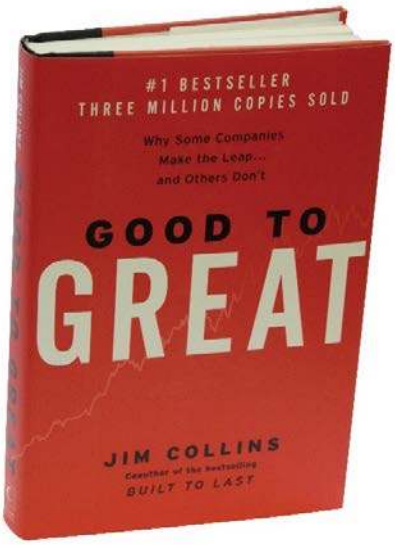
#1 BESTSELLER
THREE MILLION COPIES SOLD
Why Some Companies Make the Leap... and Others Don't
GOOD TO
GREAT
JIM COLLINS
BUILT TO LAST

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Identifying and Hiring Great People

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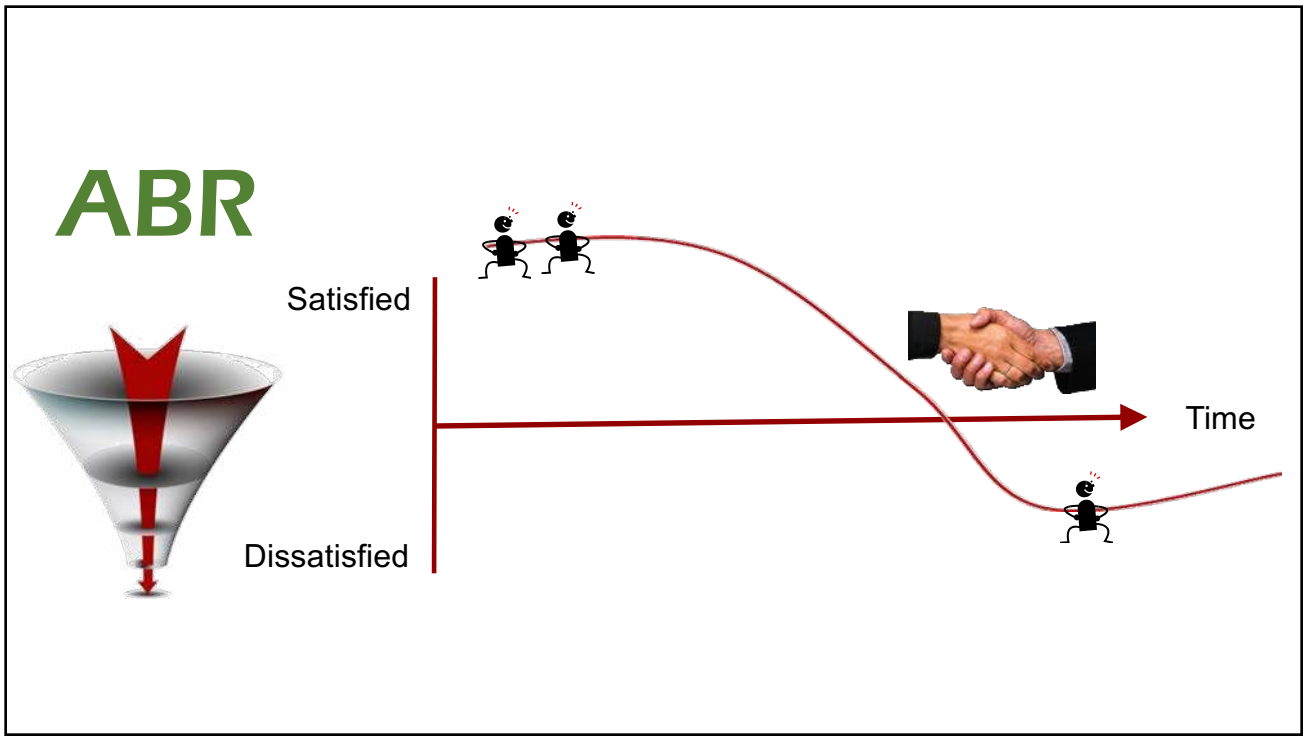

