

## LAUNCHPAD

### Recruiting the right employee

Recruitment - it can be painful, costly and incredibly time consuming but you cannot afford to get it wrong. Taking on a new team member should be a long term investment. Following a robust process and taking your time will ensure the final decision is a successful one. **How to get it right:**

1. **Clearly define the position description.** If it's not clear what the role entails, the wrong people will apply for it with potentials slipping through the net.
2. **Is the offer attractive?** You want to attract a large pool of applicants. Put your best foot forward - make sure advertisements are exciting and engaging. Generate multiple leads for the position - advertise in both **seek** and **trademe** as well as other forms of media. Don't forget to advertise on your own website!
3. **Carefully shortlist the potentials.** Start by defining the essential criteria, the 'must haves' - then create a list of the 'wants'. Perform an initial screening based on the essential criteria (likely to be qualifications, experience and necessary skill sets). Now refine your shortlist based on certain skills or experience you'd love an applicant to have.
4. **Weed out those unlikely to fit the terms of the role.** If you're looking for a long term commitment, it's unlikely an applicant with a scattered employment history will fit.
5. **You may canvass the potentials by phone interview to reduce the shortlist for onsite interviews.** Book in a time that suits - don't torpedo them with an impromptu call.
6. **Interview 5 - 10 hopefuls.** Be prepared with notes from each CV and a series of probing questions to extract the best information to aid your decision. Be sure to enquire about aspects of their CV that didn't fit the bill.
7. **Call on the referees!** Call at least two and have valuable questions on hand to get the most from the experience.

## Issue Fifty Nine



8. **Invite the top 3 - 5 for skills testing and behavioural profiling.** You'll place different importance on these depending on the nature of the job. What involvement will they have with the team? Is it important that they fit the culture? Can they learn some skills upon induction?
9. **The second interview:** Involve key team members to get a fresh take on the candidates, and then make a decision.
10. **Now finalise the offer of employment.** Seek guidance from an employment specialist on clauses to include in the employment contract and the appropriate process to take.

**Taking short cuts can backfire.** Don't accept the first applicant that interviewed well, had a nice CV and a decent reference. Follow correct process and recruit the top applicant for the job.

**If they seem too good to be true... they probably are.** Recent times have seen qualified, experienced people accept jobs well below their skill level. Chances are they'll be off when a better offer finally comes. Also, are they likely to perform well if they're bored and feeling undervalued?

Don't under-estimate the impact an ill-fit can have on the rest of your team... or the cost of replacing them months later when it doesn't work out. Do it once and do it right.

*'Praise is a powerful people-builder. Catch individuals doing something right.'* **Brian Tracy**

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CHARTERED ACCOUNTANTS

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### Why you need a web presence

According to the World Internet Project New Zealand:

- 86% of new Zealanders use the internet with 59% doing so daily
- 80% of people search online before buying a product or service and 72% of people make purchases online
- 69% of people rate the internet as a more important source of information than TV, newspapers or radio

According to the October 2012 MYOB Business Monitor, only 35% of kiwi businesses have a website, therefore by getting one you'll already have an advantage over a number of your competitors.... It has been established that businesses that have a website consistently outperform businesses that do not.

### Build your own website for free - in 15 minutes

The internet can provide your business access to new customers and resources while allowing you to operate more efficiently and communicate better with customers.

MYOB and Westpac have recently collaborated and developed a free website building service so that every kiwi business can go online and reap the rewards. Introducing **MYOB Atlas** - it's now easy to get a web presence.

**The nitty-gritty:** MYOB Atlas is free for the first 12 months. In year two you have the option of renewal at \$5 - \$15\* per month, depending on the chosen plan. If you claimed your free .co.nz domain name you'll need to renew this also. This pricing is super-competitive - you'd be hard pressed to find a similar offer.

\*pricing subject to change.

MYOB Atlas takes the hassle, time and cost out of creating a website and you'll be carefully guided through the process.

**You'll get:** A personalised domain name, up to 25 email addresses and a website with multiple layout and colour options to reflect your business branding - complete with Google tools to help you be found, e-commerce functionality to get you selling online, the ability to accept invoice payments online and mobile optimization so clients can easily find you from their smart phones.

#### It's easy to create your unique website:

choose from a range of theme layouts to add your logo or banner to. MYOB Atlas's gallery feature allows you to showcase your products, services or portfolio of work. Manage image descriptions, sort them into categories and display your favourite gallery items on your homepage.

**The News feature** keeps your website fresh by allowing you to link tweets and posts from your social network sites. Tell your contacts about your website by linking it directly to your LinkedIn profile or your Facebook business page and give multiple entry points to your site.

**Use the subscription form** to gather contact details from your visitors, so you can keep them updated with newsletters.

You don't even have to be a Westpac or MYOB customer to take up the offer. Any kiwi business can now be found, tell their story and sell products or services online.



The MYOB Atlas website builder is perfect for business owners with limited time, knowledge or resources. It makes it incredibly simple to build and maintain a clean, modern website.

Visit [www.GetOnline.co.nz](http://www.GetOnline.co.nz) to get a professional online presence today. The terms and conditions clearly outline how great this offer is.

MYOB Atlas have effectively dissolved the barriers between you and having a website. It's time to be there when customers come looking for you online.



## Client advisory boards - part 3, the final instalment

As you finalise the planning for your CAB, bear in mind the core reasons behind your decision to host one and what you hope to achieve by doing so.

