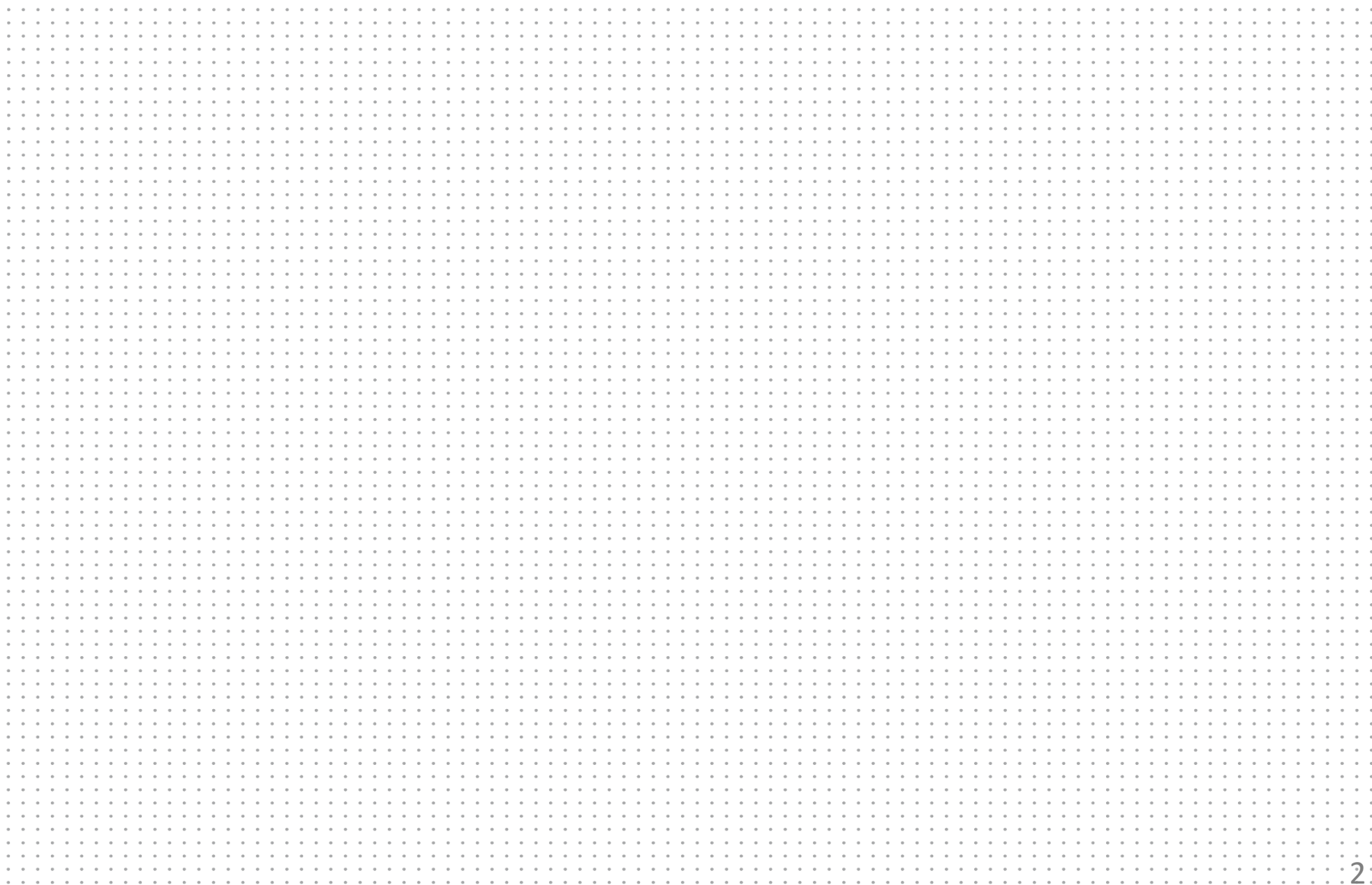


THE NEW APPROACH TO BUILDING YOUR TEAM

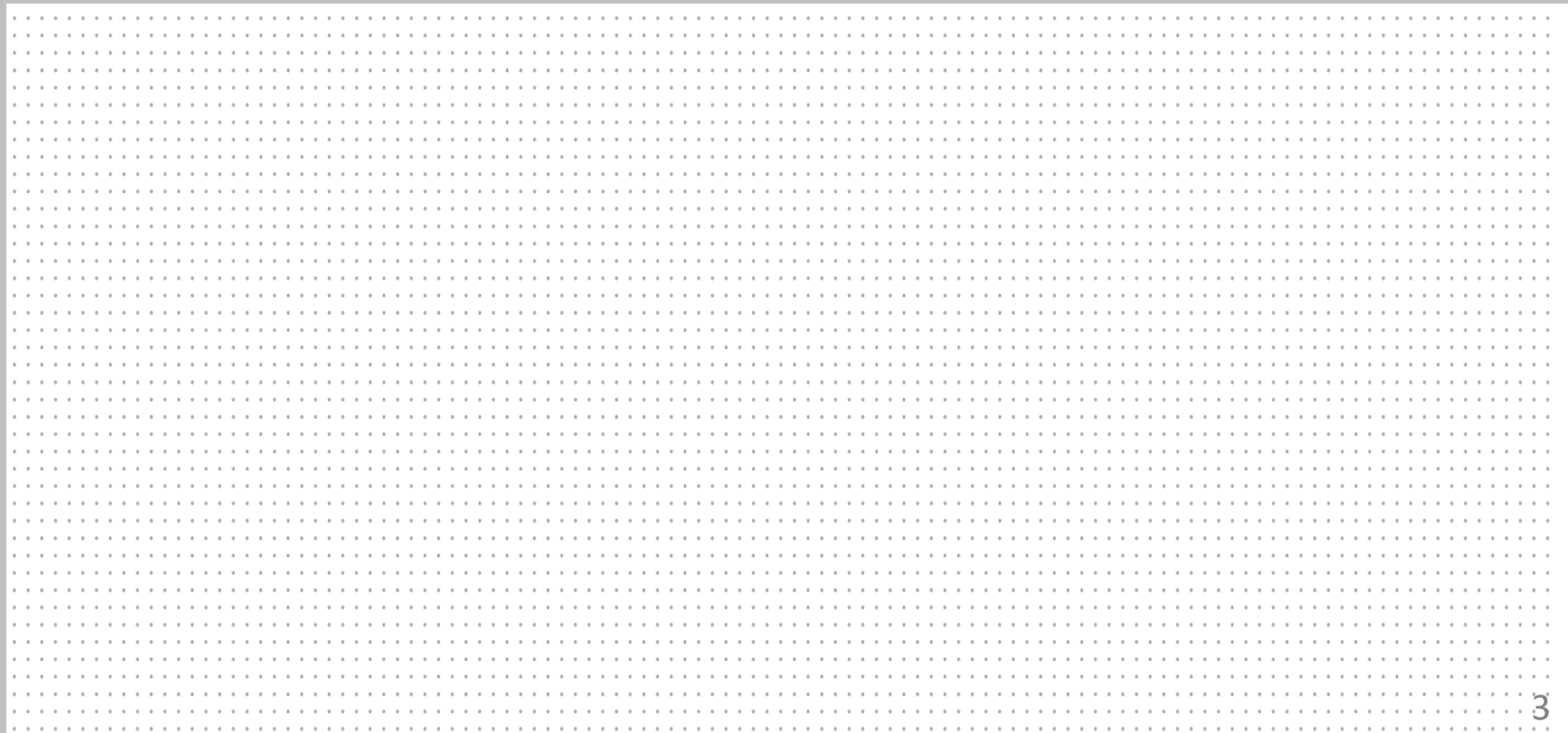