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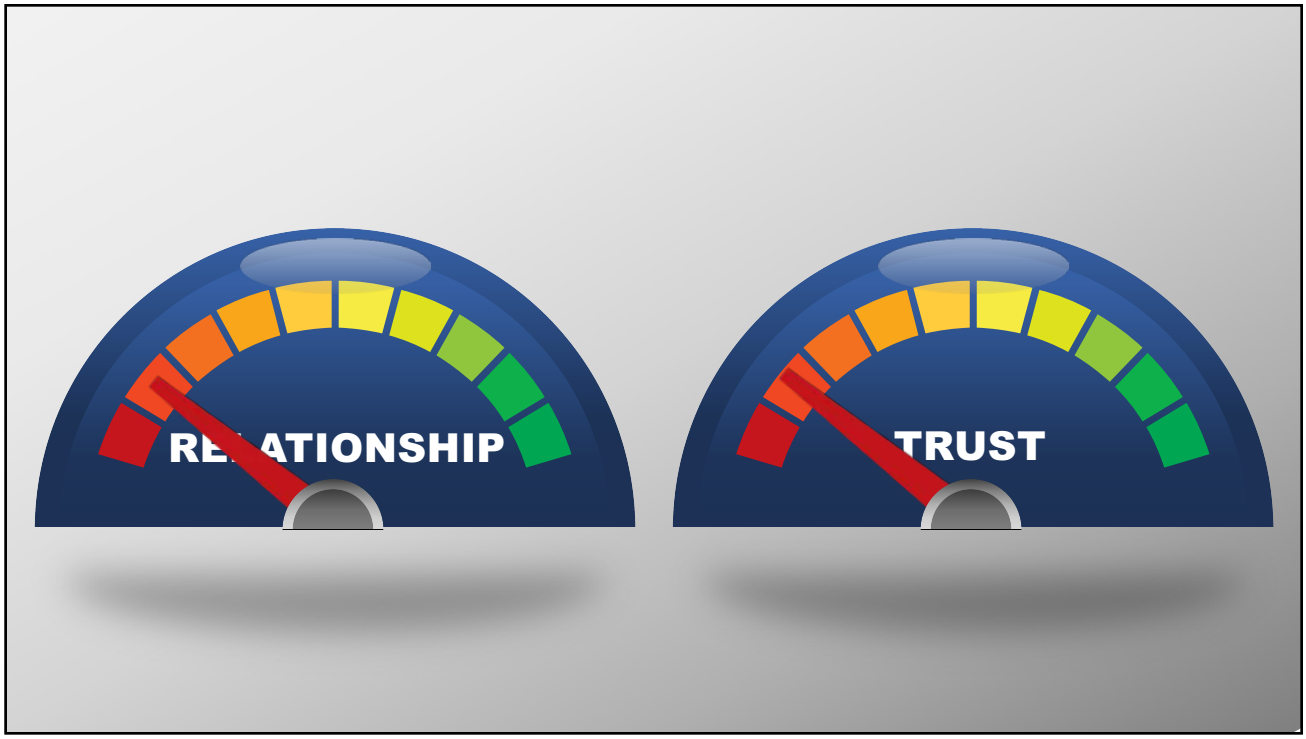

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ZipRecruiter.com

"Hiring is the worst part of my job."

"I can spend less timing hiring."

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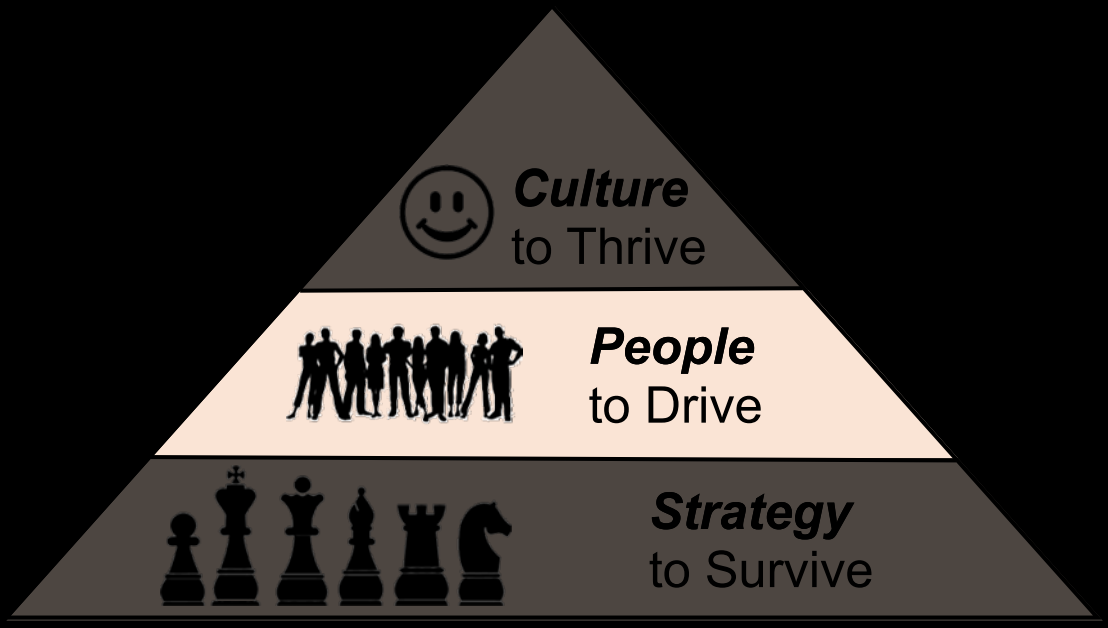

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Customers

Employees

Money?

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Keep a Beginner's Mind

Push One Theme

Invest in Recruiting

Reverse the Priorities

Live and Drive Our Culture

92

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1. Shareholder Value

2. Customers

3. Employees

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1. Employees

2. Customers

3. Shareholder Value

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CORE VALUES

awesome customer experiences

having fun

getting better

trust
&
healthy conflict

96

Have **Fun** together.

Make our **Customers** extremely happy.

Trust and be Trusted.

Continuously **Improve**.

