



HOW TO FIND, HIRE & KEEP GREAT BLOKES

THE TRADIES GUIDE TO A WINNING TEAM

Learn Where To Find Quality Staff, Proven Methods For Hiring
With Purpose & Strategies To Keep Your Team Engaged



#1 Leadership And Business Growth Program For The Construction Industry

WELCOME,



If you're a tradie fed up with flying blind, working ridiculous hours and struggling to grow your business you're in the right place. I'm so glad you're here.

Here we help established, high 6 figure and 7 figure tradesman, builders and subcontractors create highly effective, highly systemised and high profit businesses.

You'll learn how to create a business that will give you more income, more freedom, and more time while helping you become the most authentic leader possible.

You'll discover how to develop systems that automate your business, dominate your market, price and win jobs for high profit and transform your business across every aspect.

This document will help you solve the problem of finding, hiring and keeping great blokes in your business.

This is critical for your long term success and growth of your business, far beyond yourself.

The result? A business that YOU run, instead of it running you.

I can't wait to connect with you, hear your results and help you create an incredible business.

Gerard McGann

CONNECT WITH US



www.tradescollective.com.au

HOW TO ENSURE YOU NEVER WASTE TIME, MONEY AND ENERGY ON THE WRONG PEOPLE IN YOUR BUSINESS EVER AGAIN

FROM THE DESK OF GERARD MCGANN,
CEO MASTER TRADES COLLECTIVE

Welcome, I'm So Glad You're Here

Ok so you've determined that you need a new person to join your team. Congratulations, you're growing.

One of the most common mistakes small business owners make, is not getting clear on *who* specifically it is they want and *what* they want them to actually do within their role.

Most try to sell the position to any would be candidate with the old familiar "we'll see how it goes" mentality. This is a BIG mistake.

This sort of recruitment can cost your business thousands. The direct cost of the poor quality or bad workmanship will impact the rest of your team whilst you weed out a bad recruit.

Not to mention the time, money, angst and energy you'll spend repairing their mistakes, and managing the complaints the poor recruit has left you with. Then there is the effort that will go into replacing them also.

Only to then repeat this same process again hoping for a diamond instead of dirt.

The most basic principle of good recruitment is don't try to sell the candidate the job. If you think about it, most business owners do this.

They are desperate to get a position filled because they are already working at 110% or more, and they want relief, sometimes at any cost.

Instead, treat the process like it's an audition.

Every candidate is a NO until they demonstrate that they are a clear 100% YES in your eyes. You set the expectations and the standards HIGH and you don't compromise them.

You ask the candidate if they are willing to play at this level. If you or they don't feel you can make it, It's a NO right away and you can move on.

Better to turn a few away early in the interview process, then to have them blaze a pathway of destruction through your business on their way out.



5 TIPS FOR HIRING GREAT PEOPLE

1. DEFINE YOUR IDEAL CANDIDATE FOR THE ROLE

If you aren't sure what and who you are looking for, how will you know when you've found them?

It is very important for you as the business owner (yes, I know how busy you are) to take the time to define exactly who and what you are looking for before actively looking for someone to fill a role.

Especially if this is a recruitment of a newly created position, but even if it is in a generic position like a tradesman, you need to be very clear as to what, and who you want.

WHAT - Be very specific about the requirements of the role. Eg Working is a fast paced construction environment where deadlines are critical and being a self starter to meet these deadlines is critical. OR High emphasis on quality and service delivery within a workshop environment where accuracy and QA are critical.

It is difficult to get one person to be all of these things. Ensure that you are clear with the work that is required and already be setting your expectations at this stage.

WHO - You have a culture in your business whether you have deliberately & effectively built on it or not. The sort of people you will attract will either align with this culture or it will be a problem for them. People leave people, they don't leave businesses.

As a general rule you will not be able to change basic traits and behaviours ie. You aren't going to train Mr Gung Ho to become quality focused, meticulous and precise. Don't try.

Instead gain an understanding of the people through questions and previous experiences, contacting referees and then ensure you put Mr Gung Ho into the fast paced environment and Mr Meticulous into the quality focused precise work area.

You must first understand your environment, then explain it clearly to potential candidates, then you have a hope of getting the right fit.



As the business owner you need to convey what your business stands for and then let a candidate know whether or not they can meet that to make the grade.

Here are some questions to consider in working out your ideal candidate.

- Is it important that the candidate be a self starter and be able to supervise others, run jobs etc?
- Is it important the candidate be more able to follow directions and ensure all points on a checklist are met?
- What skills must they have and what skills are you happy to help them acquire?
- What constitutes a definite NO from you?
- What is important to you? Timeliness, presentation, quality of workmanship, experience.
- How is your business perhaps a little different from others they may have worked at?

