



HIA-LI Success Story: *Connecting With Business Leaders Key To Growth*



HIA-LI Member: *Compass Workforce Solutions*

Christine Ippolito, SPHR, SHRM-SCP, Principal of Compass Workforce Solutions, a human resources consulting firm located in Melville, attributes her firm's success to her focus and dedication with becoming recognized as a subject matter expert through networking and speaking opportunities at HIA-LI.

She launched her consultancy in 2009 after a decade serving as a top human resources executive at high-growth companies and for profit higher education outside of Long Island. She recognized that the economy and growing government requirements were putting compliance burdens on small businesses that owners and executives were not prepared to manage without assistance. She knew that her experience could prove invaluable to Long Island companies.

"I believed there was a need, but I also wanted to quantify what small business owners felt they needed to succeed," says Ippolito. "I met someone at a networking event who told me that I really should join the HIA-LI and meet the people there. I found that the people I met were very connected to all of the other members. They were business owners, leaders and decision makers on the frontline of the economy."

They were also just the kind of people she needed as partners and clients to grow her firm.

Compass Workforce Solutions

Compass Workforce Solutions (CWS) is a human resource consulting firm dedicated to providing HR expertise and resources to meet the needs of small businesses in NY State, NYC and NJ. CWS offers clients a unique approach in how HR services are designed, developed and delivered specifically for their individual needs and budget.

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Approach

Ippolito recognized that in order to introduce her new firm and share her ideas she would need to be viewed as a smart, credible and trustworthy subject matter expert. She also saw that she would need support to reach her goals. *"There is a unique dynamic on Long Island, we're an economic microcosm," she says. "To succeed, you need to be part of a credible network; you can't fly solo on Long Island, it's not going to work."* HIA-LI provided her with the support she needed.

In the beginning Ippolito volunteered to be a presenter at committee meetings and quickly became recognized by committee co-chairs as a solid speaker. Each presentation led to another opportunity. Ippolito began facilitating and speaking at larger HIA-LI events including executive breakfasts, the Small Business Summit and the Annual Business-to-Business (B2B) Trade Show and Conference.

Results

Ippolito says that the effect of speaking on her business has been twofold: *"First, you are able to make connections after an event that lead to a meeting where you can have a deeper conversation. Second, now, even when I go to call on a prospect who doesn't think they know my company, often they suddenly recognize me from a speaking opportunity. It turns a cold-call first meeting into a warm and friendly environment."*

Today, Compass has grown to a team of 8 and has been covered by Long Island Business News, USA Today, The Hauppauge Reporter and Long Island News Radio. In 2014 Ippolito was awarded Rookie of the Year at the HIA-LI Business Achievement Awards in front of hundreds of Long Island business and legislative leaders.

HIA-LI

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How Can The HIA-LI Help Grow Your Business?

HIA-LI helps Long Island businesses prosper. For over 30 years, we have been the recognized voice for business on Long Island and a powerful force and economic engine for regional development. We provide a forum for business leaders to network, problem solve and obtain advice on critical issues facing their businesses. Our member companies represent tens of thousands of business professionals. We're headquartered in and support one of the largest industrial parks in the United States. HIA-LI programs and events promote strategic partnerships, targeted networking, and information sharing and business advocacy. Members benefit from our committees, educational programs, career resources, research capabilities, mentoring opportunities and business advisory services. For more information, visit <http://www.HIA-LI.org> or call 631-543-5355.