

The Truth About Finding And Keeping Great People

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The truth is, we get out of what we put in to our hiring process. If we aren't organized, our prospective employees experience us as less than productive. The impact of that initial impression extends far beyond the hiring process. Whether we are aware of it at the time, or not, that first impression sets the stage for the entire future employee relationship. A more casual hiring experience gives permission, albeit often unknowingly to the business owners, allowing new employees to push boundaries in ways that may derail a potentially more productive relationship.

Yes, we can find great people, in tight times and in less predictable times. Yes we can develop the trust and confidence necessary, creating productive employee-employer relationships. It all starts with our very first contact. Keep it simple. Make it effective.

Whether the culture of our small business is formal or informal, recruiting, training and management systems are extremely important. Those systems are the anchor all employees need to perform and remain committed to our small businesses. Without an organized system to support and set the proper stage for our new employees, the future of that relationship is in jeopardy. Since we never get a second chance to make a good first impression, it is crucial to take the time to do it right.

Bottom-line, great employees come to us and stay with us because we've earned the right to have them. We earn great employees by taking the time to implement systems that attract them and hold their commitment. We take the time to set standards supportive of productive relationships. Finding and keeping great people is a direct reflection of our own investment, as owner/managers to supervise and lead well.

You will save time, money and frustration, reduce employee turn-over, improve productivity and therefore profit, when you systematize. An effective system takes into consideration your busy, demanding small business- owner needs as well as each important step required to recruit great people.

6 Steps To Finding and Keeping Great People

- 1 ~ Planning** – determining what position is needed or formalizing job requirements, compensation, work hours/structure and preparing the recruiting campaign.
- 2 ~ Sourcing** –deciding on which methods of locating potential candidates may produce best results.
- 3 ~ Screening** – Collecting applications and resumes in volume and systematically weeding out those less qualified
- 4 ~ Selection** Identifying by pre-established criteria, your top three candidates
- 5 ~ Hiring** – making the offer, checking references and candidate accepting, selecting a start date
- 6 ~ Follow-through** – Setting up the 90 day trial period; establishing performance criteria, conducting orientation, training and delivering initial feedback for employee success as well as aligning expectations of on-going supervision activities