5 TIPS FOR HIRING GREAT PEOPLE

2. WRITE & PLACE AN ATTRACTIVE, YET AUTHORITY BASED AD

Start with a catchy headline to get the attention of your ideal candidate. For Example : Main Headline - **5 Star Electrician Wanted To Join Our Growing Team.** Sub Heading - **Only experienced, tradesman with a love for their craft need apply.**

This will make it easy to weed out the dead wood right from the start, and ensure only high quality people apply.

Write the ad like you were writing to the ideal candidate that you have previously defined, asking them leading questions.

For Example - "Are you a qualified electrician, with at least 2 years experience in residential construction, seeking full time employment with a rapidly growing and established company?"

Are you meticulous with your standard of work, reliable and self motivated, yet can work as part of a busy team?

If YES, keep reading, This may be your dream job."

Outline briefly what is expected by the person fulfilling the role so there are no surprises and you have well informed people applying.

Be clear about your standards and be clear about how to apply for the role.

For example - Please send in a cover letter explaining why we should consider your application and how you will be an asset to the business. Please also attach your resume including 4 references and recent photos of your work.

Ensure that you let your team know that you are looking for someone new.

Make sure your team know your ideal candidate, make sure you still put any recommended people through the full process.



Just because they went well and fitted in somewhere else doesn't mean they'll fit with you.

3. SKYPE INTERVIEW

This is where you do some of the talking (as opposed to the 1-1 interview where you'll be mostly listening).

You were very clear with them about the required ideal candidate in the advertisement and you are clear about the standards that you have in your business.

This is where you can see if they match what you're looking for and give further detail on expectations.

Eg. We require all our people to arrive 15 minutes prior to their shift start to ensure they are prepared for commencement at 7am.

We require you to have a full list of tools which we will view at your 1-1 interview.

Timesheet's are required on Thursdays by 2pm and you are expected to complete a site diary detailing the day.

5 TIPS FOR HIRING GREAT PEOPLE

4. FACE TO FACE INTERVIEW

Remember, don't try to sell them the job. It's an audition and it's a NO until they've convinced you it's a 100% yes.

In my experience wherever I've been unsure and have put the person on anyway, I've always come to regret it.

It is your role in the interview to ask leading, open ended questions and allow the candidate to answer them fully.

Give them plenty of time and space to answer fully and ask them to "go on" if there is more to say.

Below are some example questions you can use. Start off with the basics like :

- 1- Tell us about yourself, your experience, history etc.
- 2- Tell us about the specifics of your previous roles etc.

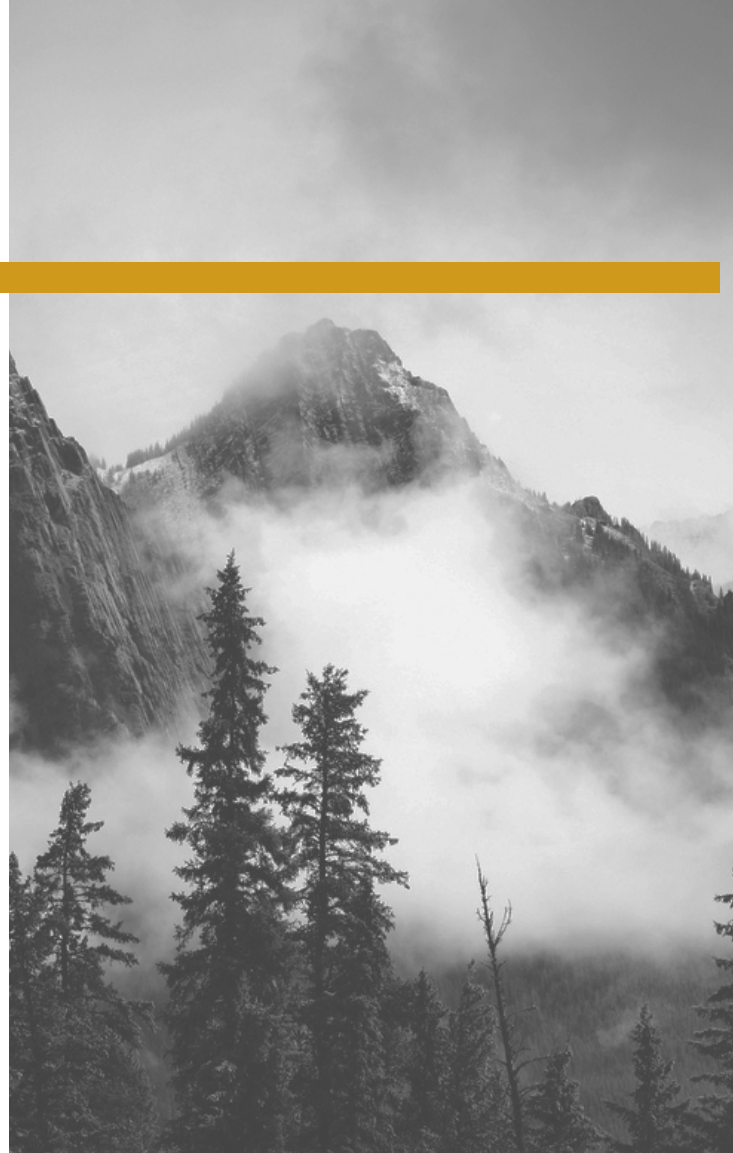
Then move into more challenging questions like:

