

# User Manual for Jason Hennessey

## About Me

I genuinely love what I do! I am an entrepreneur at heart, and am always thinking about new ideas to make things better. I am passionate about sharing what I've learned and teaching others about what's worked and not worked for me. I like the challenge of business because it is a continuous education process, and transitioning from SEO to CEO presented new growth opportunities. As the business has grown, I've learned to hire the right people to do what they are best at, then get out of their way to let them be amazing. I look forward to working with you and seeing your superpower in action!



On a personal note, I grew up on Long Island, New York, and served in the Air Force for 4 years after high school. I quickly realized that I was a driven entrepreneur, and found and sold my first businesses including Vegasweddingmall.com and Everspark Interactive. In 2015, I moved to California and founded what is now Hennessey Digital which has grown to be a \$10MM+ business with well over 100 employees. Although an entrepreneur at heart, the true way to my heart is through my children. My wife, Bridget, and I have two sons and a daughter, and my highest priority is family. Little known facts about me: I love spontaneity. I am more about experiences than receiving gifts. I prefer drinking water or unsweetened tea with lemon. I am a social drinker so I might have a beer in my hand, but you will never find me drunk. I hate fish. Well, and I hate pork, veal, lamb and chicken on the bone too. What can I say: I'm a creature of habit, and I stick with what I like. I suppose that reflects my deliberate preferences within business in that I avoid micromanaging the process, but am picky about the final product and want things to have the very best outcome. I have a sweet tooth, but when I turned 42, I made a promise to myself that I would embark on a healthy lifestyle so I limit sweets these days and am not looking back. Greatest decision ever!

## What I Expect of Myself and Others

### ***Action Creates Results***

"In life, you have the power to create a future that wasn't going to happen; all you need to do is take action. Action creates results." *Jason Hennessey*

### ***Take Initiative***

Let's have efficient and effective meetings. If you're setting up a meeting, then tell me in advance what you're wanting to accomplish during the meeting. Afterwards, document any important decisions that were made, and send everyone in the meeting a recap and the action items. This helps keep business moving forward, honors the time that we invested in the meeting, and keeps everyone accountable.

### ***Come to the party with solutions instead of problems***

I love it when someone sees a problem, presents the relevant data and information at a meeting, and shares their proposed solution. These recommendations create the basis for smarter solutions and provide positive team momentum.

### ***Share the laughter***

I like to be witty and go out of my way to get a chuckle out of somebody else because it brightens up everyone's day. Sometimes you might get a Will Ferrell kind of GIF, or an animated GIF, in response to your email. It's professional, but fun!

### ***Ask only once***

I hate having to ask people to do the same thing over and over again. If it's important enough for me to ask someone to do something, then I shouldn't have to put a reminder to follow up to make sure it was completed. I like to empower people to do their job so that I am free to do mine.

### ***Always Go Above & Beyond***

There are two types of people in the world. When given a broom and asked to sweep the floor, one group will sweep the floor and go around the floor mat. The other group will sweep the floor and actually pick up the mat to sweep under it as well. That is what I like to see in others: that they pick up the mat, move the chair, and pull the couch away from the wall to sweep the floor. I want people to go above and beyond what is expected. That's what I expect of myself.

### ***Never act like you're the smartest person in the room***

I always want to be humble because there is always someone else that I can learn from. I have been doing SEO for 20 years, and I learn new things because I am open to learning. When you feel like you know everything, then you close yourself out to learning new things.

### ***Talk to me***

I have learned that it is better to let people know how you are feeling, but certainly do it in a respectful way. If I say something that hurts your feelings or acted in a way that kind of offended you, I would much rather you talk to me privately about it. I want to become aware and learn from it. I try to live my life so that I don't make those kinds of mistakes, but if I do it inadvertently then please tell me. I admire people who address the issue head-on rather than talk about it behind the other person's back. Let's just talk about it and clear the air.

# Life Through My Eyes

## ***Focus***

Sometimes I struggle with focus because I have so many things going on, and my attention is being pulled in lots of different directions. Let me know if what you want to talk about something that needs my total focus, and we can schedule a one on one meeting. I'll shut down all other distractions so that I can focus because I care about what you care about.

## ***Gratitude is not a feeling, it's an action***

I notice the little things. I see the ways that people show gratitude and appreciation. I like it when people take the time to celebrate other people's wins. Sending a Skype comment to acknowledge something that a co-worker has accomplished builds relationships and shows gratitude for the team member's contribution.

## ***We're all just people***

It's not just about business; it's all about genuine connections. I like to strengthen relationships by learning more about you as an individual. How is your family? How is your dog? Some people might think this part of the conversation is frivolous, but I think it's important. We're two people having a human experience with families, hobbies, dogs and cats, and we are here to do a mission together.

## ***No Gossip Zone***

I am not a fan of gossip. It's just a negative waste of time and energy. There's only so much time in the day so let's focus on positive energy.

## ***I like casual clothes***

Please don't take offense that I'm on a Zoom call meeting in a t-shirt and jeans, and I won't judge you for wearing a three-piece suit. There are times when it's appropriate to dress up, but I think people should dress in a way that makes them feel better about themselves. When you feel good about yourself, your confidence goes up and you're going to perform better. Personally, I like to be comfortable, and I have the luxury of wearing jeans and a t-shirt to work.

# How Best to Work With Me

## ***Brief Communication --***

- Executive Assistant - Kathryn can help you schedule appointments and get information to me quickly. Please copy her on any emails or communication that need action or immediate attention. You can reach her at [kathryn@hennessey.com](mailto:kathryn@hennessey.com) or 208-401-6260.

- Slack – Need a quick answer or want to inform me about something, then ping me on Slack. If it's something that is lengthy or is really important to you, then let's schedule a meeting so that I can show you respect by giving you my undivided attention.
- Hop on a call – If it's important to you, then it's important to me. If you have something that requires a discussion, then let's hop on a quick call to talk about it. Talking about an issue ensures that you feel heard and understood, and we're able to move onto action steps following the call. It just prevents misunderstandings and time delays.
- Email is for non-urgent matters. The success rate of reaching me via email is about 90%. Assume I will see your email within 24-48 hours, but rarely sooner. If it's a critical issue, or you're asking me for a response, then please make that clear in the subject line.
- Brevity – I love bullet points. Please don't take offense if my responses to you are brief. It is not intended to be curt or imply any negative vibes. I have a million things going on, and it's my way of getting an answer back to you to keep the conversation going.

## **Always wanting to be a better person!**

I am an open book, want to continually grow to be the best version of myself, and I invite your feedback in how best to do that as we interact with one another.