

This has been my favorite project over the past seven years.

As the client's family business added subsidiaries, expanded overseas, and established a holding company, they wanted a way to, "...bring people together to maintain the family-style vibe."

This was my response, to introduce individuals on the company-wide intranet in a Then & Now format. Top brass loved the pitch you see here, and I went on to interview more than 150 members of the organization over the years, from board members and C-level leaders to guys on the shop floor (sometimes with the help of a translator).

By chronicling career paths and personal achievements—the educational, triumphant, and amusing—we were able to accomplish several goals:

1) Present people as humans rather than job titles and functions.

SASSER
FAMILY HOLDINGS, INC.

EMAIL January 15, 2012

SFH Member Introductions

Introducing: Keanu Reeves
Security and Life Force Specialist

Then & Now

Us: Keanu, what have you learned over the years?

Keanu: Well, I used to like to party and thought everything was "excellent," but now I have a much better understanding of excellence, and I'm able to incorporate it into my life on many levels. It turns out I'm "The One."

Us: After accomplishing so much, do you still have goals for the future?

Keanu: Absolutely. I won't rest until everyone is free from the tyranny of the Matrix. That's my stretch goal.

Us: What is your area of expertise? What special talents can you offer to everyone in the Sasser family of businesses?

Keanu: I've developed a collaborative relationship with power and can transform myself into a fighting machine to destroy anyone who threatens me or my co-workers. It's a gift.

Us: What advice do you have for everyone in the Sasser family of businesses?

Keanu: Open your mind to new possibilities. Recognize that we're all on the same team, and that there is no spoon. I look forward to working with you all.

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We're here to elevate you above your competition and help you reach your goals. Stay tuned for more introductions coming soon.

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Change is good

While changes in our environment and routine can be scary, change is the only way to grow, learn and evolve. Help us usher in a new era by welcoming Sasser Family Holdings, Inc. into your family.

2) Introduce shared experiences that otherwise may not have come to light. For example, I was surprised how many employees had coached their kids' sports teams, or had the travel bug.

3) Provide inspiration and motivation for those just starting out in their careers. Great perspective could be gained by seeing the CEO at 17 years old in a paper McDonalds hat in his "Then" photo.

Long after this organization hired an agency of record, they have kept me on for this purpose. They trust me to make this a positive experience for everyone involved, even if subjects are reluctant to participate initially.