

# THE EXTRA POINT

BY JERRY ROBERTS



## # 165 Hiring Advice for the Ages

If you're going to grow a business you need to find good talent, workers who can push the limits and take your company to a new level. I'm Jerry Roberts and today let's talk about how to do that, on The Extra Point.

Hiring for entry level workers and key players are different processes. The expectations run higher when you're filling a position that has to produce big results.

Now I know larger companies are likely to have invested in recruitment systems, and heavily rely upon those to guide them to the choice of the best candidates. On the other end of the spectrum, entrepreneurs tend to fly from the hip. They scan the work history, conduct the interview, and make a quick judgment.

Wherever you are in that mix, here are some ideas to think about.

- First, know that good people with any degree of experience are interviewing you while you're interviewing them. Hopefully, both parties have done their homework and are trying to show the other that they are a great fit.
- So, become a powerful interviewer. Easier said than done, you say? Maybe. You might not develop the same skills as a world class journalist, but you can learn to ask questions that get you the answers you need. Yes, you can.
- Let the candidate know that you have an ambitious roadmap for the future. This is a huge issue with high performance players, and is of particular importance with Millennials. They want their efforts to go for something that matters.
- Try to hire people who are better than you are. This is so hard for some people who have the need to be what they call the "alpha dog."

They want everybody to recognize them as the leader. Anyone else getting recognition is perceived as a threat to their dominance. It should be obvious why this can be disastrous for any organization.

In my opinion the hiring goal should always be to bring in the best talent possible, then give them the tools and the freedom to produce at the highest level. Anything less than that and you're planting for a lesser harvest.

- Be recruiting all the time. The best talent in most industries aren't actively looking for work. You'll need to network and get on their radar. Question. When you find someone great, how long will you pursue them? I've heard stories of companies going after talent for five years, 10 years or longer. No, they don't bug them all the time to leave their current job, but they stay in touch, invite them to company functions, and develop a relationship. Maybe one day they get a call that their prize prospect is looking for a change.
- When you land a top notch talent, pay them at above market rates, and then do everything in your power to treat them so well they forget all about the money.

Is hiring for key players a tough game? You bet it is, but you can score if you develop a winning formula and commit to the process.

That's The Extra Point. Get out there and make something good happen today. For 93.3 and the Ray Gibson Show, I'm Jerry Roberts.

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