

Executive/Manager – Small Company Category	
Nominee	
Name:	Jodi Weintraub
Title:	Atlanta Market Lead
Organization:	TrueBridge Resources
Nominator	
Name:	Cathy Williams
Organization:	TrueBridge Resources

Give up to three examples of how this person demonstrates Integrity:

As the Atlanta Market Lead for TrueBridge Resources, the professional staffing division of North Highland, Jodi manages both the business development and recruiting teams. One of our TrueBridge Values is “Integrity” – We maintain high ethical standards and will do the right thing in all situations. Jodi exemplifies this Value.

One example of her integrity is her “selfless contribution” and “doing the right thing” to promote the success of others – on her team, in other parts of the company and external to TrueBridge – with no expectation or desire for personal recognition. Jodi has been a mentor with Pathbuilders for over 10 years and is an active Board member of both OnBoard, a non-profit that advocates for increasing the number of women in leadership and Board positions in Georgia public companies, and the Jewish Family & Career Services. Earlier in 2013, Jodi was presented the Herbert Kohn Meritorious Service Award by the JFCS.

To illustrate Jodi’s integrity as a leader, one example of many is her development of people with a focus on strong ethics. Much of her development is through example. Because the staffing industry is involved with people facing challenging job decisions and sometimes difficult situations, being honest, caring and ethical is critical. As Jodi develops her team, there is a common thread of doing the right thing when it comes to candidates, associates, and clients – always. In a recent meeting, a client needed an important role filled but had very little budget for recruiting. After discussing the cost associated with our search and the salary for this new position, Jodi suggested a totally different option for the client that wouldn’t include TrueBridge but would bring a satisfactory result and be within the client’s budget. He was quite surprised that we were willing to help a small company with a critical need even though it didn’t include our paid services. We provided steps and guidelines for him in his recruiting effort. The reward to Jodi was that we did the right thing - made an honest assessment of the client’s need and helped him achieve a positive outcome.

A second example of Jodi’s integrity is best depicted by her “relationships for life”. With 25 years’ experience in human resources and client services, Jodi has an enviable list of former

colleagues, clients, and candidates who respond to her call or contact without hesitation and as though they worked together yesterday. The scenario, observed by all of us who know Jodi, plays out like this: TrueBridge has an opportunity with a new client. Jodi knows the client contact – who was a former candidate – from a time 10 years earlier. Jodi had introduced her to a client and she was offered a job. The conversation is reminiscent with the now hiring manager remembering the wise counsel and honest advice she received from Jodi years previously. Jodi's focus was then, and is now, on the quality of the placement – knowing the candidate and client so well that she can and is willing to give honest guidance regarding a placement so that it is a win-win for client and candidate – long term. The now hiring manager wants to do business with TrueBridge. Initially, it is because of the association with Jodi and her known integrity and trustworthiness. The long term relationship happens when the client realizes that the integrity she knew in one employee, Jodi, actually permeates throughout the organization and company of which Jodi is a key leader.

Give up to three examples of how this person demonstrates Respect:

On the face of it, Respect seems to mean that one treats his or her colleagues professionally, with humility, empathy etc. Jodi leaves this behind and takes it to the next level. She drives respect into the organization and creates an environment where it can grow. One situation where I learned a great deal from Jodi was during my first moment of conflict with a colleague. This individual was in a support role in another department and routinely had challenges interacting with members of my own team. I became seen as the focal point for all the friction and was unknowingly making the problem much worse, to include her making comments about looking for a new job. Jodi leveraged her respect for all of us by first explaining that despite feeling I was in the right and that my version was the closest to reality, the fact was that this person's perception was that I was the problem. How she perceived me was not something I could argue with. That was happening, regardless of where I was trying to put blame. Once I saw things from that perspective I was also able to give up my old ways and work towards finding an amicable path forward. The blame didn't matter, so by moving away from it and treating our colleague with respect we forged a new day in our relationship. Subsequently my respect drove the respect of my own team. Ultimately it was Jodi's ability to approach the situation without blame for this colleague or me, with a keen understanding of the emotions at play, and with a deep degree of empathy for both of us that spread respect throughout our institution. To date, that colleague is a trusted resource for my team.

Respect is a part of Jodi's management style. It's ingrained into her personality, and as illustrated above, it becomes pervasive. Without fail, Jodi conducts routine one-on-one meetings with each of her team. By definition, some things that are important to me or any other on her team will not be important to her. Such is the reality of being the boss, but Jodi's respect for the individual elevates those issues for her. She is concerned because we are concerned. Conversations occur with understanding, clear listening, and empathy to concerns. Part of this comes from her trust and confidence in our judgment and skills, but that too is a part of respect. Again the attitude becomes pervasive, you can watch as account directors meet with recruiters and treat each other respectfully. You can even watch as we interact with other

offices, while we engage with respect and pass the baton. It's infectious, and a lot of it comes from Jodi.

Give up to three examples of how this person demonstrates Responsibility:

Within TrueBridge Resources we have two channels that recruit and staff contract resources. One channel, the Direct Team, supports client companies from Fortune 100 to start ups. The other channel, the Affiliate team, supports only North Highland Consulting. Often, the Direct team and North Highland Consulting are supporting different needs for the same client making communication between our teams key.

As Market Lead for the Atlanta Direct Team, Jodi Weintraub realized that because there are similarities between the Direct and Affiliate teams and that shared information would ultimately be beneficial in how we serve our clients, she designed a program to bring our teams together to share information on a scheduled basis. This monthly session is called Cawfee Tawk and both teams meet, share challenges, achievements, and future needs of our business units. Since the institution of these meetings, there is a higher level of collaboration, understanding, and excitement across TrueBridge. Jodi saw an opportunity to strengthen TrueBridge and took the responsibility to make that happen. Her action has resulted in a stronger alliance between the Direct and Affiliate teams. Through this increased knowledge and communication, Jodi has driven revenue growth through providing even stronger support to our clients and generating a critical exchange of referrals and information.

Please relate an incident or tell a story that shows how this person demonstrates Leadership Character. Examples may include professional or community involvement:

TrueBridge is a five year old firm with eight offices nationally, with Atlanta being our headquarters and flagship. Jodi's leadership character is evidenced by her approach to managing the head office as an educational resource for new offices, while also being internally competitive around revenue growth. Within our own team, Jodi pushes growth in our footprint within TrueBridge by engaging with new and diverse clients, by providing motivation to close deals and by implementing practices that keep the momentum running strong. Jodi also routinely makes it clear that if we find something that is working, perhaps a way to approach a new client, or an internal process change that moves things faster, she is quick to share those tactics with her Market Lead peers in other parts of the country. This is done through an array of communication that ranges from presentations during quarterly Market Lead meetings to brief announcement emails. This approach has had two effects on company culture. At a national level, TrueBridge has become a collaborative, supportive environment where individuals take pride in others' successes. Wins are celebrated between offices and between individuals and congratulations are abundant. At the same time, professional competitiveness drives us forward and makes each of us, as an office or as an individual, have a deep desire to have the next win.

This approach was a key element when she was selected by others in the company as the person who best emulated our company values in 2013.

Jodi's leadership style, combined with her integrity and commitment to ethics helps to make her an incredible Leader worthy of recognition. Her 'selfless contribution' and her 'relationships for life' make Jodi the leader many seek to emulate, while her respect for every individual and ability to see the reality beyond the blame breeds loyalty to TrueBridge and our peers. Finally her faithful embracement of the responsibilities of her position constructs a Leader, whose team sees challenges as opportunities, whose team rewards and replicates success, and whose team stands committed to a higher standard of business ethics and transparency.