

Productivity, Effectiveness and Winning Teams - Bullet Proof Processes For Hiring and Outsourcing

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Productivity, Effectiveness and Winning Teams - Bullet Proof Process For Hiring and Outsourcing

Hiring and Outsourcing

I used to try and do everything by myself, sound familiar? But 'boy' was that tough! And It just didn't work that well.

For a while there I was able to conquer certain areas and complete some projects, and even master a few things, but I started seeing that I couldn't do everything myself and 'if' I wanted to scale my business and grow through retention and sales fast I had to hire others to do the stuff I didn't have; A) the time to do and B) The skills to do. These are very important distinctions because we can easily become stuck and delusional believing that we can run the whole show.

And it really is delusional because, anyone who has ever tried to do IT ALL, ends up going slightly mad, getting continually frustrated and probably fails.

By the way I don't know the size of your venture but, even if you have a micro business and do it all yourself, I bet you need certain tools and resources? And I bet that these need to be managed correctly? So who does that? YOU? Great if you can manage it all, but I am also technically 1 person operation certainly as I work from home, however I would never be where I am without help from others. I cannot consult, write and run a blog and podcast if I am also trying to do all the background tech stuff. So I have a remote team of 10.

It is not really healthy, productive or ideal in any way by being in a situation of juggling.

That's because, as a Small business owner, we need to work in our core strength areas quickly and with focus on the stuff that is most important which we can do - such as the top 20% of tasks every day to make the business work.

So what about the other tasks? They need doing don't they!

You may be exactly in this spot right now 'or' perhaps you are just starting out in your enterprise? But, whatever situation you are now in, my hope is that some of these tips will help you to increase your productivity, and thus your revenue by becoming more effective and efficient in your role. By hiring the right team players for the other roles and for your vision and culture you can all fulfill your roles to the maximum levels of output.

This is a major point - we all have roles to fulfil!

And - we all want to be able to fulfil those roles in the best ways we can because, by doing so we get more done.

This is kinda simple! So, by harnessing a few certain and specific principles and proven ways to build a Small business the right way, it has to be a good thing, right?

Well, yes and no, YES, I absolutely believe in using certain proven principles and teams in order to create greater progress and success - BUT, I also believe that we need to know how to apply them effectively - otherwise they just don't work at all.

What this means is, we need to know that it all just works!

Productivity, Effectiveness and Winning Teams - My Bullet Proof Process For Hiring and Outsourcing

I mean, do you really really want to micro manage? In business management, this kind of management is a style whereby a manager (perhaps you) closely observes and/or controls and/or reminds the work of his/her subordinates or employees what they need to do. Micromanagement is generally considered to have a negative connotation, and this is mainly because it can show a distinct lack of freedom in the workplace. However, you may find that some people just need micro managing! But then we have to ask 'are they really fit for the job?'

So, I am going to go through what I think is really required here, so let's get started.

Back when I was a young, dumb, fresh faced new business owner, and I had no clue what I was attempting at all, I struggled a great deal, BUT I also grew immensely from the failures, experiences and processes, and I had a great education which at times was very painful but other times quite exhilarating. So I had terrible times and awesome breakthroughs, but it was tough, and the challenges were often overwhelming so, there were times when I nearly quit.

Looking back over the last 14 years I can see exactly what I should have done then 'and' what I started implementing across that decade which made the biggest differences to my income and growth. Couple that with my own experiences of hiring of teams, outsourcing and other business experiences, I managed to put it all together and nail the greatest skills for hiring great teams. I also hired a person to help me hire.

This meant that I was able to ensure that 'who' I hired and 'why' I hired them was for exactly the right reasons. Now, we also have to be careful when hiring as it becomes another cost which needs to be justified and if we hire a specialist will they be able to adapt with changes which occur, or should we hire a generalist who can turn their hand to many things? This can be tricky and this is where difficulties can arise.

If you hire a generalist this can enable your team to stay open and move with change and with the business landscape, and they may be able to perform a variety of tasks thus reducing the need for as many members. This way you can then grow with them and begin hiring others for specific tasks. This means you can go deeper into defined roles who are professionals in a certain or specific field or skillset.

