

The E.L.F. Hiring

System



The E.L.F. Hiring System is a system for hiring that is E.L.F. (Easy, Lucrative and Fun) instead of H.A.L.F. (Hard, Annoying, Lame and Frustrating) so you avoid the costly mistakes of bad hires.

Based on a model by
Joe Polish

Biggest challenges in hiring?

Hiring Fast. A bad hire can cost you \$50,000 to \$120,000 or more. Hiring done right is one of the most effective ways outside of marketing you can grow your revenues and profitability which means you can make an even bigger impact, reach, and contribution while working more on your business instead of in it.



What are the Six Key Capabilities Essential in Scaling a Company?

Sales, Marketing, Productivity, Leadership, Emotional Mastery, and Hiring (also known as recruiting).



Six Key Core Roles for Maximum Efficiency

Visionary/leader - Usually this will be the owner, entrepreneur, or business owner

Facilitator/Integrator/Executor - This is your is bridge to the team

Marketing - Is the ongoing story and messaging of your company - and what you do to get people on the phone, face to face, or ready to order online - pre-positioned, pre-qualified, pre-motivated, and ready to do business with you

Sales - The system you use to convert candidates to clients when they are on the phone, face to face or online

Operations - The system that supports and fulfills your promises to your clients

Finance - Your method of creating a profitable company



3D Process to Create Great Systems



Document It
Blueprint it for others to use



Duplicate It
Prove the blueprint by having others utilize it effectively



Delegate It
Once it's duplicated, hand it to someone to oversee and report on it

To explore more with the hiring model, go to www.myhiringsystem.com

Hiring is marketing and innovation multiplied.

When you have a team of complementary capabilities working together, it's like compounding interest which means you advance momentum.

8 Step Hiring Process

3 Phases of the ELF Hiring Model: The Before Unit, The During Unit, and The After Unit

The Before Unit is your prep set up:

Identify:

What do you want?

Who is it you are looking for? It starts with you.

Who are you? What are your values?

What qualities do you want in the person you're hiring
(for the role you're hiring for)?

What behaviors are important for you?

Here's an adapted question from Dan Sullivan - The R-Factor Question:

As you look back at your hire, after 1 Year of being with you, if it were to be a major win for you - what are the 5 Key Things that MUST happen (that they get done) for you to feel confident and happy with your decision?

**The During Unit is what you do as people
respond and are going through your process**

The After Unit is your Onboarding and Ongoing Education System.

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The 8 Step Process for Hiring A-Level Talent



Step 1

Cast the net - get your message out there - doesn't have to cost much (recruitment ads, internal email, and social media)



Step 2

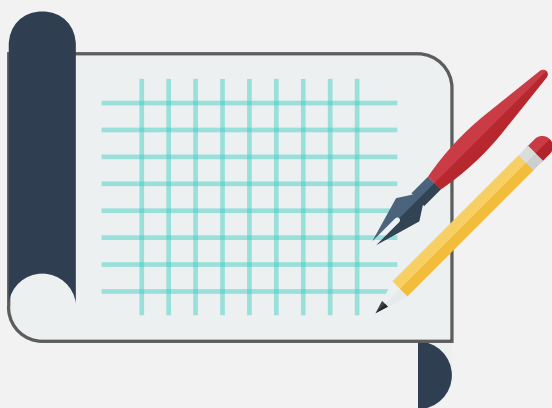
Your candidate fills out a personalized company survey (entrepreneurial survey). Magnetic marketing (repels the wrong people and attracts the right people). Survey to get them emotionally engaged. You can also ask for a resume to go along with the survey.



Step 3

Require your candidate sends a short 3-minute video telling you why they'd be an ideal fit. You can assess their communication skills and technology skills.

NOTE: Steps 1 - 3 are Constant/fixed and ideally done in order



Step 4

Give them an assessment. We recommend the Kolbe assessment. NOTE: You cannot make it a requirement (HR and legal issues). Other assessments that are free can also be used. It will provide immense value to your candidate and sets the stage for you being a company that is committed to growth and education.



Step 5

Give your candidate an assignment - something that will demonstrate their skills in something that you are looking for them to do in the role you are looking to hire them for.

You're looking for behaviors and simulating the work they would be doing.

If you're a professional sports team - what would you do? Put them in the role you want them to be hired for - and evaluate their performance.

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 **Step 6**

First interview - Can be a meet and greet with basic interview questions.

Assess their behaviors as it relates to values, their capabilities, attitude, work ethic and productivity. Look for behavior patterns.

About 3-5 questions

- Hiring for BEHAVIOR
- Asking 2-3 behavioral type questions related to the work environment: Tell me about a time when you (state the behavior that you're used to in the work you do/provide);
- "What do you expect to earn in your next position?" You are going to see where people are at and a lot of times you will come to realize it's negotiable.

Follow the 3 interview process - take it slow.

The right people will respect the process and will be attracted.

**Step 8**

(The After unit) - Your Onboarding Process/Genius Playbook: 4 Quadrants and at minimum create a 1 Page Blueprint (this can also be taught in some of your interview process as you explain your company).

- 1 - What are your Core Values?
- 2 - Focus of your company - mission, purpose
- 3 - What's your Future focus in the next 3-5 years?
- 4 - Describe Your Marketing plan (educating new staff member)
 - Demographic - Describe the demographics of your ideal clients;
 - Geographic - Where are our clients hanging out?
 - Psychographic - what are our clients' biggest dangers, threats and opportunities?
 - Unique selling proposition - What makes you unique versus anybody else?
 - Your main process(es) - Describe them and this may ongoing;
 - Guarantee: What type of Guarantees or Warranties do you offer your clients and customers; Educate your team on these items;

**Step 7**

(2nd and 3rd interviews)

2nd interview: Continue with more behavioral type questions, "Tell me about a time, tell me about something you did..." (as it relates to the work you want them to do)

3rd interview - Off site - Breakfast or lunches are great for this. You can learn more in 20 minutes about how they respond, act, behave in real time in a unique and relaxed environment many ways;

- **confidence**
- **eye contact**
- **comes from a place of gratitude**

***NOTE:** Another key factor is receiving references and you can do this effectively by gathering the names of their superiors in your "Tell me about a time when..." Get the names and go deeper with "What would (name of person) say about your (behavior as it relates to their role)?"*

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