

**SURVIVE &  
THRIVE**

# TOP 6 TIPS

Guide For Recruiting the Right Talent



Recruiting, and keeping, the right talent is always a tricky but crucial part of building your business.

Do you have the right people in place to help keep your business on track when the going gets tough? If not, how will you find them? And, once you've attracted them, how do you keep them?



As part and parcel of strengthening and growing a business, you're likely to need more, or differently skilled, staff.

Technology can certainly help reduce dependence on people, but at the end of the day you still need highly qualified and effective teams in order to succeed.



Key roles might include sales, production, finance, customer service, and marketing – not to mention a management team to look after everyone. Sometimes the answer is to outsource or look to partners, rather than hire internally, and a key part of your decision making needs to factor in whether to recruit internally or not.

**Here are our Top Tips to help you recruit the best team for your business...**



# No.1

## Create a robust and effective recruitment process

Just because you are a small or micro business doesn't mean you can't have a professional recruitment strategy. **One solution is to partner with a specialist HR company**, who can offer legal and advisory services to support your decision making, as well as helping you to build the perfect recruitment process for your needs.

In addition to asking the professionals, learn from those already doing it. **Ask friends and family if they get involved in recruiting**, how they do it, what challenges they come up against, and what pitfalls to look out for. And don't forget to do your desk research, **there is a wealth of information on the web**.

Recruitment is a vital component of any successful business, so **give it as much care and attention as you possibly can**, and remember – recruit in haste, repent at leisure!



# No.2

## Recruit the best team you can

It's an oft-quoted mantra, that in order to succeed in business **you have to recruit people who are better than you**, and there's a reason why it has stood the test of time – because it is true!

If your business is to truly take off, **you will need specialists in each department**, who are totally focused on making their part of the business as effective and successful as possible.

Spend time finding the right people, then **empower them to do their job** – if they are so good at it, you can't know more than them anyway, so stick to steering the ship and let them help you with their own skillset.



# No.3

## Avoid building a company of Mini-me's

With many start-ups, it can be an **easy mistake to feel drawn to people with the same characteristics as yourself**. If we're honest though, how many visionaries with a lack of an eye for detail, or obsessive technical specialists, does your company need?

It is probably more **important to plug the gaps and skills that you don't have**. If your big picture thinking is what drove you to build your own business, you will need task-oriented people who enjoy looking after the small details, to avoid potentially costly mistakes being made.

Likewise, if it is your sector experience and in-depth knowledge of your particular job role that gave you the confidence to go it alone, **you will need support across the broader business skills** of sales, finance, operations and marketing. Now more than ever, a diverse and broadly skilled team is the cornerstone to dealing with a very uncertain world.



# No.4

## Make sure you cover off the legal requirements

Sometimes the informal, entrepreneurial nature of a new business means that you omit to deal with the details, such as employment contracts, setting up the correct payment structures, and **making sure you meet your obligations as an employer** for areas such as Health & Safety, Data Protection, etc.

There are numerous companies who focus solely on helping SMEs with such areas, so it is well worth investing the time, and money, to ensure that **you meet all your legal requirements.**

It can easily be overlooked, and when everyone is working happily together it can feel like there will never be a problem. However, **if your circumstances change**, then what was once a very easy business relationship can change for the worse, so it is well worth knowing everything is properly set up, and your business is protected.



# No.5

## Produce a thorough job description and skills requirement

Again, in the flexible environment of a new business, particularly one with few employees, **creating job descriptions and a list of the skills required** in order to be able to effectively carry out the role, can seem like an unnecessarily complicated approach.

However, by starting as you mean to go on, even with regards to your own role, **everyone knows what each other is responsible for**, which skills they should be demonstrating in order to fully deliver against the objectives of the job, and what their key KPIs are (Key Performance Indicators, or metrics for success).

Again, **don't be afraid to research how other organisations do this**, draw on the experience of your friends, family and networks, and draft up proper documentation. It could save you a lot of heartache and expensive legal fees in the long run.



# No.6

## Ask your networks to help select the best candidate

If you have a small team, you might actually be struggling to get a large enough selection panel together from within the business, so **don't be afraid to bolster your recruitment team from the outside.**

Even **large organisations regularly ask broader stakeholders to help** with recruitment, from key partners, mentors, non-executive directors, right through to employees that the new person might be in charge of.

What you really need are some **different perspectives from people you trust**, and as long as they are all working from the same job description and skills requirements, the fact that they may come from different sectors or job roles can actually be a good thing. Again, **taking the time to examine the credentials of candidates**, and letting people from different backgrounds talk to them, can only help to ensure the best people are brought on board.



**Good Luck with whichever of these tips works best for you, and don't forget to let us know how your recruiting process has worked for your business.**

**THANK YOU.**