

GROW

GUIDE TO FINDING AND HIRING SUCCESSFUL EMPLOYEES

A FREE RESOURCE FROM THE RRSBDC

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THE BASICS

Finding successful employees – people who are reliable, teachable, and good teammates – can be a challenge. It can be even more challenging when unemployment is low, and the job market is tight. Your Roanoke Regional SBDC Advisor can help you brainstorm ideas for finding good employees and understanding laws related to interviewing and hiring.

Job descriptions can also be used during the hiring process, in advertisements, job postings, or interviews.

FINDING CANDIDATES

Do some research to ensure you are paying wages comparable to similar positions in the market. If your wages are lower than other companies, you won't attract top talent and may struggle with getting candidates. Be sure to mention benefits like health insurance, paid time off, or flexible schedules, if that is something you offer. If you aren't sure how to figure increased employment costs from benefits into your business model, your [SBDC Advisor](#) can help.

There are many ways to put out the word that you are hiring, depending on your type of business. Some ideas are signage, your company website or social media platforms, job boards like Indeed or LinkedIn, or word of mouth from current employees. As a small business owner, often a personal plea in your social media channels can bring good results. A passionate customer who follows you on Instagram may turn into a great employee and brand ambassador!

INTERVIEWING CANDIDATES

The interview questions you will want to ask will depend on the type of position. It is a good idea to create your list of questions ahead of time and ask candidates at least some of the same question for comparison purposes. Here are some ideas as you generate your list of questions:

- Look at the SBDC list of favorite interview questions for inspiration.
- You will want to ask some questions or have a conversation that points to company culture to assess if the candidate would be a good fit for your organization.
- Meeting with the hiring manager is important, but so is meeting with employees and potential teammates.
- It is a good idea to leave some time at the end of the interview for questions the candidate has about the position or your company.
- When hiring for higher level salaried positions, consider having candidates complete a personality assessment like the DISC to assess if they are a good fit.

Be sure you're familiar with the types of questions you can legally ask during an interview. [The Equal Employment Opportunity Commission](#) is responsible for enforcing laws prohibiting discrimination of employees and has online resources for employers.

TRAINING AND ONBOARDING

Once you have hired someone, set them up for success by supplying the training they will need to do their job well. Even if they have worked in the same field before, each office and company does things differently.

Consider providing an employee manual for basic information (hours of operation, dress code, expectations, actions that can lead to dismissal) and review it with the employee so they can sign a document saying they understand it. When issues arise about policies in the handbook, it's easy to refer to it and communicate expectations. Job descriptions are another way to clarify an employee's role and responsibilities.

If your business does not have an automated onboarding process, it may be time to look into one. While setting it up requires some time, it can make the process smooth, professional, and less costly overall. Your SBDC Advisor can help you find a tool that will work for your business and can talk about how Standard Operating Procedures can help with automating some processes.

RETAINING EMPLOYEES

Are your employees happy with their work and with your company? If you're not sure, ask them! When you have regular meetings or performance reviews, ask your employees what would make them fulfilled and loyal. For some, it may be a flexible schedule; for others, more pay, tuition reimbursement, family leave, or opportunities for advancement may be best. Often small gestures can go a long way in building employee satisfaction.

NEED HELP?

We're here for you.

The Roanoke Regional SBDC is here to help small businesses in the region get started, grow, and thrive. Contact an Advisor today for assistance.



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