TIP: We really want those who can perform as quickly as possible as we often don't have the luxury of time and lengthy training.

We want to hire those who are an asset not a liability of course. This asset contributes to our vision with equal passion and enthusiasm for their job role as we do.

Hiring and Outsourcing

I want to start by covering remote Hiring and Outsourcing which could mean for you paying those on freelancing sites such as Freelancer.com, Upwork.com, Fiverr.com or other similar sites whereby you can hire an expert remotely to get a task done for you in a certain period time - but also at a certain standard. This is one way of hiring if you run a micro online business or very small business where you can outsource your weaker areas to others. And it may be that you may not need to hire a physical team, so this kind of scenario could be a perfect fit for you.

[Find a great Freelancer when Hiring and Outsourcing HERE](#)

Now, on the other hand, we may hire freelancers and consultants in physical form of course, so there are a few options worth considering and knowing. This area can be critical to understanding your business plan and how you will operate every day.

Before you go ahead and hire someone who can join you and represent your name and brand, you will want to consider these things.

Now, there are various important questions to ask yourself before you build your dream team:

- What is your company actually working toward like your vision, mission, message and goals?
- What is your business and marketing plan and is it up to scratch?
- What are the short-term and long-term goals and are they clear for you and your team?
- How will the new hires help you reach those goals as generalists or specialists?

It is worth exploring this before you start creating any job description. We need to hire experts where necessary to help us start right so we can then hire those types.

Now, if you are outsourcing you can apply the 5 points above when seeing to hire. And this way you stand a far greater chance at getting the right person for the job. But there are various other areas that you will absolutely need to implement to really get it right so keep on reading.

The reality

Sometimes we end up hiring those who simply don't work as a part of team, or don't deliver, and so the last thing you would want is to be chasing bad members, or a freelancer for work - as they have no concept of timescales, etiquette or the behavior, and nor do they care about your team culture. So, if you can follow these basic rules to begin with, you can avoid a lot of problems down the line when seeking to create talented teams.

So, then what's better: A generalist or a specialist?

As you look to expand your team, you should hire based on needs at that time, but also in understanding your goals you can better judge where to place your time.

a generalist may have a particular skill, yet they may also be able to be open and flexible enough to expand. So they can be a great asset.

These types of people are able to perform in a variety of situations and hopefully quickly, so they may be able to actually sell for you but also market and brand. . They may be able to do general admin but also, make phone calls to customers. They may be able to hire other team players but also manage a team. So, when hiring generalists this can really enable your team or organization to grow quickly and stay ahead of competition, as they can they adapt and move with a changing environment, whilst they cover more areas requiring less employees. This is particularly ideal at the start because costs may be tighter.

As your business evolves and grows, you then have the ability to re-invest some of the capital into hiring those are specialists.

So you can start to pinpoint deep connections for roles. A specialist is an expert in a specific field or skillset. And specialists can literally join a team and potentially take the business from average to great in a matter of weeks. And if you are growing healthily they may bring things to the next level because they can build out strategically critical areas to growth and further develop an edge to gain competitive advantages.

But we may also hire a freelancer for this role and for projects and we may bring in a specialist as required, for short-term and longer term projects or launches, to support a team of generalists.

In very simple terms; a generalist will know less about more and specialist will know more about less.

So I am sure that you can see that there are both advantages and disadvantages to each type of person. So, a generalist can usually and effectively handle many tasks, but is likely not considered to be an expert of any specific one OK. Yet the specialist on the other hand, will know know the ins and outs of their specialty, yet they might not be very happy or comfortable or even willing to do anything else, or expand their horizons and develop another skill as they see it that they shouldn't have to.

Their job, as they see it is what you hired them for alone. And this is totally understandable, but there are grey areas, as sometimes a business desperately needs a specialist to do other stuff through a lack of employees, or competent team members. So this can cause issues in some cases.

In my business I have found that a combination of both is usually ideal

In my own business I have used both types, and have found both useful, but your specific needs are going to vary based on your organization size and type.

As a consultant myself working often with slightly larger businesses and sometimes with up to 50 employees, I have found that a certain % of each type needs to be defined for that organization. So for example, you may need a mix of both, more of one type than another, or even an employee which can be BOTH!

