HOW TO HIRE FOR YOUR STARTUP AND STILL SLEEP AT NIGHT

ATTRACT, HIRE AND RETAIN EMPLOYEES FOR YOUR SMALL BUSINESS OR STARTUP COMPANY WITHOUT LOSING YOUR SANITY.
Hiring for a small business can be a nightmare, especially when each employee makes up such a hefty percentage of your total staff. The success of your small business or startup company depends on a select few, which leaves no room for bad apples.

They can fail from lack of funds or even a disagreement between partners. However, one of the most detrimental things to a startup is not having the right team on board.

Finding the right team doesn’t just happen overnight. It is a process that must be developed from the get go. Begin with building a recruiting budget for your small business and walk through the rest of the hiring process with Red Branch Media’s ultimate guide to hiring for small businesses and startups.
# TABLE OF CONTENTS

<table>
<thead>
<tr>
<th>Chapter</th>
<th>Page</th>
</tr>
</thead>
<tbody>
<tr>
<td>Developing a Recruiting Budget for Your Small Business</td>
<td>3</td>
</tr>
<tr>
<td>An Employer Brand</td>
<td>7</td>
</tr>
<tr>
<td>Candidates’ Dream About</td>
<td>10</td>
</tr>
<tr>
<td>Don’t Sleepwalk Through Your Job Descriptions</td>
<td>17</td>
</tr>
<tr>
<td>Wake Up Your Career Page</td>
<td>21</td>
</tr>
<tr>
<td>The Kind of Candidate You Should Hit Snooze On</td>
<td>24</td>
</tr>
<tr>
<td>Early Bird Tips for the Interviewer</td>
<td>28</td>
</tr>
<tr>
<td>Managers New to Hiring Can’t Afford to Sleep on These</td>
<td>32</td>
</tr>
<tr>
<td>How to Keep Your Employees Wide Awake</td>
<td></td>
</tr>
</tbody>
</table>
DEVELOPING A RECRUITING BUDGET FOR YOUR SMALL BUSINESS
DEVELOPING A RECRUITING BUDGET FOR YOUR SMALL BUSINESS

Building a budget for your small business or startup involves several steps, many of which can get skipped when people are tasked with attempting to create a budget too quickly or have little research to guide them. The first step in any budget-creation process is to assess the current needs and processes. This can't be rushed.

1. **ASSESS**

   **TAKE THE TIME TO LOOK UP SPECIFIC NUMBERS FOR THE FOLLOWING CATEGORIES:**

   **How many people have been hired over the past year in your organization?**

   Getting an accurate count of the goals you’ve been tasked with in the past year will give you an idea of how you will perform this year. Keep in mind that if you work for a startup, this may change quite a bit from quarter to quarter. Note which of these positions are executive, management, administrative, etc.
How many employees does your organization currently have?

Because employee referral systems and some social recruiting tools will rely on the number of employees you have or rely on a considerable push in order to be effective, having this number handy will make calculations easier and help vendors (and you) get an idea of whether a certain tool will actually work for your organization. This number and breakdown will also help you budget for certain tools that work better for one type of worker than another. For example, social sourcing engines are very effective at hiring coders, programmers, and members of the creative class, whereas recruiting agencies or executive headhunters may be necessary when hiring high-level operational or financial staff at certain stages of growth.

How long does it take to get a stakeholder in place?

It's important to know how long a successful search for a moderately skilled employee takes in your organization. If your people need certain skills or personalities to be effective, or if you work within a company that demands that workers be in the office, these are important things to note, as transferable skills and flexible environments make it much easier (and faster) to hire. Since budgets are ultimately reliant on time and available resources, this is a crucial piece of information.

What tools are currently working within your organization?

“This question gives you an excellent view into the user abilities at your workplace. For instance, if there is a low bar of understanding big data or the barest hint of metrics around your recruiting basics now, you shouldn’t bother investing in a large, complicated system that will only create chaos around metrics.”

maren hogan, ceo
RED BRANCH MEDIA
INVEST TIME IN DEMOING PRODUCTS AND RESEARCH WEBINARS.