WITH TONY FRASER-JONES



5 Key Principles...

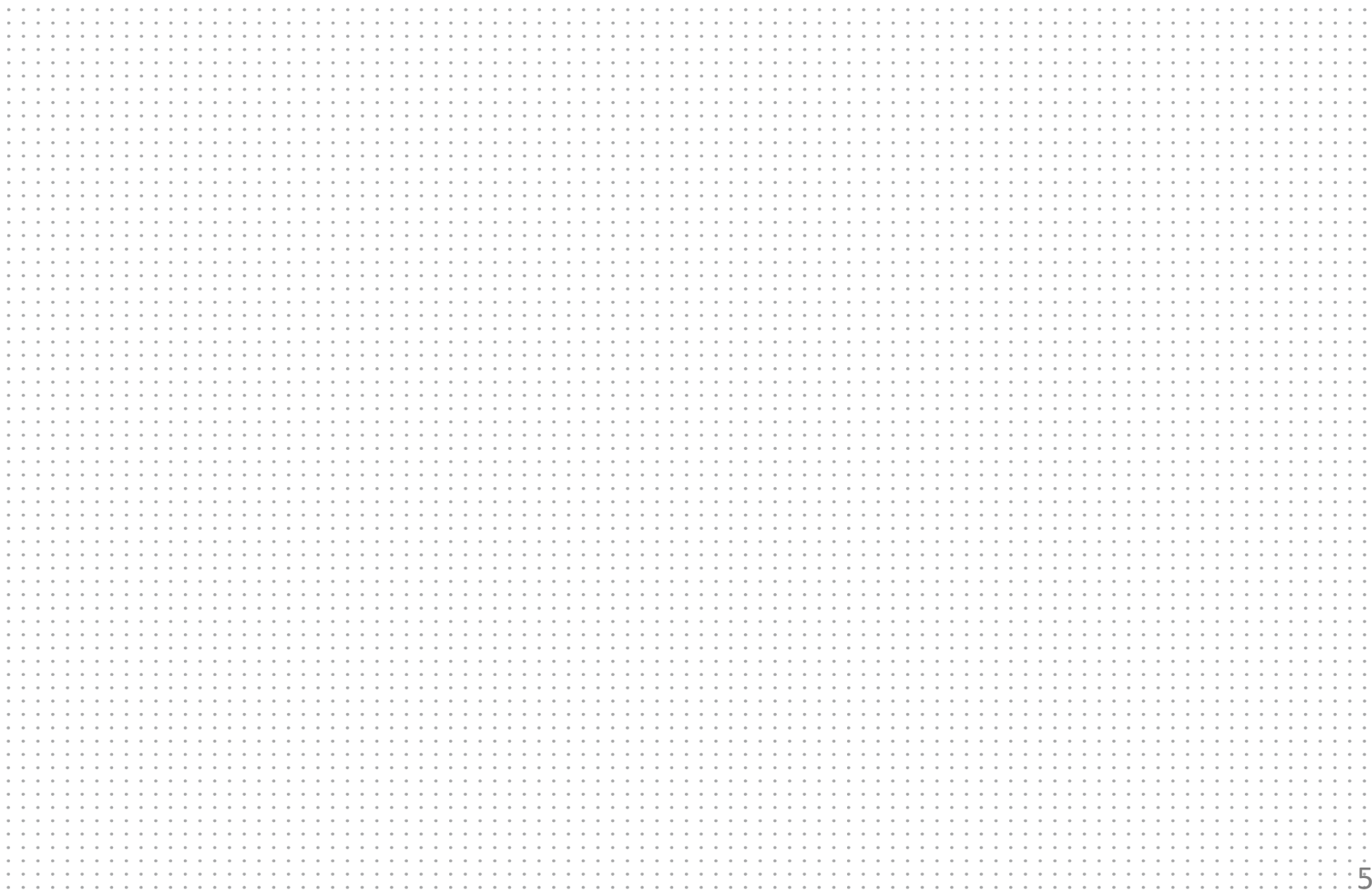
1. Extreme Ownership...

