

Florida SBDC at the University Central Florida

Employment Technologies Corporation Joseph Sefcik



Joseph Sefcik (L) with FSBDC at UCF consultants
Jill Kaufman and Roger Greenwald.

Ask almost any business executive: "what's the toughest part of your job?" Nine out of ten will tell you that it's finding, hiring and keeping good people. It's an age old problem that Joseph and Eugenia Sefcik, the co-founders of Employment Technologies Corporation (ETC), saw as an opportunity. With Joe's background in employee sourcing and human resources, and Eugenia's hands-on experience building branch banking teams, they had enough business experience to know that offering easy and effective employee testing and development tools would be the solution to a major challenge faced by the business community. They were both passionate about the potential they saw in their solution and about the opportunity it represented for them and for their future customers.

And so off they charged. Joe had watched employee training evolve from live role playing to computer-based automation and onto static video interactivity. And in the back of his mind he knew that he had had a yearning since his childhood to own his own business. Then an opportunity change in management at Joe's employer gave him and Eugenia the opening they had hoped for. In 1988, through a spin-off from Joe's previous employer, together with four colleagues they launched ETC.

Since then, Employment Technologies Corporation has established itself as a pioneer and world's #1 developer of employment simulations. ETC's signature line of EASy Simulations® improves hiring, accelerates employee performance, and inspires success.

Joe and Eugenia have engaged in an ongoing continuous improvement effort to get there. And their products demonstrate the value they have created for their customers. ETC has evolved employment testing into the realm of simulation and, in so doing, has produced a solution that is more robust, accurate and fair than anything that came before. The company's products, including its signature line of EASy Simulations®, delivers proven, bottom line results including substantial reductions in interview time, absenteeism and job-related errors, as well as increases in sales referrals and shorter training sessions.

Over the years, Joe and Eugenia have availed themselves of a variety of resources available to Central Florida entrepreneurs as they worked to grow ETC. One of the important and valuable programs they have participated in to great advantage is the Florida SBDC at UCF's Advisory Board Council (ABC), an economic development program that operates within the Florida Small Business Development Center at UCF and is funded by Orange County Government. The program is a no-cost professional advisory service for local companies. By acting as a matchmaker between

"Our Advisory Board from the SBDC at UCF has been invaluable. Their input, consulting and coaching has helped us make important decisions and chart the direction of the company. We are grateful for the support we have received from our Advisory Board. "

Joe Sefcik,
Employment Technologies
Corporation



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