

A close-up photograph of a person's hands holding a small, dark brown globe of soil. A small green plant with several leaves is growing out of the top of the soil globe. The person's hands are visible, with fingers wrapped around the soil. The background is blurred, showing more of the person's hands and some green foliage on the left. The text "HIRING FROM THE GROUND UP" is overlaid in white, bold, sans-serif font. A horizontal line is positioned under the word "FROM".

HIRING FROM THE --- GROUND UP



I'M MAREN



ABOUT RBM



*Now
Hiring*

HIRING

30%

1st YEAR

EARNINGS



\$100

MILLION

IN COST



66%

NEGATIVE

EFFECTS



43%

NEED TO

FILL QUICKLY



\$40,000

TO REPLACE

A SENIOR EXEC



80%

EMPLOYEE

TURNOVER



36%

POOR

SKILLS MATCH



41%

BAD HIRE COST

= \$25-50K



-298%

ROI OF A

BAD HIRE



75%

DEMAND

TO REPLACE



**IT'S
MORE
CRUCIAL**





**PICK UP
THE SLACK**



CASE IN POINT



THE TIME THIEF

A person is shown from the chest down, wearing a blue and white striped shirt and a gold necklace. They are holding a red smartphone in their hands. A large white arrow with a black outline points from the right side of the frame towards the person's hands. The background is a solid blue color.

I REACHED OUT...



