

Hiring Isn't Hard: 9 Secrets That Make It Easy

Maybe rethinking your approach to hiring is just a 'maybe someday' thought. Or maybe you're more than ready to explore other ways to hire for your organization.

Either way, if you need just a little convincing that you can do it, allow us to cut to the chase:

You can do it. And we can help.

So here, we present nine secrets to making hiring easier *today* so you can reap the benefits *tomorrow* – and every day thereafter.

Remote Workforce By-The-Numbers

Pivot has become the buzzword of late – and this small-but-mighty word deserves some serious respect. Because when it comes to business, that seemingly small act can have a sizable impact on the success of your business as you make swift, impactful decisions for the future of your company.

With 10 years of experience being 100-percent remote while connecting clients and contractors all over the U.S., rethinking hiring – and bucking status quo – is the cornerstone of what we do at BELAY.

But for those who are still contemplating if they're ready to rethink their approach to hiring and for those firmly rooted in doing things the way they've always been done, let us first consider these statistics as our opening statement in making the case for a more permanent remote workforce.

On Shifting Norms and Expectations

 74 percent of respondents said that [flexible working is the new normal](#) – and not just a desirable perk.

On Remote Work Attracting and Retaining Talent

- ⏻ More than 75 percent of respondents cited flexible schedules and remote work as the most effective non-monetary ways to retain employees.
- ⏻ Additionally, 80 percent of U.S. workers said they would turn down a job that didn't offer flexible working.
- ⏻ More than 33 percent said they would prioritize work-from-home arrangements over having a more prestigious role.

On Remote Workers Being More Productive

- ⏻ 65 percent of respondents are more productive in their home office than at a traditional workplace boasting fewer distractions and interruptions, less stress from no commute, minimal office politics, and a personalized, quiet environment.

On Remote Workers Being Good for Business

- ⏻ 85 percent of businesses confirm that productivity has increased in their company because of greater flexibility.
- ⏻ 90 percent of employees said allowing for more flexible work arrangements and schedules would increase employee morale
- ⏻ 77 percent said allowing employees to work remotely could lead to lower operating costs.

On Remote Work Increasing Job Satisfaction

- ⏻ 57 percent were found to be more likely than the average American to be satisfied with their job.
- ⏻ Nearly 80 percent described their typical stress level during the workweek as either “not stressed” or only “moderately stressed.”

How Remote Work Could Save Your Workforce

Let's lay this argument squarely on the foundation of the cost of a remote workforce. On average, remote work is very often cheaper for employers – reportedly \$11,000 cheaper – when instituted on just a part-time basis. We can't think of a single capitalist business model that would turn its nose at healthier margins.

Secondly, let's also consider the literal definition of the word 'save.' Because by pivoting to remote hiring, companies avoid lost productivity and that employees enjoy job security.

That job security? Well, that job security makes people happy. And when people are happy, they're more engaged. And when they're more engaged, they're more productive. And that increase in productivity? That adds even more heft to those healthy margins we just mentioned. So with that fiscal and physical foundation laid, organizations then need to just be intentional about how they execute their migration pivot. Because it amounts to a lot more than simply sending employees home with laptops and a VPN fob.

Remote Hiring: The Long Pivot Game

While a sustainable, long-term work-from-home workforce will require significant pivots in leadership mindset, practices and communication methods, it is arguably what could ultimately save countless organizations' workforces.

So here, we present nine secrets to making hiring easier *today* so you can reap the benefits *tomorrow* – and every day thereafter.

Secret 1: It Takes Forever To Find The Right Person

Hiring employees is hard work. Maybe not all the time. But more often than not, hiring someone comes with a lot of risk and takes a lot of time.

When it's time to hire someone, we start asking ourselves these questions:

- ✓ What if I can't find the right person?
- ✓ Will I have time to conduct a search?
- ✓ How will I get things done while I'm looking for my next hire?
- ✓ What if I hire the wrong person?

You've probably asked yourself these questions – as well as many more. Our experience tells us that the person doing the hiring is sometimes just as uncomfortable with the process as the person looking to be hired.

There is an inherent problem when it comes to hiring employees: It's difficult to get rid of the wrong person. Plain and simple.

The reason why so many organizations fail to hire all open positions is that sometimes it's easier to get by with who you have versus taking a risk and hiring someone new. The hiring process is designed to vet candidates. But it's not always nice and clean.

-  There are people who present well on paper but won't function well in your culture.
-  There are people who say all the right things but morph into a totally different person once hired.
-  There are people – good people – who are identified as ideal during the hiring process but just don't work out for a variety of reasons.

Finding the right person is an overwhelming hurdle that some organizations choose not to attempt and other organizations must endure hoping to find the right fit.