So we are trying to strike a balance in the operation which works for us, and this may take testing, tweaking and trial.

But can we find BOTH? Yes, I am kind of that person, as 'I had to specialize' in order to succeed, but I also had to have a broad range of skills in the beginning which I had to learn and master in order to grow initially. So I am a weird guy in some ways! This means that I can turn my hand to most things and do what is needed, but also specialize.

However, I tend to now specialize more in consulting and writing more than anything else.

NOTE: If you can find this type of person you may have struck gold - as they can become a great asset long term and take on a great variety of duties.

So, the key I have found is in defining what you actually need and then trying to discover those passionate enough to grow with you. If you can hire a candidate who has a skill but also has potential to grow into different roles then you may be able to train them and save on hiring more. With me?

The simple but painful mistake so many people make though is in hiring the wrong types for their vision.

What actually can happen is that the new freelancer, employee or contractor comes into the role with their own set of values, ways and skills in order to contribute, but often will also have their own set way of doing things, which is not always conducive to the whole. So be very careful there.

IMPORTANT: It has been said many times by many highly successful business startup owners (and I know this from experience), that 'the first 10 people who you hire' will often determine your success or failure. So, these first 10 people are generally critical in the first year. And they have to be the right people for your message in every sense.

What that means is that they really want to be a part of your brand and business goals, because they are passionate about what you are doing - NOT because they just want to be a part of a sexy new startup. Big difference there.

It will literally pay you to get this right, and getting it wrong could cost you a lot.

This is where you have to be a great leader in order to master the process of hiring the best. But also firing the worst. You have to be a leader who is modern and open and capable of understanding the culture you need. And you need to also be aware of the fact that a variety of types and cultures will be a great asset as they each can bring a great variety of ideas, strategies and background knowledge to the table. But also an understanding of traditions, values and ethics.

So, not only do you need to lead to hire right - but a great leader is also someone who can fire quickly and replace that person quickly when Hiring and Outsourcing.

If they cannot be a part of your team and you have tried everything to help them with the best of your ability and teams ability then it is probably time to let them go.

And one bad apple can bring down an organization, so you really don't want that.

The more drawn out an employee's situation becomes - and when they are under performing, the more they can cause problems as they no longer may wish to be there 'or' they simply don't care for you or your business - so they can bring down the moral of other team members thus affecting overall output and productivity. Either way 'should this occur' you need to be able to get rid of any rotten apples as quickly as possible. There are no easy ways of saying goodbye, but in order to protect your reputation and in the interests of your company you need to get this clear and move on. It is easier to sack someone whom you have outsourced as you simply let them go and no longer use their services, but it is a little more tough when it is an employee or a contractor.

IMPORTANT: And there are some major guidelines worth understanding when forming an organization because, contractors have different rights to employees. In other words, you need to know the rights of each type.

Something else worth understanding right now is 'if' you are a founder of a business and you founded your business with another founder or partner then this could also get very messy, if you don't fully understand the rights of all members. So you will want to ensure that you fully grasp these rules before you do so. I will explain.

For example, I recently heard a story where a Founder had to sack another founder, but because

the remaining founder failed to set up a Payroll system for them both, the remaining Founder ended up having to pay the other guy '3 years worth of income' which he had backdated, and having taken legal advice. So, it is vitally important at the beginning of a startup that we set up a simple payroll system whereby all parties are paid, it is fair, and no matter how much that is, this ensures that you will not have to deal with a lawsuit later down the road.

Here are a variety of tips which I use, and which many other successful business owners use in order to keep a tight ship.

Hiring and Outsourcing

Productivity, Effectiveness and Winning Teams - My Bullet Proof Process For Hiring and Outsourcing

Keeping things simple here - If you hire a great asset, you will hopefully create great productivity and effectiveness from them, thus you will reap the rewards and grow your business - as all employees/contractors will be focused on your single goal of growth within their own roles.

And by creating the ultimate product/service with great standards and quality to get you there.

Whatever the core growth areas are which need focus in your business - that's what each of you will be aiming to constantly strive to improve. Make sense? All of your team, no matter what their role is will be a team player who has the same aim as you. And together you will all grow that business by continual and non-stop specific actions.

