

Best Business Podcast

HIRING THE RIGHT PEOPLE IN YOUR BUSINESS WITH SUSAN WOS



"Your Success Is My Success"
— Daryl Urbanski



Finding the Right Fit for the Right Business

with
SUSAN WOS



HIRING THE RIGHT PEOPLE IN YOUR BUSINESS WITH SUSAN WOS

People matter in business. Your customers, colleagues, and employees all affect your company's success. You, as a business owner, must find the right people to grow and scale up continuously. Unfortunately, finding the right person to hire can be tricky, and mis-hiring can lead to great loss for your business.

We're here today to help you learn and improve your hiring process. In this episode, Susan Wos joins us to discuss the importance of finding a person who fits into your company. Ask the right questions and reach the right person who can do what they need to do.



QUOTE TO REMEMBER

“There are certain people who fit here, salon culture or who you are, your team, very important aspects. Finding those people and being able to prequalify them and understand who it was. I hired so many bad people to find that out.”

Podcast Links

- Connect with Susan on [Facebook](#) and [LinkedIn](#)
- Find out more about Enlightened Hire on their [website](#), [Facebook](#), [Instagram](#), and [LinkedIn](#)
- Build a successful business with [BestBusinessCoach.ca](#).

Activity:

The People Make the Business



Have you experienced hiring the wrong person? A mis-hire can cost you tons of money, time, and effort. Share your mis-hire story

Your mis-hire story: What happened? How much did you lose? What did you learn?

As you've found, personnel is important in business. To best find the right hire, do your market research. Focus on who you are and the people who fit in with you and your business.

Who are you?

What is the demand in your market? Who do you serve?

What message do you want your business to send?

Based on your market research, what values and characteristics do you think best fit into your work culture?

Hiring out for help can free you up as a business owner. What is on your to-do list that needs to get done? List them down and group them into categories.

Category:	Category:	Category:	Category:
To-Do:	To-Do:	To-Do:	To-Do:
Hire:	Hire:	Hire:	Hire:

Go back to your list and, in the last row, list people you can hire and what position they'll have in your company. Now your to-do list is their list of responsibilities as an employee

How you take in applicants can affect the quality of the people you hire. Look back at your market research and who you think fits your business. Create questions that can help you find those people. Don't forget to ask questions that are out of the box. Observe how they respond using their answers and body language.

Question List
1.
2.
3.
4.
5.
6.
7.
8.
9.
10.

You can go to Enlightened Hire's website and base your questions on Susan's free resources.

During the intake process of hiring, it's important to be consistent and communicate your offerings. Write below exactly what you're looking for, their responsibilities after getting hired, and what they can expect from you.

What are you looking for?	
Responsibilities of the position	
What can they expect from you?	

Are your posters and content consistent with what you listed? _____.

Make being an employee in your business a good and valuable experience. Offer freedom and allow for a work-life balance. Ask your employees what freedom would mean to them in the workplace.

Your Employees	What freedom means to them	How you can consider this in work

Meet with your team weekly and evaluate your three key metrics. During the meeting, have the manager and your teams rate their performances. From this discussion, find ways to improve, recognize their excellent work and make it worthwhile for everyone.



What You Will Learn from the Activity

As a business owner, you've got a lot on your plate. Delegating and hiring can free you up to focus on business growth instead of to-do lists. But hiring isn't an easy process. From experience or stories from other business owners, we know that mis-hiring can lead to resources going down the drain. The people you hire and trust with your company can make or break your business.

Personnel is important and can be one of the biggest challenges for businesses. You need likable, teachable, and reliable people who fit into your work culture. Knowing your market data and who you are as a company can help with that. Listing down what needs to be done can also be helpful.

The right questions can lead you to the right person when you hire. Find out what to ask and keep an eye on your applicants' responses. You'll find that you can learn a lot from a person's body language and answers to different kinds of questions.

While hiring people is challenging, you must also take care of who you already have on your team. Continuously find ways to improve and make work valuable and enjoyable for everyone! Hire the right people and keep the right people in your business.





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