

## Here are 7 reasons why hiring and keeping people on the job can be challenging.

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- 1. Looking at the wrong time and in the wrong place.**

Do you only hire or look to hire when there's a need? Hiring in a crunch is managing by crisis. Try looking for people you want before you have a need. If you need a great salesperson, that person is not looking in the classifieds, but working for your competition. You need to solicit the best people in your industry.
- 2. Asking inappropriate questions.**

What kind of questions do you ask when you interview... "Name two strengths and two weaknesses you have..." or perhaps "Describe your ideal environment..." Sound familiar... Hiring managers ask these and other inappropriate questions because that's how they were taught. Try asking cognitive questions that engage the candidate to think. Ask scenario-based questions that they may encounter on the job. This will give some insight on "how" they will react in the real world. "What would you do if....." "How would you react to....."
- 3. Making an offer just because you "need" someone.**

How many times have you made an offer to someone you know is not the best person for the job... It may solve your immediate problem, but a new set of bigger problems is right around the corner. Guaranteed!
- 4. Not setting clear expectations.**

Just because you understand what needs to be done does not mean your new employee understands. Ask for them to explain to you what they think their responsibilities are so you know they understand. By taking this extra step in the beginning, you will eliminate confusion and frustration. Setting expectations means explaining potential roadblocks in addition to just stating company policies.
- 5. Not communicating to be understood.**

Many managers assume they are communicating effectively with their employees. **RULE ONE:** Always ask the person to repeat the issue so you understand they understand. When employees feel involved, they have a sense of being and feel appreciated. Communication or lack of will most likely predetermine the outcome of an employee's fate.
- 6. Forgetting to reward the ones you have already hired.**

The three basic needs all people have are: To be liked. To feel important. To be appreciated. You can give a cash bonus, but if you do not appreciate them, or if you fail to make them feel important to the team, they will leave. Rewarding employees is not an option.
- 7. Failing to create loyal employees.**

Loyalty is determined by your actions or inactions when an employee has a problem. The way you respond to problems will send the message to everyone on how you feel about your employees. Loyal employees will create profits for the company.

Improve job longevity, employee morale, and company profits. Please remember, no one starts a job to get fired or quit, but it happens every day because managers fail employees.