97

Employees

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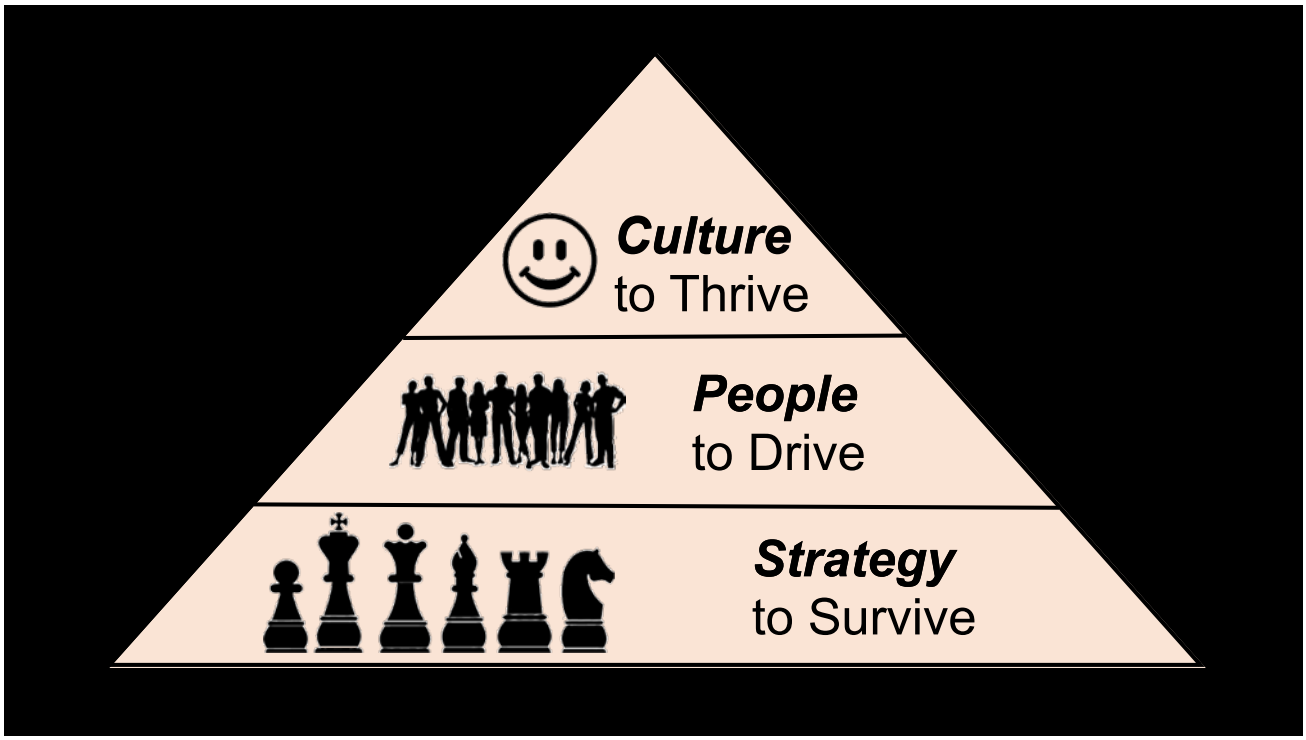
Culture
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People
to Drive
Strategy
to Survive

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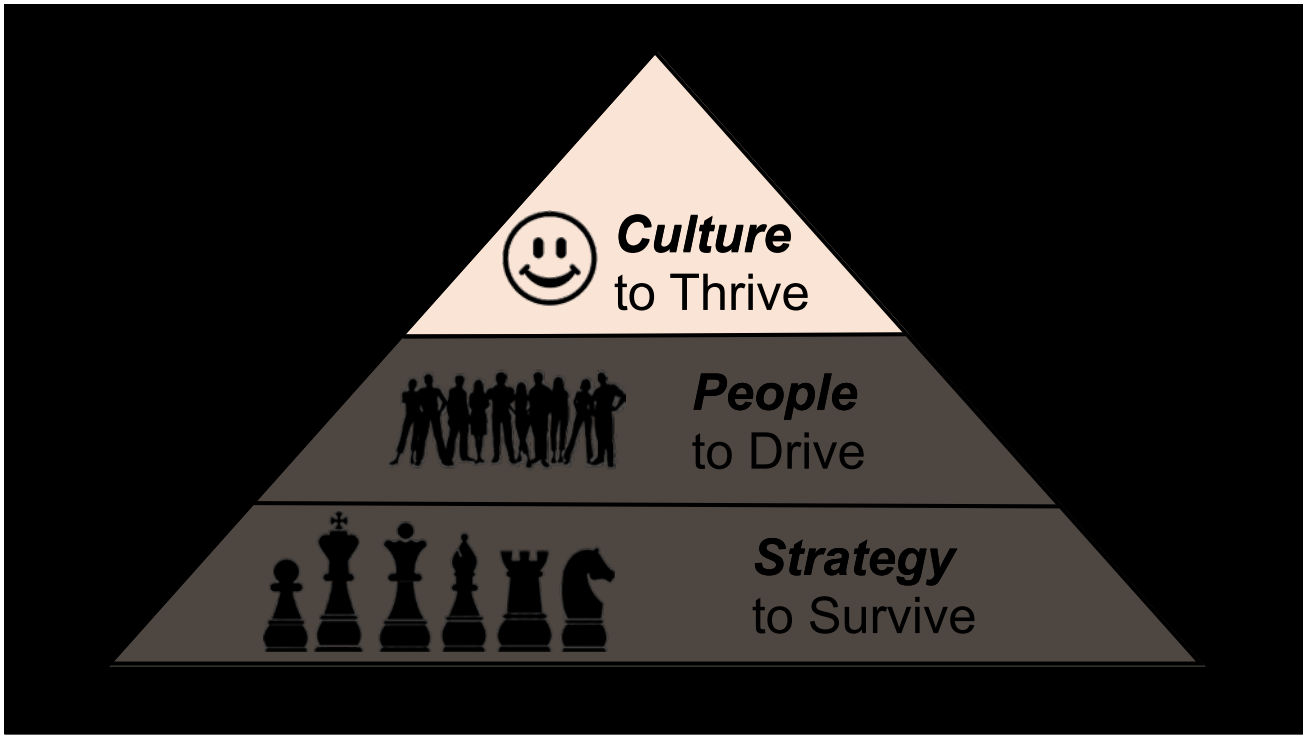
Culture
to Thrive
People
to Drive
Strategy
to Survive