In the HR and recruiting-technology markets, there are thousands of webinars, buyers’ checklists, informative videos, and ebooks. While not every marketing piece can be used to help the consumer make a good decision, the aggregate of these can be useful when evaluating new tools. The teams behind these reports and analyses have taken the time to determine which tools are the best for your size, industry and specific needs. Take as many demos as you need to cover your hiring cycle from finding candidates to hiring and training them.

CREATE A REALISTIC TIMELINE TO CREATE RESULTS.

You know from your research phase what you can accomplish in 6-12 months, so extrapolate out from there. If your goals are vastly different from those you identified in your assessment stage, then make sure to allocate additional time and resources to these new goals. If none are given, then identify those numbers you are unable to meet in red. Creating a budget longer than 12 months is generally unnecessary.
AN EMPLOYER BRAND CANDIDATES’ DREAM ABOUT
AN EMPLOYER BRAND CANDIDATES’ DREAM ABOUT

What your brand says to the outside world affects what your potential hires think of your organization. Even the little things can have a big effect on your reputation and success with future hires.

YES, YOUR WEBSITE WILL BE JUDGED

Candidates will find your company in various ways, but the majority will land on your website. What’s the look of it? Is it intuitive, responsive on mobile? Visually appealing? 40% of people will abandon a website that takes more than three seconds to load. The quality of your website is your outer appearance, and one of the first things an applicant sees. Don’t let conventional wisdom fool you, candidates WILL judge your book by its cover.

How did they apply? 90% of career sites do not support a mobile option to apply for a job. Adjusting to the values and needs of the young and high-tech workforce will definitely give you a rank above the rest.

Is your career site non-responsive? How can a potential employee expect a supposed innovative and high tech company if the page to apply will not adjust to the tablet they are reading it on?
YOUR COMPANY REVIEWS DO MATTER

Candidates know that you, as a recruiter, are selling a job and a company, and will frame it in the best way possible. Millennials are skeptics. In fact, 96% are likely to read your company reviews before accepting a job offer. What current and past employees write on company review sites will have tremendous power when forming an opinion.

78% of job seekers say that ratings and reviews from those on the inside are influential when deciding where to work. They may hear one thing in the interview and on the description, but what will really hold merit is a truthful post from someone who has worked and lived the job.

YOUR SOCIAL PHOTOS SHOULD REFLECT YOUR COMPANY CULTURE

50% of prospective employees looked to company materials to get a feeling for the company's values, a good indicator of cultural fit. Candidates will search on Facebook, your website, Instagram and whatever else to see if they can picture themselves in your company.

83% OF HR LEADERS CONSIDER A STRONG EMPLOYER BRAND AS HAVING A SIGNIFICANT IMPACT ON THEIR ABILITY TO HIRE TOP TALENT.
DON'T SLEEPWALK THROUGH YOUR JOB DESCRIPTIONS
DON’T SLEEPWALK THROUGH YOUR JOB DESCRIPTIONS

The traditional job description has been in the hot seat for some time now. It’s been poked and prodded to see how it can be transformed into some miracle talent-attracting elixir. Many employers are revamping their career pages and reworking their job ads in hopes of increasing their applicant pools. The numerous tactics and techniques you’ve been soaking up to improve your employer brand just may be starting to pay off.

However, a survey by Glassdoor found that 61% of employees say that aspects of a new job are different than the expectations communicated during the interview process. Is your quirky, culture-gleaming job description just smoke and mirrors? Or is there genuine substance to the employment offer you’re displaying? If so, then back it up in the rest of your hiring process. Attraction doesn’t just stop after the job description.

Take a look to see how you can support your job descriptions throughout your interviewing process with these tips.
Did you know that 2 out of 5 candidates stated in a CareerBuilder survey that their perception of an employer is negatively impacted if the company’s career site is not navigable on smartphones or tablets? That’s 40% of your potential talent pool! Your insanely cool video job description is pointless without an equally insanely cool (and mobile responsive) career page.

