

Paul Hoyt's "Office Hours" Series



THE **Awakened** CEO System

Office Hours

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Welcome to Office Hours

- A relaxed, informal mentoring program
- Held every Monday at Noon Pacific Time
- All recordings, slides, and exercises are archived in our member's area
- All recordings are available on my YouTube channel:

www.YouTube.com/user/PaulHoyt

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The Reasons

- Being a successful small business owner can be a great experience!
- It's tough - you need Education, Training, Tools, and Team to be successful
- We want you to get to know us

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The Reasons

- First and most importantly, we want you to know that we care about you.
- We want you to succeed in every area of your life, whatever that means to you.
- We want you to find the **greatness**, the **happiness**, the **divinity** within yourself, and then remember it, embrace it, and live it every day.



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Our Passion

To increase the survival rate...

Accelerate the growth rate...

And reduce the struggle rate
of businesses in America

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Our Vision...

To help millions of CEOs and
Entrepreneurs accelerate their business
growth and enjoy greater harmony and
balance in their lives

Please Pass the Word!

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Office Hours Agenda

- In depth discussion of a business success principle
- Closing remarks, special offers, and invitation for next weeks session
- Open Q&A and coaching

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Join Us!

- The Awakened CEO Communities on both LinkedIn and Facebook
- Business Success Principle of the Day postings on both Facebook and LinkedIn
- Energy of the Day posting on Facebook

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THE **Awakened** CEO
Conversation

- An Interactive Webinar, with a special guest
- Wednesday, November 11th, 6pm PST
- Watch your emails for signup information

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Today's Topic: Expanding? Best Practices in Staffing

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The Key Performance Areas



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The Key Performance Areas



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THE **Awakened** CEO
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Bringing business savvy to conscious businesses... and bringing consciousness to savvy businesses



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Agenda

- Why Expand the Team?
- Expansion Options
- Hiring to Sell More
- Hiring to Deliver More
- The Six Step Hiring Success Formula
- The Bottom Line

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Why Expand the Team?

- Bandwidth
 - More work than current team can manage
- Talent / expertise
 - Current team doesn't have the skill set

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Expansion Options

- Employees
 - Payroll, benefits, taxes, control, regulations
- Contractors
 - Agreements, no taxes, less control
- Temp to Hire
- Outsourcing
 - Agreements, no taxes, less control

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Hiring to Sell More

- Revenues = \$10,000 per month
- Expenses = \$6,000 per month
- Profits / Take Home = \$4,000 per month
- See opportunity to hire administrative / marketing / sales support and steadily increase revenues
- Hire someone at \$2,500 per month



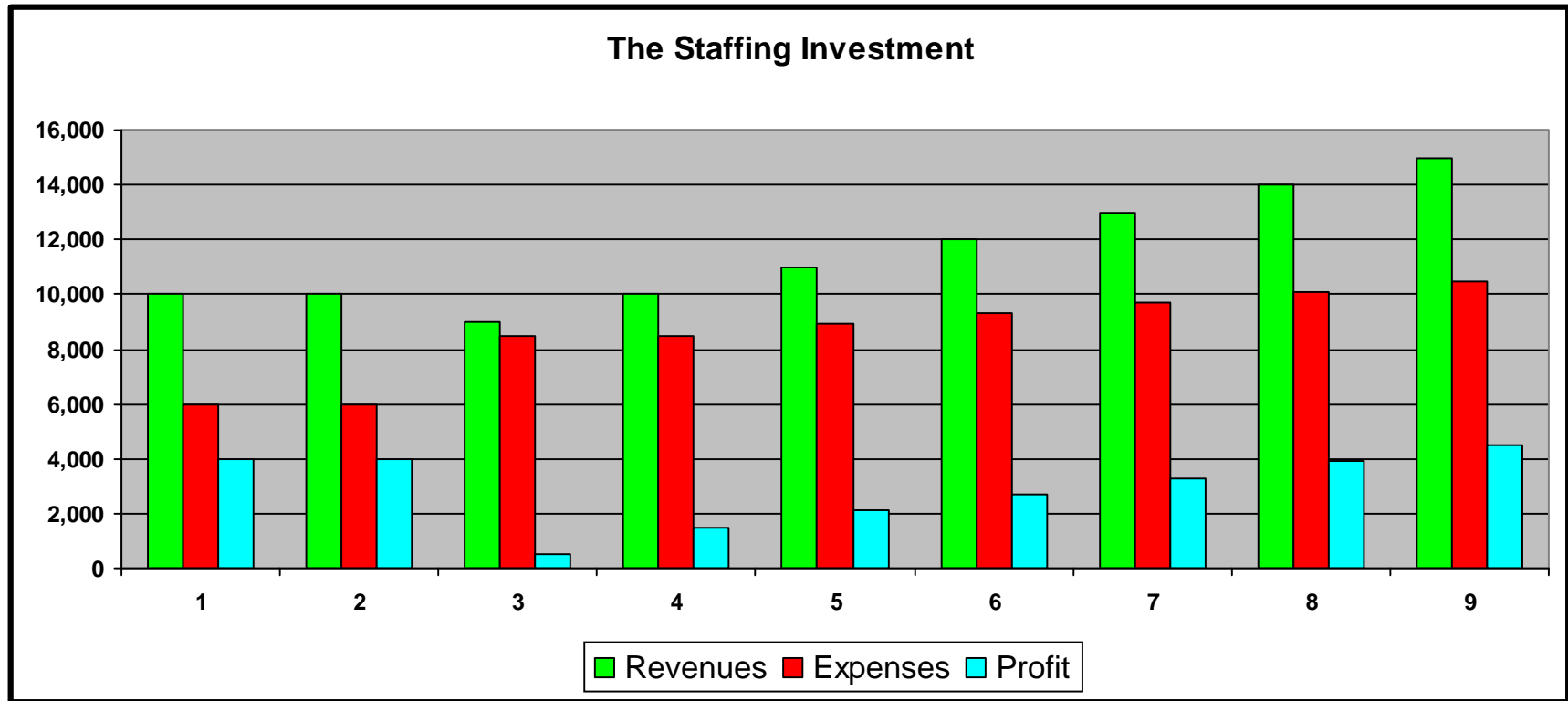
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The Staffing Investment