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Push One Theme

Invest in Recruiting

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Culture

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Smart vs Healthy

Smart

- Strategy
- Marketing
- Finance
- Technology
- Negotiation

Healthy

Learn in business school

Business literature

Value and critique businesses

When times are tough

- Productivity
- Turnover

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Smart vs Healthy

Smart

"Nice to have"

"Of course it's important"

"Probably should work more on it"

- Technology
- Negotiation

Healthy

- Politics
- Confusion
- Morale
- Productivity
- Turnover

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Smart vs Healthy

Smart

Healthy

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Smart vs Healthy

Smart

Healthy

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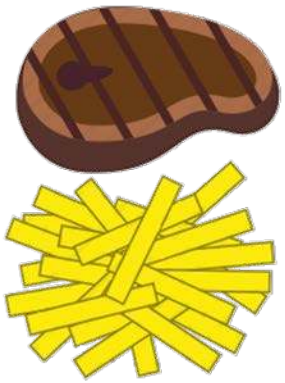
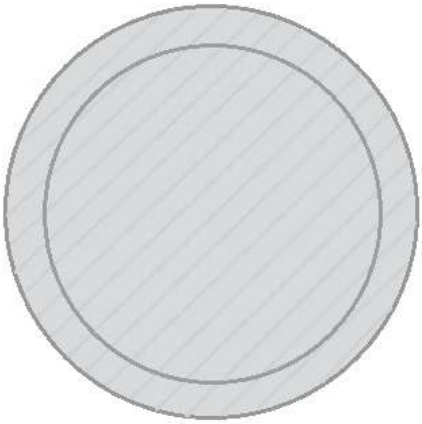
Smart vs Healthy

Smart



X

Healthy



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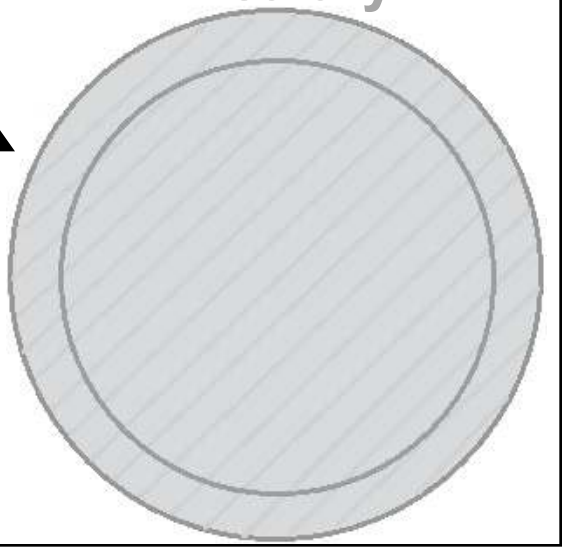
Smart vs Healthy

Smart

X

Healthy



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Fisher's Culture

111

Have **Fun** together.

Make our **Customers** extremely happy.

Trust and be Trusted.

Continuously **Improve**.

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Chad Bertoni
Regional Vice President | July 2011
Jeff Blick
Account Manager | August 2011
Devry Richardson
Carlos Garcia
Tim Weber
Holly Haff
Reid Blackburn
Lori McBaine
FM Micron Mail/Copy | April 2014
Mike Beckman
Nick Richter
Aaron Brighton
Eric McEwan
Wayne White
David Diktakis

