

CEO PERSPECTIVES

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**The 2011
EXECUTIVE
OUTLOOK**

Apple CEO Steve Jobs

If today were the last day of my life

Mitchell Weiner

Chief Happiness Officer, Owner & CEO, FSO

(re)Imagine Onsite Outsourcing

The time is now for a more personal and thoughtful approach to onsite outsourcing.

From the day the concept of onsite outsourcing was born, many companies and law firms have used onsite outsourcing to reduce costs, improve service, increase productivity, and take a load off their minds. But as the benefits of outsourcing have grown over the years, so have the outsourcing vendors. The personal service and attention that attracted companies to outsourcing in the first place got lost in layers of bureaucracy and management interference. An industry that had once been brimming with the excitement of opportunity and growth has become, at best, “lackluster”.

Equipment manufacturers are challenged to survive and succeed in today’s environment as they have never had to focus on, or had the desire to, manage or motivate people. Much of what is experienced today in the delivery of onsite outsourcing solutions is a marginal equipment solution supported by unmotivated employees. Questions such as, “What happened to incentivizing these employees?” come to mind and, “What happened to evaluation of vendors and equipment regularly to ensure the latest and greatest solutions are being deployed?”. What companies really need

are extraordinary people solutions supported by unbiased equipment solutions -- not the other way around.

As a pioneer of this industry I have watched it grow immensely from two people in the audience at a Mail Confer-

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ence in Atlantic City 20 years ago, where Lance Humphreys asked me to speak, to today thousands of people attending more and more conferences, associations and seminars around the country -- so many new faces and “experts” in the market now!

It has been interesting to witness the evolution and transformation of onsite outsourcing over the years from what was previously high touch, “personal

approach” and a “here to help and take care of the people” philosophy and mentality to a crowded, largely corporate, impersonal, and generic approach to the business.

The FSO Experience

Understandably, it is hard to envision “personal ” being part of the corporate strategy when profits, shareholder returns and EBITDA results drive the strategy and dominate business intensity and character.

Well I am back and surrounded by people who love what they do and I can’t wait to meet with you to hear what is keeping you up at night and how we can HELP with your operations. There is much talk about the need for the best technology, scanning solutions, logistics management and more. At FSO, we are all about delivering state-of-the-art solutions to our clients, but what about the readers of this article? What’s in it for them? For their staff? Their growth and their morale?

FSO Outsourcing is here to bring back what the industry has forgotten. We call it the “FSO Experience”. It’s a proven recipe of people, passion and productivity, and it’s not business as usual. With us it’s personal.

The reason clients stay with us and remain friends and customers for life is that they know they are going to get the most energetic, motivated, knowledgeable, experienced team that will deliver and exceed all expectations 100% of the time. It's in our customer service guarantee and our people live and breathe it every day.

This didn't happen overnight or by chance. Our success comes from over 25 years of cultivating relationships, building trust, understanding the changing de-

mographics and the changing marketplace. Simply by perfecting the balancing act of managing people and driving operational efficiencies we consistently "wow" our clients.

I can't share the exact secret of the Kool Aid we drink here at FSO, but when you make it about the people, as the driving force behind any company's success, it makes sense that with happy and motivated people on board your business is bound to operate more efficiently. You

(re)Imagine Onsite Outsourcing

may have noticed by now that I have changed my own title to Chief Happiness Officer & Owner and I can say with all confidence that happiness is a part of our DNA at FSO and it starts at the top -- as with any organization.

At FSO we ask our clients to re-imagine the way their businesses are run today and beyond. Not only are our clients realizing that their employees are happier and more motivated with FSO by their side, but that their operations are running more smoothly than ever before.

FSO is an operating company of Forrest Solutions Group along with FSS (Forrest Solutions Staffing), a 35-year-old people company. For more information, visit www.thinkfsg.com.

To learn more about FSO, call 212-204-1193.



Mitchell Weiner, CEO & owner of Forrest Solutions Group, is an industry leader, mail operations and technology expert, and pioneer of onsite outsourcing. He has been recognized nationally for building tenured teams and fostering longstanding customer relationships.

FSO : Delivering Innovative People Solutions for Over 30 Years



FSO was created to deliver outsourcing solutions founded in the values that the industry has lost sight of:

- Understanding that comes from unequaled experience
- Quality of performance that comes from people who are passionate about their work
- Personal attention that comes from the active involvement of local management who are also company owners

Today, FSO is part of the Forrest Solutions Group, which also includes FSS, the award-winning leader in enterprisewide staffing solutions that people have known and trusted for over 20 years.

Contact FSO and rediscover what you can achieve when you work with people who love what they do.

FSO provides Onsite Outsourcing Solutions in the areas of:

- Corporate Services
- Document & Device Management
- Mail & Logistics Management
- Records Management
- Legal Solutions
- Information Technology Solutions

More information can be found at FSO-Outsourcing.com or contact Mitchell Weiner directly at 212.204.1193 or mweiner@thinkfsg.com.

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