

How to Hire

The RIGHT Staff



Author: Matthew Yahes

Audit Your Time

We are not special. I was replaced in one week, and you can be too. It's easy to get lost in your day to day work. You can plan, but no matter how much you plan your day, it's how you spend your day that matters.

You've taken the first step: Accepting you can be replaced. Now, understand what you need help with, what you need to delegate, and what you need to do yourself. You can do this through a time audit.



Here are three simple steps to run a time audit:



Spend five days writing down what you do



Divide tasks by Strategic and Not Strategic.

- Does the task make you money? (ex; sales calls, client calls) - Strategic
- Is it about the direction of the business? (ex; 12-month plan) - Strategic
- Project Management, email, follow-up, etc. - Non-Strategic



All Non-Strategic Tasks go to a VA.



Here's a sample table you can use:

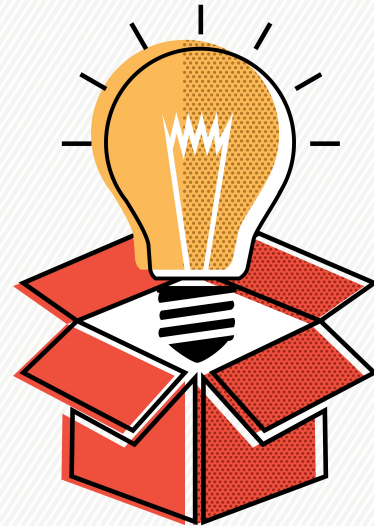
Tasks	Strategic/Non Strategic

Systematize

We are not in the year 2000. Video is your friend and so is easy-to-use task management software. By creating a system, you can ensure smooth operations, orderliness, and productivity while maintaining each output's quality.

The first step to systematize is to map your process and create a Standard Operating Procedure (SOP) for every task you want to give your new team member. The development and use of SOPs are an integral part of your success. It provides information to perform a job properly and consistently to achieve quality end-result.

Get started by reviewing all the Non-Strategic tasks in the first section and completing this worksheet below



**THINK OUTSIDE
THE BOX**



Here are some details you can include in your Standard Operating Procedure.

What is the purpose of the task?

--

What is the expected outcome?

--

What tools are required to complete the task?

Create a step by step procedure of the process, or better yet, create a video!

Your **SOP does not need to be fancy** as long as it is clear, understandable, and complete. Here's a snippet of one of our existing SOPs. I know what you are thinking; this looks like a lot of work. It's not! The data below is a screenshot of one of an SOP for one of our eCommerce Businesses. As you can see, the majority of the document are links to videos.

What we do internally is create videos for each step, and then put it all in a document like the one in the below screenshot. Videos are easy to make and only take 1 minute.. [Here is an example](#) of a video made with Loom, which is a Free video tool that records your screen with one click.

What's great about creating an SOP this way is that it's quick, easy, and you only have to do it once. After that you can share with any team member who needs to train up..

How to use the Manage Corp Orders Tool

CS Explanation Videos

- How to approve an order
- How approve and personalize an order
- How to fix a bad address
- How to add an item to an order (Customer has not checked out)
- How to change an item to another item
- How to delete an item
- How to download the submitted order form
- How to update billing information

Customer Explainer Videos

- How to upload an order form
- How to review your order
- How to check out

Discounting

The system will automatically discount the proper amount when the order is uploaded. 5% over \$3k, 10% over \$7k. If you need to discount additionally or for an order under those amounts, you can simply add the additional discount to an item and it will apply to the entire order. You can discount more than the item cost without issue. Ex; \$100 discount on a \$50 item.

- To discount an item, edit the item, input the discount and press save.

Post Order Processing

Some vendors (C2, LF, MR) require post order processing. You will need to send the order and any other files needed (usually high resolution / high vector format logo) to the vendor



Delegate

As a leader, you shouldn't be doing everything yourself. Delegating empowers your team, builds trust, and allows you to nurture your team's professional growth. The first step to delegating is identifying the right person to take on the tasks you'll delegate. To do this, you'll have to create a job description that will attract the kind of person you're looking for.

Once you find the person below, simply give them the output from the previous exercise and watch them succeed!

**REMEMBER
TO
DELEGATE!**



Here are sample questions you job description.

Describe the Role and the work environment

What tasks will the VA do?

What skills should the VA have to succeed?



Here's a sample Job Description for a Chief of Staff role.

Chief of Staff



Do you enjoy being a vital part of the company by making sure not to miss any correspondence and manage the calendar properly? Are you a highly-analytical professional who enjoys creating and improving processes? Do you have familiarity with different CRMs and web-based project management tools?

About The Role

We are looking for an experienced Chief of Staff with proven experience with process improvement, project management, and strategic planning. In this role, you are expected to handle a variety of tasks from managing the calendar and inbox to creating CRM workflows. You will help the business grow by creating business process maps, documentation, and workflow. You will be the expert and own any process-related matter! If this role excites you and thinks that you are a great fit, then, we'd love to meet you.

As the Chief of Staff, you will provide excellence by

- Reviewing, designing, and creating business process mapping and process documentation, find knowledge and skills gaps and help address them
- Creating CRM workflow using DealCloud
- Managing and updating the sales process management app
- Initiating and leading administrative tasks such as inbox management and calendar management
- Researching and creating a prospect list to send outreach emails via LinkedIn and do a regular follow-up communication
- Serving as a liaison between staff, executives, senior leaders, and CEO, regarding company climate, employee well-being, project updates, proposals, and planning
- Assisting and communicating with executives in decision-making, program management, and initiative implementation

Do you have what it takes to be our Chief of Staff?

Consider yourself highly qualified if you have

- Proven relevant experience
- Proven experience in process mapping and process documentation
- Experience using several web-based project management tools such as Trello, Asana, Monday.com, Slack, Teamwork, Basecamp, ClickUp, etc.
- Experience using MAUTIC and VTIGER is a HUGE PLUS
- Excellent communicator in written and verbal form
- Extremely analytical, versatile, and dedicated to efficient productivity