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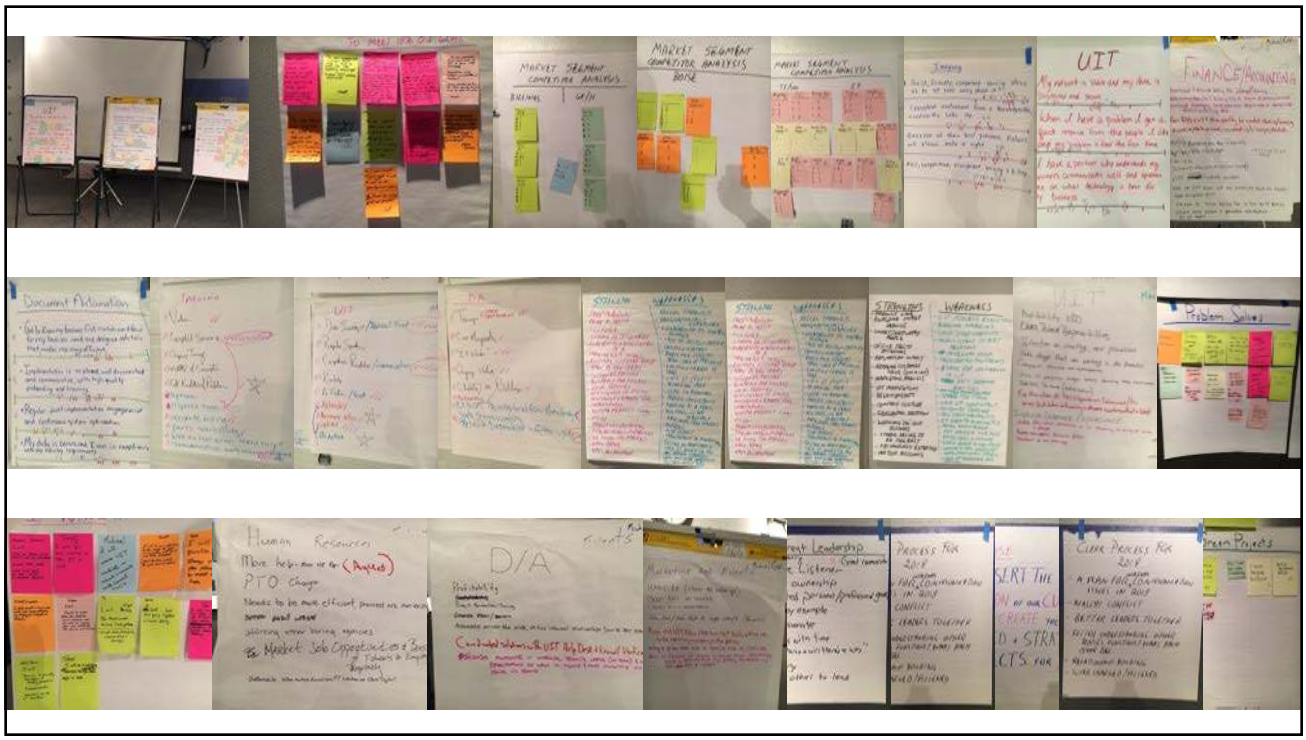
UIT
Problem Solves
Human Resources
D/A
Process For 2018
Clear Process For 2018

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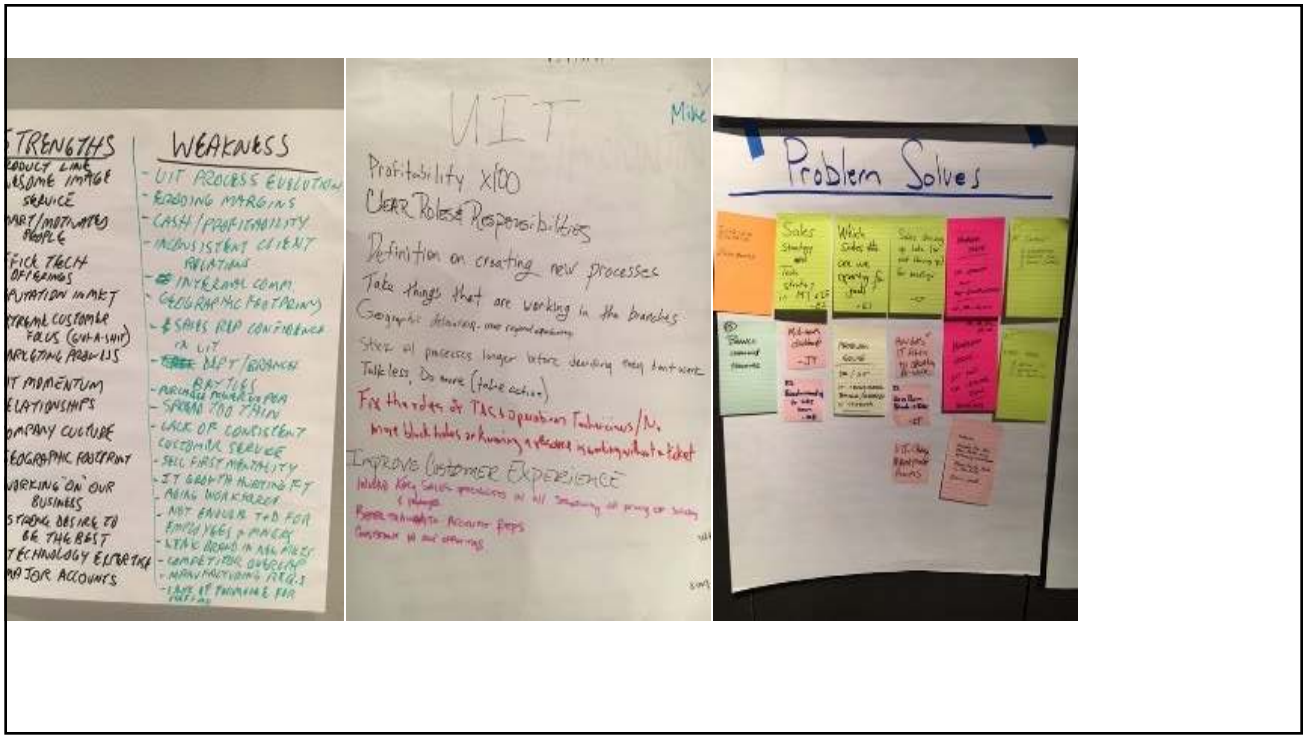
WEAKNESS
UIT
Profitability x100
Clear Roles & Responsibilities
Definition on creating new processes
Take things that are working in the branches
Improve Customer Experience
Problem Solves

