

DO YOU INSPIRE LOYALTY AND EXCELLENCE?

We launched the 'Hiring Your First Employee' workshop earlier this year for the Growing Social Enterprise project run by Business Link and it was a great experience for me as the deliverer and, from what the delegates said, they also took away some really useful learning, tips and insights.

But one point above all seemed to have resonance with the delegates and I don't think it can be beaten when you are recruiting staff: If you want to make your organisation a success you must get the 'right people on the bus' and to do that you need to stand out from the crowd and appeal to recruits more than the competition. And in order to do that, you really need to understand and be able to communicate your organisational goals to applicants.

Once you have selected the right person (and if they select you), there is a further opportunity to build on that groundwork and motivate that person to become a really key team player because the induction process should have those organisational goals running through it like a golden thread.

For example, one of the delegates talked about their goal being to take 57 disabled children on the trip of a lifetime and another talked of their goal to help members of 'hard to reach groups' into work and as a result give people back their self respect and independence. The fantastic motivational edge that these kind of goals can inspire are not necessarily at the disposal of your typical profit making business, but that doesn't mean that your business goals are not capable of inspiring loyalty, commitment and excellence.

So by spending a bit of time preparing for the recruitment process you can really attract the cream of applicants by inspiring them with your enthusiasm to be the best at what you do; to develop a new world beating product or to turn around a loss making business into a profitable one. Whatever your goal, it is important to share it with your new recruits from day one and just as important to let them know how you are progressing towards that goal throughout the year.

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Notes for Employers and Managers:

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