

Business Plan Workbook #22

Course	Managing Your Dream
Topics Addressed	The Basics of Management Managing the Hiring Process

Key Points

What is Management?

Management is figuring out the best way to use your resources to get your goal accomplished. Resources can be “human resources” or employees. Resources can also be your time and your money.

Challenges of Being a Woman in Charge

You may encounter people who don’t believe that a woman can be strong enough to be the boss. And sometimes women managers will have to deal with a male employee who is uncomfortable taking direction from a woman.

Unfortunately, businesswomen all over the world face these types of challenges every now and then. Your best defense is to stay calm and be professional. You know your business better than anyone else. If you display confidence, you may be able to change minds and attitudes.

Remember that you have the ability to choose who to work.

A Boss and an Entrepreneur

As your business grows, you will need to involve other people, who will become your employees.

Once you start bringing in other people to help you, your job changes and you become a “manager” of employees, in addition to being an entrepreneur. This is difficult for many entrepreneurs, as they start having to spend less time on their passion and more time training and guiding other people to do the work.

Trusting Your Employees

Once you start hiring employees, you will have to trust people with parts of your business.

You may worry that your employees don’t have the same level of excitement or commitment that you do. You may be concerned that they wouldn’t put in the same effort or give that special personal touch. You may even worry that an employee might lie or steal from you.

These are all very valid concerns. But while you may be tempted to try to do everything yourself, at some point, that may not be possible. You may have to bring in other people to allow your business to grow and continue to succeed.

The key to overcoming your concerns is to bring in the right people for the job and your company!

How Do You Find the Right People?

If you rush into hiring someone, you may regret making a “bad hire.” Instead, take a deep breath and take the time to find and then hire the right employee.

There is no exact formula for finding the right person. Of course anyone you are thinking about hiring must have the skills that you will need for the position, but a lot of the hiring decision comes from how well that person fits with your values and the company.

When you have multiple employees it’s also a good idea to have the prospective employee visit with your current employees in order to get feedback about how the prospective employee may fit in.

Create a Job Description

To create a job description, you need to:

- Determine what the new employee will be doing
- Describe the job in as much detail as you can
- Identify the mix of skills, talent, and experience that the ideal candidate should have
- Write down the duties that the employee will perform and the experience required for the position

Values

Be clear about your values and how those values are applied in your business. Values include your opinion on what is right and wrong, and also your thoughts on how things should be done.

Then, think about the values that you want to see in your employee at your business. These could include things like honesty, loyalty, and reliability.

Get the Word Out

The next step in your search for the right employee is to get the word out that you are looking to hire. You may want to ask your friends or current employees if they can suggest any qualified people. Often these referrals are helpful because the people you already know will help you find a reliable employee.

In some cases, you can find good employees from employment agencies since these agencies can provide a list of qualified candidates. This can be a quicker route to finding a good employee but, it can also cost money to use this kind of service.

It is also possible to simply advertise open positions, however, be aware that without a referral from someone you trust, you will want to be extra diligent when you interview these candidates.

The Interview Process

You will likely find a few people that seem like they could be a good fit for the job and your company. So your next step will be to speak to each one of these people and ask them all the same questions.

The questions should reflect what you wrote in the job description. They should also reflect your values. If you are looking for someone to be a delivery person, you might want to ask them how long they have been driving and if they have had any accidents. If good customer service is an important value for you, you might ask the candidate to tell you about how she or he has provided good customer service in the past.

You may also want to ask questions that help you learn more about their personality. You'll want to determine whether or not the candidate is going to fit with your current team of employees.

Background and/or Reference Checks

It's very important to check a candidate's background. You can do this by talking to people that she or he has worked for. It is the one last check to be sure that you are bringing a good person onto your team.

Take the Time to Train New Employees

Even though you took the time to hire the right employee for the job, you still need to invest time into training new employees.

As the boss, you need to be patient with new employees as they learn.

When your business is small, you may find that it is best to train employees yourself, by showing them how to do the job.

As your business grows, you might not have the time to show every new employee every part of the job. You may have to trust another employee to do the training. But make sure that the person who is doing the training is doing her or his own job the right way. You don't want an employee to pass along bad habits.

Related Business Plan Questions

Below, you will see a list of business plan questions related to the topics noted above. If you print this worksheet, you can use the space below each question to write down some initial thoughts and ideas.

When you're ready to start working on your business plan, return to the course, and select "Open My Business Plan".

Q: Describe the jobs/tasks for which you need to hire employees.

Q: Describe how you will find employees for these jobs/tasks.

Q: Describe how you will train the employees for these jobs/tasks.

Q: Specifically, how will you find salespeople to sell your product?

Q: Are there management/leadership roles that you think will need to be filled so that you can launch or grow your business? If so, explain what those roles might be.

Q: How will you find the right people to fill these leadership or management roles?