The good news is that new approaches to hiring are emerging to help businesses connect with the right person, minimize risk, and ultimately move you closer to accomplishing your objectives. It starts with focusing on the project you want to accomplish rather than worrying about the seats that need to be filled.

Secret 2: Employees Cost More Than Their Salary

Personnel budgets are often the largest expense any business has. Unless you're a one-person show, it's likely that you are spending a lot of money on people.

That is good and bad.

The bad part is that you have to make payroll. It isn't optional. There are so many rules and regulations surrounding payroll that it makes our head spin. It's enough to make any size business fearful of expanding their workforce. The good part is that people help you spark ideas, produce products, and offer services that generate revenue and help you accomplish your organizational objectives. When it's time to hire that next person, the first thing you're going to want to understand is how much is this hire going to cost. So you calculate the salary and realize that the best full-time candidates are probably going to want ...

- ✓ Health insurance
- ✓ Life insurance
- ✓ Short-term disability
- ✓ Tech equipment

And that's just to name a few. And don't forget about worker's compensation costs!

A rule of thumb is that the true cost is typically 1.25 to 1.4 times the salary you intend to pay, depending on certain variables. This is the true cost of your next hire – and probably a number that is going to turn your stomach. The cost of even one full-time employee can be discouraging. For growing businesses and organizations that need help, added employees mean accruing fixed costs versus variable costs.

This then explains why businesses are relying on freelancers and outsourced services more than ever – hiring demands agility. But there is nothing agile about the true cost of hiring full-time employees.

Secret 3: You Have To Find A Place To Put People

Good for you! You've found the right person. And you feel good about the additional fixed costs that will come with your next hire. The next step is to find a place to put them.

“Wait. What do you mean? I thought I was done,” you counter defeatedly.

Now, you need to...

- + Give them a computer or laptop
- + Add an additional phone line
- + Set up their email
- + Order basic office supplies
- + Provide them with an ergonomic desk chair and accessories

You get where we're going. Once you have that new employee, you have to find a place to put them.

If you're a large organization with plenty of office square footage, this shouldn't be a problem. Most organizations – at least growing ones – don't always have extra space.

-  What if you're a startup?
-  What if you're an independent consultant?
-  What if you don't have any office space?
-  What if you have a dispersed team?
-  What if you're building a business while working from home?

Those fixed costs keep going up, don't they?

Finding a place to put people can be a challenge. It might even mean a complete relocation or new approach to work space. That could mean thousands of dollars. That's money you never intended to spend in the first place.

Employees need space and supplies to accomplish the job you just hired them to do. As the employer, that's your responsibility, not theirs. And if working conditions aren't acceptable, you could be in a lot of trouble. Putting employees in the closet is generally frowned upon, no matter how 'roomy' you might think it to be.

Secret 4: You Need To Keep The People You Have Busy

Employees need employers to tell them what to do.

We're not talking about barking orders at people or morphing into a quasi-dictator. Employees are expensive. That means you have to keep them busy to make them worth the cost.

And since most people are content with doing as little as possible, getting a paycheck, taking their vacation time, and going home, keeping people busy is a full-time job in and of itself.

Don't believe us? Just think about any brick-and-mortar office you've worked in.

There are employees who make a career out of looking busy. You know exactly what we mean. You're probably reciting their names in your head right now.

You've made a full-time hire. That means you've purchased 40 hours of their time in daily blocks of 8-hour segments. The employee is not going to feel bad if they only use 25 hours of their allotted 40 hours. They did what they were told was expected of them.

The one who loses is you!

What if you needed someone to fill a position but only had enough work to keep them busy for 20 hours a week? You'd have to go searching for a part-time employee. Many times the best, most-qualified people aren't looking for part-time work. That means you have to settle for less.

Oof.

The end result is that you have 20 hours of work but hire a full-time person for 40 hours a week.

You lose. Again. On every front.

But your job isn't to monitor the 40 hours you're paying someone to keep them busy. Your time is too valuable for that.

In fact, we'd argue that you couldn't afford your hourly rate if you calculated how much time it takes you to get other people to do the job for which they were hired.

Secret 5: Availability Isn't The Same As Competency

Never confuse availability with competency.

The reality is that you need to expand your workforce to accomplish your business objectives. That means you need the right person at the right price – today. We're confident in making that assumption because you're probably not reading this for pleasure.

Just because someone is available for the time you need them, at the rate you can pay, and for the tasks you need completed, doesn't mean they are the best person for the job.

In fact, sometimes the person you need to hire is most likely already employed by someone else.

Did you hear the universal cash register in the sky just add the pile of money you're going to have to pay to lure your next hire away from another employer?

When you make the investment in hiring an employee, you deserve to get the best person available on the market.