Candidates are looking, and they’re looking to see if you’re just talking the talk. In fact, 62% of candidates evaluate an employer online to make sure what the company is offering them (in terms of the open positions) is true.
MAKE IT ALL ABOUT THE CANDIDATE

You’ve made it past the job description and the career page. You have more applicants than you know what to do with and interviews for days. You’ve narrowed down your talent pool through your first round of interviews, and now it’s time to get down to the details. However, after that first round, you’re starting to see candidates drop out. Was it your screening process? Were your first round of interviews a little too typical? It’s a good possibility, especially with the overflow of candidates you had.

However, now it’s round two, and you’re desperate to keep those candidates interested. Bryan Chaney, sourcing executive at IBM, explains that in order to get candidates excited about a position, you have to initially identify something that is important to them. Chaney recommends polling candidates to discover what they value in their career most.
Depending on what the candidates respond with, the recruitment messaging or interview process can be tailored to fit what interests the candidate most. 64% of employees believe that compensation is crucial, yet only 25% of employers agree. Also, 41% of employees see job security as important, whereas only 21% of employers do. These statistics expose a serious misalignment between what employers think candidates value and what candidates truly value.

Candidates that are attracted to small businesses and startups are looking for a culture that suits them. They want the freedom to be innovative, and they want career advancement. If your startup can offer those things, then SHOW it.

“If you take the time to get to know what someone is looking for and what drives them, you not only can qualify if they’re the right fit for your team, but customize their role and your offer to what’s most important to them. Win-win!”

*lauren perkins, founder & ceo*
PERKS CONSULTING | @LAURENPERKINS
MAKE IT A MYSTERY

Not only should your conversations be tailored to what each candidate is most driven by, but they should also leave the candidate wanting more. Give the candidates room to imagine all of the possibilities they may have with your company.

“Leave a little bit of mystery. And that doesn’t mean keep it a secret. But don’t throw everything at your talent at once.”

bryan chaney, talent sourcing & attraction specialist
IBM | @BRYANCHANEY

This is extremely important in the “storytelling” aspect of the interviewing process and in the Q&A. It’s important to paint a picture of your company culture, share your company’s successes, and maybe even introduce candidates to the team they may potentially work with — but all in good time. Don’t just put it all out there. Better yet, build the anticipation of what it’s like to be a member of your organization. What does building anticipation for your open position do to candidates?
Building anticipation for the position is a great way to retain candidates in your hiring process, especially if it’s for a new company or small business that isn’t as well known. Attracting and retaining employees begins with attracting and retaining candidates. Don’t just pull your applicants in with the fluff of job descriptions and career pages that wow them. Keep them coming back for more throughout your entire hiring process.

"With this anticipation always in play, the human brain desires more dopamine. Dopamine is a chemical neurotransmitter. It’s released from the brain’s frontal lobe and acts as a stimulant that prevents pain, stimulates arousal, and causes excitement. Dopamine stimulation happens when we experience and expect good things. Anticipating positive events sustains the output of dopamine into the brain’s chemical pathways."

neil patel, co-founder
CRAZY EGG, HELLOBAR, KISSMETRICS | @NEILPATEL
Website Wireframe

- Logo
- Image Banner
- Navigation
- Content
- News
- Footer

Wake Up Your Career Page
WAKE UP YOUR CAREER PAGE

Your career page — if wordy, unappealing to the eye, or not representative of your employer brand — could be the roadblock that’s stopping your potential applicants. 83% of global recruiting leaders state that employer branding is critical in talent acquisition, so blast your employer brand across your career page and build excitement about the opportunities your company provides. Dr. John Sullivan estimates that around 25% of candidates are dissuaded from positions because job descriptions don’t display a strong employer brand.

DON’T JUST PAINT THE PICTURE

Even if you’re a literary genius whose words paint an enticing picture of your company’s culture, nothing beats visuals. Your career page shouldn’t be an informational session (no matter how great your vernacular is) — it should be an experience. Splash your company culture and work environment across the page using images and videos that represent what it’s like to work at your company. Visuals are the best form of communication, because the brain processes visuals 60,000 times faster than text.

