

# CDR Staff Hiring

*Principle: You spend 80% of your time getting poor performers to perform - killing your business.*

*Principle: Top performers take 20% of your time - freeing you for the high value tasks!*

## **Getting great team members starts with hiring, but most businesses hire badly.**

They rush the process as they urgently need a member of staff and adopt the mindset that “*anyone will do*”.

This can be a very costly mistake as a mis-hire can cost up to 20 times the salary of that member of staff: including the potential damage to your business and the cost of the process itself.

Businesses also fail to adopt a thorough hiring process that goes beyond shortlisting candidates, first and second ‘question based’ interviews, then offering a job contract.

They also focus too greatly on technical competence, which is only a part of the true requirement.

## **The real art is to truly identify the core skills and character attributes, in three key areas, required by your new team member.**

1. **Competence:** how good are they technically at the job they are paid to do?
2. **Drive/Motivation:** how strong is their desire for themselves and your business to succeed?
3. **Relationships:** how effectively do they work with others?

These three areas create a much more rounded and able team player. These attributes need to be listed in detail, especially the top 3-5 most important in each category. And then what evidence would need to be seen, ideally first hand, to know that a candidate has these skills.

Candidates also need to be taken beyond the usual interview process - and simply but effectively tested for those skills and qualities.

Traditional ‘question based’ interviews reveal little more than how well the candidate answers questions. If that's all you require of them in their role, then that's ideal! - But for most businesses, that simply isn't enough.

With creative thinking, testing can normally be done with a few simple exercises meaning candidates can be scored out of ten against each skill and results compared.

This gives a much more accurate and grounded assessment of a candidate's ability before contracts are offered and both parties get emotionally invested.

You're failing yourself and your business if you hire anyone who isn't an 8/10 (A-Player) or greater ability - or have at least the potential to be trained to that standard in a reasonable period of time.

**Note: See Handout CDR Staff Grading for details on Scoring and Grading.**