**MY JAW
DROPPED**

**NEARLY
200
HOURS**





**LAUNCHED
INVESTIGATION**

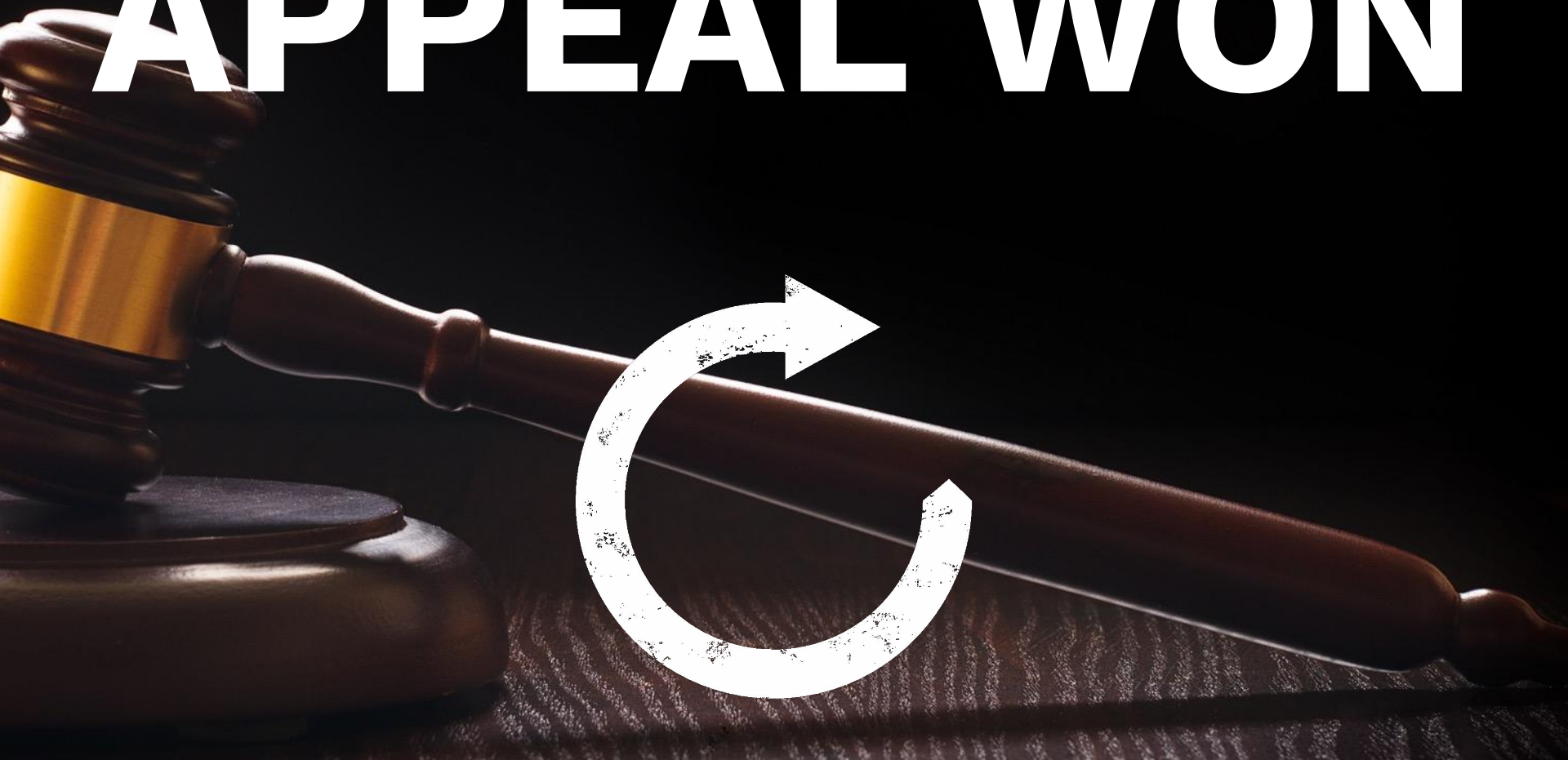
**AFTER A
FEW DAYS...**





**THEN THE REAL
STORY BEGAN**

**A WRITTEN
APPEAL WON**





HOLY SCHNIKES



**HIRING IS
IMPORTANT**

**FATE HAD
OTHER PLANS**



SUCCESS



WHAT PEOPLE THINK
IT LOOKS LIKE

SUCCESS



WHAT IT REALLY
LOOKS LIKE



IT
SEESAWED



IDENTIFY THE ROLE

**IT'S EASY TO LET
BUSY-NESS DRIVE**





**THE ISSUE
WILL MULTIPLY**

**MAKE IT
SOUND AMAZING**



ZARA





LESSON 1:
don't hire friends & family

7%

OF REFERRALS APPLY...



40%

OF ALL HIRES...



A person wearing a black and white horizontally striped t-shirt is shown from the chest down. Their hands are clasped together in front of them. A silver-toned metal watch is visible on their left wrist. The background is blurred, suggesting an outdoor setting. Overlaid on the image is the text "DON'T TAKE MY WORD FOR IT..." in a large, white, bold, sans-serif font.

**DON'T TAKE
MY WORD
FOR IT...**



**THAT'S
LUCK**





**SHE LEFT RED
BRANCH MEDIA**



**IF YOU'RE
GOING TO
HIRE
FAMILY
& FRIENDS**



RESOURCES:

FREE OR LOW
COST ATS



LESSON 2:

BE CRYSTAL CLEAR ABOUT EXPECTATIONS



+



**DOING WHAT YOU LOVE
TAKES HARD WORK**





**GET THE EDUCATION
& FOCUS YOU NEED**



“BE BETTER”



