



start **small!** THINK **BIG**

HELPING COMMUNITIES THRIVE ONE ENTREPRENEUR AT A TIME

Small Business Employment Essentials

INTRODUCTION

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Director of Finance & Admin, Start Small Think Big

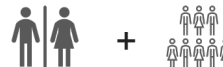
PRICEWATERHOUSECOOPERS

Director, Consumer Brands Mergers and Acquisitions



CCSD EVENT MANAGEMENT

Co-Owner



GIRLS WITH IMPACT

Chief Operating Officer



START SMALL THINK BIG

Director of Finance & Admin



TOPICS

HIRE

What is my hiring process?
How do I write a JD?
Where do I advertise?
How do I conduct interviews?

PAY

Payroll considerations
Payroll software / outsourcing

ONBOARD

How do I onboard staff?

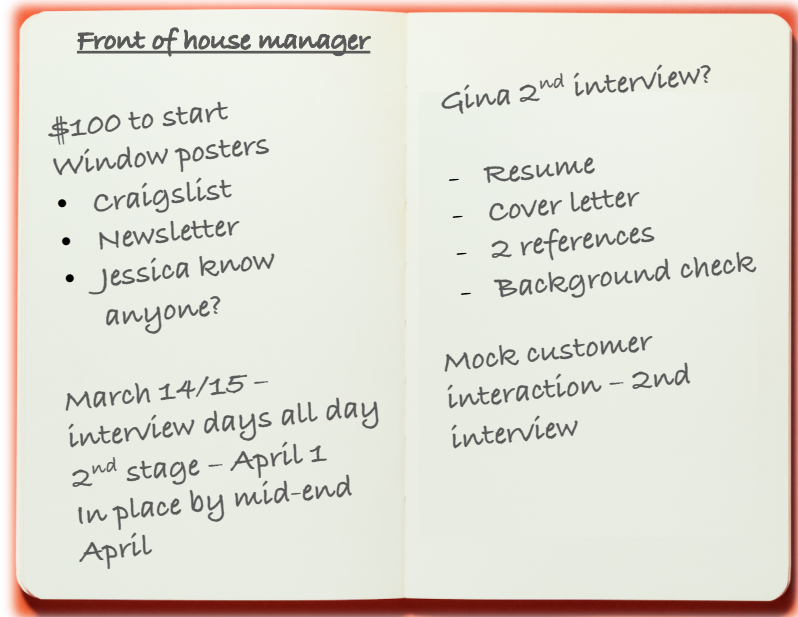
DEVELOP

How do I manage performance?
How do I give feedback?
How to I develop my team?

HIRING

? What is my hiring process

- Where will you advertise?
- What is your budget to advertise?
- How will you interview? Who will interview?
- What do you want people to submit?
- What criteria to narrow down applicants?
- Use assessments / skills test?
- Will you do a background check
- How many references?
- Timeline for the whole process?



HIRING

? How do I describe the job

- Job spec / job description
 - Concise
 - Real/honest
 - Unbiased
 - Highlight positives
 - Think about past education requirements. Is personality and workstyle more important?
- Include
 - Hours, location, exempt / non-exempt
 - Pay indication (even if just a range)
 - Any benefits
 - How to apply



About Your Company

Describe the Job

Skills Needed / Experience

Describe Your Ideal Candidate

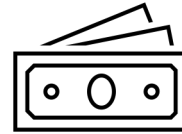
'Preferable But Not Required's

Hours. Location. Pay. Exempt / Non /
Benefits. Travel.

HOW TO APPLY.

HIRING

? Where do I advertise

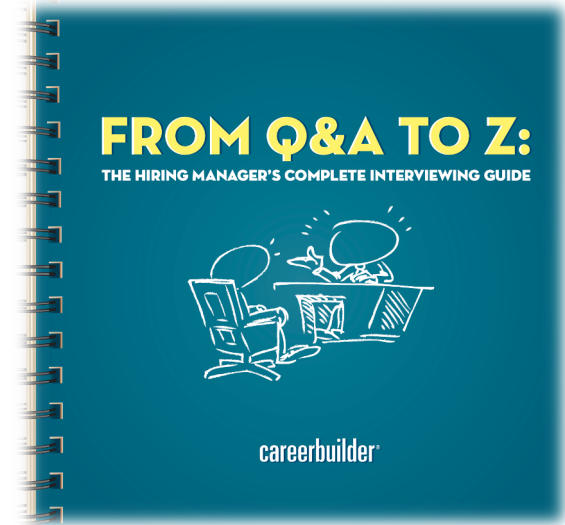


- | | |
|---|------------------------|
| • Job Platforms: | \$0 \$\$\$\$\$\$ |
| • Indeed, Monster, Zip Recruiter, Glassdoor | |
| • Craigslist | \$0.... \$\$ |
| • Posters / Flyers | \$ |
| • Social Media | \$0.... \$\$ |
| • Word of Mouth | \$0 |
| • Existing Employees | \$0....\$\$ |

