

ACTION GUIDE

**Six Deadly Mistakes Recruiting Firm
Owners Make That Cost Them Talented
New Hires, Greater Turnover, and Weak
Retention....**

AND....How to Avoid Them!

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The 6 Deadly Mistakes!

1) Not Ready and/or Not Clear “Why” they are hiring

2) Completely Mess up the Finding & Attracting Process

3) Lack of Defined Interview Process

4) Onboarding! OH! ONBOARDING!

5) Owner NEED based Motivation and Management Process

6) Poor Follow-up and Follow-thru Systems

Deadly Mistake #1 Not Ready or Not Clear

- Lack of a Clearly Defined Vision

- Not Clear on Their Impact

- Not “Ready”

- Cash Flow _____
- Mental and Time Commitments for New Hire

Avoiding Deadly Mistake #1 Not Ready or Not Clear

- Define Your Vision for Them and Your Firm

- Different Mentality and Different Definition of Success than Pure Billing Manager

- Have Your Time Allotted for Training _____

- 120 Days Cash on Hand _____

Deadly Mistake #2

Completely Mess up the Finding & Attracting Process

- There is NO ideal profile _____

- Poor Message to the Market _____

- Poor or non-existent Employee Referral Program _____

- Selling \$\$\$ Almost Exclusively _____

- Relying Solely on Advertising _____

Avoiding Deadly Mistake #2

Completely Mess up the Finding & Attracting Process

- Write and “Message” from their perspective, NOT yours

- Ideas on Referral Programs _____

- If Possible, use a “real number” for average earnings.

- Alter Your Comp Plan _____

- We are Recruiters.... Why don't we recruit? _____

Deadly Mistake #3

Lack of a Defined Interview Process

- Lack of a Consistent Interview Process _____

- We Over Interview _____

- We Under Interview _____

- We Oversell _____

- We Over Qualify _____

- We Rely on Assessments to Screen before the First Interview

- We Mess up the Offers _____

Avoiding Deadly Mistake #3

Lack of a Defined Interview Process

- Engineer your Interview Process with the End in Mind

- Find out who they “Really Are” by Avoiding rote Interview Questions _____

- Reduce Their Risk. Create “Certainty” _____

- Predict their “Misery” during the Ramp up _____

- Gain Commitment at the Offer _____

Mistake #4

Onboarding! OH! ONBOARDING!

- Lack of Internal Definition of Onboarding Success
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- Lack of Defined Expectations (or realistic ones)
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- Weak Feedback During Training Process
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- ...OR Hyper Feedback During Training Process
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Avoiding Mistake #4

Onboarding! OH! ONBOARDING!

- Specifically Define a Successful in Writing:

- First Day _____
- First Week _____
- First Month _____
- First Quarter _____

What does this LOOK Like? _____

- The Most Over Rated Metric _____

- Have Your Process in Place and In Writing _____

- “Outlast” Your New Hire with Strong and Specific Feedback

- Time Your Training with Their Development

Notes:

Mistake #5
Owner NEED based Motivation and Management
Process

- Expecting People to be Self-Motivated _____

- Expecting them to Work as Hard as You Do _____

- Expecting People to Set Their Own Goals _____

- Expecting them to “Get It” _____

Avoiding Mistake #5
Owner NEED based Motivation and Management
Process

- Most People have Dreams NOT Goals _____

- Many Have Impotent Goals _____

- Help them Build Their Dream (Get Specific) _____

- Then GET THEM THEIR DREAM! _____

Mistake #6

Poor Follow-up and Follow-thru Systems

- Great Enthusiasm at the Beginning turns into Inconsistent and Labored Follow-up _____
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-

- Lack of Written System and/or Formula that is “put into place” _____
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Avoiding Mistake #6

Poor Follow-up and Follow-thru Systems

- Schedule Regular Coaching Meetings at DEFINED TIMES with your Team
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- The More Defined Systems & Processes in Your Business, the More Scalable it is!
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**For Those Who NEED to Know More
Information and want to “roll up your
sleeves” and master all 6 of these
areas....**

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