**You get to be on
Twitter all day and
get PAID for it!**



**You are on call from the
time business opens on
the east coast until it
closes on the west coast!**



**NO TIME FOR
EXCUSES OR HOLDING
THEIR HAND**



BE HONEST



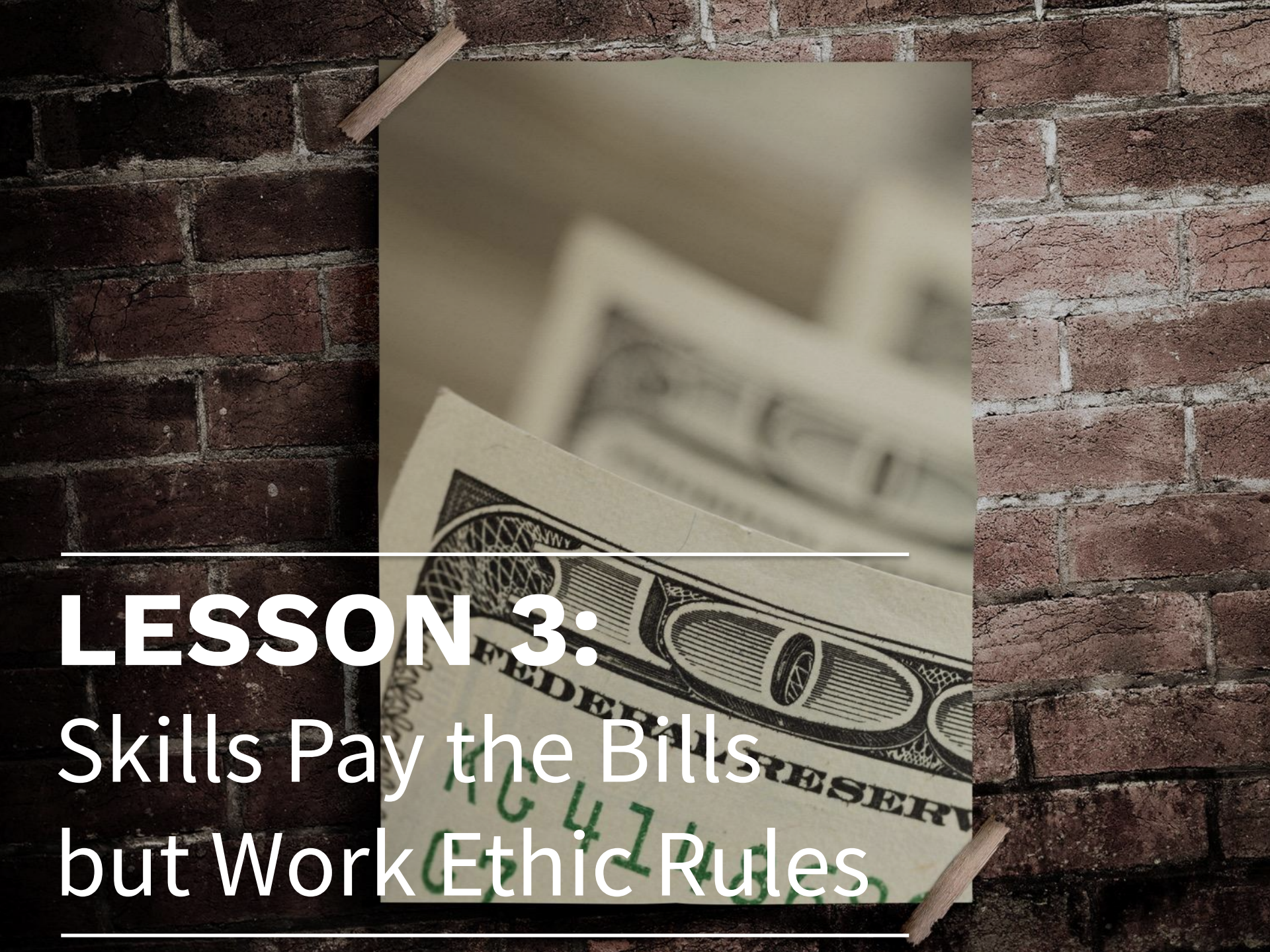


**ATTRACT PEOPLE THAT WILL
THRIVE IN YOUR ENVIRONMENT**



RESOURCES:

JOB ADS, PHONE OR VIDEO
SCREENS, A CULTURAL FAQ PAGE,
& PRIMER FOR INTERVIEWS



LESSON 3:

Skills Pay the Bills but Work Ethic Rules

How do you test for skills and work ethic?



A close-up photograph of a person's hand holding a silver pen, poised to write on a document. The hand is positioned over a stack of papers and folders, including a prominent orange folder. The background is blurred, showing what appears to be an office setting with a window and some furniture. The lighting is soft, highlighting the hand and the papers.

**By giving assignments
before you've hired**

EQUATION FOR A GREAT PRE-HIRE SKILLS TEST

A PROBLEM

+

BACKGROUND INFO ON THE WEB

+

SPECIFIC SET OF TIME AND PARAMETERS

+

A DELIVERABLE =



1

GAUGES THE WORK ETHIC

The background of the slide is a dark, low-key photograph. On the left, a traffic light is visible, with its red and green lenses partially illuminated. To the right, a blue square sign with a white triangular pedestrian crossing symbol is mounted. The overall scene is dimly lit, with the primary light source being the text and the number '2' which are brightly white.