So, know your strategy.

It has been proven time and time again that - whatever your North star is (in other words your major growth factor) such as your 'Gross Merchandise Value or your numbers of users who stay with you month on month' you have to know what that particular thing is for you, to ensure you are ALL focused in these right areas - and on that goal of continual and certain growth.

This of course means having that team power.

So, how do you know you are hiring or outsourcing the absolute best of the best?

You don't always, just like life, business has no guarantees. So we can only use our experience, education and intuition to gauge our decisions, but that's why we really need other experts to hire with us. If you can create a panel of three, this is a good number, and you may even create a focus group where the interviewee will lead on a topic in the group and the group of peers will evaluate this and give feedback and ideas for further probing at interview. Then the interviewee may also need to take data given to them and turn it into a presentation at interview.

You may also like this:

[HERE ARE 6 POWERFUL COMMUNICATION INTERVIEWER TECHNIQUES](#)

Now, I will start by outlining the most powerful hiring and outsourcing tips which have created 'for me' a thriving consulting and writing practice. These tips have created many global successful Small businesses and larger companies in varying sizes. They just work - period.

I want to draw your attention to this quote first of all by the founder of Stripe Patrick Collison:

Productivity, Effectiveness and Winning Teams - My Bullet Proof Process For Hiring and Outsourcing

[Watch A Great Video on Team Culture Hiring and Outsourcing HERE!](#)

Now this is interesting because bigger companies are all too happy to train people and let them flourish over time, but of course in a new startup 'everything' is riding on the team getting things

right in order to grow and scale effectively.

So, as I mentioned before, the first 10 hired are absolutely critical to your vision being evolved in a sustainable and profitable way. Therefore, what may seem a little harsh to some is in fact the only way to try to ensure you have the right team from the outset.

I wholeheartedly agree with Patrick Collison, as none of us have the time to see how things pan out, so to speak. *We ideally want the right players from the outset.*

Do bear this in mind when you are looking at Hiring and Outsourcing the right types and when interviewing for a particular role as making a mistake here could cost you a great deal.

This is one area I have found to be super effective when Hiring and Outsourcing others because, when others are good at what they do and more than capable of fulfilling their role, it actually boosts 'you' to also be the best at yours. Worth thinking about! When we find those talented types who (by the way) may even already be in other good positions with great careers, we want to ensure that we can get those who can both perform and lift others morale also. This is so powerful - as a team full of talent and competence really builds unstoppable momentum.

So, when Hiring and Outsourcing - raise your game by finding those who can raise their own. It's win win!

So we are ensuring that we find members who all are helping to evolve the enterprise. Instead of you spending time and money on hiring a growth team - you can instead ensure that your whole team ALL are the growth team. Each person has to know that their role is pivotal in driving this forward.

Each one has that responsibility in seeing the bigger picture and the vision so that you all move with great power and in beating your nearest competition. **Remember we want a competitive advantage and edge.**

Add to this that we are not afraid to experiment, test, tweak and grow together - as we all continually improve.

By you being the modern leader and founder you also want those partners to grow with you as leaders. I am also keen to create leaders in my clients.

Check out:

[How to become a Great leader HERE](#)

NOTE: You should give induction periods of training where possible, so that the team can become as competent as possible, although - in a startup this is not always possible, as time and growth are so precious, so that's why we need to hire the right types for fit where possible, reducing the need for constant checking up.

As a founder or founding member you want to ensure also that you know your role, and keep a tight ship. Some founders try to do everything and micro manage which is often a disaster as I said before, because they cannot possibly fulfil their core role which is to keep that North star vision and build it efficiently.

In knowing your role and others this means that all have their own responsibility to step up and do their part and so keeping a tight ship means, leading your role and allowing others to lead in theirs.

For example, I had heard various stories over the years of founders who would try and do it all, but fail miserably and this is not something new. Many would try to cut back on costs so much that they would work 12-14 hour days, and eventually burn out. Do, you also remember the founder who lost money as he didn't set up a payroll system? This caused him to lose a great deal, all because he didn't start right and do things properly.

But in starting right with the points I touched on and with open communication and understanding - and where each person knows their responsibility, it will raise your chances considerably.

