

PEOPLE

HIRING STAFF



VIDEO
TRANSCRIPT
FOUR



COACHING ACADEMY SPECIALIST
Where Small Businesses Grow

Video Transcript Four

Hiring Staff

We're now going to talk about hiring staff and the importance of hiring the right staff to enable your business to grow significantly.

Get this wrong and it'll cost your company a fortune. Get it right and it'll really help you grow your business rapidly.

To give you some further support and understanding as to the importance of getting it right, I have to draw your attention to Gallup who recently conducted a survey among 16 million employees across 189 countries.

And in that they were checking on the job satisfaction of the people in their place of work. And what they identified was 13% of the people they interviewed loved going to work, they liked their job, they liked their career, they liked their profession. Some 63% are what they call disengaged; unhappy in their place of work to the point where it's a bore, it's a chore, they do not feel like they're contributing or they're achieving anything significant.

And that leaves 24% who hate their jobs.

Now, those are unbelievable statistics, but that is what they are, which was recently revealed in a study of 250,000 people in the UK with full-time and part-time workers, that's the bottom line:

Some 13% love their work, 63% are disengaged and unhappy at work, and 24% hate their jobs.

Now, you must bear that in mind, and it's easy for you to conclude that those stats wouldn't apply to your company and your business because all your staff are happy. I hope you're right.

And it's quite possible the person you're about to hire may well fit one of those three categories. And what you want, ideally, is that he or she is going to love the job.

And you can see how important it is for the growth of your business that your selection is done properly.

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And to help you choose the right person, which is really so important to you, a simple guide is, first of all, get to terms with what you ideally want yourself.

And to do that, you need to be clear on your own purpose, your own why, your goals, your objective, and your own core values.

Having established what they are and being clear what they are, then you're looking for the applicant to mirror those and to match those so that you're not going to spend weeks and months and years trying to change them. Maybe find that they refuse to change; they're too stubborn and set in their ways they don't want to be changed.

So what you'll find is it's far easier if you find somebody who matches them.

And to do that, instead of, at the interview stage, going through a list of all the things that really matter to you, and you'll find the applicant saying, "I agree with you, that makes sense, I understand that, yes, that sounds good, yeah, I'm just like that myself." And you think, "Well, there we are, they've matched it."

A better way is to ask them what they stand for; what are their core values, what's important to them. Talk about their last greatest achievement, their last greatest challenge, the last greatest problem they had that they failed to cope with, the last greatest issues and challenges that they faced in their business life, and get to understand them.

And having done all that, and let's say you have ticked all the boxes and you believe he or she is a suitable candidate, then I want you to do something else.

I want you to go through and talk about your company. Not about all the good news that they will have read on the website. I want you to talk about your shortcomings, I want you to talk about your challenges, I want you to talk about some things that have gone wrong, I want you to talk about things that are going wrong right now that need fixing, I want you to talk to them about warts and all.

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And do you know what? In doing this, you're quite likely to frighten them away.

They might find it too daunting. But it is far better that they know now than if they're going to find out on day one, day seven, fourteen or day thirty.

It's also important that you tell them something else which is really important.

You tell them what you stand for and you go through that. And is this personal? Oh, yes it is personal; so is your business. And you let them know what matters to you. And while you're doing that, I want you to be conscious of the fact that they're thinking, "Oh, I don't know, I'm not so sure that he's right for me."

It is far better that they find out now than in the weeks or months later, having taken the job. And that's more costly and expensive to all parties.

It is really important that you will talk to them about the future. If they're right for the job, that you'll hold onto them; if they're very good, you're promote them; if they're exceptional, you'll give them a bonus. And they'll smile and then you'll say, "But the other side of the coin is if they're not right, you might have to say goodbye." And they will say, "I understand that, that makes sense."

What I'm telling you is, while they're saying it makes sense, they honestly don't believe you'd do it. So you need to let them know that you're serious.

Maybe you tell them about the last person you said goodbye to. And it is quite possible, if you do this job properly, you'll find people who come to a first interview don't always come to a second because of your honesty. It is far better if you frighten them away now, rather than wasting their time and your time.

So it's terribly important at the hiring stage that you're clear what you want and that you try and identify people who will fit in with your core values, your standards, your ethos, your objectives, your purpose, and your why.

DON'T FORGET TO WATCH THE "HIRING STAFF" VIDEO.