



7 STEPS TO A **ROCKSTAR TEAM**

How to build, hire and enroll an
engaged team to scale your business

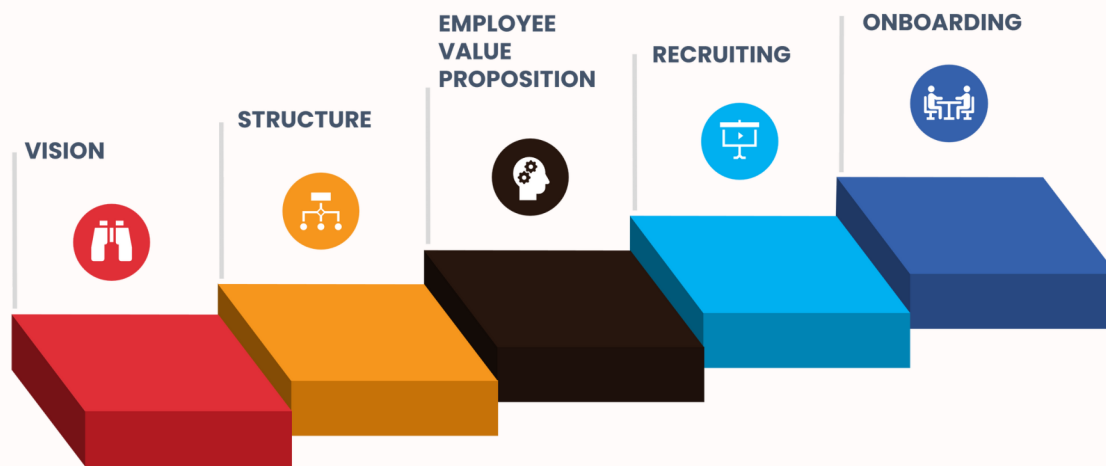
WHY YOU NEED A ROCKSTAR TEAM

As a service business owner, you're always looking for ways to grow and scale your company. Building a team is one of the nine scaling strategies that can catapult your business from where you are to where you want to be - profitable, sustainable, and scaling.

It can be tough to find the right people at the right time to help you do just that. Hiring new team members is a considerable investment, and if you make the wrong decision, it can set your business back months or even years.

We put together this 7 step guide to hiring, building, and sustaining a rockstar team to scale your business, save you time and help you sidestep potential pitfalls.

OVERVIEW OF THE SMALL BUSINESS HIRING PROCESS



How ready are you? Use this checklist to see if you are set for success.

- ☐ I have a defined vision for my business for the next 1, 3, and 10 years.
- ☐ I have outlined a hierarchy structure to meet my vision.
- ☐ I have a strong employee value proposition to attract great talent.
- ☐ I have an omnipresent recruiting process, so we can hire at any time.
- ☐ I have an onboarding process that sets my team up for success.

STEP 1: WHY ARE YOU HIRING?

You know you need to add a new team member, but you're not sure why.

It's tough to make the right decision when it comes to hiring a new team member- after all, this person will be working with you closely and impacting your business goals.

Clarify the reason behind your hire and help ensure that the outcome is what you hope for. By taking the time to think through why you are hiring a team member, you'll be able to identify the specific impact this new hire will have on your business- which in turn impacts who you hire and the outcome you hope to achieve with the hire!

4 REASONS TO HIRE A TEAM MEMBER

Opportunity to outsource to reduce management load.

Hire for Task

Growth opportunity to hire experience with expectation for producing results.

Hire for Result


Hire for Profit Maximization

Take work off your plate at a significant opportunity cost-saving, allowing for you to capture profits with the increased capacity.

Hire for Balance

Hiring that maintains your work-life balance and desired lifestyle. Bonus if this reduces stress and increases your ability to capture additional revenue.

STEP 2: WHO ARE YOU HIRING?

 Start Here	Gig Economy			Dictate Result, Not Time	Dictate Result & Time
	Get it Done Or Delay	Task Oriented	Project Oriented	Independent Contractor	W-2 Employee
	START UP Limited \$	GROWTH \$ is Up and Down		SCALING \$ is Stable and Profitable	
	Task Oriented	Specialized Task		Result Oriented, Generalist until team of 5+	
	No	Yes Infrequent	Yes - Frequently		
Task or Result?					
Is it Repetitive?					
Is Process Defined?					
Makes You \$\$\$?					

HIRING DECISION MATRIX

Should you hire a sub-contractor, a freelancer or an employee? There are too many possible answers to that question. You want to ensure that you hire the right type of team member for your stage of business growth.

If you make a too permanent choice, it could saddle your business with unnecessary costs too soon. If you outsource, will you be able ensure the work product meets your standards.

Use this hiring matrix to identify your options and clarify what your best next step is for your hiring decision.

STEP 3: WHAT IS YOUR COMPANY & TEAM VISION?