2. Think Inside Out...





A large rectangular area filled with a grid of small, light gray dots, serving as a workspace for notes or a diagram.



THE MILLION DOLLAR TRADIE LADDER

SYMPTOMS

Freedom Time & Money. Exploring Other Ventures

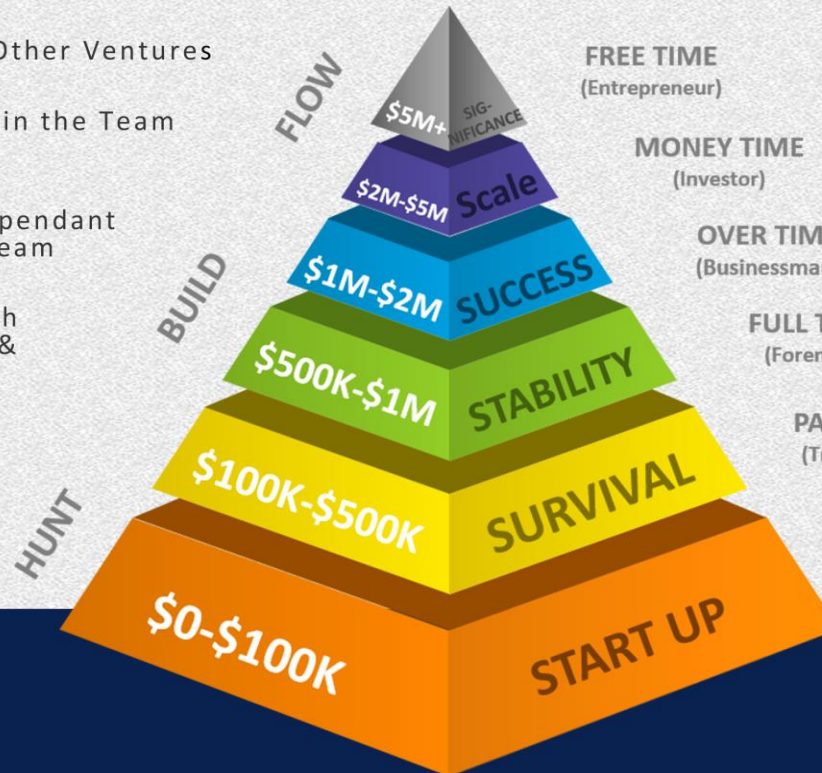
Released...Almost. Struggling to Train the Team & System

Profitable but Burnout. Business Dependant on Owner. Lacking a Management Team

Steady but Stuck. Need Systems Both Onsite & in Office. Unreliable Sales & Marketing

Stressed & Keen to Grow. Managing Cash Flow. Staff Headaches

Excited but Overwhelmed. Needing a Plan



CRITICAL SUCCESS FACTORS

Employ a General Manager & Board of Directors. Grow Wealth Through Other Business Activities. Exit Strategies...

Provide Guidance to Management Team. Build Key Client Relationships.

Develop Management Team & System to Achieve Leverage.

Create Onsite Systems to Free up Time & Improve Quality of Work. Know your Numbers