126

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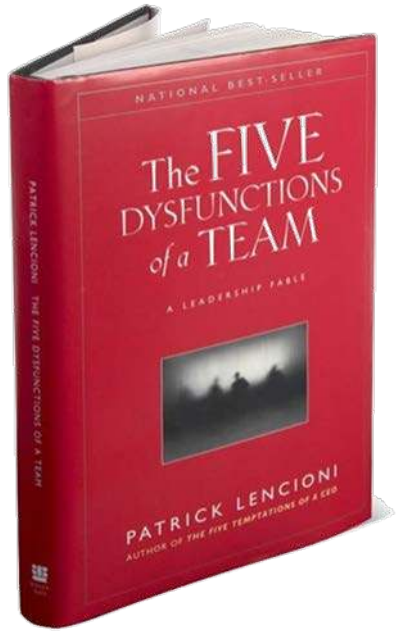

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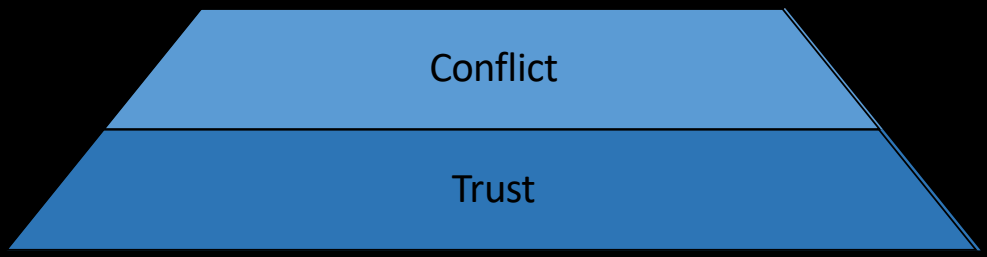
Teamwork

Trust

130

Teamwork



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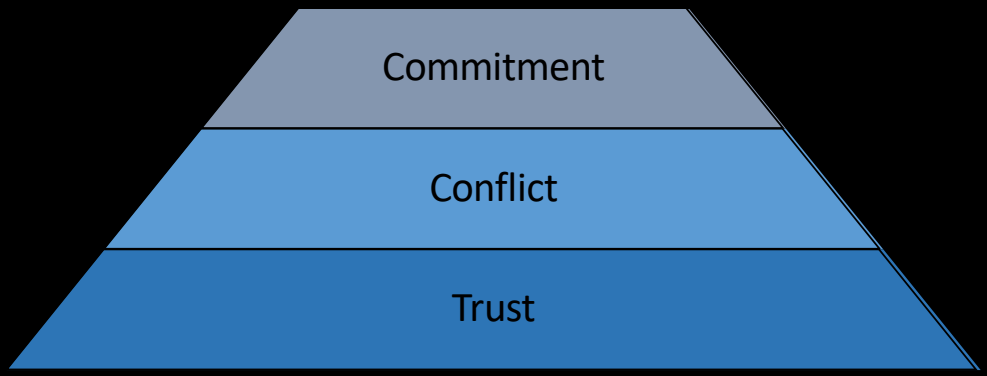
Teamwork



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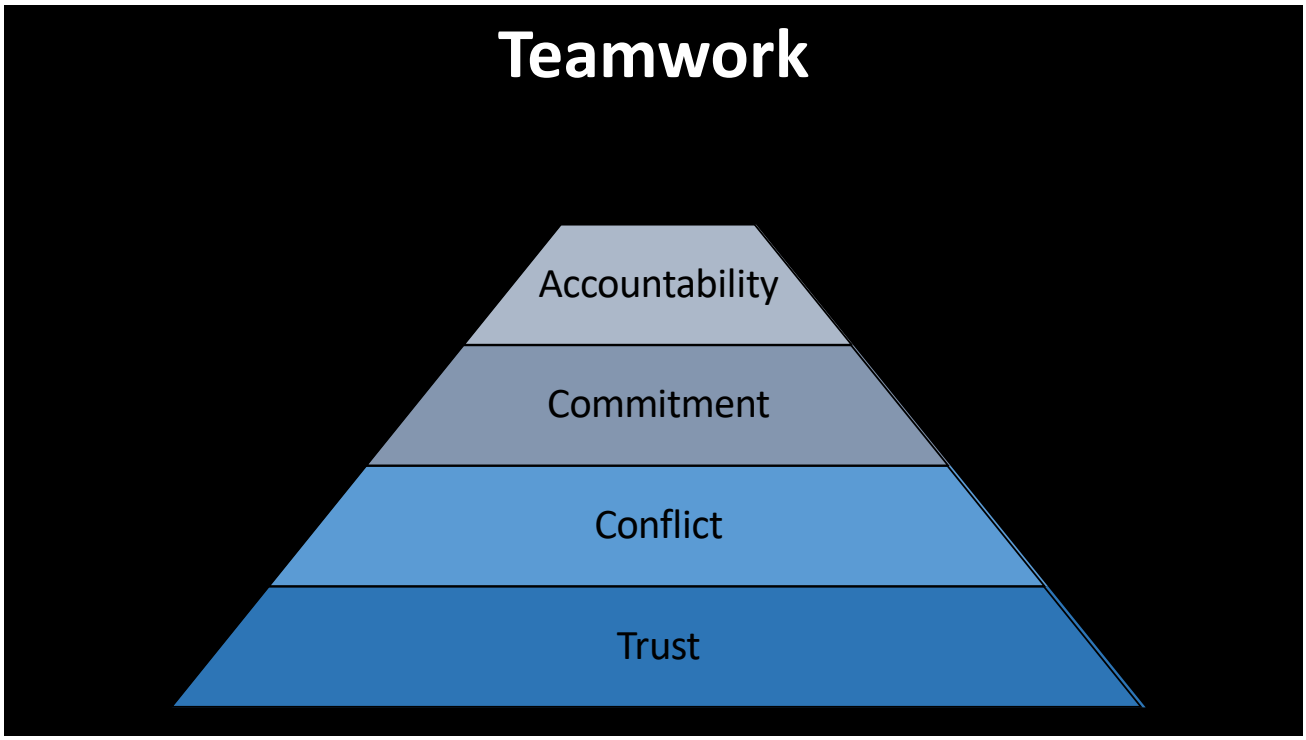
Teamwork
Accountability
Commitment
Conflict
Trust