Productivity, Effectiveness and Winning Teams - My Bullet Proof Process For Hiring and Outsourcing

Be aware of the fact that, if we ignore what I have talked about and let niggly things go on without dealing with them, we will start to see the edges coming apart.

Be mindful of team moral, and be sure to have mini and breaks meetings where possible to just touch base and ask genuinely how your members are getting on. There is no doubt (and I have seen this many times) that productivity levels will decrease IF you string out the employment of a negative person or lazy liability. Get them gone and make it snappy. That's what true leaders do. And look after those people who are gold because they make your profits.

Never forget what is right for the company, so you ensure others don't ruin your dream. This means that we must be very careful when Hiring and Outsourcing to family and friends also. Family and friends can sometimes think they have a cushy number and do sweet nothing. But this is not going to work, so be very careful about this area and I do not personally hire family members, but others will do and it can work for some.

NOTE: I believe that where there is a personal interest it can reduce the respect levels between roles. I have heard many horror stories.

Looking at what we have been talking about so far:

- 1. We know that we have to 'not only' hire the right types for our team but we also have to**
- 2. Know our role and be clear on it, and we have to also**
- 3. Get rid of those who do not fit the team vision.**
- 4. And all work at growth together.**
- 5. Lead and create leaders and care about team.**

I know that this can all seem like a headache even if it seems quite obvious perhaps, but it is certainly not commonly implemented. And this is just as important regardless of the size of the enterprise remember?

The whole team processes, structure and systems put into place are all part of the glue that bind it all together, so, failing to connect the pieces can be the end of something.

On hat note you may enjoy this:

[How to Become Outstanding at Hiring and Outsourcing HERE](#)

People Business

Now, we all know that companies and corporations do not always look after their teams. They focus on profits regardless of how employees are treated. And let's face it - none of us enjoy greedy managers and self interested CEO's do we, so we need to be the exception to that. We need to look ourselves and look after our people. This can mean supporting them with open communication, active listening, Mindful time out, pay talks, time off, compassion, understanding, nurturing, and cultivation of skills. So, never forget that.

If we don't look after people they will go elsewhere.

One person leaving can upset the apple cart as you know, which can also have a knock on affect where others also start leaving. Then you could be finished.

So, if we build strong open communicative relationships we also create greater results. Rapport starts with the team but, is also a requirement for creating loyal customers.

A great worker will deliver great levels of output because they are happy in their role and they feel appreciated. WE ALL WANT THAT DON'T WE!

Again, this could sound obvious, but the amount of companies I see with 'oldskool' narrow minded bosses who have no idea how to manage teams or communicate with them - OR CARE, tend to fail to create retention in teams and this means growth - because they fail to look after their assets. I believe management training can still quite old fashioned in many ways and thus employees can get sick and tired of working their asses off whilst being told to deliver more.

A self absorbed leader can ruin everything. This is certainly not the future of good Business - big or Small.

In a Small business it can be an idea to try to build a kind of family operation, whereby you are all

invested in nurturing 'the baby' - your business, as you all care together and succeed together. This may sound a bit fairytale like, but it is possible and especially in those smaller teams. A great and happy team of 10 can be way more effective than an average team of 30.

Hiring and Outsourcing

We now know some of the most powerful Hiring and Outsourcing tips to get the right types with us but, what about the recruiting process itself?

Are you a recruiter? Have you ever been? Are you capable of being one? Do you need to hire one?

Because, this is just as important. If you hire a poor recruiter then of course this could mean poor team members being hired.

So, below I have outlined some of the key areas worth understanding when you are considering recruiting 'or' when you are hiring a recruiter to find those team stars.

These '9 things' represent the areas that really need to be covered in order to ensure you are not wasting your time and resources or wasting their time.

By knowing these areas you will know pretty quickly if they are a good enough fit for your team culture.

And when I say team culture I mean that **you know your team culture**, and what you stand for clearly - so that you have that clarity around what you **STAND FOR!**

I suggest you study the subject of **business culture** to ensure that you identify yours 'before' you even begin trying to find others to fit something you have no idea about yet. By knowing what your culture should look like you already place yourself and your startup in a much stronger position to succeed, and with that clarity you have a far greater chance than nearest competition.

