



**30 DAYS**  
TO YOUR NEXT  
**AMAZING**  
**HIRE!**



**THOM**

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## 30 DAYS TO YOUR NEXT AMAZING HIRE

### YOU NEED TO HIRE STAFF!

If the researchers are right, then we are facing the largest **mass resignation** in recent memory.

For many industries the *work is there*, but the *workers aren't*. **Nothing is more discouraging** than turning down work because you can't find the employees to do it well.

In the past, you were able to put out an ad and get resumes. You could literally talk to someone in the grocery store and have them start the next day! But those tactics are no longer working because people are looking for a different kind of workplace, career, *and boss!*

You're going to need a new strategy if you're going to keep your team strong!

### YOU CAN FIND... THEM IF YOU KNOW WHERE TO LOOK.

I have a solution that will address hiring in a new way and breathe new life into your workplace culture *at the same time*.

I'm convinced that new challenges need bold new strategies if businesses are going to survive and thrive.

The **great news** is that your next **amazing hire** is just three simple steps away,

1. Find the right time and place to recruit
2. Offer compelling hiring incentives
3. Incentivize your current staff *to recruit for you*

And that's it!

If, after reading this guide, you would like help implementing my hiring system I will be thrilled to coach you through it. Then, if you don't have your next hire, or a pretty amazing prospect, 30 days after our coaching call, *I'll refund my entire fee to you*. That's my guarantee to you!

For now, read on, and make sure you watch the video that goes along with this guide for a high-level overview.



**Need some help to get started? Set up a coaching call today!**

**SCHEDULE A CALL**



## 1.1 | THE RIGHT TIME AND PLACE

To find great new team members you need to identify the right time and place to target your recruiting. That begins by looking at your **current staff** to **find patterns** and then using that to **create a recruiting strategy**.

### STEP 1: List Current Team Members

Fill out the following table for your current employees.

NAME	GENDER	AGE AT HIRE	YEARS AT JOB

### STEP 2: Poll Your Team

Use the questionnaire on the next page to poll your team for interests and hobbies.

### STEP 3: Look For Patterns

Identify anything that is common among the types of people you hire and then go looking for more of the same!



## 1.2 | THE RIGHT TIME AND PLACE

Use this poll to find out key insights about where and when you can recruit new staff. You can print out as many sheets as you want, send out a Google form as a survey, but my suggestion is you sit down with your staff members and have a conversation around the following questions.

What would you do on an ideal weekend?

What do you consider an enjoyable evening?

What interests do you share in common with your peers? What about with your co-workers?

What are your top 3 values?

What does success look like for your life?



## 1.3 | THE RIGHT TIME AND PLACE

### ANALYZE THE DATA

Do you see any patterns emerging from your current staff? For example:

- Where your employees spend their time
- Shared values
- Similar goals in life
- Demographics such as age or gender

How can you use this information?

1. Can you target certain restaurants with help wanted ads?
2. Could you join a club to make contacts in a particular interest group?
3. If there are people who value faith, can you accommodate their schedule?
4. If you have many parents on staff, how will you support their families?

How you answer these questions will determine your recruiting strategy.

What patterns did you see emerging?

What will you do with this information? What will your strategy be?

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## 2 | THE HIRING BONUS

According to Daniel Pink's book *Drive* compensation ranks **relatively low** as a motivator for humans. *However*, as a means of getting someone's attention, compensation might be the ticket.

Of course, money isn't the only thing to capture someone's attention. Inviting someone into a purpose-driven organization might be the ticket. Or offering options for training and advancement might be.

The problem with training or future promotions is that they offer deferred rewards, or rewards in due time. A hiring bonus needs to have **immediate and tangible value**.

Here are some suggestions for immediate tangible bonuses

- A bonus equivalent to 1 or 2 week's pay
- Hard to find tickets to a game, show, or concert
- A *nice* company jacket

Keep in mind that depending on the person, a bonus that affects their partner or kids (or even a pet) might be as effective or even more-so.

- A gift certificate for a great date (dinner and a show, plus money for the baby-sitter)
- Day-care seed money ("If we hire you, we'll pay your first month of childcare!")
- A subscription to a great kids magazine

What is the average amount of money an employee makes per paycheck?

What bonus would be meaningful to your current staff?

What hiring bonus will you offer?

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## 3.1 | THE RECRUITING INCENTIVE

**A recruiting incentive offered to your current staff, is *the key piece* of the 30-day hiring plan!**

Here are some facts:

1. Many businesses report that new customers and clients find them through word of mouth (i.e. referrals) and not through paid advertisements. If that is the case, then why wouldn't you adopt the same strategy for hiring?
2. Many businesses offer incentives to "brand ambassadors" or affiliate programs to incentivize referrals from existing customers. Why wouldn't businesses facing a hiring shortage do the same with *employees*?
3. Your current employees know which of their friends or associates would fit well in your business and on your team. Why wouldn't you capitalize on their knowledge when hiring?

When your staff buys into this strategy, *they* will help *you* find the right people *and keep them on your team!* Furthermore, any employee who is invested in growing the team, will help improve the workplace culture as well because they are rewarded when people they bring forward stay in your business.

### THE PLAN

1. Explain the goal of a recruiting incentive to your staff
2. Teach your staff the specific system of compensation
3. Have a system to track incentives



## 3.2 | THE RECRUITING INCENTIVE

### HOW TO STRUCTURE INCENTIVES

1. If a current employee gives you a name that results in a job interview they earn a bonus equivalent to **2 hours of pay** *regardless of whether you hire them or not.*
2. If their referral gets hired, the referring employee gets a hiring bonus equivalent to **2 days of pay.**
3. Additionally, for **each month** the new employee stays on staff the employee who referred them gets a bonus equivalent to **1 day of pay** to a maximum of 6-12 months.

Each point is important, but #3 is particularly important because it means that your staff will *remain* motivated to make the workplace a great place to work! *Remember this incentive is paid to an existing employee who refers someone to be hired.*

*The question is whether the cost of acquiring amazing new employees is worth it!*

**Example #1** | Restaurant Server at minimum wage (\$11.95/hr in Manitoba working a 7 hour shift)

**Interview Incentive:** \$23.90

**Hiring bonus:** \$167.30

**Monthly bonus:** \$83.65

**Total one-year investment (if the new hire stays on):** \$776.75-\$1195.00

**Example #2** | Framer at starting wage + 2 years of seniority (\$22.50/hr in Manitoba working a 8 hour shift)

**Interview Incentive:** \$43.00

**Hiring bonus:** \$360.00

**Monthly bonus:** \$180.00

**Total one-year investment (if the new hire stays on):** \$1663.00-\$2563.00

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## YOU'VE GOT THIS!

**If you are going to really take this challenge on you will need to get organized.**

Most of your work will happen quickly in the first 3 days (polling your staff, planning your hiring bonus and referral incentives), and then you'll need to implement.

This isn't an easy solution **but it's a good one!** You've got it!

If at any point you feel stuck, set up a coaching call. Not only will I walk you through each step of the plan, if you follow through and don't have a great prospect by the end of 30 days, I'll refund my entire coaching fee!

I'm committed to your success - and I'm not afraid to put my money where my mouth is!

**SCHEDULE A CALL**



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