

# Chisel Down Your Best Service Crew

## Solidify your recruitment strategy

Up to 89% of hires fail because they can't adapt to the new team environment, and only 52% of home service companies have a recruitment plan to help weather labor shortages and retention challenges. We've chiseled it down to five of the most promising strategies to help you build a team that wins in the long haul.

Make 2023 Your Best Year Yet With  
Future-Focused Employees Who Want to Excel



### Demonstrate a positive work culture

Your job advertisement should include a company description, their core responsibilities and a list of benefits – not just their to-dos.



### Have impactful communication

The same thought and care that goes into your customer experience strategy should also go into the hiring experience.



### Provide learning and training opportunities

If a technician seems perfect for your company but lacks in one area, consider the cost of training them versus hiring someone who has the skill but is a terrible fit for your team.



### Prepare for curveballs

Prioritize candidates who fit your culture and want to learn over candidates who have the skills but have no interest in growing.



### Be transparent about long-term company goals

Invest in technology that will keep you on top of the competition and show prospective employees that you're ready for any challenge.

# LET'S GET TO WORK

**Want the secret to a thriving business? Happy employees!** A happy team will care more about the success of the business and be more productive. But it starts from the top – you need to understand how to hire good-quality workers, and you need to be ready to lead and support them so they'll want to be your partner in growth. Complete the checklist below to see if you're leading your team in the best way possible and brainstorm ideas for improvements.



## TRAINING & ONBOARDING

Do you train your workers and provide them with materials to help them get to know your mission and core values on a deep level?

**YES** – How so? \_\_\_\_\_

\_\_\_\_\_

**NO** – What can you do to start? \_\_\_\_\_

\_\_\_\_\_



## CLEAR EXPECTATIONS

Do you provide clear expectations for each worker and offer incentives for them to go above and beyond?

**YES** – How so? \_\_\_\_\_

\_\_\_\_\_

**NO** – What can you do to start? \_\_\_\_\_

\_\_\_\_\_



## WORKPLACE WELL-BEING

Do you create a safe space for your employees to bring up issues, questions and concerns?

**YES** – How so? \_\_\_\_\_

\_\_\_\_\_

**NO** – What can you do to start? \_\_\_\_\_

\_\_\_\_\_

# EVALUATE YOUR EMPLOYEES

Use this scorecard to keep a pulse on your individual employees and how they're contributing to your business.

- ① Needs Improvement    ② Effective    ③ Highly Effective

Employee Name	<b>Accountability</b> Can you rely on them to get the job done?	<b>Perseverance</b> Are they determined to be successful even after a mistake?	<b>Understanding</b> How well do they understand your services, customers, etc.?	<b>Ability</b> Are they fully able and well suited for the position?	<b>Want</b> How badly do they want to do well?



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