2

**ASSESS
THE ABILITY TO
FOLLOW DIRECTION**



LINES LIKE:

- INCLUDE word “Marketing Manager”
- EMAIL & TWEET WHY YOU’RE THE
RIGHT PERSON FOR THE JOB
- DON’T SUBMIT A RESUME



3

**IT SHOWS IF THEY
CAN DO THE WORK**



RESOURCES:

VIDEO INTERVIEWING TOOLS, AN
ONLINE ASSESSMENT, OR YOUR
OWN (CONSISTENT) PROCESSES



LESSON 4:

find the right ones for you



**THE ONES WHO
SURVIVE, ADAPT**

LEARNING TO IDENTIFY





1

2

3

ATTRIBUTES OF PEOPLE

A TOOL CALLED VITRU





**KERRY
AND SHALEY**



RESOURCES:

GALLUP STRENGTHSFINDER,
VITRU (FREE), ROUNDPEGG,
GOOD.CO



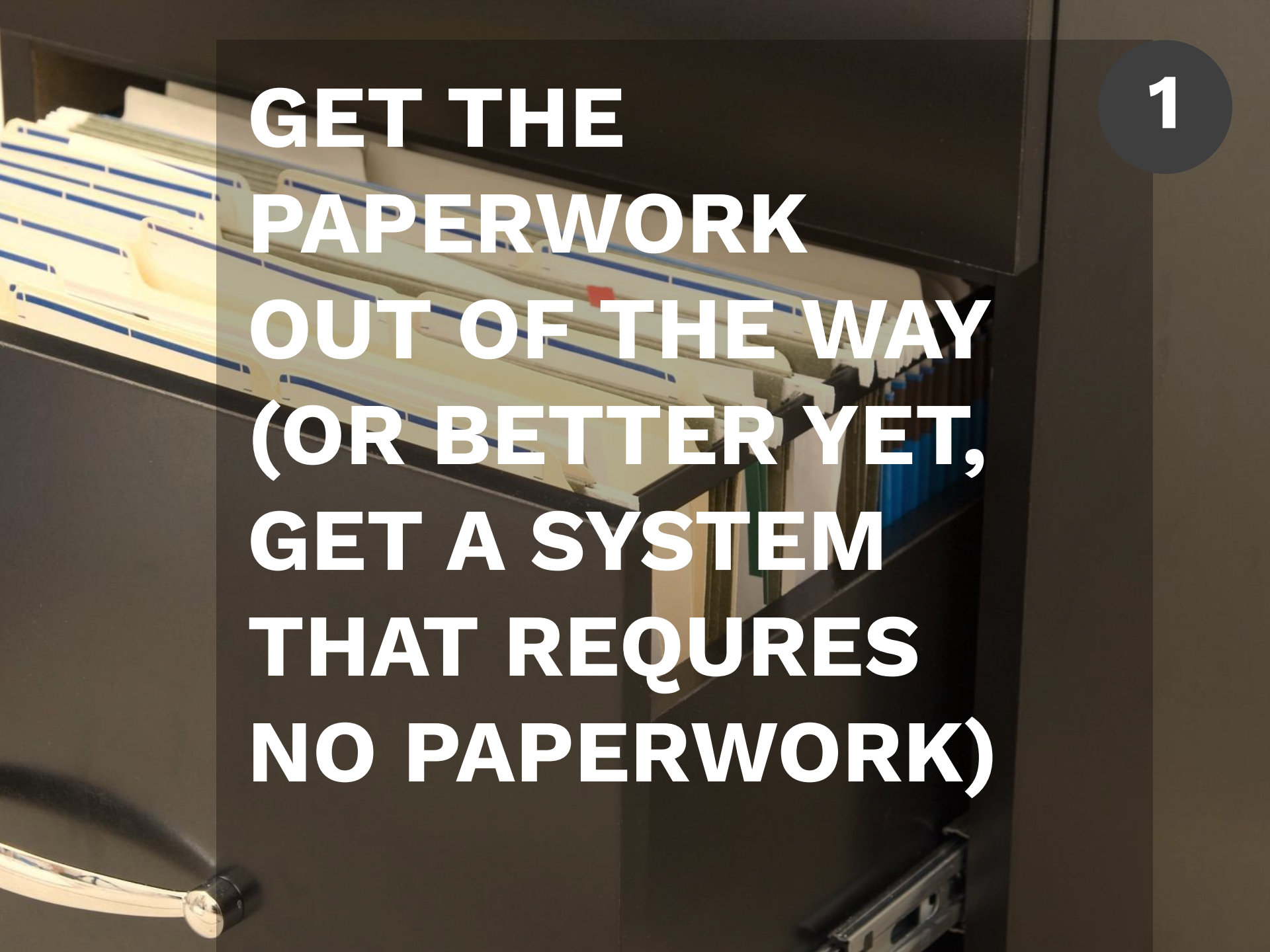
LESSON 5:

make their first day, the best first day possible

60%

DON'T SET ONBOARDING MILESTONES





**GET THE
PAPERWORK
OUT OF THE WAY
(OR BETTER YET,
GET A SYSTEM
THAT REQUIRES
NO PAPERWORK)**

1

A top-down view of a workspace on a light-colored wooden surface. A silver laptop with a black keyboard is open, angled towards the top right. A black smartphone lies flat on the surface to the left of the laptop. A small potted plant with long, thin green leaves sits in the upper left corner. A semi-transparent grey rectangular box covers the center of the image, containing white text. A dark grey circle with the number '2' is in the top left corner of the text area.

