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# 5 Keys to Attracting and Hiring Great People That Will Help You Win

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You've beaten the odds. You have a small business that is not only surviving, but growing; and you need to hire. However, as the smart business leader that got your organization to where it is today, you know who you hire is critical, and you want the best.

The problem? Your company doesn't have the brand recognition to attract the best people. Trying to get your next great team member through job boards, social media platforms, and job fairs is exhausting, expensive, and hasn't been fruitful.

We understand how frustrating it is to find and hire the right people when you're competing against well-known companies, with some serious street cred.

Do you have to settle for mediocre talent because you're not in a position to spend millions on branding?

No. You CAN compete with big brands and their money for the BEST talent. But you're going to have to take a more proactive approach to recruiting, in which you are looking for and recognizing outstanding professionals you meet every day, well before you have the budget or position available to hire them.



Highly sought-after professionals aren't just looking for money and perks. They are eager for their passions to align with their employers' missions. When you can create that alignment BEFORE you ask them to join your team, your company's money, perks, and street cred are inconsequential.

The five techniques below will help you transform your recruiting from reactive to proactive and compete with well-known brands for the best and brightest minds that will help you change the world.



# 1 | Know what Great Looks Like

Knowing the characteristics you're looking for in your next great team member is critical. Think about them, discuss them with a colleague or trusted advisor, and write them down. You need to know what you're looking for to proactively seek it.

Start by defining the three key characteristics every employee needs to help your company achieve success.



For example, at KORTLY, we universally need all employees to be:



## Smart

You must be able to think your way out of almost any problem.



## Creative

You have to constantly be obsessing about our customer's experience.



## Driven

You must be driven to create better work every day.

You also need to identify key behaviors you expect of every employee. At KORTLY, we expect all of our employees to:



## Listen to Customers

We understand and intuit our customer's needs.



## Customer Experience

We obsess about our customer's experience – every interaction is an opportunity to delight.



## Finishing Our Work

We do not quit until a project is complete and feels magical to our customers.





With these two lists as our guide, it is very easy to spot great people that align with our culture regardless if they are an accountant, software developer, executive leader, or office manager.

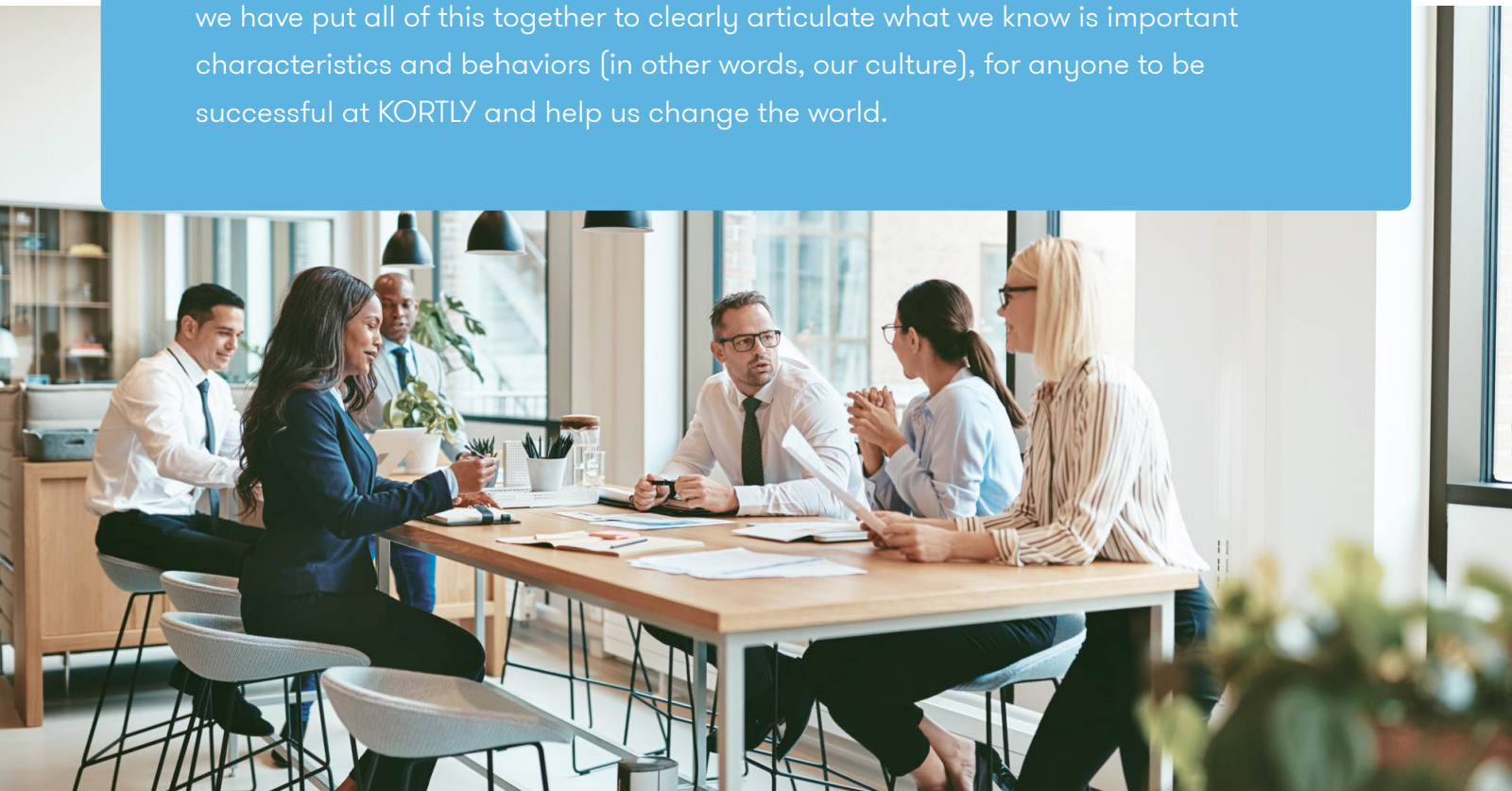
Once you develop your list, you'll begin to spot characteristics and behaviors in the people you meet that align with your company's values.

