

Christa Reinhardt:

Welcome to the Vanderbloemen Leadership Podcast. My name is Christa Reinhardt and I'm the Senior Marketing Coordinator here at Vanderbloemen. Today we're starting a new series that we are calling New Year, New Rhythms. In this series, we'll be walking through some of the challenges your ministry may be facing going into the new year and how we can help you walk through these. Over the next few weeks, you'll get to hear from some of our team members on looking for a new job, finding a new leader, walking through a new process, and lastly building a new team. In this first episode, we will hear from our founder and CEO, William Vanderbloemen. We hope you find this conversation useful.

Christa Reinhardt:

Okay. Well, hey everybody. It's Christa Reinhardt, Senior Marketing Coordinator at Vanderbloemen and today I'm so excited because we are launching our new series that we are calling New Year, New Rhythms. Over the next few weeks, you'll get to hear from some of our team members and just hear about walking through this process. Today I'm joined with William Vanderbloemen, our founder and CEO. Hi William.

William Vanderbloemen:

Hey Christa.

Christa Reinhardt:

Thank you so much for joining us today. So it's here. We've talked about it. Here's the new series. I'm just going to dive right in and ask you, why do you think it's important for us to be talking about these new rhythms going into the new year?

William Vanderbloemen:

Well, I mean the new year's when everybody's going to go to the gym for two weeks, right?

Christa Reinhardt:

Yep.

William Vanderbloemen:

We're going to make all these reservations [crosstalk 00:01:29]. Yeah. Yeah. The third week in January is a good time to join a gym because there's nobody there. But the first two weeks, churches tend to be more crowded, people are going to balance their checkbook. Dave Ramsey's very busy. The gyms are crowded. Everybody's ready to turn the page.

William Vanderbloemen:

It actually happens around here. I mean, you've been here for a while, even back to being an intern in our intern program. But after doing this 13 years, every January people are like, new year we have new money or a new budget. I'm still not sure how that works, but it means that there are a whole lot that now with the new year we're going to hire our this, that or the other.

William Vanderbloemen:

So we just kind of get flooded in January and February with people turning over a new leaf and some people moving. So as you watch through January, you're going to see some pretty major searches announced over the course of the month because people been planning for a new year and a new rhythm.

William Vanderbloemen:

So I was just excited that you had this idea for this series Christa because it fits. I mean, people want to hear what are the new rhythms. And I think, I don't know that we'll ever be out of the pandemic, but we're certainly at a new phase where we are kind of moving on with our lives. And there's a sense in which it's like, it's a new year. We're moving out of that locked down thing. So what do I need to be doing differently as a leader?

William Vanderbloemen:

How do I need to be new? And you've set up all these wonderful sessions where I'm going to get to talk. You don't have to just listen to me. You're going to get to hear from Sarah Robins, who's been head of our Client Relations for a long, long time and on our lead team. And I mean, she's been with me back when she was doing searches, running around the country long time ago. Michael Buckingham, who is our brand new VP of Marketing who started Holy Cow Creative. I mean, you've probably seen some of his work.

Christa Reinhardt:

He's just going through this right now himself. This newness.

William Vanderbloemen:

Yeah. So you'll even get to hear from some of our consultants and our recruiters as well, because we're all going through this and our search process. I mean, even that has got some newness to it. We've got a sense of newness around here. If you're on a team that is exactly the same as it was two years ago, then you were in the minority. Most everybody, even our company had some measure of turnover since the pandemic started. And I think a whole lot of people are ready to hear, how are we going to start new?

Christa Reinhardt:

Right. Right. I know I came to you a few weeks ago with this series idea. And I remember just thinking when I was sitting there of like we've done this for a lot. We've worked with churches for so many years now. You've had so many experiences and just thinking, hey, I think we have something to offer these people that are going through this. And who do you think will really benefit from this series? What kind of people?

William Vanderbloemen:

Well, if it's people who are looking for a smart guy to listen to, you're on the wrong channel. Change to go to somewhere else. I'll tell you what, have you seen these Allstate commercials with the guy that looks like a professor dude and they'll come to him and say, oh, an ostrich just ran into our car. How do we follow? And he said, oh, we've seen that. And then there'll be another dumb something weird. I wrecked my by plane in the ocean. Oh, we've seen that. And their whole tagline is we know a thing or two, because we've seen a thing or two.

William Vanderbloemen:

And I would say whatever we know, it's not because I'm smart or have things figured out. But after 2,500 repetitions of doing searches and walking up and down the hill of finding people, it's just interesting what you learn by repetition. I hope there's nobody else listening to this who's done 2,500 searches, because that would be... You're either in a church that does a lot of hiring but hopefully over the years I've at least learned some things not to do and then some things to do and you're probably going to be hiring some this year. So that'll be a helpful thing.