2

**HAVE THEIR
COMPUTER
AND PHONE
READY
BEFORE
DAY ONE**

**ASSIGN THEM
A MENTOR AND
GIVE THEM
SPECIFIC THINGS
TO GO OVER
DURING THEIR
TIME TOGETHER**

(To do!)

①

②

③

④



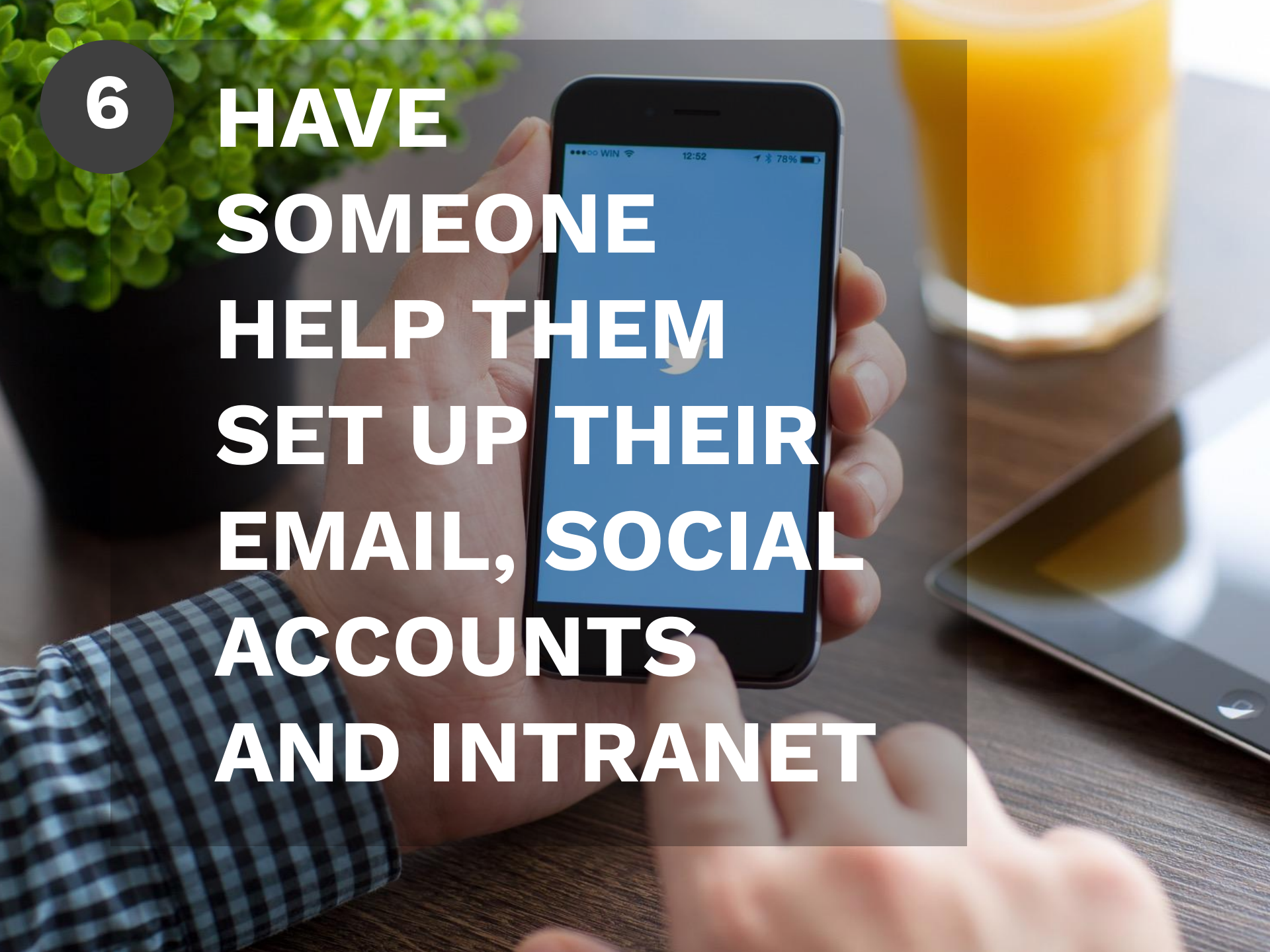
4

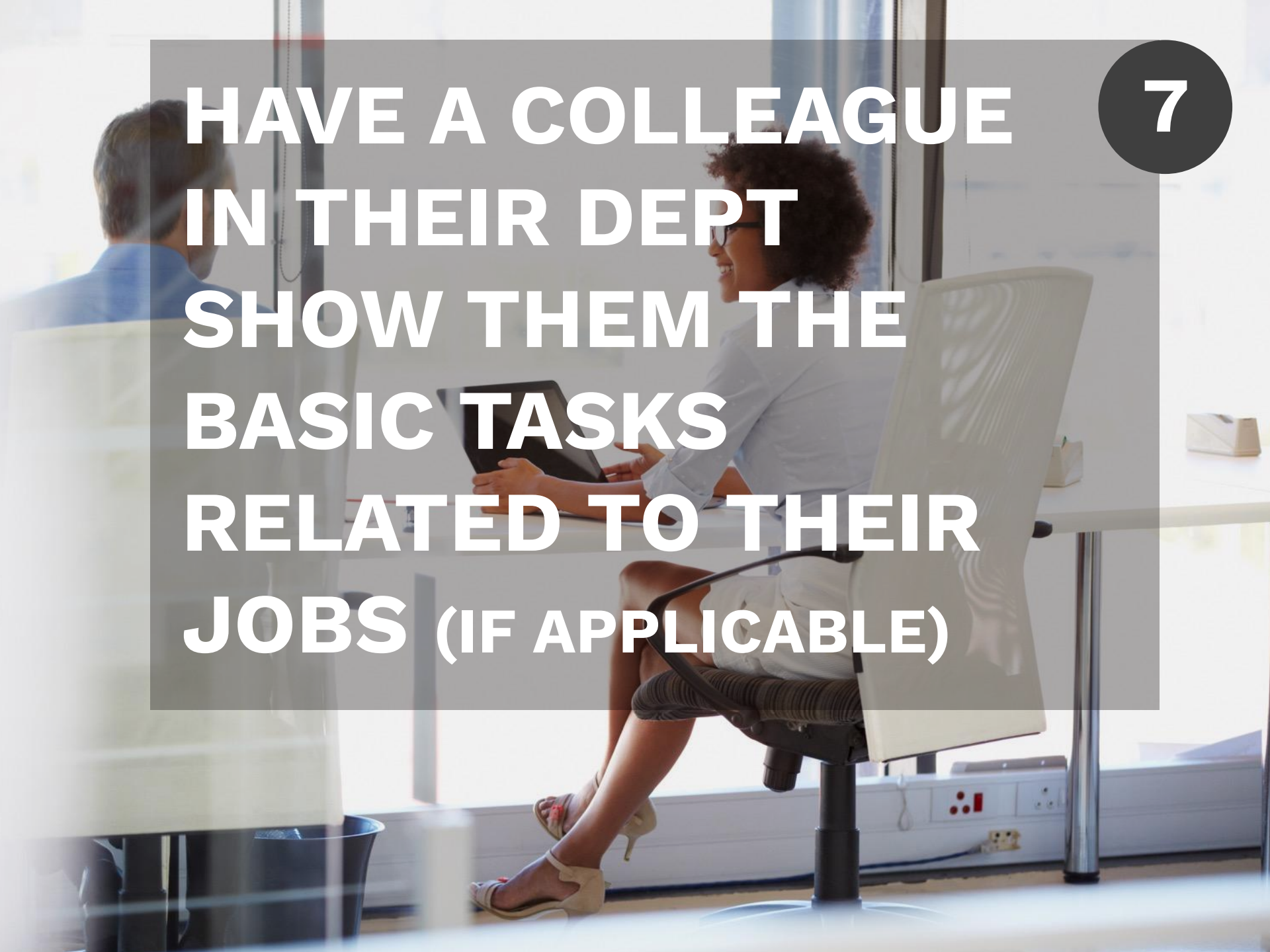
**IF YOU HAVE
VALUES, STATE
THEM AND THEN
ASK THE MENTOR
TO SHOW THESE
VALUES IN
ACTION WITHIN
THE COMPANY**

