

# Superstar Employees 1

Profit School

# How To Have Extraordinary Staff

- Biggest excuse: Can't find good, skilled, reliable and loyal people
- Big mistake: Failure in
  - Selection
  - Training
  - Motivation
  - Reward

# Advertise For Superstars

- Be specific and Demanding
- Attract Quality not Quantity
- Low response but worthy candidates

## SUPERSTAR ADMIN PERSON WANTED FOR BUSY ABC BUSINESS

Basic wage plus generous performance pay—earn up to R100,000 per annum. Fast growing ABC business is looking for a smart admin assistant who *loves* admin work and takes pride in doing a SUPERSTAR job.

Superb training and support provided. You will take 'ownership' of your job, and be generously rewarded above basic wage for your quality and reliability of work.

Call between 10:15am and 2:30pm, Thurs, Friday or Monday and tell me why on earth I would be MAD not to take you on for this position.

Telephone number and company details

# Advert

- Get them to call
- Specific times – manage your time and see how they follow instructions
- At least 3 interviews

# Interview 1

- On the phone
- Be reasonably tough
- Don't make friends
- Be blunt – are they right or not
- No time wasting

# Interview 1

- Attitude
- You can train for most skills (not sales) – but not for attitude
- Ethics
- Likeability
- Hunger for success
- Learning
- Creativity

Find out attitude towards their current  
job

Past and current behaviour can predict  
future behaviour

Don't hope they will change at your  
expense

Shortlist!

# Interview 2

- In person
- Get them relaxed – allow their true self to come out
- Tell them more about the role
- Look for specific things

# Interview 2

- Interest
- Attention
- Fascination
- Questions about the role

Shortlist!

# Interview 3

- Challenge
- Work with them for a day
- Look for suitability and fit
- Do they like it there and do you like them?
- Again observe the key qualities from Interview 1 and 2

# Qualities

- Attitude
- Ethics
- Likeability
- Hunger for success
- Learning
- Creativity
- Interest
- Attention
- Fascination
- Questions about the role

# Important

- Never rush the recruitment process
- Get it wrong and you pay
- Wasted Time
- Frustration
- Disappointment
- Cost

# Training

- Day 1: Prioritise Formal Welcoming
- Formal Training
- Never be too busy for this like most entrepreneurs
- First Impression lasts
- Project good first impression: Company, Efficiency, Dedication, Focus, Enjoyment

# More Training

- Train repeatedly
- Train, retrain, retrain and retrain!
- Foster Growth and Mastery

# Reward Performance

- They write their own cheques
- Make each person earn their pay
- Bigger % of pay is based on performance – commission or bonus (specific outcomes)
- People take responsibility – greater satisfaction
- Reward and recognition built-in
- Business makes money based on value and performance – so should your staff
- People enjoy responsibility and implied trust and expectation you have on them

# Give Authority & Autonomy

- Most entrepreneurs micromanage – low trust
- Allow them to achieve results
- Demand performance and reward it
- Only results matter
- Keep an eye on each person's performance
- Manage, Drive, Congratulate and Reward
- Recognise and reward openly
- Always look for good and great performance to reward

# Excellence

- Always expect excellence and let them know
- Lead by example – be passionate about your business and take pride in it
- If all fails: Liberate the person from an environment in which they do not excel.

Everyone deserves greatness!