Instagram launched its new app, Hyperlapse, which allows users to create high quality time-lapse videos with the iPhone. Click here to take a look at how Brightcove is using the Hyperlapse app to share their work environment and company culture on their career page. Plus, video content is social-media friendly when it comes to sharing, so if your video is compelling enough, it just might be shared. More shares equal more potential candidates.
EMPLOYEE TESTIMONIALS WITH A TWIST

Instead of plainly sharing employee testimonials on your career page, bring them to life (literally) by installing a live Twitter feed. Designate a specific hashtag among your current workforce and invite employees to tweet about exciting things happening around the office. Make sure to inform them that by using this hashtag, their tweets will be streamed on your company's career page.

It's easy to set up.

**STEP 1**
- Log in to Twitter
- Click on your account picture
- Go to settings from the drop down menu

**STEP 2**
- Click on Widgets on the left side menu
- Click on the Create New button

**STEP 3**
- Under Choose a Timeline Source, select Search
- Type in your designated hashtag and choose Display Options
- Click Create Widget and Copy the HTML code into your Career Page
KEEP IT UNDER 2 MINUTES

The traditional job description isn’t enough. The actual time applicants spend looking at a job description is anywhere from 49.2 to 76.7 seconds. That means you have less than a minute and a half to make an impression with your words, which isn’t enough. Think of the information that can fit into a two-minute video! Job postings that use video get viewed 12% more often than other job postings, and they receive 34% more applications.

Nobody wants to work for a company, that nobody wants to work for … right? In fact, 55% of employees believe it’s important for other people to want to work for their employer, which makes sense. It’s in our human nature to desire what others possess if it appeals to us. So make candidates jealous of your small business or startup by showcasing how special it is to be a part of the team.
THE KIND OF CANDIDATE YOU SHOULD HIT SNOOZE ON
THE KIND OF CANDIDATE YOU SHOULD HIT SNOOZE ON

Does it matter if a candidate has a typo or a grammar mistake on their resume?

Truth is... it does. Especially when you’re hiring for a small business or startup company. Most job seekers don’t meet their potential employers in person first; they meet them on paper: 90% of top companies use an applicant tracking system to find their candidates, but small businesses and startups may not be able to afford that luxury.

Whether you’re using an ATS or not, poor grammar issues on a resume causes problems. Poorly edited resumes translate as poor communication skills, inattention to detail, and a lackluster desire for the job in the first place.

Inadequate Communication Skills Need Not Apply

Unfortunately, many new job seekers lack a proper education in written communication. Gen-X and Gen-Y candidates are all too familiar with texting shorthand, which some believe hinders their ability to communicate professionally. This is a common belief among employers, although some hiring professionals feel that inadequate higher education is to blame for the lack of effective communication skills.

The American Association of Colleges and Universities noted that more than 75% of employers want more emphasis on five key areas, which includes written and oral communication skills.
“It's amazing, the frequent disconnect. These people who all did the very best at the best schools, probably since preschool, but they really have not developed their writing skills to the degree that they would have to succeed in this organization ... You can be the smartest person here, but if you can't convince the portfolio managers to buy what you're selling, you won't be successful.”

**garry cosnett, head of global equity communications**
T. ROWE PRICE

---

It's All in the Details

Yes, those typos were on purpose, and I bet they caught your attention. Seeing these mistakes on a resume would catch your attention, too — and not in a good way. Although being “detail oriented” is not currently a favorite requirement among hiring professionals, it’s still an important attribute to have... especially in a startup company.

Regardless of the term’s current worth, a candidate who can't attend to the details in their own resume surely can't pay attention to the minute features of a special project — at least, that's the belief that resume mistakes spark.

---

“You will receive resumes with misspellings, grammatical errors, and other detail mistakes that indicate a lack of attention to detail on the part of the candidate. If you see these, don’t make the hire; in fact, don’t interview. For a sales candidate, the most important sale they will ever make is the ‘sale’ that comes with a hiring offer; if the candidate can't be detail oriented here, why would they be when dealing with your customers?”

