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## GO FIGURE

# DIG DEEP WHEN EMPLOYING

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*In the last in the series of Small Business Basics, Lisa Martin, Executive Director of GoFiSure says employ the right people.*

We all skim the surface on so many things in our lives. But, if there's one area of business that needs you to be thorough - it's hiring people.

Your business has the best chance of success if you recruit the best people for the job. However, it's not as simple as that. Employing is a convoluted affair. It's time-consuming and can be costly if you get it wrong.

So, beware those first impressions. It only takes about 30 seconds to form an opinion of someone. That's all very well if you're judging a stranger who you aren't likely to encounter again. Not so fine if you are going to work with the person you are looking at day in day out day for the next few years. Before you form your opinion you need lots of information, a couple of meetings at least and time to reflect before you make a firm decision.

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It's always a good idea to make sure the job specification and application form are as detailed as possible. This allows you to set out your standards and expectations as well as encourage applicants to give as much detail about themselves as possible. CVs are great for a snap-shot but leave little room for personality.

Ensure you have good judging criteria for each round of the process. Know why you are choosing one application over another. And know what you want to find out from each person at interview. Show them around the office, introduce them to the team. Give them a challenge to complete.

Don't be afraid to use psycho-metric testing. For me, this kind of test reveals personality traits that I now know sit well within my business.

Finally, check all references thoroughly. Always speak to past employers. Your No.1 may look good in the flesh and on paper but you won't know how well they perform unless you do the digging.