We want that for you, too.

Every business owner wants the best their money can buy.

Remember, the end goal is not to hire someone for the sake of hiring them. You're hiring someone because it's part of the process of moving you toward your business goals.

And if you confuse one with the other, your business will tank – and quickly.

If reaching your business goals is the endgame, then why would you settle for someone who is available instead of the best person for the job?

You shouldn't!

We want you to know it's possible to have the most competent person available for the price you can afford for the amount of time that you need them. Seriously.

You can have your cake and eat it too if you're willing to think about hiring slightly differently than 'how things have always been done.'

Secret 6: Employees Don't Really Work 8 Hours A Day

There have been countless studies conducted on the eight-hour workday trying to determine how many hours a day employees are productive. Some of those studies suggest employees max out their productivity at four hours a day.

Feel free to reread that last sentence – and then pick your jaw up off the floor.

Some large companies have used this data to create variable work schedules for their employees as long as their business units continue to meet their productivity goals. but unless you're a big-box store, you are probably not sitting around thinking up creative work schedules for your employees.

As the business owner, you have a lot invested in what you're doing. The most difficult part about hiring is coming to terms with the notion that no one else – no matter how much you pay them – is going to care as much about your success and future as you do.

Employees most likely aren't given any ownership of the company unless you're talking about senior executive positions in large, publicly traded companies. And if that's the kind of hiring you're doing, we have to ask: Why are you reading this?

Employees don't have the same skin in the game you do.

The idea that employees work every hour they are ‘on the clock’ is ludicrous. It just doesn’t happen. If that’s true, why is the only hiring option you consider legitimate is one that requires a full-time employee who works eight hours a day, five days a week?

-  What if you’re an independent consultant who needs help coordinating travel, setting appointments, or managing paperwork?
-  What if this function only required five hours of help each week?
-  What if by offloading this task-related work, you could add one new client to your list?

Our guess is you’re probably doing things right now that are taking you away from your core work – the stuff that makes clients want to hire you. You know there is more opportunity out there, but you’re stuck in the middle because you don’t want to hire a full-time person.

If you’re spending time completing work-related tasks instead of work that creates revenue, it’s time to hire. But hiring a full-time person is not your only option.

You have other options – but only if you’re willing to consider alternatives to traditional hiring models.

Secret 7: Firing People Is A Hassle

What happens when you...

-  Make a bad hire?
-  Can no longer afford to fund a full-time position?
-  Discover that an employee is not a good fit?

Yep. You guessed it. You have to fire them. Or ‘let them go.’ It’s all the same thing.

Even when letting someone go is the right decision, it’s not an easy one. To look someone in the eye and tell them they no longer have a job is so hard that most employers tend to put off making that decision too long.

Once the hard part is over, now you get to start the hiring process all over again.

We’re certainly not suggesting that every employee you hire is not going to work out. Nor are we suggesting that traditional hiring models are entirely defunct. We’re merely trying to underscore the idea that hiring full-time employees comes with a lot of baggage.

Sometimes it’s worth it. And sometimes it’s not.

What's worse is that there are businesses that are being held back because they can't afford to expand their hiring or simply don't want to incur the risk of doing so.

-  This hurts the business owner.
-  This hurts the job market.
-  This hurts the economy.

Hire enough people, and you will have to fire someone. It's usually not pretty and is often very uncomfortable. This is why so many businesses choose to leave seats empty rather than risk that next new hire.

It doesn't have to be that way.

The disruption you should be worried about is achieving that next level of growth and success, not making the decision to fire and rehire someone.

Secret 8: Your Personnel Budget Is Suffocating Your Margin For Growth

We've been helping businesses hire and scale for 10 years – so we understand what you're going through.

One thing we've learned along the way is that businesses that succeed always have money for...

-  Marketing and Advertising
-  Research and Development

If you're not spending the time you need to get in front of people and connect with your core audience, you won't have a business for very long – unless you sell something that people have to have and only can get from you. My guess is that is highly unlikely.

That means when you're not spending money gaining market share, your competition is.

Can you spell D-I-S-A-S-T-E-R?

Another important area businesses who succeed invest money in is research and development. Even small businesses need to be one step ahead of the marketplace. If you're not, you'll be left behind.

Why is the conversation about investing money in marketing and advertising and research and development important?

Because if all of your money is tied up in personnel, you will choke on your own payroll.

- ⊕ Growth is what created the need to expand and reconsider your hiring strategy.
- ⊕ Growth is what led you to hire new employees.
- ⊕ Growth is what will continue to propel you forward.

If you stop growing, you die. If you spend all your money meeting payroll, your business will slowly fade away.

