

# Create A Reliable Recruiting System

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10 steps to finding, attracting, and recruiting the right people

1. **Understand Your Why** - If you've been in business for a while, you've probably heard that people don't buy *what* you do, they buy *why* you do it. The same holds true to finding the right people. Today's most engaged employees are interested in more than a paycheck, they're interested in purpose.
2. **Know Your Company's Purpose** - If you don't know the purpose of your business, then neither will your employees. Remember, you don't just provide legal services. You solve a problem for your clients that only you can solve. To attract the best talent you need to know your purpose and communicate it in everything you do.
3. **Define Your Company's Culture** - Whether or not you've written it down, your business has a defined culture. But is it the one you want? Is it the one your employees want? A well-defined culture allows you to communicate how attractive your company is to your target employees.
4. **Develop An Employee Persona** - In marketing, we develop customer personas so we know what will attract the best customers. Creating employee personas helps you determine what is going to attract the best employees. You have to know what fulfills your employees if you want to attract the best ones.
5. **Know What Questions Matter** - You don't have much time to get to know prospective employees. Really get to know your candidates. Avoid questions they prepared for or other popular questions. Focus on questions that align with your company culture and the types of people you want to hire.
6. **Have A Plan** - It's been said that "if you fail to plan, you plan to fail". Too often new employees are hired without a plan to onboard, train, or retain them. Depending on your company's values, you may find the best people continue to grow professionally and may eventually outgrow you. Have a plan in place to make sure that doesn't happen sooner than you're ready for it.
7. **Train, Train, Train** – Regardless of your company size, all employees need constant training. Training them on your systems is easy. But when is the last time you trained them on your culture or how to succeed in their role?
8. **Motivate Your Team** - Your employees should be your best referral source for new employees. Find out what drives them and deliver on it. Read Daniel Pink's book "Drive" to explore this further.
9. **Deliver On Your Promise** - People came to work for you because of a promise you made to them. Whether it was flexible assignments, growth opportunities, or a values driven purpose, you need to make sure you fulfill this promise. Not delivering on your promise is the #1 reason top talent will leave your company.
10. **Help Them Succeed** - Make sure your employees have well-defined goals, performance metrics, and a feedback system for improvement. Most small businesses fail to provide formal feedback to their team. Make sure you help them plan for success in their new career.