Small Business Employment Essentials
INTRODUCTION

Josephine Panzera
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 do I develop my team?
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?
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.
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 .... $$
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
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

Offer Letter
  - Start date
  - Position / Role
  - Duties (brief)
  - Employee position
  - Exempt / Non Exempt
  - Salary / pay structure, commission etc.
  - How paid: cash, direct, check, frequency
  - Benefits
  - Expense reimbursement
  - Specific expectations you have
  - Vacation & sick leave
  - Termination
  - If at-will employment arrangement
  - Requirement to comply with immigration laws
  - Contingencies e.g. background check / reference check
  - Expiration of offer
  - How they accept the offer letter

Employee Handbook

W4
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
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
3. INFORMED
4. ENGAGED
How do I manage performance

GOALS
FEEDBACK
REVIEWS
DEVELOP
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

“I totally understand why you did it that way, but……”

“This is the second time we’ve had this discussion. Is there a problem we should talk about……”

“… consider this an official warning that will be followed up in writing”

“I just want to say thank you for……”
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
THANK YOU   QUESTIONS?   FOLLOW-UP