- 3- Where do you think you are best placed in a team and what are your strengths?
- 4- How are you best lead in terms of you doing the best job you can?
- 5- Where are some of the areas you feel you may struggle and would you benefit from support in these areas?
- 6- Why did you become a >>>>>> in the first place?
- 7- What are your expectations in regards to pay for this role?

Don't make a decision on the candidate until after the interview, make sure you sleep on it.

Give yourself at least a night to think it over before making your decision. Let them know when you'll be back to them and ensure you meet this commitment letting them know if they are successful or unsuccessful.

Call their referees and get their thoughts.



INTRODUCTION, CATCH UP & SET UP FOR SUCCESS

Once you have offered the person the job and they have accepted, ensure that you spend some quality time with your new employee.

(NB You are required as per HSE law to ensure they have a company induction)

Introduce them to your company and provide them with clear expectations and training in your basic processes.

Eg How to fill out a timesheet, how jobs are allocated, where to get materials and tools, who will be their mentor for the first month whilst they learn the ropes etc.

Put some times in your diary to go out and see them to see how they are going first week, 1 month, 3 months, 6 month probation etc.

Ensure you welcome your new person at the next team meeting and get them to tell the team a bit about themselves.

5 TIPS FOR HIRING GREAT PEOPLE

ACTION ITEMS FOR FINDING A WINNING TEAM

- Prepare the key points you need to express in a phone interview prior.
- Prepare a list of interview questions that will be required in a the 1-1 interview.
- IMPORTANT: Make a list of your expectations. This is to be included in a you interviews and induction process.
- Consider using a personality profiling tool to understanding your people prior to employing them Eg. Gallup Strengths will give some amazing insights into what your getting before you decide to give them a job.

THAT'S A WRAP! GET EXCITED BECAUSE YOUR TEAM IS ABOUT TO IMPROVE

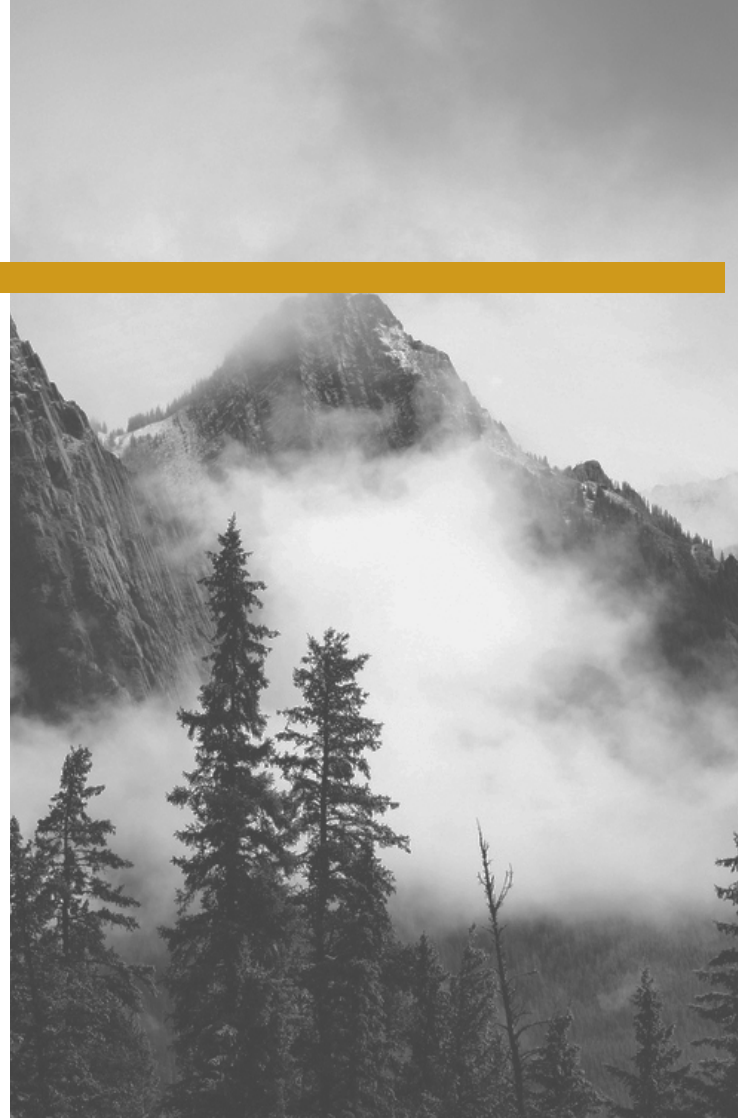
US based Success Magazine estimate the cost of a poor performing employee to be between 6-15 times their annual salary.

