

How to Recruit, Train and Motivate Employees

Before you employ somebody new you need to plan

Have a clear idea of what the person will do

- Develop a Job description with their responsibilities etc.



- What qualifications and experience will the person need?
- People skills will they need to have?

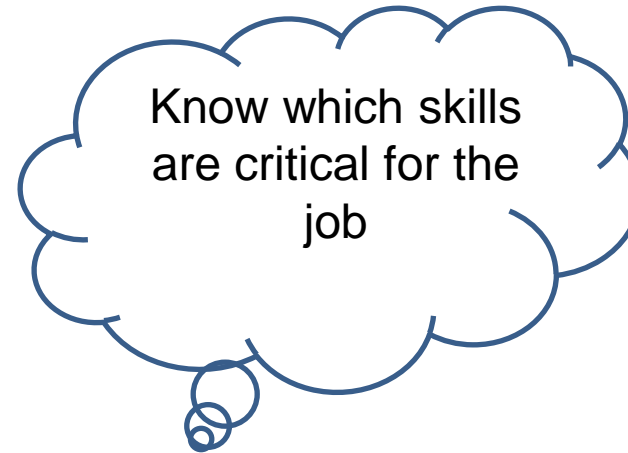
Where do you find people?

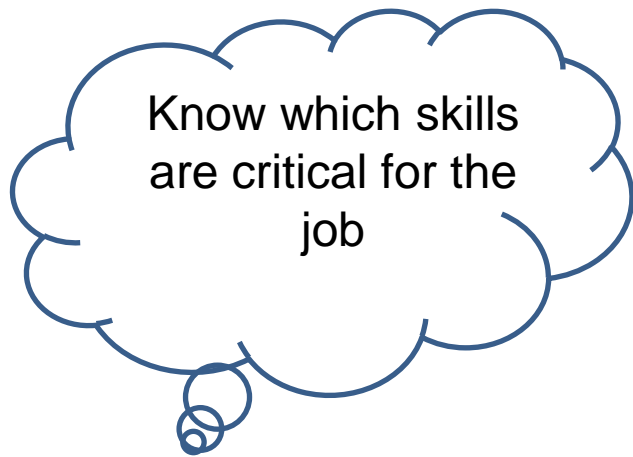
- Your employees
- Your network
- Websites and social media
- Lure good employees from your competitors
- Local government agencies

The Interview

Ask

- Why do they want this job?
- What are their goals and dreams?
- What do they think they could contribute to your business?
- How they will deal with a situation and how they have dealt with this in the past?
- What have been their most significant accomplishments in their previous jobs

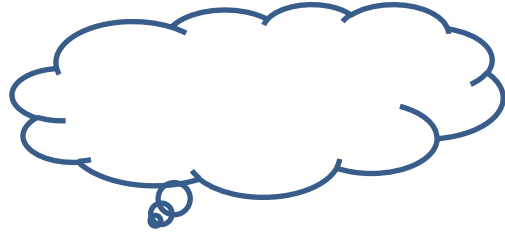




The Interview

Ask yourself

- Does the person have the right personality traits to do the job?
- Will they get along with other employees in your company
- How do they communicate verbally and in writing
- Can they solve problems
- Do they have positive energy



Don't ignore your instinct. If it doesn't feel right don't employ them

Don't make emotional decisions get a 2nd or even 3rd person to interview the candidate

Ask yourself these questions about the person your employing

1. Do they have the right attitude
2. Do they have similar values and principles
3. Will they fit in with the company culture
4. Do they have the right business skills and people skills
5. Are they teachable and prepared to learn



What do employees want?



- To work in a friendly, caring environment
- To have a secure job
- To be paid a fair wage
- Recognition for good work
- Fair management
- To participate in decisions that affect them
- To make a meaningful contribution
- Clear expectations

The Legal Details

- Reasonable non-compete agreement
- May need a nondisclosure agreement
- Every employee needs a contract of employment include:
 - Compensation
 - Job description
 - Benefits
 - Stock options



Employing Contractors

Employing contractors:

1. Be aware! The government is cracking down on small business owners that set up “contractors” who should really be employees on the payroll
2. You are deemed to be the Employer if you control hours of work, equipment, tools & office space and list of clients



Now That You've Hired Someone

- Develop a simple orientation program that introduces the new employee to your company. Tell them about:
 - Your business vision
 - Your company values and principles
 - Company rules and policies

Introduce them to co-workers, key customers and suppliers

- Assign them a mentor/coach
- Encourage them to ask questions
- Invest the time to train them



Train Your Employees Regularly

- Make training an important part of your business culture
- Train your employees regularly
- Train employees to run relevant business systems
- Training helps keep employees motivated and improves their performance



Motivating Your Employees

- Ask your employees what motivates them
- Schedule regular performance appraisals
 - Monitor performance over the last 90 days
 - Develop performance goals for the next 90 days
- Listen to your employees
- Develop a caring attitude
- Be likeable
- Have fun



Build a Great Team



- As your business grows develop a great team of motivated people. Your job is to lead these people
- Be friendly with your employees but don't try to be their friends. There is a big difference
- Look for people that bring a skill or talent that will strengthen your team and grow the business

The Power of Praise



- Find something to praise in every employee
- Use praise spontaneously and frequently
- Praise efforts, not just achievements
- Praise initiative
- Praise individually and publicly

Summary

- Plan
- Interview properly
- Don't ignore your gut
- Understand employee needs
- Don't ignore the legal details
- Train your employees
- Praise often

Thank You