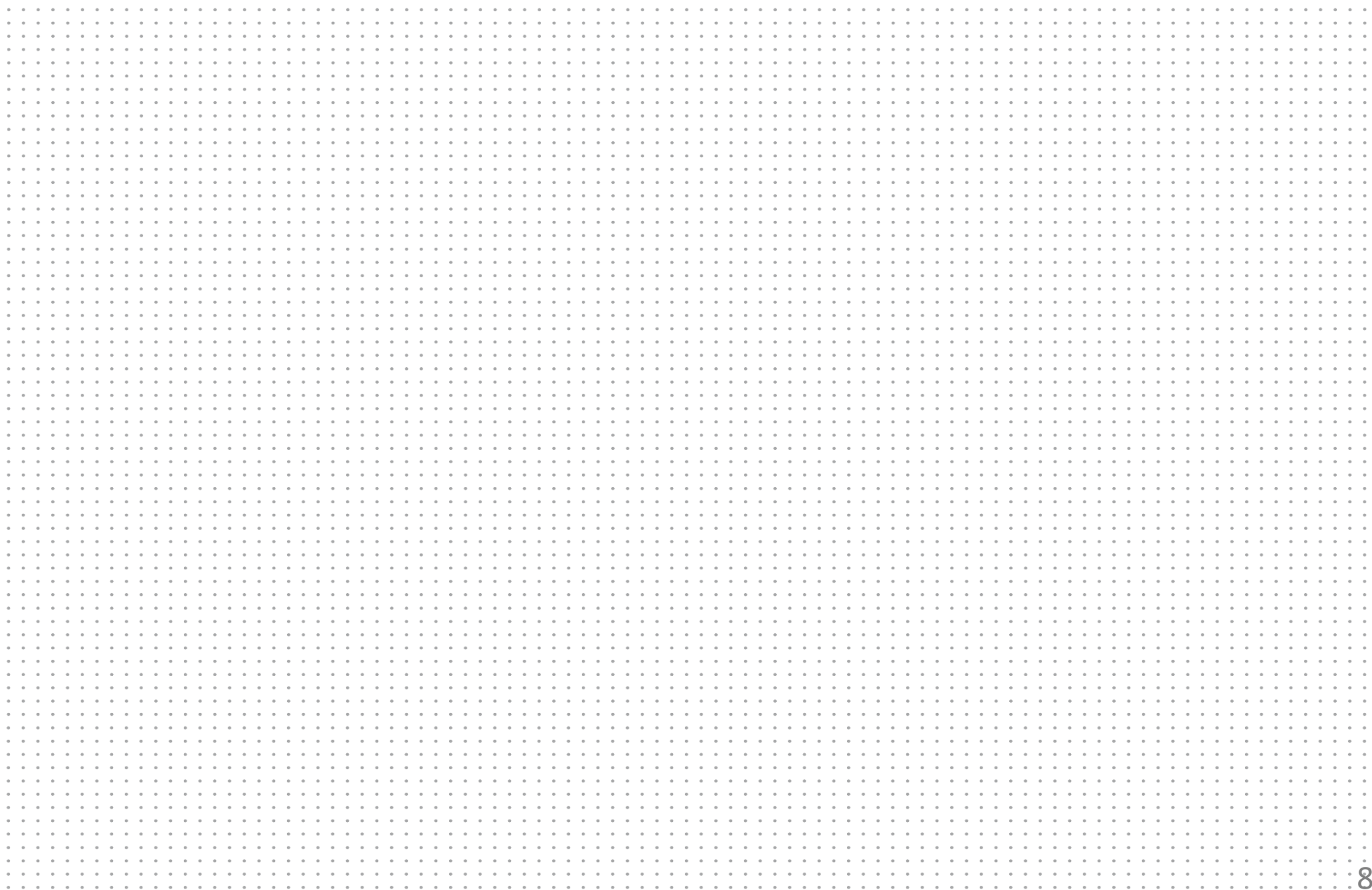
Get More Work. Hire Staff. On The Tools

Manage Jobs & Own Projects

**PROFITABLE
TRADIE.**

Specialist Business Training for Plumbers and Electricians





11-Step Hiring Process™

01

Build A Job Description

Create a job description that clearly outlines the responsibilities and key performance indicators (KPIs) of the role, as well as the required knowledge, skills and abilities.

02

Market The Position

Proactively market the position. Create a powerful job ad that details the reasons why a potential applicant might be leaving their current job and spell out the benefits of working for you. Market the ad widely using online directories (Trade Me, Gumtree, Seek, etc.), social media (Facebook, LinkedIn), referral schemes that include a referral fee, newspapers, your customer database, recruitment agencies, van signage, suppliers and your contractors.

03

Application

Ask applicants to include a CV and cover letter and get them to apply online. This will test their ability to follow instructions and adapt to technology.

04

Shortlist Applicants

Review CV's against the Job Description and sort into 'Yes', 'No' and 'Maybe'.

05

Telephone Interview

Call the yes's and maybe's with a script of questions to determine the skills, experience and attitude of each applicant.

06

Face To Face Interview

Use a script that includes questions that focus on critical behaviours and practice the interview beforehand. Applicants must complete an Application Form that will ask about their qualifications, experience, medical fitness for work, criminal history and confirm they give permission to contact previous employers.

07

Pre-Employment Checks

Drug test, police check, drivers check, credit check, visa, etc.

08

Psychometric Testing

Have the applicant complete a DISC profile or similar psychometric test to identify strengths and weaknesses in their behaviours.

09

Reference Check

Call at least 2 references and use a script to evaluate the quality of the reference and the quality of the applicant.

10

On-The-Job Interview

Where possible, complete an on-the-job interview to test the applicant's practical skills.

11

Make Job Offer

Have your contract and start date prepared beforehand so you can make the offer quickly and avoid losing the best applicant.

Position Yourself As An Employer Of Choice

The market for talent is fierce. Stand out from the crowd by demonstrating that you are an employer of choice. Follow a professional hiring process, sell the opportunity and make sure your vans, your website and your uniforms are ultra-professional. The best candidates will be selective about who they work with.



Team Structure Calculator

TRADESPEOPLE/TECHS/APPRENTICES

*Divide monthly turnover by monthly revenue per tradesperson (approx. \$25,000).
Split between tradespeople and apprentices.*