**SHOW THEM AROUND
THE BUILDING AND
INTRODUCE THEM
TO THEIR TEAM
MEMBERS AND
PEOPLE THEY WILL
SEE REGULARLY**

6

**HAVE
SOMEONE
HELP THEM
SET UP THEIR
EMAIL, SOCIAL
ACCOUNTS
AND INTRANET**

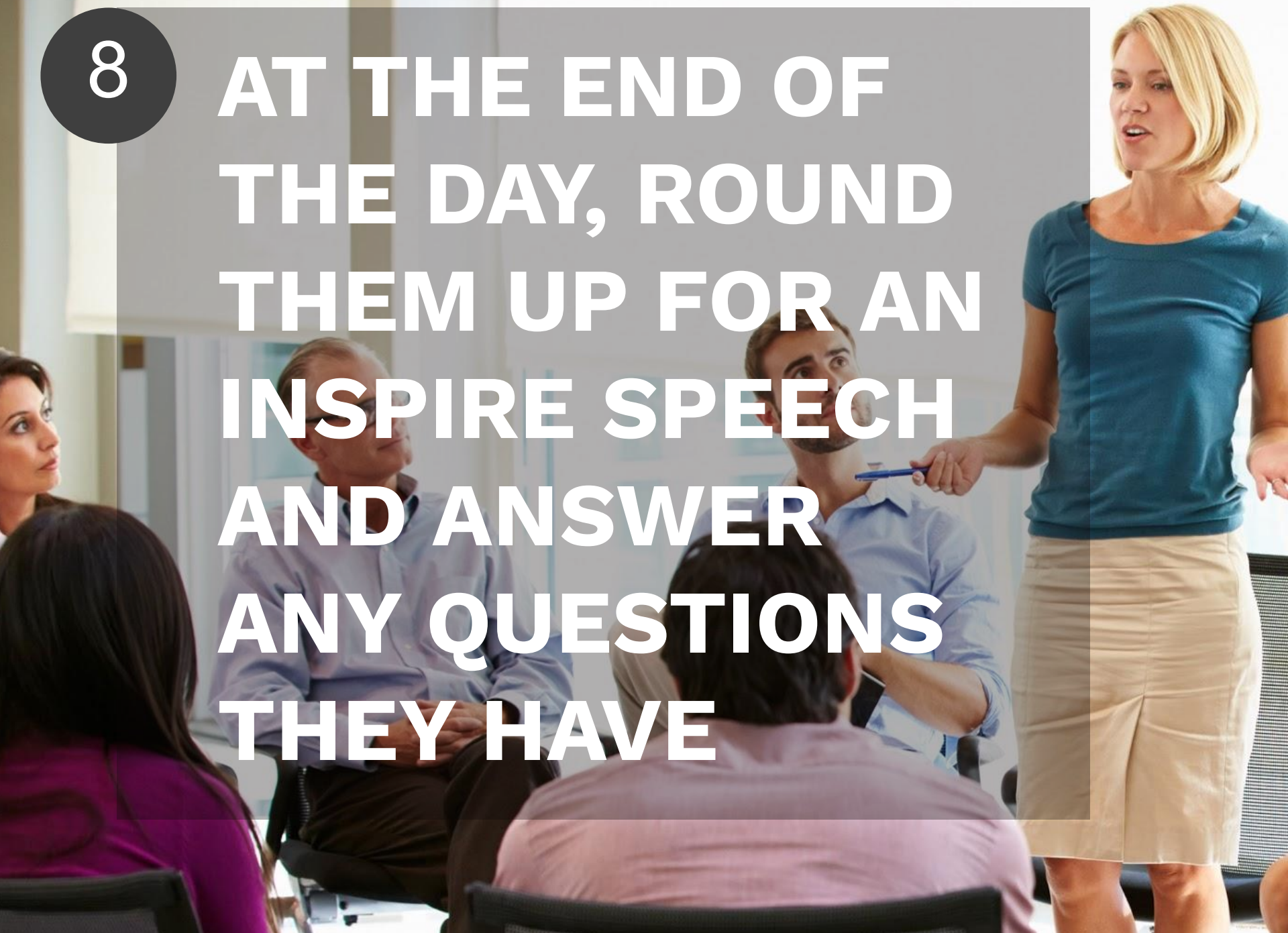




**HAVE A COLLEAGUE
IN THEIR DEPT
SHOW THEM THE
BASIC TASKS
RELATED TO THEIR
JOBS (IF APPLICABLE)**

8

**AT THE END OF
THE DAY, ROUND
THEM UP FOR AN
INSPIRE SPEECH
AND ANSWER
ANY QUESTIONS
THEY HAVE**





LESSON 6:

