



# ACTION PLAN

## GROW YOUR TEAM **LESSON 2**

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### DREAM UP YOUR PERFECT MATCH

Welcome to week two of the **Grow Your Team** action plan! This week, you're going to work on fleshing out the position your new team member will fill. Coming up with this information now will make writing your job description next week a breeze.

It's important to know the specifics of the position you're hiring for so you have a clear idea of what to look for when your applicants start coming in. If you don't know what your ideal person looks like, you'll be confused about who you should interview and hire. But if you are absolutely sure about the tasks and qualities of your ideal candidate, you will have a stress-free experience of bringing them on board because you will feel confident knowing that the person matches your needs.

#### Action Step #4

Your first action step this week is to **expand the responsibilities of your new hire from a single task to a role of responsibility.**

*NOTE: This step is optional. You may choose to keep your job description limited to the single task you identified last week.*

Now, you *could* hire someone to just do one single, random task. This might seem extremely straight forward, but it creates a problem: almost always, it creates the need to micromanage. And often, the time you spend managing that one specific task is as much (or more) than the amount of time you "save" by outsourcing.



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On the other hand, if you instead hire for a **role of responsibility**, your new team member will be responsible for producing a certain *outcome*, and you will empower them to use their own judgment and skills to get the best results they can. Of course, this necessitates hiring someone with good judgement.

Keep in mind that hiring someone for a “comprehensive role of responsibility” does not mean you must employ this person full-time. Someone may be able to fill one complete role of responsibility in a few hours a week or even just a few hours per month. The outcome could be small and specific, like publishing your blog posts, but the key thing is that they are responsible for getting that blog post published by a certain date and in a certain way.

You can also hire someone who has potential and train them to complete the tasks and get you the results you’re looking for. However, the principle still applies: if someone is filling a more comprehensive role of responsibility, you’ll ultimately spend much less time managing them while getting much bigger results.

Your role of responsibility could be more complex as well. Perhaps you want someone to fill the role of responsibility of “marketing” in your company. If you hire someone for something really broad like this, it’s essential to make sure you and they are on the same page. You’d want to be really specific when instructing them in what you expect and how you want them to market your products. A lot more communication would go on initially, so you can make sure they are doing what you need them to do.

Regardless of how large the responsibility is, the main difference is to shift from outsourcing a single task to outsourcing roles of responsibility. Take that ‘task’ you

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came up with last week and see how you can expand it into a role of responsibility by either tying that one task to one specific outcome they will be responsible for, or expanding it into several tasks done in conjunction with each other to create a larger outcome.

#### Action Step #5

Next, you will **clarify the primary result you will desire from your new hire.**

Continuing from the previous action step, you will clarify the specific result you will expect from this team member. For example, if their role of responsibility is to publish your blog posts, then their specific result might be to publish one blog article per week according to your blog format guidelines.

On the other hand, if you were to hire someone for a broad role of marketing, then the specific result you would expect from them might be to “attract 100 new leads to the company each month.” The more clear and specific you can make the target result, the more confident your new hire will be about how they should go about achieving those results, and the more likely you are to get the result you want from this new team member.

#### Action Step #6

Lastly, you need to **identify 3 - 10 skills and 3 - 10 characteristics that will be important for your new hire to possess.**

This is where you start to build out your job description, which you'll complete next week. Skills are things that your new hire will be able to do, as well as things they understand and have practiced. Skills could be things like being fluent in English,



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using Photoshop, video editing, or being competent on a particular social media platform.

On the other hand, characteristics have to do with the person themselves. Are they honest, prompt, and a good communicator? It's easy to write a long list of positive character traits, so we want to limit this to the ones that will really matter the most for the specific role of responsibility. For example, if they are doing something that's time-sensitive, then you'll want to include a character trait such as "prompt" or "timely."

Go ahead and create first drafts of these two lists (skills and characteristics) immediately. Don't worry about getting it perfect, as you will continue to refine the job description next week.

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#### ACTION STEPS

##### **Step 4**

(optional) Expand the responsibilities of your new hire from a single task to a role of responsibility.

##### **Step 5**

Clarify the primary result you will desire from your new hire.

##### **Step 6**

Identify 3 - 10 skills and 3 - 10 characteristics that will be important for your new hire to possess.