HIRING

? How do I conduct interviews

- Schedule individual / block of time
- Read their resume
- Prepare questions
- Be aware of questions you should never ask
- Ask behavioral and situational questions
- Don't be afraid to drill down into their experience claims
- Keep interview notes
- Give candidate time to ask questions

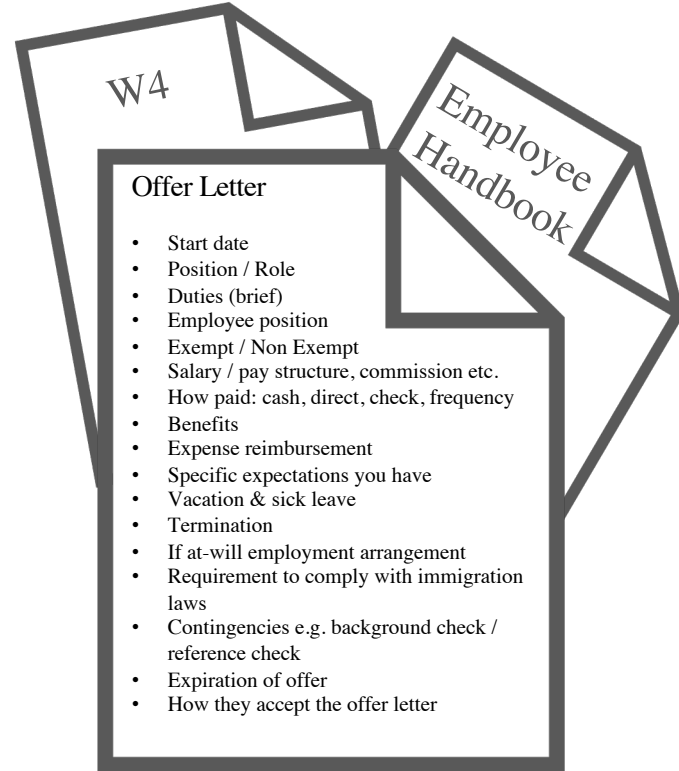


<https://hr.cofc.edu/supervisor/assets/career-builder-e-book.pdf>

HIRING

? How do I hire someone

- Transparent process
- Short timeline (if possible) – communicated to candidates
- Offer letter / employment contract?
- Employee handbook ?
- Gather employee information
- W4 (tax information)
- W9 (if independent contractor)
- Consider document retention



PAYROLL

? How do I pay employees

- Employer Identification Number
- Register in each state
- Be familiar with state requirements
 - When and how much to pay people
 - New hire reporting
 - Sick leave / time off requirements etc.
- How are you going to pay them?
 - Check, direct deposit, cash
- Exempt or Non Exempt? Different by state/city
- Eligible to work. I9
- Administering payroll

1

MANUAL

2

PAYROLL SOFTWARE

3

OUTSOURCE PAYROLL

4

PEO

ONBOARD

? How do I onboard new staff

- 4 goals
- Invest the time and effort in a positive first impression
- Carve out time to train them
- Find them a buddy
- Be there on first day
- Create instruction manuals? Instruction videos?
- Send information in advance?
- Consider language barrier

1

VALUED

2

INCLUDED

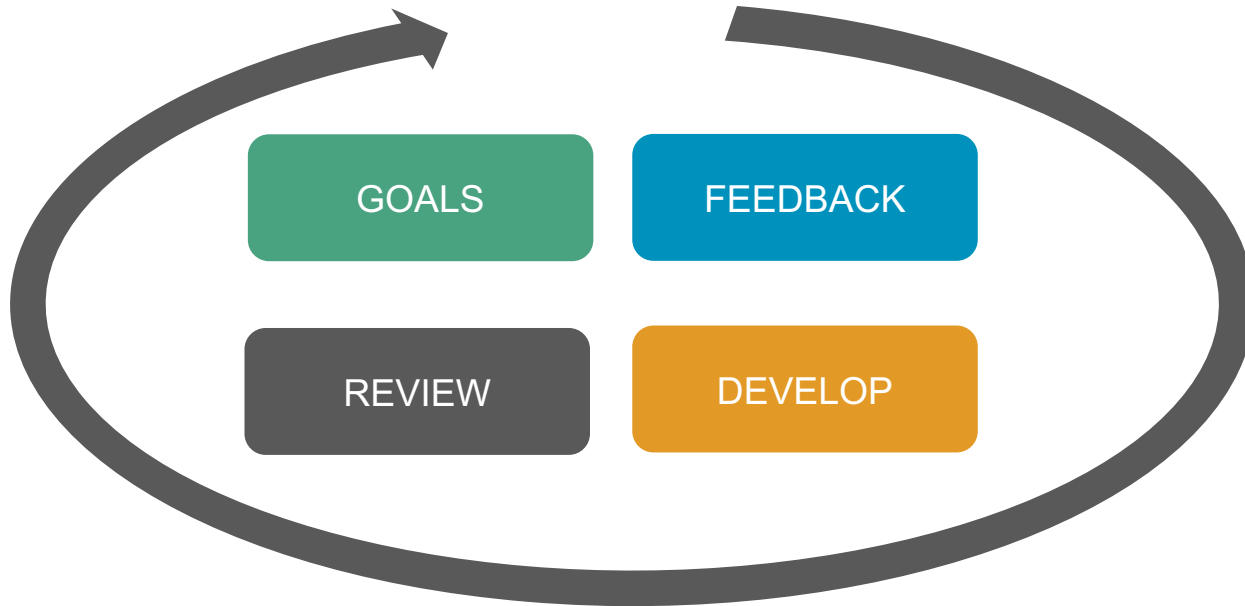
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INFORMED