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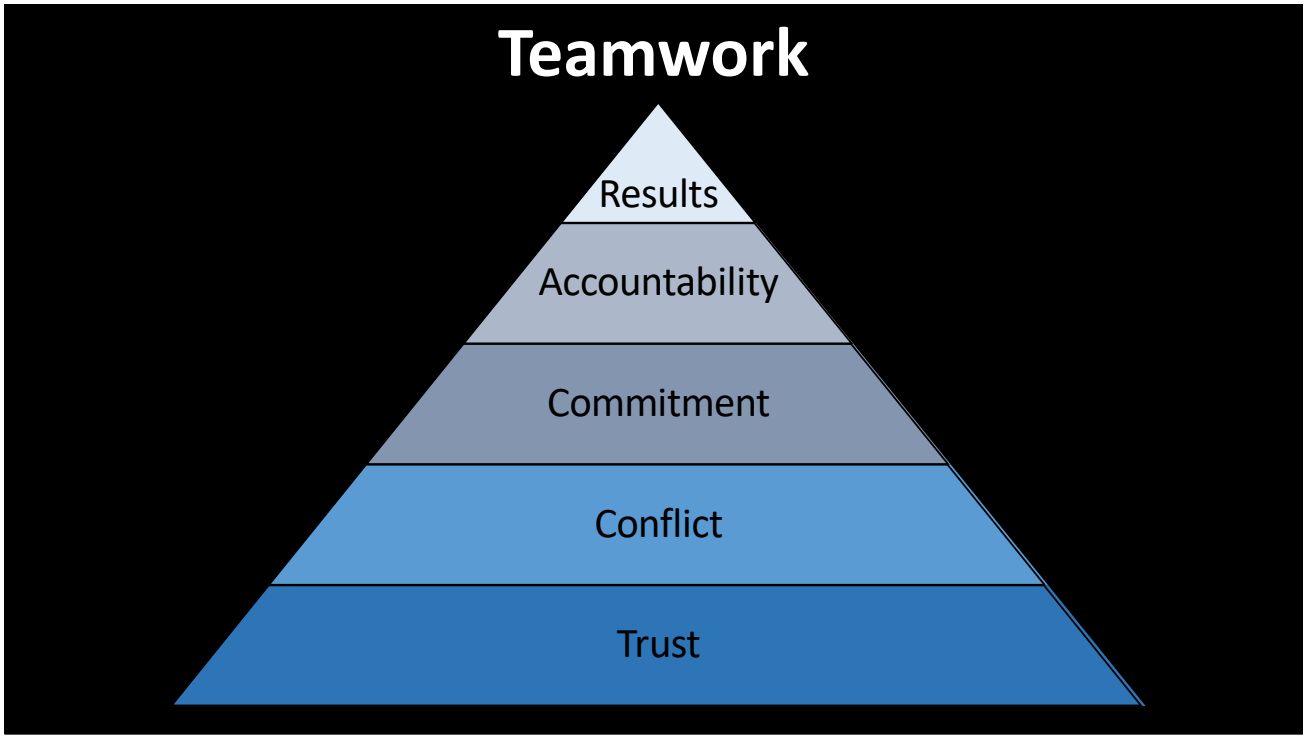
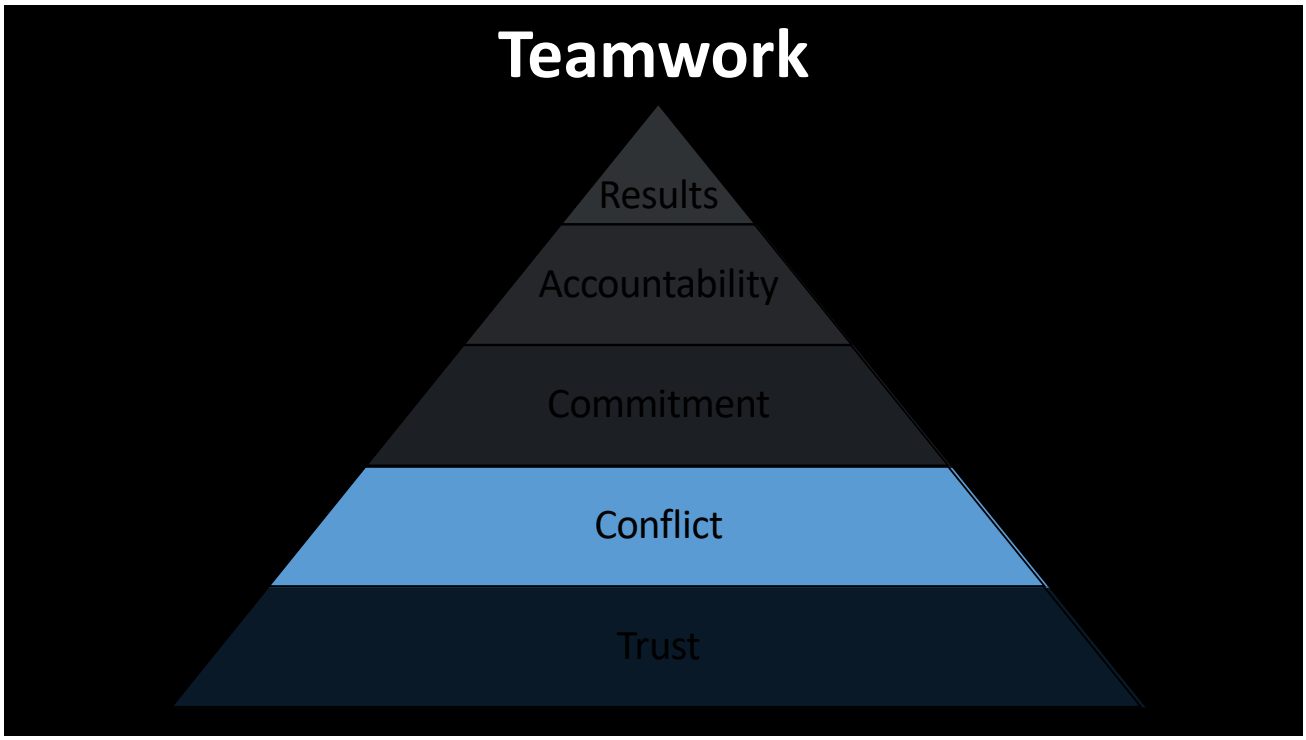