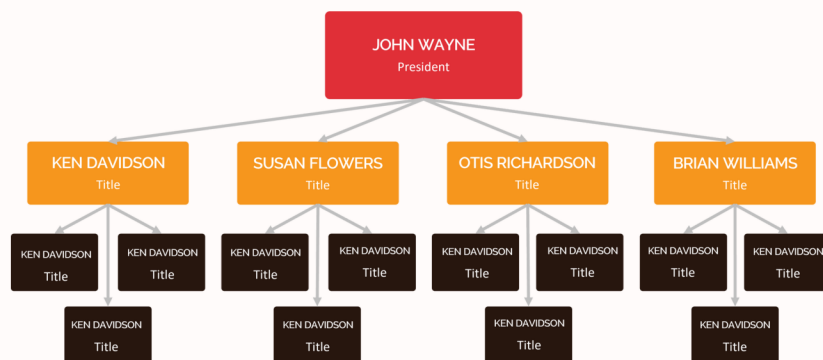


THE BUSINESS STRATEGY PYRAMID

You might have a great vision for your company, but if you can't articulate it or don't have a clear plan for how to make it a reality, then you're in trouble.

It's not enough to just have a great vision for the future. You need to be able to communicate that vision to your team and make sure that everyone is on board with making it a reality.

We can help you create a rockstar team that is aligned with your company vision and make scalability possible. Once you've nailed your vision, mission and values, then it is time to create a future-based hierarchy chart to identify the roles and responsibilities needed to make your vision a reality.



STEP 4: HOW TO DEVELOP A COMPELLING EMPLOYEE VALUE PROPOSITION?



EMPLOYEE VALUE PROPOSITION PYRAMID

Trying to find and keep the best employees is hard. You need to offer a competitive salary, but that's not all.

There are a lot of things you need to offer employees in order to get them to say yes - competitive salary, benefits, good work/life balance, etc. But what if there was a way to boil it all down into one easy-to-understand list?

These 6 components of a compelling employee value proposition is just that - a list of the most important things you need to offer employees in order to attract and retain them. By defining your employee value proposition, you make it easy for potential candidates to see all the amazing benefits of working for your small business.

STEP 5: HOW DO YOU FIND THE RIGHT CANDIDATES?



THE OMNI-PRESENT RECRUITING PROCESS

It can be difficult to know when to start recruiting for a new position. Sometimes the signs are obvious, but other times it's not so clear.

It is difficult to know when you need to start recruiting, but it can also be tough to find the right person for the job. There are many factors to consider, and if you're not careful, you might hire the wrong person or fill the position too late.

Use these 5 recruiting process elements to recruit the right team member at the right time will help ensure that you always have an active recruitment process and that you can hire the best possible candidates when they become available.

STEP 6: HOW DO YOU PAY & SUSTAIN A NEW HIRE FINANCIALLY?



CONFIDENCE IN REVENUE DECISION SCALE

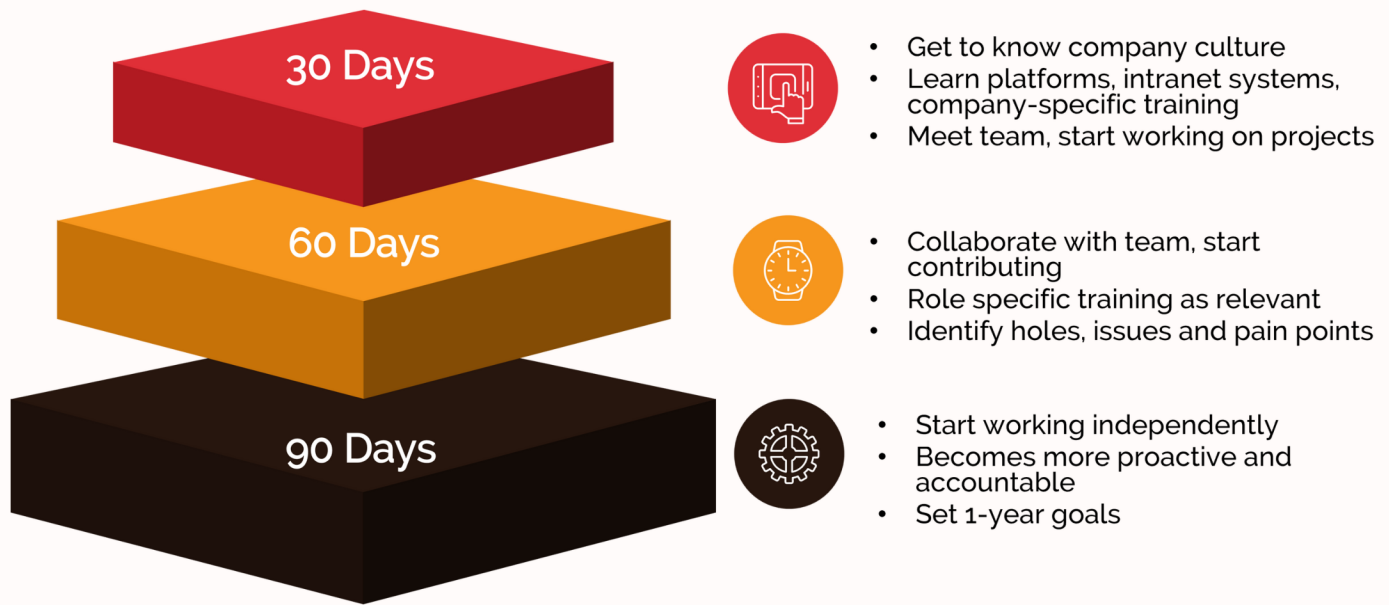
It's hard to know if you can afford to hire a new team member and sustain them financially over the long term.