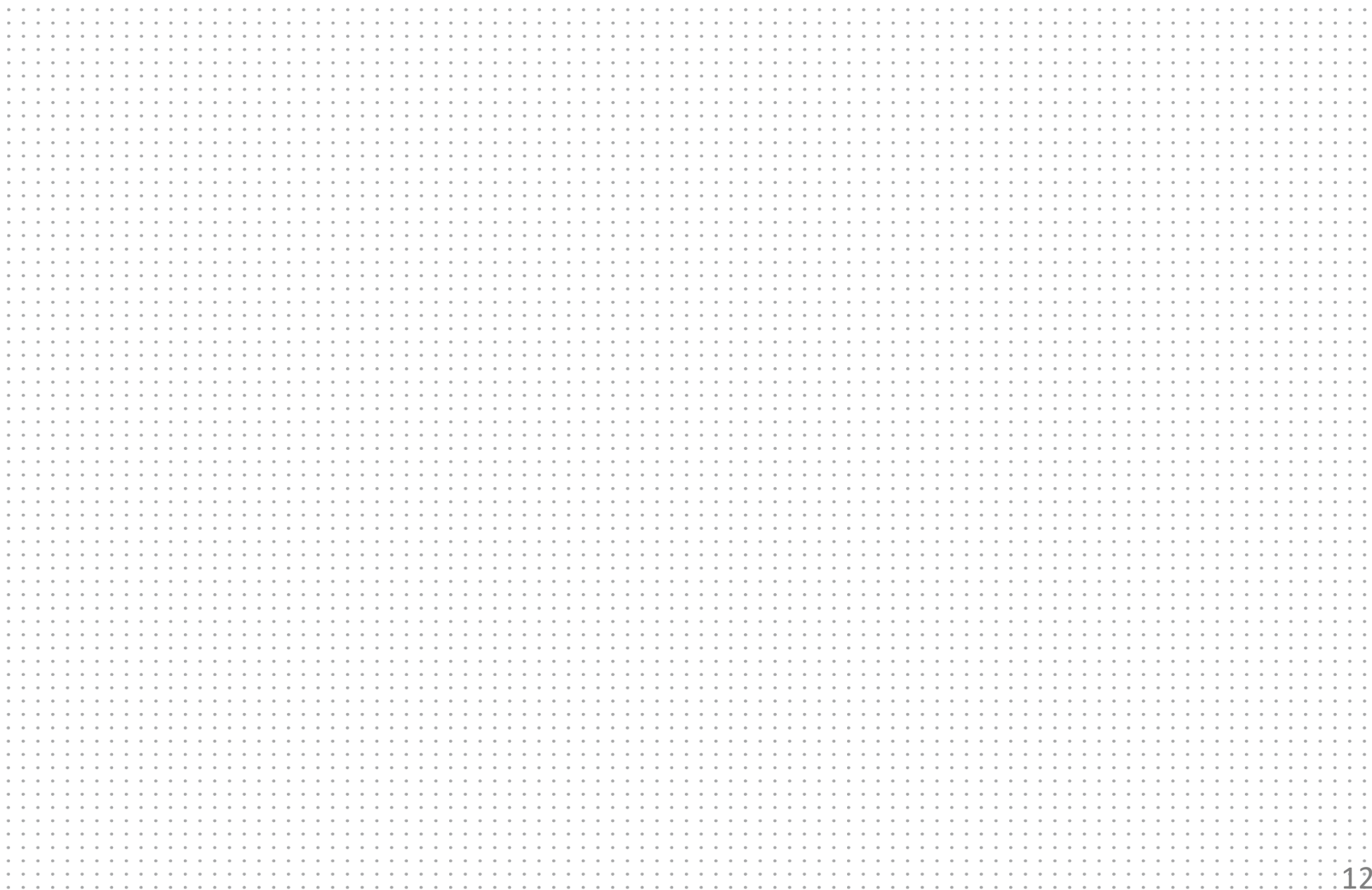
SUPERVISORS

*(e.g. Operations Manager, Project Manager, Foreman)
Divide # of tradesmen and apprentices by 7.*

