

# Finding Good People

## Coaching Questions

### **Do you have someone that you know that you'd like to have work for you?**

- How important is it that they work for you?
- Some of the best employees that you either know yourself or that have been referred to you, because you can trust them from the beginning and there is pressure on both parties to do their best due to the past relationship.
- Things can go downhill if expectations are not met. Make sure that will a friend or family that things are still written down. Try to avoid any grey areas as that decrease the chance that things can be settled easily if something goes wrong.
- If t is really important that they work for you, you need to come up with a strategy to get them.

### **Why wouldn't they work for you?**

- Is this a problem for other potential employees besides them? How can you fix this?
- Think about all of the barriers that your ideal employee might have in working for you. Some examples may be that they are risk adverse and your business does not have a solid economic base, or it could be that they require an altruistic cause, or that they are more comfortable with an office that is closer to home.
- You need to then come up with a plausible plan to either eliminate these issues, have other benefits that make up for this problem, or tweak who your ideal employee is.

### **How will you keep them?**

- Getting employees is one thing. But how will you keep them? There is higher risk to work for a small business, but there are some advantages. How will you exploit this?

## What sort of ongoing communication & motivation strategies will you use with your staff?

### COMMUNICATION STRATEGIES

- blogs/forums
- suggestion boxes
- open door policies
- weekly meetings
- internal newsletters
- award ceremonies
- employee surveys
- regular reviews of work
- feedback mechanisms
- lunch & learns
- social events
- team meetings
- internal chat or instant messaging technology
- internal social media technology
- encourage communicating small wins
- a bell in the middle of the office when new business is closed



### MOTIVATION STRATEGIES

- benefits
- perks
- employee appreciation nights
- equity or profit sharing
- learning / professional development
- travel
- good onboarding/orientation
- internal branding
- buddy systems / mentorship program
- social committee