



# POWER TO THE PEOPLE

A metro Atlanta business wins with rapid growth, zero turnover and ecstatic customers—all by empowering its workforce. If the credo at Pro Power Solutions had to be summed up by a song title, it would be Aretha Franklin's R&B hit. "Respect." R-E-S-P-E-C-T.

**STAYING POWER**  
They're (almost) all here, on these and the following two pages: The staff of Pro Power Solutions



The ethic of reciprocity—respect others and treat others as you would like to be treated—has served Pro Power Solutions well.

The suburban Atlanta company has expanded from a five-person start-up in 2002 to a company of 25—and growing—today. The sales charts for Pro Power Solutions, an emergency generator company, are also high-voltage: \$7.1 million in revenue in 2004, \$8.6 million in 2005 and \$23.5 million in 2006.

All this while posting a feat seldom achieved in any business—zero turnover.

"I've had no one quit, and no one has been let go," says president Andrew Briggs.

Brian Wansor, who was one of Pro Power's original founding five, gives Briggs much of the credit for the growth and retention. "He's



just really fair," says Wansor, who started as a technician and now serves as vice president of operations. "He treats everybody with respect."

There it is—the r-word. "Respect" pops up so often when talking to people at Pro Power Solutions, you'd think it was the latest corporate buzzword.

For Briggs it kind of is. He also uses words like "kindness" that would make CEOs from the tyrannical school of management cringe. Because when it comes to how you treat employees, what goes around comes around ... to customers.

"I absolutely believe

there is a direct correlation between how management and ownership treat employees and how employees treat customers," says Briggs. "The employee base is the biggest asset that I have here. I believe if employees feel they are not only treated with kindness and respect, but that they are an integral part of a team, then they will enjoy working here and enjoy taking care of customers. It becomes a very positive environment."

competition," Briggs says. "It's an investment I make. I could put that money in my pocket, but it's not me building and growing this company per se, it's the employees. I don't want an employee to leave for a few dollars more. It would be damaging to the company."

But don't let the talk of respect and caring lead you to think everyone at Pro Power Solutions spends their time singing "Kumbaya." According to Wansor, the

**"I don't want an employee to leave for a few dollars more."**

Briggs sees a compelling business case for nurturing his employees with fairness and concern. He's even willing to put his money where his value statement is.

"I pay at a wage that is at or slightly better than my

employees' end of the bargain involves living up to high performance expectations.

Tom Ferris, vice president of sales, says Briggs has helped create an environment where employees feel ownership. "The culture of the company makes you feel you're a