grow • inspire • thrive



The Staffing Investment

- Increased overhead by \$2,500 per month
- Revenues fell \$1,000 during training
- Revenues grew steadily thereafter
- Other expenses climbed as revenues grew

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The Staffing Investment

- Took six months to return to previous profit levels and begin paying back the investment
- Total investment = \$10,000
- Recovery 11 months after hire
- Like loaning someone \$10,000 and being completely paid back a year later

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Hiring to Deliver More

- Agreements with customers are in place
- Revenues increase immediately with the delivery of additional products and services
- Expenses increase at 60% of revenue

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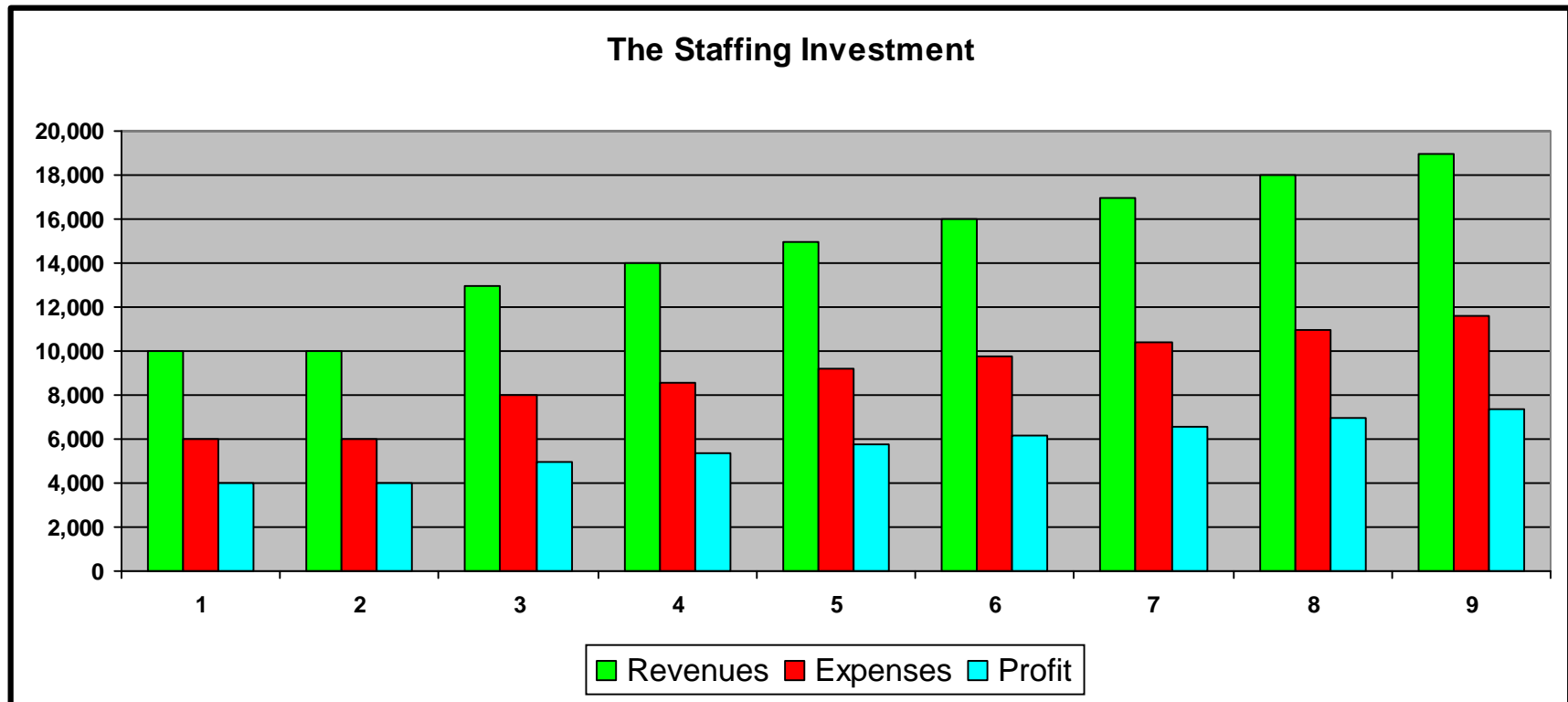
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The Staffing Investment