Teamwork
Results
Accountability
Commitment
Conflict
Trust

134



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"Those who disagree with me are far more valuable to me than those who agree"

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Push One Theme

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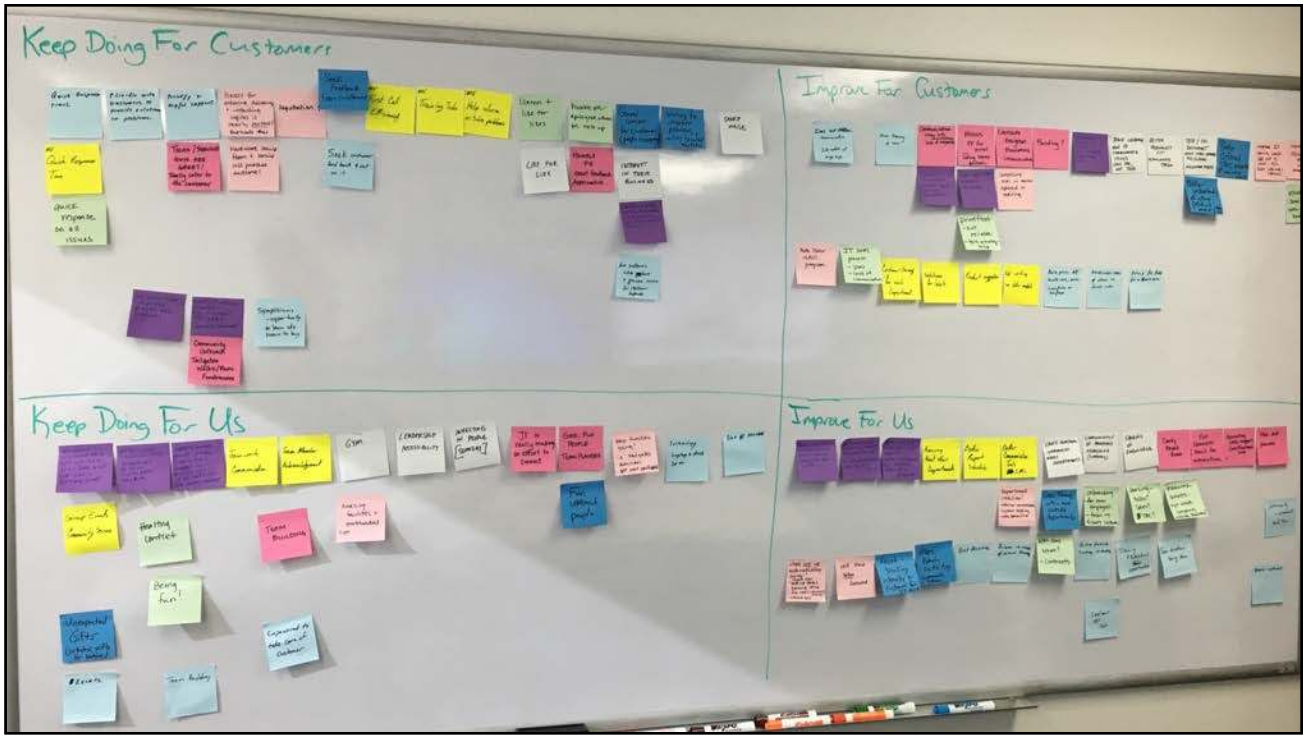
Keep Doing For Customers
Improve For Customers
Keep Doing For Us
Improve For Us

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The Fisher's Experience

Friendly Effective Easy

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What need to
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make happy?

Hov e your

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Keep a Beginner's Mind

Push One Theme

Invest in Recruiting

Reverse the Priorities

146

Keep a Beginner's Mind

Push One Theme

Invest in Recruiting

Reverse the Priorities

Live and Drive Our Culture

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