HIRING FROM THE GROUND UP
I’M MAREN
ABOUT RBM
Now Hiring
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
ROI OF A BAD HIRE

-298%
75% DEMAND TO REPLACE
IT'S MORE CRUCIAL
PICK UP
THE SLACK
THE TIME THIEF
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 SCHNICKES
HIRING IS IMPORTANT
FATE HAD OTHER PLANS
SUCCESS | SUCCESS

WHAT PEOPLE THINK IT LOOKS LIKE | 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
LESSON 1:
don’t hire friends & family
7% of referrals apply...
40% of all hires...
DON’T TAKE MY WORD FOR IT...
NEARLY 200 HOURS
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?
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 =
GAUGES THE WORK ETHIC
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
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
ATTRIBUTES OF PEOPLE

1
2
3
A TOOL CALLED VITRU
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)
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
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
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)
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
YOU CAN’T HIRE PEOPLE
IT MIGHT BE YOUR FAULT
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

/+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://recruiterbox.com/blog/how-to-humanize-your-job-descriptions/