know when you're wrong



**PEOPLE
YOU
CAN'T
HIRE**



**IT MIGHT BE
YOUR FAULT**



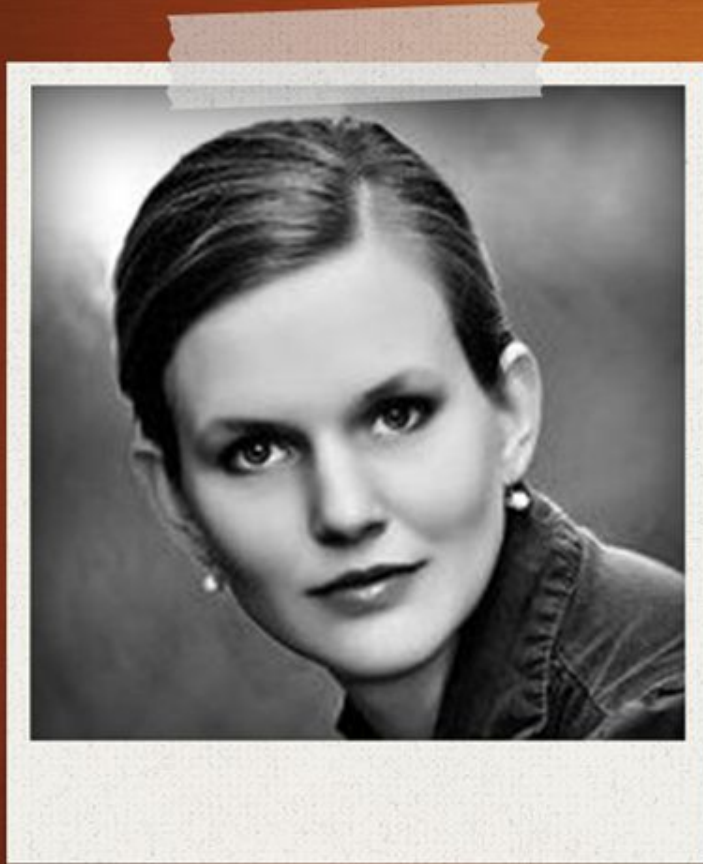
(heavy breathing)



**CHANGE
THEIR TEAM**

CHANGE THEIR WORKING ARRANGEMENTS (PART TIME WFH)





**CHANGE
THEIR ROLE**

CHANGE THEIR SUPERVISOR





**CHANGE YOUR
EXPECTATIONS**

**CHANGE THEIR
ENVIRONMENT**





**CHANGE
THEIR SENIORITY**

GO AWAY



WORK THROUGH SOMETHING





LESSONS INFINITY:

PERFORMANCE AND INPUT



GAUGE PERFORMANCE



DISCUSS REALITY





THOUGHTS ON CANDIDATES



QUESTIONS?

WHERE TO FIND ME ON SOCIAL



/REDBRANCHMEDIA



REDBRANCHMEDIA.COM



/MARENHOGAN



MARENATED.COM



/MARENHOGAN



/REDBRANCHMEDIA



/+MARENHOGAN



REDBRANCHMEDIA.TUMBLR.COM

SOURCES:

<http://greenjobinterview.com/2014/01/10-important-statistics-on-bad-hiring-decisions/>

<http://upstarthr.com/firing-employees-who-are-unproductive/>

<http://thenextweb.com/entrepreneur/2014/07/30/hiring-friends-business-boon-bust/>

https://hbr.org/resources/pdfs/comm/achievers/hbr_achievers_report_sep13.pdf

<http://www.clickboarding.com/do-you-know-the-difference-between-ineffective-and-effective-onboarding/>

<http://recruiterbox.com/blog/how-to-humanize-your-job-descriptions/>