#### Foot Note:

If you struggle with this, as most companies do, we absolutely recommend that you go through the Mission Statement Made Simple on-line course from Business Made Simple University, Donald Miller.

At KORTLY, we went through this course and in one day were able to create clarity around our own mission statement and how to craft an engaging story to help us understand the key characteristics and behaviors we look for. We do not receive any compensation for recommending this course, but it is worth every dollar at \$275 for a full year of access.

Check out the KORTLY Careers Page (<https://www.kortly.com/careers>) for how we have put all of this together to clearly articulate what we know is important characteristics and behaviors (in other words, our culture), for anyone to be successful at KORTLY and help us change the world.



## 2 | Invite the People You Meet Every Day Into Your World

We all meet interesting people every day. Now that you know what characteristics and behaviors will drive your team forward, you can begin to weave them into your company story and recognize them in others. When you answer the question, “What do you do?”, let these characteristics drive your answer. If they’re a fit, their values will align with your key characteristics, and you’ll both see the value of staying in touch. Your next step is to offer them an invitation to your private network where they will receive insider updates about your team and company directly from you.



## 3 | Follow Up and Share the Inside Scoop!

This is the number one mistake that most people make when building new relationships. They fail to follow up and follow through on their conversation. In Step #2 above, you closed with an invitation to your network to receive insider updates about your team and company. Commit to sitting down every 4 – 7 weeks, and write a couple of paragraphs about what has happened since your last update. Put a reminder on your calendar. Don’t overthink it. The goal is not to sound impressive, it’s to keep your brand and culture top of mind within your network.



# 4

## Get Great Referrals



Always ask for referrals from your network. Here is a closing paragraph you may use in every update:

As always, if there is anything that I may do to help you, please don't hesitate to reach out to me directly. I know I sound like a broken record, but I always enjoy meeting new people and helping in any way that I can. If I may help any of your friends or family members, feel free to make a referral or simply send them this update to get in touch with me.

Great people know other great people. Once in a while you will get a dud referral, but don't let that stop you from continuously asking. It's not a flawless process, but it is an effective one. You also are helping the person who made the referral, which will create a sense of reciprocity where someday in the future, they will want and feel obligated to help you.

### PRO TIP

This is how the best salespeople on the planet sell. It is called relationship selling. They provide value to their network (for free) while keeping everyone in their network updated as to how they can help if anyone ever has the specific problem that they specialize in solving. You never know where your next lead will come from!





# 5

## Abandon Social Media For Engagement

Facebook Messenger and Whatsapp handle 60 billion messages a day (<https://www.theguardian.com/technology/2016/jul/27/facebook-ad-sales-growth-quarterly-results>). Imagine how many hundreds of billions of updates, likes, messages, and cat memes are posted and consumed on social media every day. Too many.



This is why every social media platform has those pesky algorithms that are preventing your content from being shown consistently to your own network! Fifteen years ago, when there were far fewer users and content on social media, we would all see all of the content that our “friends”, or “connections” would post. Now users see a filtered set of content that Facebook, Twitter, LinkedIn, and every other large-scale social media platform deems appropriate to show based on what users are likely to click, like or comment on.

LinkedIn, in particular, is very handy for research and finding background information on people you are about to meet, or people you need to meet. But as a tool for communication, LinkedIn, like every other platform, is terrible at ensuring your message is delivered to your intended audience. And you can forget about tracking to see if someone viewed or click on your message, even if you pay for it.





KORTLY has been designed to specifically solve these problems, allowing you to build, organize, and engage your network, with end-to-end tracking and built-in referrals. KORTLY makes it easy to stay top of mind with the talented individuals in your network that will one day help you change the world.

## Take Back Control of Your Network with KORTLY

By taking back control of your network, you now have the peace of mind knowing that anytime you publish a private update to your network, it will be delivered, and tracked. You will automatically be able to collect and organize referrals from people that will in turn grow your network and reach further. When you are ready, and have the budget to make a hire, go to your private KORTLY network. Within your KORTLY network, you will find great people that are engaged with your brand, motivated by your culture, and can visualize how they will align their passions with your mission to help you change the world.



## Be a Leader Who Changes the World

Attract and hire the people you need to win.

**START FREE TRIAL**