OK, lets look at these areas in more detail.

Hiring and Outsourcing

By grasping these fundamental Hiring and Outsourcing areas, you can get a much clearer picture of the person coming into your organization.

Check this out:

[How to find the best fit for your team HERE](#)

So you now know that you need to ensure you hire the right recruiter, unless its your role, and ensure that you have fully understood the right techniques and strategies for interviewing others in order to not waste your time or resources or theirs.

By knowing what you are looking for as an expert and knowing what you are expecting to discover you can quickly find those who fit your vision.

Have a look at the 9 things mentioned when Hiring and Outsourcing there - and pay attention to the fact that 'when you expand on any of these areas' you really grasp who that person could be, just as we do when looking for the right targeted customer. We want to know as much as we can about them in order to connect with them.

The more you know about your potential team mates the less barriers there are and the more likely you are to succeed.

One tip I learned about this area was: There is a distinct difference between a committed hungry team member versus someone who is just wanting to be a part of an exciting startup experience.

It's not always easy to spot but, we are not trying to look for someone to give an experience to, we are looking for someone who can **CONTRIBUTE** and **DELIVER** and **GROW** with us and of course **STICK WITH US** when the going gets tough. Someone we can rely upon to be there when we really need them.

So be sure to fully understand the difference with that if you can.

Hiring and Outsourcing

Hiring and Outsourcing Recruiting tips:

Study these 5 areas to also ensure that you and or your recruiter is fit for purpose because - as I touched on before, the wrong recruiter will hire the wrong types, so really spend some quality time making sure he/she is great at interviewing and has a past record for hiring great people 'before' you commit to hiring them.

TIP: You may wish to sit in on the interview panel so you can see how others recruit and see what it takes to find those stars. Also you may want to study how the interviewee responds so you can gauge a feel for them, as sometimes a person will just have that certain something which you know by a 'hunch' that they are a great fit.

It is often various components which **YOU KNOW YOU NEED** that will make up the ideal candidate.

I was recently at a Business expo in Bristol where I live, and I was listening to a guy who won the Apprentice show with Alan Sugar. He talked about the whole in-depth and scary process he had to go through to finally become a winner in the show. There were many stages to whittle down the candidates one by one through rigorous training's and tests. And they all had to undergo a variety of intense missions, tasks, actions and performances at various stages which even included telling jokes, complex math questions and 'on the spot' sales call scenarios.

He said that it was the most stressful time of his life, but he made it. And he won. As he was totally focused and hungry for it.

That's what you want. And I don't mean putting prospective employees through utter hell, but I mean finding those who 'you know' are HUNGRY for it.

Of course, people can perform well in interview yet not necessarily perform well in the position they have been given, so that's why knowing as much as you can upfront will give you a far greater gauge on what they will probably be like in their role. Again, we cannot guarantee anything, but our odds are greater.

As I said before, you may find that you need to find someone who is already in a job. You and your team would need to go looking for the right candidates based on their past records. So, sure they may already be in a good career, therefore your job and your recruiters job is to search for the gold out there and dig them out of their role and entice them into yours. This may sound a bit sneaky, but 'if' they are awesome at what they do but unfulfilled you can offer something more appealing.

Let's say that you have been through all this now, and that you have found your team through Hiring and Outsourcing like an ace. Awesome work! But this is just the beginning of course.

So, you can hire great people but will they all get along?

[How to get the best out of your team HERE](#)

Hiring and Outsourcing

Will they all understand how to work in groups, units and with certain processes?

Plus - will employees need that induction period to get used to the role with the right training?

It's certainly worth exploring these questions.

Also, stress and pressure can be elements which some thrive on and perform the best with, yet, too much stress can make a person ill. So it's understanding and finding that balance as a leader to support your team in the best ways for all.

Something you can do is to give NEW MEMBERS certain responsibilities so they can quickly become those leaders who can push themselves a little more, and thrive under certain pressures, whilst managing

the resources they have - and you can see and understand how they cope and how they achieve what they achieve through measuring their progress.

This way you can coach/mentor them to work on the most important tasks with immense focus and clarity.

Ensuring that the communication channels are clear - you will also ensure that - as a leader yourself you can give back to yourself and support your own mental and physical health.

