The Ins and Outs of Hiring And Firing

Jon Hoffenberg – President
Ed Syring III – Vice President

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THREE ULTIMATE GOALS

- Get the Right People on the Team
- Get the Right People in the Right Seat
- Retain the Right People Long Term

Background

- YT – formed in 2008
- All we do is exactly this, then train and oversee them.
- We have lost one person in 7 years
- Over 15,000 combined interviews conducted with over 2,000 people hired and trained in our careers.
- Average practice grows by 100k to over 1.25 million in year one – it’s about retention, but also results (efficiency, organization and booking ratios)
Lighting Tips

- Be Quick but Don’t Rush
- Stop Saying “Hire Slow, Fire Quick” - Maslow
- Saving $400 while Losing Thousands
- The RIGHT Resumes
  - LinkedIn
  - Facebook/Social Media
  - Emailing Friends
  - AND:
    - Monster
    - HealthECareers
    - Say “no” to Craigslist

Misdemeanor 1 – Hiring for the Wrong Reasons

- “She has years of experience”
- The right look or “she’s had surgery”
- Female vs. Male – Doesn’t Matter!
- Recommended highly by a friend
- Inexpensive
- Expensive

Misdemeanor 2 – Not knowing when to say goodbye

- “She has been with me for years”
- “I don’t want to train somebody new”
- “I don’t want my people to see turnover”
**Misdemeanor 3 – Right Person, Wrong Seat**

- "He is good at everything"
- "I'm short-staffed so we all pitch in"
  - Ok for the short-run
  - Hire for your weaknesses
  - Then hire for the new hire's weaknesses
  - Divide and conquer

**Keeping them In, not Out**

- Always hire for SALES
- Understand Hiring is Different from Recruiting – Respect the Art – Consider Hiring Professionals
- Lifo, Kolbe, and other personality tests - be careful
- Gut Check – Hair on the back of your neck - Do you LIKE the person?
- Pay Fairly – or more – These ARE the good ‘ol days”

**Conclusions**

- Right person, right role, right seat, right pay, right management or pay a professional
- Educate Yourself: Newsletter, Podcast, YellowTelescope Seminar, Published Articles – YellowTelescope.com – TED Talks, Audio Books, Books
- Try: Authentic Leadership (Kevin Cashman), 5 Dysfunctions of a Team, Good to Great, Leadership and Self Deception, One Minute Manager, or email me for more at Ed@yellowtelescope.com.
- Hiring is different from recruiting, it is an art and a science.
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Jon Hofferberg – President – jhong@YellowTelescope.com
Ed Spring III – Vice President – es@YellowTelescope.com

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