

Should you hire?

Business is going great. You're busy, maybe even a little too busy. Perhaps you've started thinking about hiring someone to help out. That sounds pretty cool. It would be nice to have someone to work with and bounce some ideas off of, wouldn't it? Let's discuss what you need to consider before making that big step.

Are they going to make you money?

Staff are expensive. Ask yourself what kind of value adding someone to the team will bring. You may only want to hire if they will contribute to your earnings in some fashion. Depending on the role, someone could bring in new customers or they will free up your time so that you can make those sales. They could also have specific skills that will earn more money for you. Maybe they can streamline your website so you have higher conversions? Maybe they can add features to your products that customers have been asking for.

Alternatively, your new hire could save you money by helping to cut costs. That could be by taking work off your list to allow you to focus on other tasks or by implementing cost saving measures (maybe they have experience with procurement or can streamline your systems). No matter your reasoning, make sure anyone you hire is going to add not subtract to your businesses growth or improvement.

How much work is there?

Your next steps is to figure out what someone would actually do. This is a great way to figure out the specific skills you are looking for and the type of help you need. Create 3 lists:

- Day to day- This is a description of the specific tasks that your new hire will do day in and day out.
- Projects- This is a list of projects that will be assigned to them. Each project will be creating value for the company but will have a fixed end date
- Filler work- This is a "nice to have" list of activities. Things that they can do when they aren't doing the important work. Maybe you need them to organize your systems or build a database that you would reference occasionally

How much work is there? Is it enough to keep someone busy for 40 hours a week? Keep updating the list and one day it will be time.

Create a System

If you think there is enough work, now is the time to standardize it. It's not enough that you know what you are doing, now you need to create a system that can be repeated for someone new, someone who doesn't know how things work as well as you do. Sometimes you need to change things up and make it less customizable, more standardized. That's ok, it's probably better for your long term business if you can easily duplicate a few services well and deliver them more efficiently. Figure out what this will look like before you bring anyone on.

Next you'll need to document it all out. This isn't just good practice but in a growing company, this is vital if you want to scale up. You'll want to map out all your standard operating procedures so that staff

have a reference. The process itself will also help you to work out systems that previously were just in your head. Embrace the new way this will help you think about your business.