

Hiring Better, Faster

A workshop for SCORE





“Small businesses make up 99% of the businesses in the U.S. yet they influence less than half of the economy.”

About



Vasiliki Papanikolopoulos

Vasiliki founded Coimatan, a think tank for local retail, with a passion for disrupting the status quo to bring about positive change. Having trained with Patagonia and Stanford Business School leaders on what it means to build sustainable and disruptive businesses, she works at the intersection of social, environmental, and economic impact.

Prior to starting Coimatan, Vasiliki was a part of startups, corporations, and venture capital firms leading marketing, procurement, strategy, and business development projects. Vasiliki is a B Leader certified by B Lab, the leading social organization for business and holds a B.S. in Chemical and Biomolecular Engineering from the University of Pennsylvania.



Coimatan

A THINK TANK FOR LOCAL RETAIL



Community
Engagement



Marketing &
Communications



Business
Development

Agenda

Part 1

Pre-hire

Should you be hiring? • Do's and Don'ts • Marketing a position • Managing intake process • What to look for

Part 2

Post-hire

Onboarding

“Hiring can be the most expensive mistake for a business.”

BUSINESS

Minnesota business owners share struggles, successes when hiring in a labor shortage



AA

212

Listen



By NICK WILLIAMS, STAR TRIBUNE
January 02, 2024 - 5:02 AM

Through the past four years, owner Karen Firlé has struggled to hire and retain employees at her automation components wholesale business in Savage.

Building a community of enthusiasts

- Always be on the lookout for potential hires
 - Customers
 - Acquaintances of employees
 - Friends
- How is your website / career page helping you create a pipeline?
 - “We’re not hiring at the moment but would love to hear from you if you are interested in working with us. Drop us an email with a resume.”
 - Have a Subscriber form

Should you be hiring?

- What skillset is the business missing?
- What kind of position makes the most sense for your business?
 - Hourly, Contractor, Full-time
 - Financials
 - Reporting
 - Benefits
 - Outsourcing vs. In-House
 - CEOs & drivers
 - Creative Approaches
 - SCORE, Program, Internships, Apprentices
- What resources do you need to hire right (i.e. legal and marketing support)?

The Do's and Don'ts



- Do share a timeline and application process overview with applicants
- Do schedule interviews with 10-minute gaps between them
- Do follow-up with all applicants before announcing new-hire



- Don't use a personal email / signature in response communications
- Don't overwhelm the interviewee with company politics
- Don't ask the 5-year question in interviews



Marketing a position

- How does your business come across in a simple Google or social media search?
- How would your employees describe your business, their work, and growth?
- What are some important factors to consider in your industry?
- Have an application deadline
- What are your values?
 - “We are committed to supporting mental health and safety for our staff and are building in mechanisms for healthy communication and active feedback to ensure a truly equitable, inclusive, and positive workspace. The Foundry is an equal opportunity employer and does not discriminate based on race, gender expression, sexual orientation, age, disability or any other basis as protected by law.” [Foundry Home Goods]



Metro Transit

23h

When Blue Line trains pull into the Mall of America, Tyler Lewis is there. As a light rail helper, Lewis walks through each train that comes in to pick up litter and tend to other on-board messes between trips. The work might sound a little drab, he admits, and the sight of people in need can at times be disheartening.

But he also receives a lot of thanks and has a strong belief that what he does matters – sentiments he says make the job the most rewarding he's ever had.

"This is the most fulfilled I've ever felt with my work, absolutely," he said. "Cleaning can feel a little menial but at the same time it's an honorable profession. You're cleaning up public transportation that people need to get to and from."

Before coming to Metro Transit, Lewis worked as a school janitor. At Metro Transit, he's found better hours, benefits and pay – things that matter to him as a father. He also likes seeing how his work improves lives, and the relatively low-stress work environment.

"I have no issue picking up a little extra trash," he said. "If I see a cereal box on the floor that's empty, I'm glad that it's empty because it means that someone was able to eat. If everybody's eating, has enough clothes for the cold winter, has water to drink, I don't have any gripes, none at all."

It's also a reminder of just how fortunate he is. "I'm blessed," Lewis said. "This for me is really the end goal – to live a nice simple life, to make enough to provide for your family, and to feel fulfilled in your work. Every job has its days. But there are also a lot of moments that make you feel fulfilled, and those moments have a lot more lasting effect than the moments that take away from that feeling."

How to manage intake / review process

- Application
 - Email
 - Create a custom link where the Subject Line is pre-filled for easy sorting
 - Google Forms (and Sheets)
 - Add a “File Attachment” question for resumes
 - If the job has certain requirements, add that to questions
 - Can link to it in social media stories and on profile
 - Lever / Workable
 - LinkedIn
- Who should be involved in the process?
- What kinds of questions should you ask?
 - What did you bring to your previous employer?
 - Who inspires you?
 - What’s a mistake you’ve learned from?

“Minnesota's unemployment rate is at 3.4%”

“Per the U.S. Chamber of Commerce,
Minnesota has about 51 available workers
for every 100 open jobs.”

What does your hiring network look like?

- Social media
- Sites like Indeed, ZipRecruiter, Job.com
- LinkedIn
- Employee referrals (and program)



What to look for

- STAR technique
 - Situation, Task, Action, Result
- What materials to request
 - Resume
 - Optional: series of questions
 - What would you do in...?
 - What is a proudest moment?
 - Optional: a paragraph cover letter
 - Optional: examples of work
 - Optional: referrals
- How to review resumes
 - Hardworking?
 - Community-oriented?
 - Proactive?
 - Leadership?
- During interview
 - They should have questions for you
- After interview
 - Did they send a thank you note?

Please rank your experience with the following activities and platforms on a scale of 1-5. Note that you do not need to rank 5 on all aspects in order to be considered further – in fact, we'd be very surprised if you did! We are just looking for an (honest) sense of where your skills lie.

Formatting and sending email campaigns in Mailchimp *

1 2 3 4 5

Not experienced at all Very experienced

Formatting and publishing webpages/blog posts in Squarespace *

1 2 3 4 5

Not experienced at all Very experienced

Creating strategies and content to grow a LinkedIn audience *

1 2 3 4 5

Not experienced at all Very experienced

Designing basic social media graphics in Canva *

1 2 3 4 5

Not experienced at all Very experienced

Onboarding

- Send an onboarding email a week prior to start-date
 - Add select reading materials
 - Include any FAQs
 - “Should I bring a lunch or will we have a team lunch?”
 - Parking
 - Recommended attire
- Inform other employees / ask them to introduce themselves
- Share an organizational chart / who to go to for what
- Set up their first day of meetings and let them know

Thank you
Questions?



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