**troy harrison, president**
SALESFORCE SOLUTIONS | @SALESNUGGETS
EARLY BIRD TIPS FOR THE INTERVIEWER
EARLY BIRD TIPS FOR THE INTERVIEWER

They coif their hair, tailor their suits, and shine their shoes. They anxiously wait alongside the ill-prepared for their time slot of as much eye-contact as they can handle without going blind. The millennials scroll down responsive Web pages on their mobiles to cram in as much company knowledge as they can before their time is up. Welcome to the interview life.

They've prepared and practiced. Each interview means a great deal to the candidates, and each one can mean an even bigger deal to you. As much as 80% of employee turnover is due to bad hiring decisions. Making a poor choice can result in lower returns, headaches, and overall negativity. So what is one easy way to squeeze the most out of the 10-15 minutes of an interview? Stay fresh, efficient, and current by learning the good, the bad, and the illegal interview questions.

THE GOOD QUESTIONS TO ASK

With work schedules, employee engagement, and company culture climbing to the top of priority lists, recruiters must think differently when interviewing potential candidates. 88% of millennials surveyed said they want “work-life integration.” Instead of asking the questions interviewees know are coming (and have prepared their fake answers for), make them think on their toes.

ASK:

- “What is your ideal work schedule in regards to flex-time and in-office and remote working?”
- “Tell me about a time when you were happiest at work. Why did you feel that way?”
- “How would you handle a team situation where Nina wants to dive right in, Joe is telecommuting, and Todd wants to gut the project?”
- “What was the worst day you’ve ever had at work and why?”
Make the interview a fun conversation. If your company is fast-paced and results oriented, reflect that in the interview through your choice of questions.

**THE BAD QUESTIONS YOU SHOULD AVOID**

Complacency is an easy rut to fall into – sticking to the same ol’ questions and routines. “So tell me about yourself?” and “what do you consider your strengths?” continue to be the most popular interview questions. In reality, they are the worst. These questions fail to unearth the true motivations, characteristics, and cultural cues of applicants, because the candidate knows they are coming. Interviewees prepare for these questions, and as a result, they tell you what you want to hear.

Have you ever hired a great candidate just to find out a month later that they are not who they said they were? They told you what they had to in order to get the direct deposit flowing again. Hiring managers admit that 20% of their team shouldn’t have been hired in the first place. This may be an unfortunate truth for an interviewee, but you can make a few simple changes to learn the true identity and work personality of the candidate.
THE ILLEGAL QUESTIONS YOU SHOULD NOT ASK

“How old are you?” This one is tough. Does it seem harmless? Maybe. But, this is an example of an illegal interview question. While it’s advised to make the interview more like a conversation than an inquisition, make sure this question doesn’t accidentally slip into the casual conversation. Never fear, though: you can infer a lot from a resume. Easily determine a rough age estimate by looking at graduation dates and employment ranges. Facial hair or a high-pitched voice may throw you off, so this is your gentle reminder to steer clear of directly asking.

Prior to the interview, candidates prepare a lot. While this is usually a good thing, you must be wary of the fake personality traits that can show up. In a survey of 2,000 bosses, 33% claim that they know within the first 90 seconds of an interview whether they will hire someone. When those seconds are up and you have determined which candidate you want, dig deep and ask the questions to get to the answers you need. Be real, smart, and consistent to gauge what real strengths the candidate can offer by asking better questions.
MANAGERS NEW TO HIRING CAN’T AFFORD TO SLEEP ON THESE
MANAGERS NEW TO HIRING CAN’T AFFORD TO SLEEP ON THESE

“I recently began a hiring process unlike any other – now, I’m the manager of the team, the HR director and a recruiter all in one!” Does this sound like you?

As hard as it can be to admit, being a human means that you will make mistakes. Sometimes those mistakes are minute and only mean a moment of embarrassment, while others are not so easily brushed off.