Remember, the endgame is about accomplishing your specific business outcomes, not subsidizing the lifestyle of others. Staff should help you grow your business, not inhibit it from doing so.

We wonder if what's holding you back from continuing to move forward and maximize marketplace opportunity is the fact your 'growth' dollars are tied up in payroll.

Secret 9: There Are Seriously Great Alternatives To Traditional Hiring

If the thought of posting an ad on a job board, screening hundreds of resumes, and conducting interviews to find the right person overwhelms you, you're not alone.

Enter: Third-party staffing services.

COUGH...like BELAY...COUGH

You have other tasks to tend to and you likely don't look forward to carving out time to do all of this, too. And assuming you're able to find the right person, the idea of training someone new and building that trust may make you just as anxious and overwhelmed.

Allow us to regale you with some very compelling reasons to consider handing hiring reins over to the pros.

1

QUALITY, QUALITY & MORE QUALITY

Third-party staffing firms have exceptional recruiting skills when dealing with passive candidates, especially those with three or more years of experience, who seek out the best third-party recruiters to keep them aware of opportunities at different companies. This is a huge advantage over corporate recruiters who only represent one company because even if corporate recruiters have similar abilities, due to their workload, they just don't have the time to invest in passive candidate recruiting. Did you know? While Harvard has reached an all-time low acceptance rate of 4.59 percent – the lowest of any Ivy League school this year – BELAY's contractor acceptance rate is even lower at 3.93 percent!

2

DEEP BENCH

Third-party staffing firms have deep networks of passive candidates, giving them a sourcing and speed advantage in order to find top people – quickly. Again, high-quality candidates look for the top staffing firms to notify them of job openings at various businesses, allowing recruiters to quickly find qualified candidates.

3

TIME IS MONEY

Most corporate recruiters spend the bulk of their time sourcing active candidates but the best third-party recruiters spend upward of 60-70 percent of their time networking and recruiting passive candidates, and possess above-average staffing skills. And while corporate recruiters may possess the same skills, because of the number of assignments they have, they don't have the luxury of time to put more effort into recruiting the passive candidates.

4

CRÈME DE LA CRÈME

Sure, this sounds a lot like 'quality' but hear us out. While some corporate recruiters may throw as many candidates as they can into the hopper, hoping one sticks, the best external recruiters work with fewer high-quality candidates – and only need to present three to four candidates to get one hired.

5

VETTED

Not only are third-party agency recruiters able to develop relationships with businesses and candidates, they are also often able to provide evaluations that can further the understanding of qualifications for the job. From skills testing, to personality testing, to background and credit checks, to drug screenings, and additional requests for information, this vetting can go a long way to ensure that the candidate is the right fit for the job.

6 LIGHTNING-QUICK ONBOARDING

Third-party recruiters comprehend the needs of the one in charge of hiring as well as the positions for which they are being hired. Qualifications, experience, and rate of pay for choosing potential hires are important but can often filter out prospects that have major potential – and are ready to hit the ground running.

7 TRUST

Third-party recruiters establish trust through years-long professional relationships that is tough to duplicate with a corporate recruiter. And as the adage goes, ‘People buy (or in this case hire) from people they like.’

8 TEMPORARY SOLUTIONS

A third-party recruiter can help with the addition of temporary staff to your workforce, providing a qualified individual who requires very little training to assist you with your needs until you are ready to hire permanently. And as anyone who’s ever hired a temporary employee knows, your temporary employee may be the best long-term – and permanent – solution to meet your needs.

9 FLEXIBILITY

Businesses often need employees to be flexible in response to constantly changing business needs – and third-party staffing agencies specialize in short- and long-term contract employees. And their aforementioned deep bench results in them having a highly developed network of flexible candidates for times when flexibility and adaptability matter most.

Our goal is to help businesses and those who lead those businesses stay on track to meet their objectives.

Don’t let poor decision-making – whether by hiring the wrong person, committing to a payroll you can’t afford, or a stifled growth budget be the reason you don’t succeed.

You’ve worked too hard and come too far to let your efforts end like that.

Traditional hiring works until it doesn’t but thankfully, it’s not the only option available anymore.

If the goal is moving your business or organization forward, the path to success becomes more about getting there than simply relying on tradition and precedent.

Maybe it’s time to rethink your approach to hiring.

Next Steps

While we admit that we may be a smidge biased when we extol the virtues of rethinking your approach to hiring, changing your talent acquisition program could quite literally prove to be the cost of your sanity – and what defines your bottom line.

So what are you waiting for? Find out for yourself what the BELAY difference is.

If this resource has helped you start to rethink your approach to hiring – and you're still hungry for more...

1. Subscribe to our [blog](#).
2. Listen to our [podcast](#).
3. [Schedule a time](#) to see if we are the right solution.



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