



THE THREE BIGGEST HIRING MISTAKES LEADERS MAKE AND HOW TO SOLVE THEM

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You know that feeling. You can't sleep. You've been agonizing over it. You made a hiring mistake. You've got to let a team member go. If only you had made a better decision ...

Hiring team members is one of the toughest decisions you make as a leader but also the most important because without the right team ... you're dead in the water.





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MISTAKE 1

Not Clearly Defining the Role (and making sure it's realistic). You want a digital marketer who's a strategizer, an executor, and a data analyst who can report on the results. And you have \$60K in the budget. We call them "unicorns," and you can find them in .5% of the population. Recruiting will be frustrating if you are out of the ballpark on pay, the market, and what's truly realistic. Have you laid out metrics? How will you hold them accountable? Do they have a history of success within a similar company size?





MISTAKE 1 WORKSHEET

Here are a few things to help you assess whether you have clearly defined a realistic role.

Write down the strengths you are looking for that would fit with the job and your team. Think about not just the job but also a culture fit. What are the Top 5 nonnegotiables for the job?

For example: Do you need someone who can strategize well? Execute? Excel at team collaboration? What strengths are truly must-haves and what are nice to have?

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2.	5.
3.	

It's a candidate market. And it's challenging. What types of similar and transferable experience would be critical to look for in a candidate?

For example: A large retail corporation rock star might look amazing! They've wanted to work for an entrepreneurial company all their life. This person may not be well suited for your 50-person small business. They may be used to siloed work and lots of resources; in this position, you need someone who can wear multiple hats.

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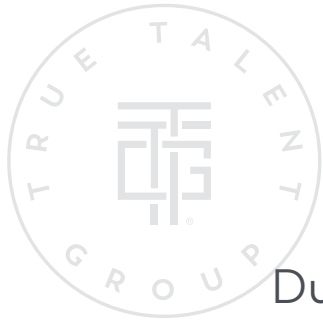


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MISTAKE 2

Not Doing Your Due Diligence. Background checks. Employment tests we like [Strength Finders](#). Calling (not emailing) references. Listening and watching behavior is key, i.e., have they followed up when they said they would, shown up on time, sent a thank-you, what's on their social media, etc. How have they responded? Is everything in your gut saying yes? This listening takes time and insight, but it will save you later!





MISTAKE 2 WORKSHEET

Due Diligence Checklist

- ✓ Did they show up on time? If not, did they call?
- ✓ Dressed professionally?
- ✓ Send a thank-you?
- ✓ Did their email have grammatical errors in it? Names spelled right?
- ✓ What does their social media look like? LinkedIn®, Facebook®, etc.
- ✓ References checked with at least two former supervisors.
- ✓ Still not sure? Take them to lunch or happy hour!



3

MISTAKE 3

Hire Slow. Fire Fast. In today's tight candidate market (we're at 2.8%), you can't afford to sit around and see whether someone better comes along. You need to make a swift decision. And, if it doesn't work out, you need to fire them fast. It's easy to think if you give them more time, set new expectations, try to change the role for their strengths, it might work. You need to make the decision quickly, for you and for them.



MISTAKE 3 WORKSHEET

If you're unsure where to start in the Performance Management process, here are 3 Keys from Lisa K, CMC of Lisa K Coaching, to get you started:

Step 1 – Have you done your part as a leader? Can you honestly say that you've done your part to give this employee the best shot at success in this role? Have you offered mentoring, assessed whether additional training is needed, asked what they need from you, provided professional networking, etc? If you can lay your head on the pillow at night and say, yes, I've done all I can to help them, then you're ready for Step 2. But gut-check yourself first, it's the ethical thing to do.

Step 2 – Open Dialogue. Have a clear conversation on which expectations are being missed. Revisit the job description or core roles together as an activity, separately highlight in green what they're nailing in the role and in pink, highlight what they're missing. Decide together the top three to five areas that need immediate attention. These focuses will become your guiding light for Step 3.

Step 3 – Weekly Status and Action Planning. Put them on notice and block time on your calendar for weekly development conversations for the next 30 days. This timeline is more than reasonable. What went well (cheer them on)? What did not go well (course correct/give direct, specific feedback), and action plan with them on how they will improve. Have them define what specifically they will do next week to improve. Be sure they own this part.

If after 30 days they haven't made consistent and sustained improvement, partner with HR to determine next steps, specific to your company's process. It's the right thing to do. After these three steps you can rest easy, knowing you've done all you can to help them. Know you can move forward and use the wisdom from this situation to influence hiring decisions moving forward.

If this process makes you uneasy or you're still not sure where to begin, Lisa K is an amazing resource. She's an executive, leadership, and life coach that I have worked with for over nine years! She's truly amazing and is here to help you get through both exciting and difficult times.

To get started: [Email Lisa K Coaching](#) today and mention "TTG" for a complimentary session.



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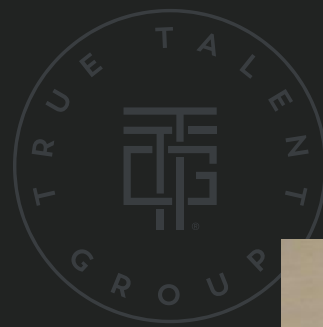


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