
ABOUT THE AUTHORS

Debra Thompson and Bill Greif formed TG & Associates in 1995 because they recognized that small business owners were having increasing difficulty complying with the demands for Human Resource Services. It was patently clear that the easy days of finding, developing and retaining employees were over and that the discipline needed was not in the comfort zones of small business owners and managers.



At the outset, Debra and Bill evolved a process map for business success which became Debra Thompson's Ten Principles for Success™. While the Ten Principles clearly articulated all the steps that needed to be considered for business success, it became apparent that the real focus lay in three underlying elements:

- Every business needs a set of processes and procedures to cover how everything in the business is to be done.
- Every business needs to develop the right set of employees to provide outstanding service to its internal customers.
- Every business needs frequent and healthy communication as the glue that holds it all together.

Debra and Bill began the development of services and products that would enable owners and managers to put those basic elements in place. They shaped their company, TG & Associates, to help business owners build exceptional customer loyalty from the inside out. In the company's formative years, this objective drove the company's planning and activities. Today, it encompasses

other than small businesses by treating staff members and teams within larger companies as small businesses in their own right. The internal customer concept pervades all businesses and the pursuit of internal customer satisfaction is central to business success.

To educate owners and managers about the internal customer concept, Debra, with Bill's help, wrote *The Forgotten Customer*. This book adapted the Ten Principles to relationships between employees. It also set guidelines on how communication and teamwork could be enhanced through understanding the internal customer concept.

Both Debra and Bill believe that focusing on the people in the business is paramount to success and, without it, the best equipment and processes are doomed to failure. Debra and Bill have helped business owners and managers understand the importance of the employees to be successful. Their seminars and articles on People Management – The Critical Skill teach business owners critical themes and how to implement them in the workplace. They have developed products to help small business owners in specific industry segments achieve the same levels of Human Resource competence that larger companies hire staffs to perform. Specifically, they developed the *How To Series* that provided owners and managers with key processes for finding, developing and retaining top performers.

Debra and Bill continually their research “best practices” used by successful companies. They continue to train owners on the growing problems of a dwindling labor force. While the economic issues that arose after 9/11/2001 put a different wrinkle on employee staffing problems, the business recovery of late 2003 and early 2004 reaffirmed Debra and Bill's concerns that owners were not prepared to handle the process for finding, developing and retaining the top performers needed to build their competitive advantage.

As an adjunct to their other products and services, Debra and Bill have helped owners with the increasingly difficult process of hiring top performers. Their efforts resulted in the creation and validation of a model hiring process – a disciplined approach to hiring guaranteed to provide top employees. This hiring process included the necessary tools to evaluate prospective candidates and defined benchmarks for optimum candidates. This process is the foundation for *No More Rotten Eggs – 13 Steps to Hiring Grade AA Talent*.

Now, TG & Associates proudly recognize that they have achieved their vision of becoming The Experts in the Human Side of Business among their clients. All of their efforts, products and services increase this awareness and help them help more people.

Debra and Bill reside in Tucson, Arizona, which has been their home since 1994.