William Vanderbloemen:

I think people will also get to hear one of the things with the pandemic is despite the fact that we were all connected, we were all isolated. We were connected over the internet. And the main question I get Christa is whether I'm in person or Zoom are out on planes, traveling around which we are doing, I hear people saying, what's it like out there? What's everybody doing? How are things going to be different? So we spent quite a bit of time studying and researching what's the new profile for a pastor in this brave new world that we're living in. And there's some pretty cool insights that I think people will get to pick up on that. Honestly, I think they'll be pretty encouraging and not discouraging.

Christa Reinhardt:

Yeah. And I'm excited. I feel like this is a great opportunity to just kind of hear from the rest of our team that not everyone gets to hear you're from. And you mentioned this, we've gone up and down the hill. We've started growing this process where we're like, oh, we need some consultants in here. We need some people to help. And I think people can really relate to that.

William Vanderbloemen:

Yeah, totally. And boy, as you listen to the conversations with different people on our team, you just won't find better people. And I don't think you'll find anybody who as a team, everybody there is full-time, this is their gig. This is not a side hustle. This is not something they do in their free time. This is their job. And frankly, I think we all see it as our mission because I just don't know anything that disrupts a mission-driven organization more than people problems, staff issues, staff not being complete. That just slows things down. I mean, wow.

William Vanderbloemen:

And then not just incomplete, but hiring the wrong person. I mean, that can be really painful. If you have ever had to try and undo a hire in a church. It's really hard. So we're committed and this team that you'll meet over these sessions is committed to saying, our mission is to get you back on mission, to end the disruption, whatever that is. And we learn a little bit of every time we do it and we're still having to take every single search as if it's our first. Get to know the client at their very specific level. But I think you'll enjoy meeting the team in here and just how committed they are to that mission.

Christa Reinhardt:

Yeah. And we're just getting started on ours. We were talking about that the other day. We're not done yet. We think there's so much more potential that we want to keep going. And we're really excited because I think this series is going to just show a glimpse of the kind of kingdom work that we all would say and agree here that we're honored to be part of.

William Vanderbloemen:

Absolutely. And I got to tell you, Christa, I don't know, listeners might know this saying and I say it a bunch of different ways for forgive if I get it wrong. But the couple sitting there and you're interviewing them and the person says to the wife, how long have y'all been married? And she says, well, we've been married 20 years, but I think we've gotten married six or seven times. It's like your marriage goes through an evolution.

William Vanderbloemen:

You're married to the same person for 20 years, but you've been married 7 times. I feel like in our company, I started this 13 years ago, I'll be 14 this year, and it feels like I've launched a different version of this company 7 times. And right now is one of those times because the pandemic taught us how to do things more efficiently. It taught us how to do things quicker without sacrificing quality. It led to hiring some new team members. And I am just super excited about what's ahead of us as we move forward.

Christa Reinhardt:

Yeah, we are all excited too. We'll keep this one short because we just wanted to hop and here and tell everyone how excited we are about this series before we dive in and kind of introduce you to the rest of the team members and some people that we get to work with every day. But before I wrap up, one thing I want to ask you, William, is since we are talking about resolutions, what is a resolution that you have for this new year?

William Vanderbloemen:

I want to qualify for Boston Marathon.

Christa Reinhardt:

Oh, that's a good one.

William Vanderbloemen:

And since it's ambitious, I am 51, frankly, when I turn 54, I get more time because I move up in age group. So it might be a while but I'm going to say this year, I want to get it done. And I'll tell you the reason behind that. This pandemic thing, not to go all preachy on you, but I guess you can take a guy out of the pulp, but you can't take... I still turn into a preacher every now and then. I think the pandemic just made me appreciate how fragile life is. And it made me say, at 51, hopefully you've got more years in front of you than behind you, but maybe not. And I need to strategically say, what are the bucket list things I really want to get done?

Christa Reinhardt:

And focus on here.

William Vanderbloemen:

Yeah. Yeah. And so I'm busy making out my lifetime bucket list. One of those is Boston Marathon, but there's some more meaningful ones on the list I promise. It's not just-

Christa Reinhardt:

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It's funny you mentioned one [inaudible 00:10:40]. I don't even know if you know this, but my fiance, he's a runner. He loves running. I don't understand it. He loves it. I call him the crazy one, but he's actually running marathon this Sunday and hopes to qualify for Boston. So we will see you there if all goes well.

William Vanderbloemen:

Yeah. Yeah.

Christa Reinhardt:

That's awesome. Thank you so much for joining us day, William. We really appreciate it.

William Vanderbloemen:

Absolutely. Absolutely.

Christa Reinhardt:

Thanks for tuning in. We hope this conversation and series will show you a glimpse of the kingdom work that we've the privilege of being part of. Keep tuning in to hear we've seen God move and learn tips for walking through each part of the hiring process. If you don't want to miss any upcoming episodes of New Year, New Rhythms, make sure to subscribe to the Vanderbloemen Leadership Podcast, wherever you listen to podcasts.