4

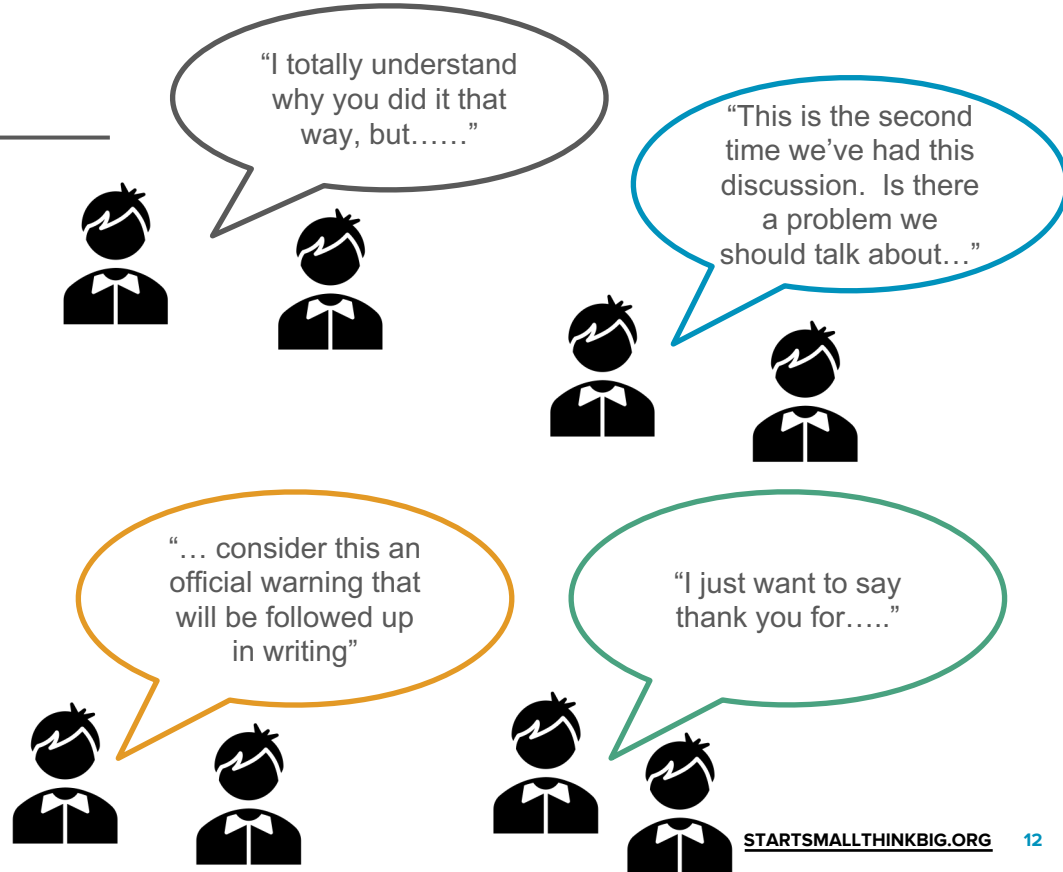
ENGAGED

? How do I manage performance



? How to give feedback

- Timely
- Start with understanding
- Specific / use examples
- Positive
- Give them a voice too
- Keep a record
- Potential need for Written Warnings / PIP
- Give positive as well as constructive feedback



? How do I develop staff

- Create opportunities where possible
- Look at skills gaps
- Look at performance gaps
- Understand their own motivation
- Understand their future path
- Put yourself in their shoes e.g. for their next career/life move



WRAP UP

THANK YOU

QUESTIONS?

FOLLOW-UP
