**Video Title:** Recruiting Guide for Entrepreneurs

**Video URL:** <https://www.youtube.com/watch?v=NZrYSx1yWRo>

**Run Time/Source:** 4:50, IGNITEspot Accounting/YouTube

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Perhaps the most important decisions you need to make when starting a new business venture center around recruitment and hiring personnel. According to Tony Hsieh, bad hires have cost Zappos over $100 million. Keep in mind that when a bad hire is made, the cost is not simply from that bad hire, but also the bad hires that person goes on to make.

Hiring at the early stages of the business are especially important as the early stages of the business is when the new business is most vulnerable. Of course, before securing financing, you probably had your management team in place. But who will you need in the early round of hiring? Your important decision is to know what you will hire next in terms of what they will do at your business, what their job description will entail, and how much you need to pay that person.

So, it is crucial to develop a recruitment system. Not something in a notebook or shoebox but using one of the many software programs available to help organize your recruitment efforts. Keep in mind that recruitment, like so many other aspects of business, is deadline oriented. You need to hire an applicant for a position allowing enough time for that person to become acclimated to the organization and up to speed in time to accomplish their assigned work objectives.

Be sure not to settle for someone simply to fill a position. If you “settle for someone” in the hiring process it will most certainly pay for that decision later. Instead, get picky about hiring. If you want the best results you should be attempting to hire the absolute best people you can. The best way to do that is to build and develop the best recruitment process you can.

Questions

1. With so many things to do when starting a business, why should the CEO take an active role in employee recruitment and hiring?
2. What are the potential problems associated with hiring a person to fill a position rather than seeking the best person qualified to fill a position in your business?
3. In thinking about and planning for your next new hire, what should you consider?