

YOU ARE THE BOSS

By Marilyn J. Holt, CMC

The boss sets the tone of the company.

As a small business owner, you are the boss. Nobody but you can fire you, yet many small business owners act as though one smart employee could unseat them. Wrong. I repeat: YOU ARE THE BOSS.

HIRE THE BEST

This means that you have the luxury to hire the best people you can find to work for you. If you would like to work sane hours and have weekends off, you need to hire people who are better than you are in their areas, and be your own weakest link. Before you advertise for that employee do your homework, examine your situation, and figure out what you need, and how that new position is going to pay for itself and add to your bottom line. For example, if you spend a sizable chunk of your time doing paperwork and filing, decide if it would be more profitable to hire an office assistant and free yourself up to do more selling so that you move more products or have more billable hours.

EXPLAIN WHAT IS EXPECTED

First, write a clear list of what you want done and how. Also, consider if you want this to be a full-time or part-time position. If you are concerned about doing this right, talk to other business people who have employees. Don't let other people's bad experiences scare you; instead learn from their mistakes and their successes. Then, take your time in your search. Since you probably will be working closely with this person, don't use a search firm. Instead, advertise in media you like, talk with people you know, and work your network. If you attend church or social club, see if there are people in that group who have the skills you need. Craig's List is a great place to post your ad. Request a resume with a cover letter, so that you can create a pool of applicants to choose from.

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SET THE TONE

When you have hired someone, work with your new hire so that all employees know what you want, and can begin to work in harmony with you. Most people aim to please, and they will do what you ask. If you don't ask, they will do what they think you want, therefore be clear. As the boss, you set the tone, and create the atmosphere.

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