When the day arrives you'll have a diverse set of people in one room. Small clients, big clients, new and longstanding clients, and clients from different locations. You'll have a nice slice of your target groups to cover a range of issues.

**Order of events on the day:** Welcome your guests and Introduce the facilitator. It's best to do this in a relaxed manner over tea/coffee and perhaps a light snack. Let your audience know that the meeting will be audiotaped and that the facilitator will be taking notes throughout - highlight your commitment to providing them with an improved customer experience. Explain the overall process of the day and be sure to thank everyone in advance for their participation.



After the meeting, join the group to relax over lunch or dinner and listen attentively without asking probing questions. Reiterate your gratefulness for their involvement and that you'll be in touch.

**Dissecting CAB feedback:** Immediately after the schmoozing, meet with your facilitator to go over his/her notes while the event is fresh. Next, go over the audio to extract and document the positives and negatives to marry with the facilitator's notes. Go through the audio a second time to be sure you haven't missed anything. Involve your key team members and discuss how you plan to tackle the hairy issues. Prepare a report to communicate your follow-up action steps to CAB participants.

**Show your appreciation!** Send a thank you card and a small gift to each of your CAB clients. Make it personal, you may like to reference a great suggestion they made. Emphasize that you'll keep them informed of the outcomes.

**Implement change - get your team on board!** Relay (and thank your team for) the positive outcomes from the meeting. Without pointing fingers discuss the negatives and ways to address each issue - order them by importance as well as turnaround time. End on a positive note by discussing any exciting ideas that arose from the meeting - focusing on how you can boost the business into the future.

Who will be in charge of making each positive change happen? Formalise your business plan. Implement some simple, workable suggestions straightaway to show customers that you're committed to change. Your team will respond positively to new responsibilities and be held accountable to a whole new level of customer expectation. Reward them as they rise to the challenge!

**Update your CAB clients.** Send them a report to outline:

- The issues that were raised
- The actions required to address each issue
- A deadline for when each issue will be dealt with
- Exciting ideas you hope to implement shortly

Ask them for any further feedback. How valuable did they find the experience? In future would they be willing to help again? Then it's time for you to follow through on your promises and put your money where your mouth is.

**Thinking of running a CAB?**

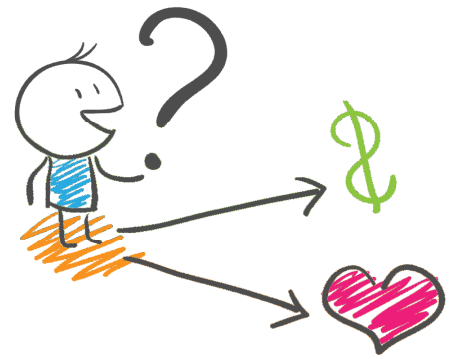
- Thinking of a new product line or service offering?
- Wish to attract new clients in a different demographic?
- Feeling out of touch with clients - relationships weakening?
- Recently had bad feedback or disgruntled customers?



## Pay the right person the right amount

The salary you set must balance the recruit's expectations with your business' profit.

- **What is your budget?** What can you honestly afford? Bearing in mind you'll need room for pay increases down the track. Is the person in a role where you'll be able to measure their contribution to your bottom line?
- **What are their qualifications?** How relevant are these to your business?
- **What is their experience?** How relevant or valuable is this to your business?
- **What is their sticking power?** Do you see them being loyal, showing commitment to your company and becoming a long term asset?
- **What is fair?** Do your research and see what other comparable businesses are paying employees in similar roles. Also, benchmark their skills and experience against your current staff to see where they fit in the pay scale.
- **Non-monetary perks can go a long way to ensuring job satisfaction.** Will they get a work phone, computer or have access to a company car? Could they work from home occasionally? Could their hours be flexible? Would you offer bonuses or shares for outstanding performance?
- **How badly do you want them?** Try not to make an emotional bid.



Provided you've followed a thorough recruitment process, your ongoing investment into their training, productivity and loyalty should pay off.

Be open and honest with them as you decide on the final pay rate - explain your expectations of their performance and that they'll likely be due for an increase within 6 - 12 months.



## Netiquette - starting a new business?

**Choose your email address wisely....** It will influence initial perception. Some words when 'merged' take on new meaning, avoid embarrassment by looking at your options critically. Keep it simple, the longer it is, the bigger the margin for spelling mistakes!

**Set up a signature with your contact information.** Make it easier for customers to contact you - include your mailing address, web site and phone numbers. It should reflect your business branding.

**Establish your email protocol in advance and make sure the team adheres to it.** Ask yourself how you want your business to be perceived? What are your desired response timeframes? If you're likely to get many similar requests or queries then setup email templates for your team to use to speed up the process and maintain consistency.

## FYI... What is crowdsourcing?

The process of outsourcing tasks, seeking information or problem solving to a crowd (typically online). The idea is that many specialists are better than one - by canvassing a group of people, the quality of the resulting product or idea will be superior while the workload is shared.

Crowdsourcing is similar to outsourcing, the difference being that a task or problem is outsourced to many people in the public instead of a defined group, such as paid employees.

A well known example of crowdsourcing would be when Wikipedia created an encyclopedia. Instead of hiring a team to painstakingly do it all, they gave a crowd the ability to create the content which in turn produced the most comprehensive online encyclopedia available.



### An Important Message

While every effort has been made to provide valuable, useful information in this publication, this firm and any related suppliers or associated companies accept no responsibility or any form of liability from reliance upon or use of its contents. Any suggestions should be considered carefully within your own particular circumstances, as they are intended as general information only.