

## **DO'S & DON'TS FOR SMALL BUSINESSES TO ATTRACT AND HIRE A WINNING TEAM**

*Source: Delmar Johnson, Chief HR Brain™  
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Attracting good people takes time and sometimes a lot of patience. I say sometimes because it doesn't always have to be a long drawn out process; however, patience is a good quality to be armed with because individuals have to be nurtured differently. What do I mean by that, you have the person who is a take charge and get it done right way; then you have a person who is a solid individual with just the skills you need, but may not be wired to always move at your pace. A jelling process has to occur. Just as they must get use to how you operate, the same consideration has to be mutual for the person who has signed up to support you in your dreams and the vision you have for your business and brand.

One of the biggest questions we get asked here quite often at HR Brain for Hire is...

### **How do you get started in building a team and attract good people?**

It truly begins with nurturing and leveraging the relationships you have already established in your business and or personal database. This serves as a potential pool for you to access reputable individuals who possess the level of skill set you seek, and have in a sense been "vetted", at least initially by those you already know.

In addition to that initial attraction through your current circle of influence I offer you a few other Do's and Don'ts in attracting good and reliable people.

*Keep reading...*

## DO THIS...

- ✓ Be clear on what you need support in as an entrepreneur, as a growing business owner. With all the many hats you wear, it's important for you to be clear of what it is you are ready to delegate and relinquish some control over. Identify and write out those particular tasks that drain your time and energy and keeps you from going after new clients or sustaining current ones. *For example...* Those things like follow-up calls or emails, administrative tasks like bookkeeping, calendar management, social media management, and so much more that bogs you down and make your "things to do list" seem very daunting.
- ✓ Create a profile of the person you desire and identify the kind of skills, talents and knowledge that you would like them to possess that would serve you best in meeting your company's goals and objectives. Be as specific and as detailed as possible when you're creating that ideal profile.
- ✓ Understand your business culture. *Peter Drucker, once said "Culture eats strategy for breakfast."* I interpret that quote to mean that with a solid understanding of what is at the core of your business, meaning your core values has the power to sustain your company beyond any strategy you create. Define your expectations and how they align with the kind of company you are building.

In establishing your culture you identify your core values such as trustworthiness, fairness, creativity, consistency, excellence, resourceful, professionalism, and more. And those kinds of core values, sets the foundation for a thriving business not such a surviving business. So as you begin to build your support team, ensure that they are aware and have an understanding of the kind of environment you are cultivating in the short and long term

## DON'T DO THIS...

- ✓ Don't be too quick to contract or hire the first person you talk to out of your feeling of being overwhelm. You want to take them through a vetting process. Ask some specific questions that will allow you to make the best informed decision based on the skills, talents, and know-how. These questions of course can be incorporated into your "job interview" process. Requests samples of their work or at the very least requests some solid references to explore the kind of work ethics they have displayed with previous employers and or previous clients if you bring on an independent contractor.
- ✓ Don't start your new hire without having the necessary paperwork in place. So if you hire a Contractor for example, it's important to have an Independent Contractor Agreement that specifically define expected deliverables, a W-9 form, and if necessary a separate non-complete or non-disclosure agreement to help in protecting any confidential information that's shared with the Contractor.
- ✓ Don't throw the kitchen sink at your new team member as soon as they are on board. Overwhelm will not get the results you desire. Take the time to schedule a planning meeting where you define clearly your directions and their first project or assignment.

Those are just a few do's and don'ts of attracting the right person for your team. I hope that offers a jumpstart in setting your business up for growth in people, profits and processes.

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