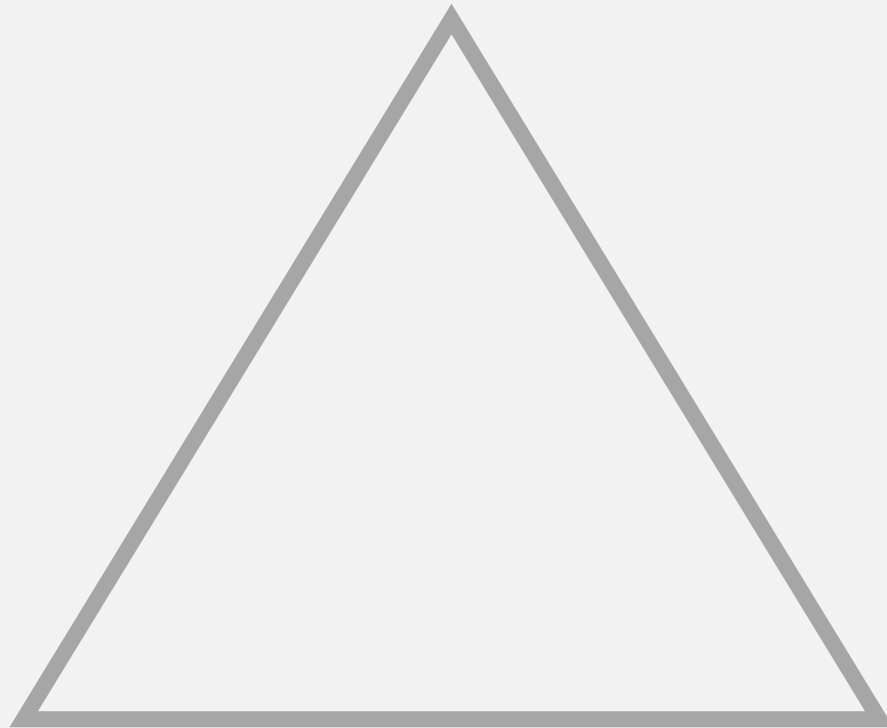
OFFICE STAFF

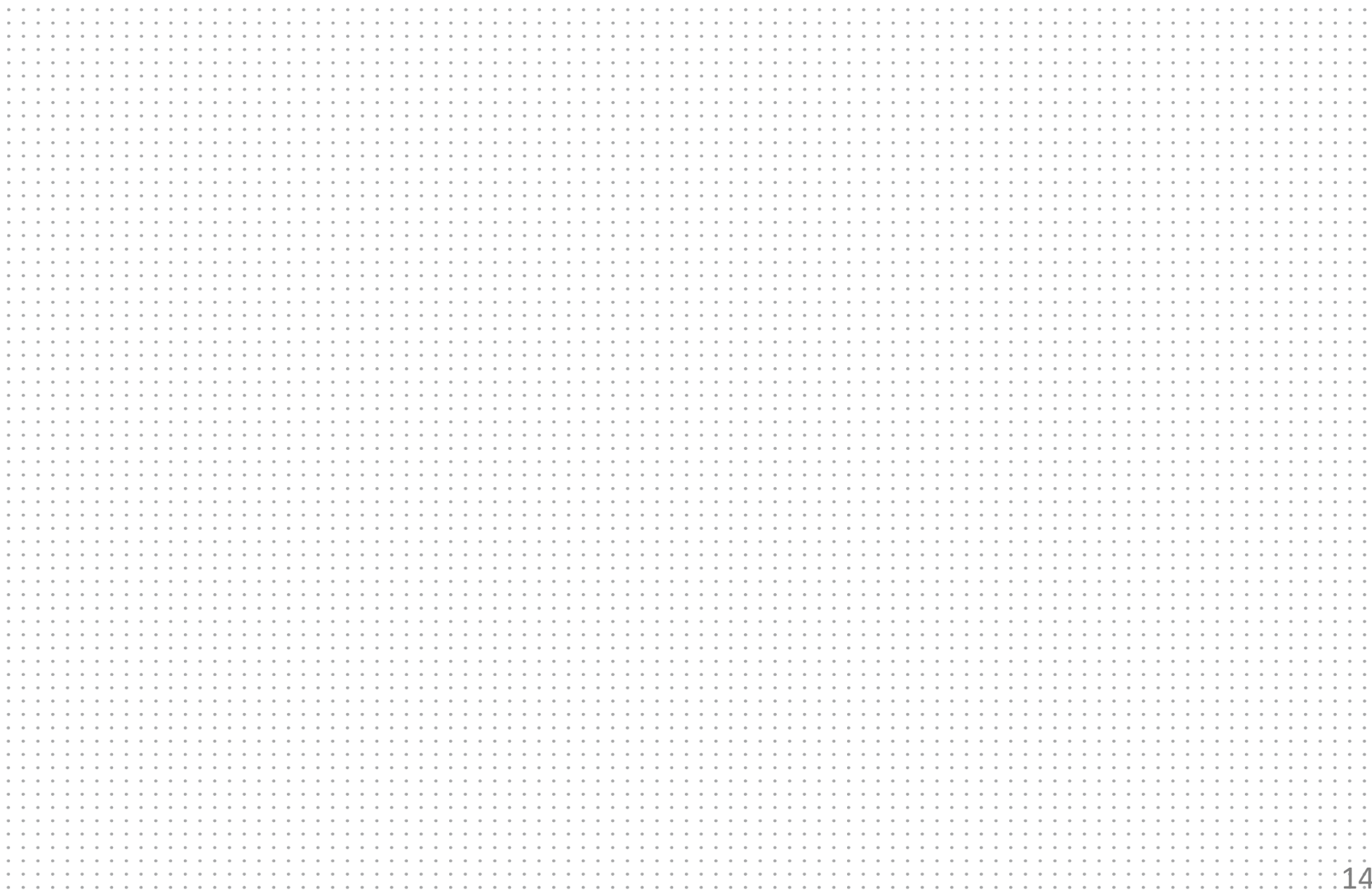
*(e.g. General Manager, Office Manager, Estimator, Accounts Assistant, Receptionist, Marketing Coordinator, etc.)
Divide # of people on the tools by 4.*

Notes



The 3 P's of Hiring





The Job Ad Builder

Headline Ad for the ad	Subhead Build interest	Problem & Agitate How do they feel about their current job. Why would they want to move.
Magic Story Why we're different	The Opportunity Benefits of working with us.	Positioning What we need and why we're careful.
Call To Action Tell them how to apply. Include urgency.	Referral Who else might be interested	The Extra's Photos, link to your website, Facebook, videos.

Job Ad Example

Would it change your work life if you could work for a (trade) company that paid top dollar, gave you the opportunity to progress, valued your input, provided training, showed genuine appreciation and was just good fun?

For most the answer is a big FAT YES...but finding a (trade) company that gets how to treat people right is seems harder than it should be...so what gives?

BEFORE I TELL YOU ABOUT THE JOB and the type of person we're looking for I want to tell you my story - as I've been where you are now.

I used to work for my old boss to my own high standards, but often went home at the end of the day feeling unappreciated. I got little thanks for what I did, or feedback on how well I did it. There was little or no communication. We barely met together as a team to see how we could improve as a company. I felt that the boss was too busy to listen to my ideas and after a while I stopped speaking up. There didn't seem to be much opportunity for growth or to move up. And there wasn't much in the way of training or money spent on improving our knowledge about new products or systems. We all just slogged away, doing the same work day in and day out.

I thought changing jobs and earning a bit more money could help. The extra money was nice to start with, but I wanted more than just a pay check.

If this sounds at all familiar you'll be happy to know it doesn't have to be that way.

Here's why...

We've been in business for 15 years and to be honest, in those first few years we were just another company that tried to hire people for an extra dollar rather than really looking into making our business a great place to work. We realised we needed to look inside the company for change – to become the best (Trade) and to create the kind of workplace we could be proud of...and that people genuinely enjoyed working at.

So, we did it better.

We have grown skilled and motivated team of (Trade) who are in it for the long term. With everything we do we focus on our core values, company culture, communication and we invest in training to continually upskill our staff. We challenge our team to be better than the rest, to provide the best service to our clients. We meet regularly to discuss jobs and workloads, how we can improve the business and our team's working experience.

The biggest change has been that we know sharing our success and thanking people for their hard work is vital to have a great team.

We know it can be daunting to move on. Perhaps you are comfortable but how long are you happy to carry on feeling unfulfilled? Maybe you're moving and want a fresh start? Or maybe you are thinking 'what if it doesn't work out? We hear you. But if like me you have a sense that you're worth more, and you believe in doing things better, then now might be the right time to make a change.

NOTES

Job Ad Example Cont...

