



Hiring The Right Employees Are Key To Your Success

By Diana L. Garren

When developing and maintaining your business image, your employees play an important role. It is your employees who interact the most with your customers and perform jobs, which in some way affect your customer and how your customers perceive your company.

You must hire the right employee and not just fill the position out of desperation. I know there are times you are tempted to hire someone in a pinch, but this will cost you more than you can afford in the long run. We find when you hire out of desperation, you not only have an employee that does not align to your company values and culture, but this employee also damages your business image and affects your company culture. As I stated earlier, the cost is too high. To hire the

right employee, you must hire on values first and skills set second, and definitely not settle out of desperation. When conducting an interview it is critical that you ask the right questions. These questions should allow you to learn the true character, values and skill set of the prospective candidate. If they hold the same values as your company, they will be an asset. They will fit into your company culture, uphold your values, and maintain your business image. You can always teach a person skill set, but it is almost impossible to change someone's values. For instance, if one of your values is integrity, and you hire someone who did not hold that value, they would not do things with integrity and your company would pay the price. One of the questions I always ask, to learn if someone upholds integrity in their life is "What does integrity mean to you?" If they have to think about it or are unable to answer this question, I instantly know this is not a value they uphold and they would not be a good fit for my company. Always check your prospective candidate's references. Be sure to ask questions that would disclose their values and character.

I always recommend having an orientation session where your new hires have a chance to learn who your company is, your vision, and values and what their role is in the big picture. Be sure to let them know they play an important part in the company. Having a clear description of their job and written policies and procedures helps them do their job correctly and in a consistent manner.

The next thing you must understand is that your employees are valuable assets and they are your internal customers. It behooves you to develop a company culture that is inviting, productive and pleasant to be in every day. This will inspire your employees to want to come to work, perform their best, and operate in a manner that will benefit your company. It is always more cost effective to maintain a trained employee than to hire and train all over again. It is important to make your employees feel valued. All people need and want to feel valued. Many times company's think it is the money that attracts and keeps quality employees, but most of the time employees stay because they feel valued. Spend time and money cultivating good people. Good people are the key to your success! You can never meet your objectives alone. You must develop an effective team around you.

When promoting an employee, be sure that employee is well suited for that new level of promotion. One of the biggest mistakes I see companies make is promoting someone because they deserve a promotion, but they promote them into the wrong position or job. The once great employee then feels inadequate and unqualified for the job and many times, this causes the loss of a great employee.

It does not take much to make your employees feel valued and the return on investment is extremely high. You will then gain the reputation in the market place of being a company people love to work for. This will add more value even in your customer's eyes and definitely enhance your overall business image.

Diana L. Garren of Atlanta, GA is one of the leading business image experts in the United States. For more information, you may visit TruePerceptions.com. In future issues, Ms. Garren will help your business tackle the many facets of image maintenance.