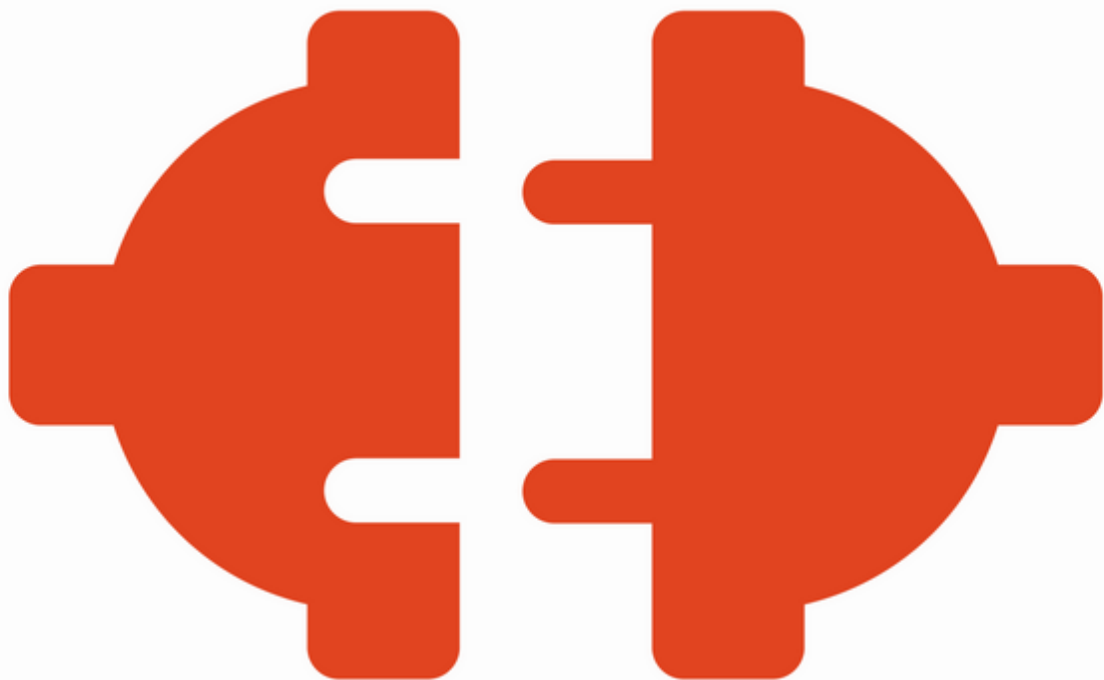


HOW TO ATTRACT,
MOTIVATE AND KEEP
SUPERB EMPLOYEES



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We cannot realize our ideas without the help of other people.

Our business can't grow without other people.

We can't do everything on our own.

We don't have to do it all alone.

We can and we should find and hire people better than us.

There is no machine more important than employees are.

Investing in ourselves and in our employees is the most important and most profitable investment.

For outstanding results, we need outstanding people.

HR=PR.

You started your business alone,

and luckily your business started to grow and you need to hire someone. Usually we have too big expectations, all of us tried to at least once hire someone friends recommended, or even worse hired a friend or a relative. We don't know how to set boundaries, and loving no, we delegate poorly or not at all, we are perfectionists, it is hard to let go of control, there are no policies and procedures, **we believe we are worth more if we work harder**, we forgot along the way to whom we are proving and what... We think we can do it better, no one can do it as we do... until when. Until we burn out.

There are several unavoidable facts.

For outstanding results, we need outstanding people

We need to put our employees first so they can put our customers first.

Today, real battle and real competition is the one fighting FOR great employees, not among

So how can we attract top employees?

As small entrepreneurs, what can we offer to them, when they can choose where to work?

Why would someone work for us, and not for our competitor?

First, start with yourself...

What is your mission, your WHY, your vision, your values, what do you stand for, write your manifesto – how are things done in your company. Who is your ideal employee, what can you offer him?

People buy WHY we do something not what we do.

One of the biggest motivators is that people want to be a part of something bigger, and contribute. It is also smart to hire people who share our values.

When I often say HR is PR, I mean you must watch every single detail in the process of selecting people, because this leaves an impression about your company. Look at your potential employees as potential customers, too.

Hire for attitude, train for skills. Always hire people with the right attitude; I always look for street smart, proactive people, because all skills can be learned shortly with the right attitude.

Hire slowly, fire quickly.

Think about different, innovative ways to hire people. How about organizing a free workshop for your target group. Even if you decide to go the traditional way with an ad, make it an innovative one.

I am often asked to help find and hire great employees at different positions.

What is my approach and what it is successful. I always, look at motivational letter, asked them to do something which is relevant for the job, e.g. if they need to know Excel I asked them to do some short analysis in Excel or similar.

Then I invite selected candidates in a group interview, and later on on an individual interview. Why group interviews? To be honest to save time, and to compare them

more easily. I am interested mostly in only two questions – WHY YOU, WHY ME i.e. why do they want to work for the company that is hiring, and why should we choose them not some other candidate.

I also like to ask questions related to EXPERIENCE – how they solved some situation, complaints, difficult customers, conflict with bosses etc.

No matter what, the real selection process begins on a first day of work.

In case you still don't have it, write down policies and procedures. How the work is done in your company. Everything. Every single detail. No one can read your thoughts. Together with MANIFESTO, I suggest you write HOW TO HANDLE ME procedure as well as WELCOME BOOK – on who is who in the company.

No matter how big your company grows, never forget your stars, your best employees, as well as new comers. Only you can share that passion why you started the company in the first place.

Ask your employees what is important to them. We are all seeking experiences, we want to grow and we want to contribute. Find out from them what is it that they want, help them achieve that, and that is the way to motivate and keep them.

In the end, the only way to keep your employees is to respect them, understand, honestly care and gratitude because they invest their time into making your vision come true.

If you will have to fire people, do it with dignity. Be and stay human. Do it as soon as possible, otherwise you are not doing them a favor. Pay them everything even more than they are entitled by law. In addition, let them go home. Worst thing you can have is dissatisfied employee mentoring new people. Bad energy in the office. You don't need that.

Next time you will have better luck. Everything is ok. We all learn by making mistakes, that is why mistakes are called learning experience. There is no other.

KRISTINA.

Hello dear Human. I'm Kristina. These are my nicknames in the business world: Inspiration, Serial Entrepreneur, Teacher and Superconnector (of small entrepreneurs). In the past 15 years of my entrepreneurial journey in SEE Europe I've built 3 and sold 2 companies and I spread the brand called Business Café – an exclusive event for small entrepreneurs, through franchise in 7 countries. I've written 3 books and enjoy mentoring and sharing. I burned out twice. So you don't have to.



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