In the world of HR and recruiting, the pressure to get the right hire is huge. Making a mistake with a new employee can cost the company a lot in the way of money and frustration. The best way to avoid hiring error is to consider your actions in the process before the offer letter is extended. Managers are especially vulnerable to hiring mistakes because they are often the point of contact...at every point in the process.

DON’T BE EASILY WOWED

Cover letters, resumes and CVs are all a part of the first steps in deciding who to interview. While these pieces are important to bringing an individual to your office and a great resource to form questions, they are not the end all be all. The reality is that these documents are the product of a candidate spending hours searching for the perfect words to make himself or herself look good. The even harsher reality is that 40% of applicants are lying on their resumes. Seeing a big agency name on a resume may make you assume the candidate has skills he or she doesn’t.
DON’T BRING IN TOO MANY PEOPLE

Having a small pool of applicants interviewed means that you aren’t giving yourself a great selection, but having too many people walk through your door is just as dangerous. After 20-30 interviews, it’s only natural that you may forget which candidate was a member of their school’s newspaper and which one left their last job unhappy. Most hiring professionals look to interview about 8 or 9 candidates. That’s not a lot, but think of the process as waves. It’s okay not to find the right fit in the first few interviews. Take time to regroup, define what wasn’t working and reconsider some of the resumes that you were on the fence about before. This may all seem like a lot of time, but the cost of a bad hire can equal 30% of the individual’s first-year potential earnings. Doing a lot of interviews may make you feel busy but it doesn’t mean you will find the right candidates any faster.

BE COGNIZANT OF BLABBING

When discussing your team, its mission, values and goals, the candidate is given a clearer view of what the entire company stands for. This is great and something every hiring manager should strive toward, but every moment you’re talking, your candidate isn’t. This is the time to really get to know the person who could potentially be working in your office. Consider finding a way to walk interviewees around the office during their time with you. Not only will the individual have a better understanding of the environment, but you will have a greater understanding of their ability to adapt, meet new people and handle different surroundings. If you just stop talking and listen, candidates will very often reveal what kind of workers they will be in your organization.
MAKE YOUR QUESTIONS COUNT

Broad questions like “What should I know about you?” will lead to broad answers (i.e. a lot of what you already read in the resume). Give the questions you ask some thought. Consider what an employee in the job you’re hiring for needs to know or have experience in. Develop questions that every applicant can be asked. This will give each interview a standard, allowing for an easier time choosing who won’t cut it. Asking questions like: “Are you deadline oriented?” are ridiculous, what applicant would say no? Instead, give them context: “Our company works with a lot of smaller companies, which means both the budget and timeline are smaller than usual. Tell me about a time when you came in under budget and on time and really wowed a client!”

TRUST YOUR GUT

Chances are you have had a feeling when meeting a new person that was actualized later. For example, a feeling in your gut that a new employee was not right for the job and, sure enough, they didn’t last long in the company. While snap judgments are not okay or a good idea for getting to know someone, acting on a feeling after a few weeks of a not so stellar hire is better than waiting weeks to let that bad hire go. Likewise, be capable of admitting the mistake. Hiring managers and recruiters are human. Making mistakes is natural, but there are ways to avoid a bad hire. “I hired a proofreader for my company and three emails later, I found a typo. I pointed it out and he became defensive. Obviously, a cranky editor with bad grammar is someone I should have eliminated a touch earlier.” —Maren Hogan

“When you are hiring for a smaller company, the need can feel so dire that you feel the need to rush through the process. Do. Not.”

maren hogan, ceo
RED BRANCH MEDIA | @REDBRANCH | @MARENHOGAN
HOW TO KEEP YOUR EMPLOYEES WIDE AWAKE
HOW TO KEEP YOUR EMPLOYEES WIDE AWAKE

OFFER YOUR EMPLOYEES BENEFITS THEY ACTUALLY WANT

The benefits you should be implementing might (and probably will) be different from other organizations, even of the same size. Every company is different and particularly small and mid-size companies should be aware of the differing kinds of benefits packages. Here are some rules to keep in mind when designing benefits packages to keep your workforce around and happy.

