

PEOPLE

# PEOPLE INTRODUCTION



VIDEO  
TRANSCRIPT  
ONE



**COACHING ACADEMY SPECIALIST**  
**Where Small Businesses Grow**

# Video Transcript One

## People Introduction

**Now we're going to talk about principle number four, which is People.**

Massive subject, hugely important; a subject that's going to define your business, it's going to make your life so much easier or so much harder. It is so important that you get this right.

**And how do you get it right?**

Well, for a start it's important that you know and are clear in your mind, as to what it is you want. And to help you do that, it's important, having established your purpose and your "why" and what it's all about, what is it you're going to achieve.

You must then clearly identify your own core values, which we've dealt with in the 'Core Values' modules. Having established and clarified your core values and you understand your beliefs and what it is all about that you want to achieve you must write it down so you don't forget it.

Then what you need to do is hire one person who's core values match yours, who understands and buys into your 'Why'; That they're not just coming because they want a job and an income to pay a mortgage or because they live around the corner. That's not the sort of person you want to hire.

You want to hire somebody who really believes in your purpose and your "why" and people who understand the systems that you want to put in place, people who understand the product and the service that you've got, that it is a worthwhile product, and they want to buy into. They don't need to be familiar with it, but they need to understand the purpose it's going to serve and that they want to be a part of that.

**That's what's hugely important, so you have to be clear in your mind what you're looking for.**

Having done that, then you're going to find yourself interviewing people for the job. And what we do is we get distracted. We get distracted with CVs, we get distracted with their experiences, we get distracted with their college degrees, education, and where they've been.

**And I say before you worry too much about where they've been, you need to know where they are at this moment and where do they want to be.**

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**You need to be clear in your mind: 'Will this person fit into your plan, into your organisation, into what you want'?**

I see business owners take on staff, and the staff have an idea, what they want but it doesn't match what the business owner wants. And you know what happens? They come on board and then in time they try to change the business owner.

They tell him or her that they don't agree with his systems and procedures, they don't agree with how he's marketing, they don't believe or agree with his philosophy, they don't believe in his core values, so they want to change them.

**And now we're in trouble, big trouble, because you know the business owner is probably not for changing.**

You're going to have to develop the staff into your image, into your business. And they're going to have to be prepared to make some adjustments to their style, to the way they do things; not for you to make the adjustments, it will be for them to make the adjustments.

**And you need to watch that like a hawk and you need to deal with that at the interview stage.**

So having established in your mind that you think this person is suited, then you proceed to tell them exactly what you stand for. And when you do this, I suggest you give it to them warts and all. I suggest you talk about your shortcomings, share with them the difficulties the company is experiencing at this time.

And you may well frighten them away about your high standards, but it is far better you frighten them away now than at the end of the first day or the end of the first week or the month, when you've wasted your time and their time and some payroll time, and indeed, the goodwill of the other staff, maybe your customers, maybe even your shareholders.

**You have a responsibility, to try and hire the right people. So as you try and get the right person, you tell them what the company stands for, and then get them on board.**

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**Having done that, don't believe for a moment that the job is done.**

This is probably one of the greatest single mistakes I see in businesses today that prevents them from going to an upper level, they fail to check on what the staff are actually doing.

You really need people who want to be a part of this business and that you'll be looking at them very closely. You're not just going to give them a job, allow them to sit in the corner and let them get on with it and hope it works out. It's not like that.

**You're going to give them a job based on what you believe they're capable of doing, and then you're going to check on what they do.**

And of course, one of the benefits of checking on what they're doing, is that you'll find they're doing great and wonderful things, producing great quality and plenty of quantity of work. That will give you an opportunity to show appreciation for their efforts and to give them public recognition among their colleagues.

Equally, you might well find that they've misunderstood the system and the procedure and they're not doing it your way. That doesn't mean they're bad people, it's just they've misunderstood it.

And that's when you have to start telling them why and go through the system and procedure with them again.

**And you don't wait a week or a month for this to happen. You do it on day one.**

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**We have a responsibility and an opportunity to develop the staff.**

We talk about training people. I hear business owners saying, “If we train the staff, surely all the money we invest in training them – what if they leave?”

Indeed that’s a problem, but what I say is, “What if we don’t train them and they stay?”

**So take the staff as an opportunity and a responsibility to help develop them into the image that you want them to be, thereby helping your business grow.**

**DON'T FORGET TO WATCH THE “PEOPLE INTRODUCTION” VIDEO.**