Business owners are often afraid to make new hires because they're not sure if they can afford it. They worry about whether or not they will be able to keep the new employee on staff for the long term.

How confident are you that the business can quickly see an increase in revenue with your new hire?

Use the confidence in revenue decision scale, which considers your confidence to see an increase in revenue with the new hire. We understand that every business is different, and this is a first step in finding the right next step for yours.

STEP 7: HOW TO SET UP THE TEAM MEMBER FOR SUCCESS?



THE PURPOSE OF AN EFFECTIVE 90 DAY PLAN

78%

New hires say training during the first week on the job is the most important to them

You've just hired a new employee, but you're not sure what to do next.

90%

Decide w/in 6 months if they intend to stay

It's no secret that employees leave their jobs for a variety of reasons. In fact, the first 6 months of an employee's tenure at your company is the most important. If you want them to stick around, you need to have a plan in place.

58%

Likely to stay 3 years or more at a company with onboarding

A 90 day onboarding plan helps you tick all the training boxes, helps your new hire feel a part of the team and sets them up for success. Implementing this type of plan ensures that your new employee has everything they need to be successful and reduces the chances of them leaving down the road.

WHAT IF YOU COULD MAKE AN EXTRA \$100,000 WITHOUT WORKING MORE?







Are you:



- Stumped because your business is capable of far more, but you have no more bandwidth?
- Fighting low profits and limited cash flow?
- Frustrated by growth that feels stagnant and hard?
- Drowning in the daily grind because so much is on your shoulders?
- Facing burnout because you don't have the support you need?

ISN'T IT TIME TO DOING THINGS DIFFERENTLY?

The Profitable Growth Incubator is all about...

-  Generating predictable profits so you can confidently pay yourself more
-  Implementing adaptable cash flow tools for financial security and stability
-  Achieving better results with an easy growth plan tailored to your business
-  Clarifying your next steps and streamlining your focus
-  Gaining the freedom you crave by effectively leveraging systems, technology, and people
-  Flourishing with a dynamic community that supports and accelerates your efforts

"SHE MET ME WHERE I WAS. THAT'S WHAT I LOVE ABOUT HER."
MICHELLE PETTIES



"IF YOU TAKE ACTION, YOU SEE RESULTS."
JULIE JOHNSON



"SHE REALLY HELPED ME GAIN CLARITY ON WHAT MY BEST NEXT STEPS WERE FOR MY BUSINESS."
MARTA CORDELL



"I GAINED MUCH MORE CONFIDENCE AS A BUSINESS OWNER AND ON WHERE I NEED TO GO TO TAKE MY BUSINESS TO THE NEXT LEVEL."
JULIE GODFREY



"I'M NOW MAKING CLEAR PROGRESS WITH A CLEAR VISION. IT HAS BEEN AMAZING WORKING WITH YOUR BIZ RULES."
KENDRA ERKAMAA



**We can't wait to help you build
the business of your dreams. [Schedule a chat here.](#)**



ABOUT LESLIE HASSLER - SMALL BUSINESS SCALING STRATEGIST

Leslie Hassler is a dynamic author, speaker, and business strategist guiding women-owned, service-based businesses into more profits, cash flow, and success. Business owners come to Leslie seeking a way to strategically scale their businesses richly, stop the money leaks, and get back in control with confidence.

Using her more than 15 years of experience in business, finance, mindset, and more, Leslie takes multiple 6 and 7 figure businesses from cash-strapped and struggling to profitable and thriving with her unique Scaling Rich™ Method.

Her genius has also been featured on stages around the United States, such as the National Association of Women Business Owners, the Women's Business Enterprise National Council, and in publications such as Entrepreneur.com.



Leslie is a mother of two high school boys, an avid traveler, and a Past President of NAWBO DFW.

LOOKING FOR PERSONALIZED AND CUSTOMIZED SUPPORT?

We offer tailored business mentoring to help you grow and scale your business profitably and sustainably so you can create a brighter future for yourself, your family and community.



<http://www.yourbizrules.com/chat>

Let's Chat!

Click here to schedule a complimentary call with Leslie to get your business growing!