



**Accelerate
Your Business**

Module 2 - Talent Lesson 1.1 Expectations

Action Step

Write down the reasons why you want to manage talent & WHY.

What area of your business are you thinking of transferring tasks from to the talent you are considering hiring?



Accelerate Your Business

Module 2 - Talent Lesson 1.1 Expectations

Action Step

What specifically is your process that you currently have that you want them to now take on? Document each and every step by writing it out in order (Use Google Docs, Word, etc).

Once you have your process documented (fully written out step by step and NOT in your head) - who do you know that may be a good candidate?



Accelerate Your Business

Module 2 - Talent Lesson 1.1 Expectations

Action Step

NOTE: You MUST have the right people in the right seats on the bus. You wouldn't hire someone who is great at the numbers and accounting side to necessarily be the creative marketing genius for you and vice versa. Be sure the person you are hiring KNOWLEDGE to do what you want, has the DESIRE to do the job, and has the TIME to fulfill the tasks at hand.

Accelerate Your Business

Module 2 - Talent Lesson 1.1 Expectations



3 Attributes To Managing Talent Expectations

1. Knowledge - Do they know everything about the position? Do they understand all of the minute details of what you're asking them to do? Not everyone will connect with every job - if that happens - they just need to be in another seat.

2. Desire - Do they have a passion for it? Is it something they are wired to do and is a part of who they are that they have to serve people in the capacity that you are asking them to do so? KEY POINT: You can't push someone into something they don't want to do. If you do, you'll lose the talent, which will start the cycle all over again. Occasionally people have the knowledge and time, but they lose desire. That's OK. Find a different seat for them or let them move on.

3. Time - Can they dedicate the time to complete the task or do the job? We discussed time in the first module - it's imperative that the people you bring on board either on a one-time or ongoing basis understand the time commitment to see the job you want them to do through. Likewise, you must also be willing to invest the time into your potential hire or working partner and give them the resources they need to complete the task or job to your satisfaction. Trial by fire doesn't always work.