The better shape you are in the better you can relay what is required with transparency and effectiveness in order to keep things as simple to others - as to ensure performance is at it's peak levels.

We all need breaks of course, and the best of the best need to know that they are doing well as they may thrive on praise. These are the things worth noticing in order to get the very best out of your team members and out of yourself whilst also being understanding of health.

NOTE: It will pay you to study these 6 areas to the right, once you are at that stage, so you can see how you wish to create the structure - thus removing any barriers which may be there between you and them and them and others.

Productivity, Effectiveness and Increased Revenue - My Bullet Proof Processes For Hiring and Outsourcing

As time passes you will get to see how your individual team members perform. And you will see who needs more attention 'or' just different types of attention than others.

I recently watched a powerful TV program about the First World War. It was put together by the great Movie maker Peter Jackson. And I have to say that this was a very moving experience indeed. I had

WAY MORE appreciation for what these men and women had to go through for our Country England. But I really didn't expect to feel so personally attached to the young men and women I witnessed, and to feel so utterly emotional about the sheer hell they had to go through. As the movie came to life in color I could connect with these faces and the dire situation at a much deeper level. What struck me was their utter strength, bravery and courage under such traumatic circumstances - and to my surprise - it seemed that they felt little fear, as in their minds they were there to fulfil a role. To just do a job.

So they got on with it, with a focus I have never seen - and it reminded me that I was not only very lucky to be living now today, but also what can be possible from a Human Being when faced with an uncertain situation.

And it showed me that - we should never go through this kind of evil terror ever again of course, but my long winded point is that, these men...

A - STUCK TOGETHER TIGHT AND GOT ON WITH THE JOB AT HAND WITH A FOCUS WHICH IS UNSTOPPABLE

B - FACED THE WORST SITUATIONS TOGETHER AS ONE UNIT AND MANAGED TO PUSH THROUGH MANY BARRIERS

C - ROOTED OUT ANY WEAK MEN WHO MIGHT BRING DOWN MORALE AND TRIED TO SEPARATE THEMSELVES MENTALLY TO CARRY ON

This was a truly remarkable fighting force who had one mission and completed that mission with all they had.

I am not saying that one should become a Sergeant Major about business, but there are certain principles we can learn and adopt from these kinds of situations.

Hiring and Outsourcing

So let's look at measuring performance.

Whilst monitoring effectiveness of your team - look for these 9 things, as they have truly helped me out and helped many highly successful businesses all over the globe.

Remember what Patrick Collison said? (what I shared earlier) *'We need to find those who can contribute immediately, as we don't always have the luxury of time when building a startup'*.

So, get them in their role as fast as you can, and monitor them, see how they work and look at what they may need. If they don't meet with your standards, give it a time frame and then decide whether to keep them or not. Of course, you should have hopefully recruited someone who has STRENGTHS in the core area/role you wished to hire for, so they should be competent in that specific area.

But you can always push and encourage those who need it and who have that great future potential. So they may not have that initial specialist magic, but they may have enough potential to learn fast.

Whilst you are not going to be their therapist or counsellor, you will do well to mentor them as best you can and or hire others to do so.

Finally; If you think about it - those who you are Hiring and Outsourcing for are an extension of you and your message, so you have to ensure that your standards are kept high in your culture when recruiting and when creating great quality products and services. Because, no matter how good you are and how awesome your products are - 'IF' everything else is falling apart then it won't matter.

If you can just apply what we have talked about here you will stand a far greater chance at making your startup work.

I hope that these tips help you - and, if you wish to learn more about it, feel free to contact me. I am more than happy to answer any questions you may have, as your success is what I love. And its what I do day in day out. As a Consultant to Micro and Small Business owners I am passionate about this.

If you need help in the subject of Hiring and Outsourcing from me 'or' on building a highly profitable small business plan and vision then don't hesitate to contact me @ www.GregDeTisi.com for a free session and we can arrange a good time to talk.

As always I wish you the very best

Here's to your hiring and outsourcing success!

Greg

*Author of 26 books on success, Podcaster, Blogger, Course Creator, Small Business Developer
and Consultant*

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Hiring and Outsourcing

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