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The Staffing Investment

- Scenario 1 - \$10,000 investment over six months, recovered in 11 months
- Scenario 2 - \$15,400 to the bottom line in the same six months
- **BOTTOM LINE: If at all possible,
SELL FIRST, HIRE SECOND**

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Step by Step Success Formula

	Military	Corporate America
1. Job Description	✓	✓
2. Interviews	✓	✓
3. Tests and Checks	✓	✓
4. Onboarding & Training	✓	✓
5. Probationary Hiring	✓	✓
6. Ongoing Management	✓	✓



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Levels of People

- **Level 1** – See themselves as victims and prisoners, blaming all of their problems on the outside world. Typically highly stressed, tough to get along with, and undependable.
- **Level 3** – Feel both empowered and responsible. Eager to learn and contribute. Helpful, dependable, optimistic and happy.
- **Level 2** – Somewhere in between.

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Levels of People

- Hire Level 3's!
- They have very high Emotional Intelligence!

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1. Job Descriptions

- Define daily responsibilities and periodic responsibilities
- Define desired talents and experiences
- Define desired attitudes and perspectives
- Define the level of effort and level of commitment that is required
- Define other acceptable behaviors



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2. Interviews

- Multiple candidates
- Multiple interviews
- Different interviewers
- Different times of day
- Outside interviewers very beneficial
- Ask smart questions to determine experience, talent, and attitude – Look for Level 3's!
- “Hire Slow, Fire Fast”



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3. Checks

- Reference checks
- Background checks for people handling money or having a position of responsibility
- More extensive background checks for executives, partners, and critical contractors

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4. Onboarding

- First day is critical!
- Lunch and introductions all around
- Make them feel special and appreciated
- Have a training plan in place and give them the opportunity to be successful and contribute right away
- Praise their effort, their attitude, and their results

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5. Probationary Hiring – Performance Reviews

- 15 days
- 30 days
- 45 days
- 60 days (optional)
- 90 days
- Every 90 days thereafter

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Performance Reviews

- Create a “scorecard” and share it with them on the interviews.
- They rate themselves and you rate them before the meeting
- Compare ratings
- Discuss differences and issues
- Bonus: make it two-way
- “Hire Slow and Fire Fast”

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6. Ongoing Management

- Weekly one-on-one meetings
- Focus on helping them be successful
- If new to management, focus on shifting your mindset to:

“Achieving Greatness
through the Efforts of Others”

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The Bottom Line

- Many people are challenged with recruiting, hiring, and managing others
- You can save yourself a lot of time and money by applying best practices in staffing
- You may save your business!
- Get coaching and support to help you in the process



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Homework / Exercise

- Download the Employee Scorecard template and customize it for your company
- Come up with some interview questions that inspire discussions about:
 - Experience, behaviors, and successes
 - Attitudes and teamwork
 - Talent and ability to learn quickly
 - Seeing if they are a “Level 3”



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Open Q & A and Coaching – in a minute

- Comments and questions on the topic of the day, then any other issues
- Tell me what your biggest “take-aways” are and what insights you gained from this presentation
- Tell me what you are going to focus on

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Our Support Services

Service	Teach You	Do It With You	Do it For You
Education	X		
Training	X		
Coaching	X		
Advising / Mentoring	X	X	
Consulting		X	X
Growth Management		X	X



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Next Office Hours: Nov. 9th

- Topic is: TBD
- Let me know what topics you would like for me to address: www.PaulsSurvey.com
- Do your homework!

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Open Q & A and Coaching

- Comments & questions on the topic of the day, then any other issues
- Contact Me at paul@paulhoyt.com
call or text: 415.997.8001
- www.SchedulePaul.com

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