With so many satisfied clients our business is growing and we need a (insert role) who is an A player with proven experience at managing sites (insert skills required). We stand behind being the best place to work and I've included the benefits we offer for the right person:

- Earn \$31 - \$40 per hour – we pay top rates (depending on what you bring to the table).
- A \$2,000 sign-on bonus – to reward you because you'll be a top class tradesmen and we know there are costs with shifting jobs or towns (one thing to note...if just want to make a quick buck then we're not the place for you)
- You get a company vehicle and the latest iPhone 8
- Get up to a \$1,000 tool allowance
- Overalls, wet weather gear and boots provided –we've just got flash new uniforms too!
- A paid day off for your birthday.
- Beers, barbeques and an active social club.
- Medical Insurance
- Exposure to a wide variety of interesting and challenging work, which will develop your skills and experience. You certainly won't be stuck doing the same thing day after day

We're careful about who we hire. We have to be to maintain our team culture. Here's what we'd like to see from you.

- Gas fitting experience would be an advantage but not essential.
- Be a New Zealand Qualified and Registered Plumber.
- Hold a current Practising License.
- Have a clean full Driver's license.
- Be able to work un-supervised, run your own jobs and train apprentices.
- Honest and trustworthy.
- Experience with both residential construction and maintenance work would help.
- Take pride in your work and go the extra mile to make sure the job is top notch.
- Great people skills both with fellow workmates and customers.

If you're curious or interested, send us a copy of your CV and a brief cover letter telling us why you're the right person for the job. Please attach a photo so we can put a face to the name.

Applications close on ... (give a 2 week deadline)

Or perhaps now is not the right time. But you know someone else who might be the perfect fit who you can connect us with. We will pay you \$1,000 if you refer us the person who we employ.

I look forward to talking with you.

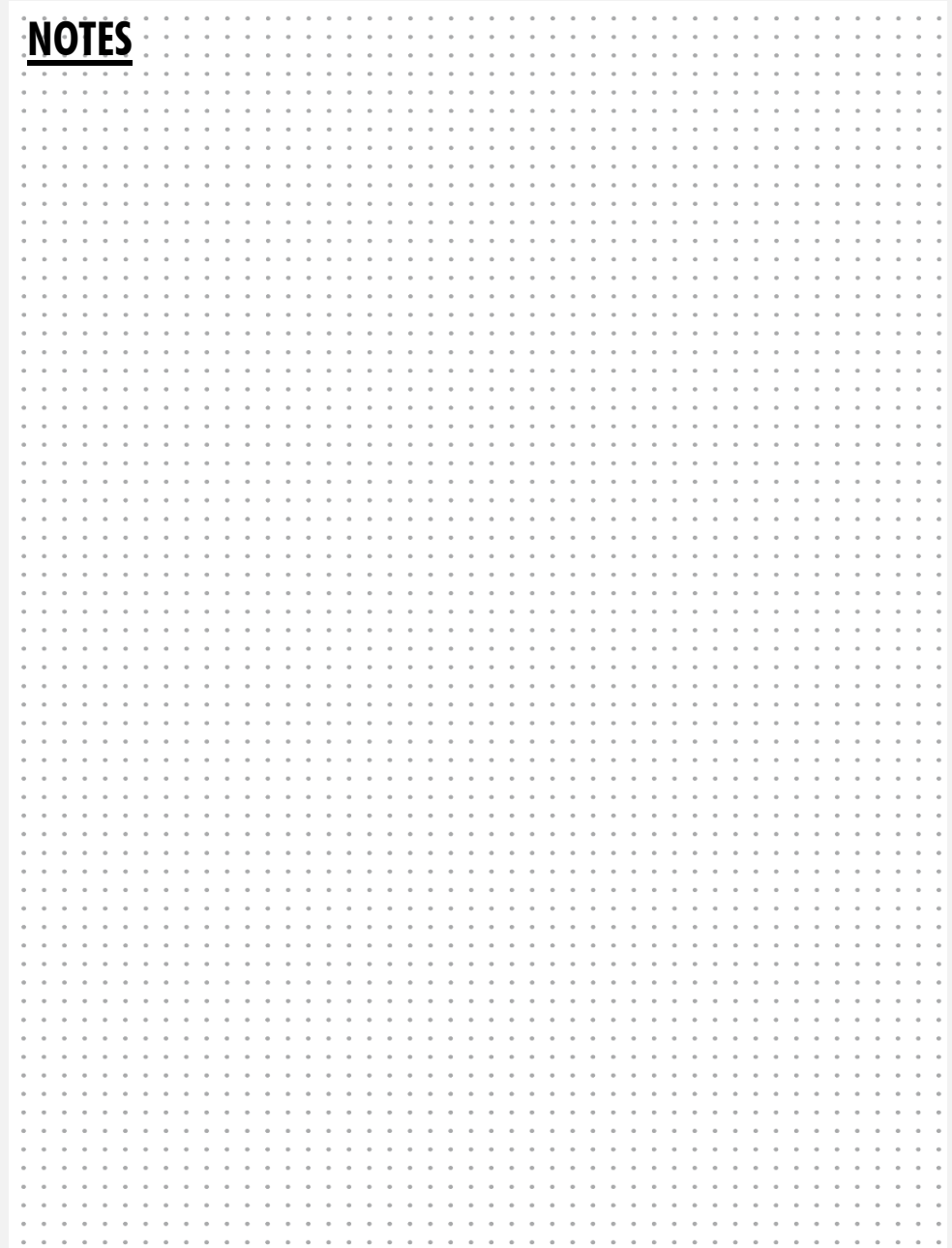
(YOUR NAME)