Rule #1

Your employees don’t always know what they want. One high-street bank found 70% of staff said they wanted subsidised gyms; but when provided, take-up was only 3%. It’s important to incorporate the feedback of your workforce, but ensure you’re tracking actual usage of benefits to gauge usefulness. The take home? Use surveys but back it up with data or you might find these budget blasters eating up your benefit effectiveness.
Rule #2

The usefulness or value of benefits will be different for different age groups. For example, as Gen Y employees get married and start families, hospital indemnity plans and hospital intensive care plans are going to be more relevant. For Boomers, you should be looking at including income protection policies. Your ATS and succession plans are excellent places to look for the benefits that might be useful to your workforce now and in the future. Keep in mind that something that would make an entry-level worker scream with delight (free lunches and dry cleaning) might make a more experienced worker chafe at the bit (they want more flex-time and comprehensive healthcare).

Rule #3

They're willing to pay. A Metlife Small Business Study found that 66% of respondents were willing to bear more of the cost of their benefits rather than lose them. Before cutting (or not including) a benefit, consider offering to pass some of the cost onto the employees. The bottom line is when you offer your employees a choice and offer to subsidize a portion of it, it's still likely going to cost them less than what they might pay on the open market. Another piece of this is educating them about the changes in available benefits packages. Just providing them with employee benefit options is, in and of itself, a benefit.
HELP MAKE THEM BETTER AT THEIR JOBS

Training is something that almost every upwardly mobile person wants. The statistics on lifelong or career-long learning are well known but here are few to refresh your memory. HR Magazine showed companies investing $1,500 plus per employee annually average 24% higher profit margins than those who are stingier with their budgets.

THE AMERICAN SOCIETY FOR TRAINING AND DEVELOPMENT (ASTD) SURVEYED 2500 FIRMS AND FOUND THAT COMPANIES THAT OFFER COMPREHENSIVE TRAINING:

- Have 218% higher income per employee than those with less comprehensive training
- Enjoy a 24% higher profit margin than those who spend less on training
- Generate a 6% higher shareholder return if the training expenditure per employee increases by $680

With the amazing amount of online learning opportunities, your employees have more resources available than ever and chances are, the expense to the employer is far less as well. Have a budget smaller than those listed above? Look at online podcasts, schools for coding and design, or professional designations that may be subsidized by professional associations (like SHRM!).

You know that counter-offers rarely work. But you can stem the tide by giving raises before resentment builds. **The case for preemptive raises is a good one.** First, it will cost a fraction of retraining a new worker. Second, if employees leave, the remaining staff will be overworked and may suffer a loss of productivity. Third, this allows you to control the pay increase to a certain extent.

Can’t afford to give big raises across the board? Give smaller ones and offer a small promotion with each one. The message is abundantly clear, you don’t receive a raise for warming a chair every year, but in the expectation one will rise to the occasion. Conducting regular performance reviews (360 natch) or “stay” interviews (as opposed to the nastier cousin “exit interviews”) can give you more accurate insight into those who need to be promoted or risk getting frustrated in their current position. Keep in mind that employees need to be regularly challenged (not frustrated, challenged) to learn new skills. And they may be learning at a faster rate than the oft-mentioned 3 months.

Employees, especially those who are trained to work well within your company, are a valuable resource. It’s time to take that sentiment from the careers page and put it in action for the people who run your company!
Now that you’ve walked through the steps from attracting, to hiring, to retaining, embrace your dream team. Simple adjustments and a few tweaks can make all the difference in who you bring on, and who sticks around.

As a one-man HR department or small business owner, using this guide can ensure you don’t fall victim to the statistics.

...DON’T LET THE BAD HIRES BITE
SOURCES

https://www.recruiter.com/i/building-a-recruiting-budget-in-4-steps/

https://www.recruiter.com/i/3-best-practices-to-back-up-your-job-descriptions/

https://www.recruiter.com/i/bring-life-to-your-career-page-literally/


http://theundercoverrecruiter.com/new-managers-hiring-mistakes/


http://www.hrexaminer.com/stop-the-bleeding-3-ways-to-retain-employees/