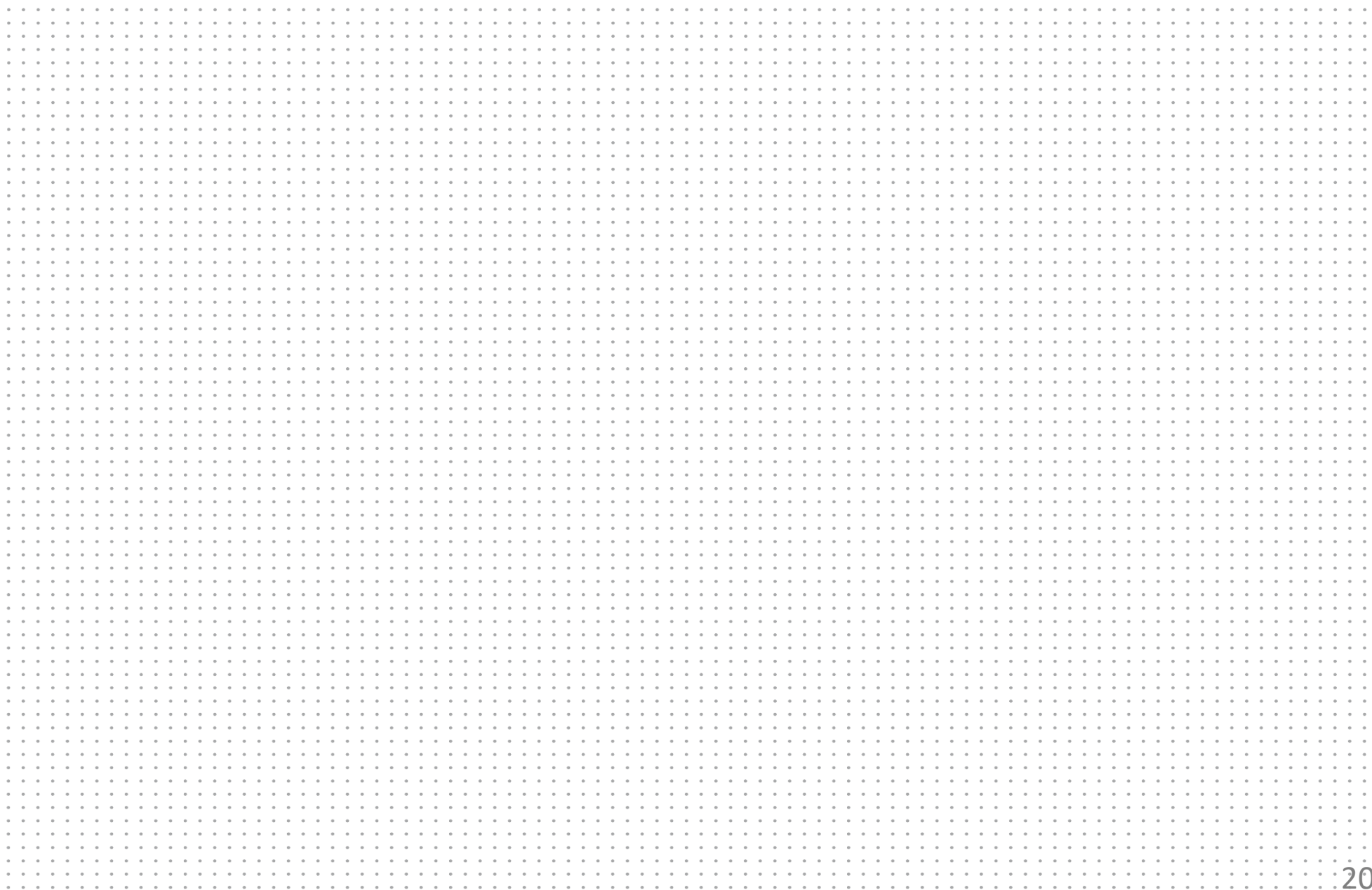


Employer of Choice Checklist

- Core values written, discussed, and promoted.
- 20's conducted with team members.
- Regular Performance Appraisals (at least 6 monthly).
- Well organized work environment with clear systems and processes in place.
- Clear vision for your business written and communicated.
- Brightness of future (opportunities for advancement) mapped out.
- Regular team developments activities (e.g., team building, DISC profile etc.)
- Regular team alignment days.
- Opportunities for training to upskill.
- Being a leader that others want to follow.
- Extracurricular training on life skills (e.g., Budgeting, Financial Planning, Investing, Health and Wellbeing etc.)
- Website includes About Us with team profiles and team activities.
- Website includes a Careers page.
- Professional, relatable, and consistent social media profiles (Facebook, Instagram, LinkedIn)
- Sign-on and retention bonuses
- eNPS (employee net promoter score)

NOTES





Proactive Hiring Checklist

- ❑ List on multiple online directories (e.g., Craigslist, Gumtree, Seek, Trademe etc.)
- ❑ Always be hiring (but change your Ad up every 4 to 6 weeks).
- ❑ Target specific skills sets using LinkedIn (works well for managerial type positions)
- ❑ Promote job opportunity to your client database.
- ❑ Offer a referral fee (make this substantial as \$500 probably will not cut it)
- ❑ Keep a “hit list” of ideal team members and nurture the relationship with these people.
- ❑ Use Facebook Ads to promote your job ad.
- ❑ Use Instagram to promote your job ad.
- ❑ List your job ad on LinkedIn.
- ❑ Advertise your job ad on local radio.
- ❑ Vehicle and site signage
- ❑ Promote your job ad through local merchants and suppliers.
- ❑ Create a referral program with key personnel (team members, suppliers, merchants etc.)
- ❑ Email all the similar business outside your local area.
- ❑ Visit local schools, careers days, sports clubs, and local training institutions where fit, able and willing people gather.
- ❑ “Shoulder Tap” potential employees

NOTES