Sifting through heaps of dirt to eventually find a diamond is a costly and ineffective strategy. You don't have the time to waste of poor performers.

Most business owners have the experience and insight to make good people selections if they give themselves the chance to get to know them a little before giving them a shot.

Take some time to follow this process and not only will you be amazed by the quality of people there are out there, you'll be amazed just how much they can add value to your business.

After all people are your most valuable resource.



WANT MORE HELP GROWING YOUR BUSINESS?

We hope that you enjoyed this information and gains loads of helpful tips to help you find, hire and keep great people in your business.

If you're looking for further help, please follow us on social media and visit our website to see a full list of our coaching programs. We offer our Good To Great group coaching NSW VIC & QLD and limited places for our Master Trades Collective Board Room Mastermind reserved for high level business owners.

Here at Master Trades Collective we work specifically with established tradesman, builders and subcontractors moving towards creating 1 million dollars profit and beyond.





TOP 5 REASONS TO WORK WITH US

- ✓ You're ready to learn from someone who knows what works. You'll have peace of mind knowing we've walked in your shoes, yet has discovered a system for both growth & freedom.
- ✓ You'll be working with certified a coach - You'll reap the rewards of not only working with a experienced tradie but one that also holds an MBA in business along with high performance coaching accreditations to short cut your path to success.
- ✓ You're done with generalist coaches - feel certain in your decision knowing you'll be working with a coaching firm that is specific to your needs. You'll experience being surrounded by likeminded trades professionals working towards common goals.
- ✓ You'll receive simple, powerful & effective systems - You'll enjoy the ease of implementing systems designed to transform your business, so that you can gain clarity, confidence without working more stressful hours.
- ✓ You'll will have the perspective of a CEO working on your business - Gain world class knowledge, decades of both industry and coaching experience so that you no longer have to work things out on your own. It's time to get the help you need to create both a business and a life you love.



100% Satisfaction Guarantee

We're so confident that you'll love the Master Trades Collective experience, we're willing to personally guarantee it.

Should you decide to join and complete your first month with us, and do not receive the results you were hoping for, we'll gladly refund your money in full.

"WE COULD NOT BE HAPPIER"

We've been working with Gerard since June 2020 and we could not be happier. we initially reached out as our business was growing quickly BUT it was becoming overwhelming both at work and at home causing stress in our relationship.

The program, knowledge, guidance and support we have received has helped us work towards the life balance we want, while also keeping the business moving forward. We love that we have streamlined our business system and are held accountable to our goals. We can't wait to see what the next phase bring us.

Ben & Casey Schneider



"QUADRUPLED MY BUSINESS IN LESS THAN 2 YEARS"

I've never been so excited for what lies ahead and I'm stoked that Master Trades Collective will help guide us there.

We've defined our place in the market and are now working like a well oiled machine, able to enter new areas.

Both my business and my personal life have been transformed.

I can't wait for the next few years working with Gerard,

Dan Shaw



"AFTER 25 YEARS, I'VE NOW GOT MORE TIME THAN I'VE EVER HAD"

I've been in the game for 25 years. I was working way too many hours, wearing way too many hats. I found myself limited, with no forward direction.

Now, I am crystal clear and have more time for my family than I have ever had.

I've built a strong team, strong relationships and dream clients at higher profit. I'm so confident that when I choose to price a job, I am going to win.

Ricky Marco





CONNECT WITH US

MEET GERARD

Founder, Master Planner

Gerard McGann is a high performance coach and planner supporting clients to create businesses that align with their purpose, grow sustainably and deliver profits year after year.

After a long career starting as an apprentice tradesman at just 17 years old, into senior management and culminated as CEO and Executive Director of a multi-million dollar company, Gerard is now living his passion by supporting others to find and connect with their best selves, and build their own million dollar + business.

Gerard's expertise comes from decades of working with high performing teams, running and rebuilding businesses and facilitating growth and development.

His mantra of Good is the enemy of Great motivates him to create outcomes for clients which are often previously not deemed possible.

A natural talent for understanding people in order to unlock their best performance in life and in business permeates through every aspect of his life.

He has a profound ability to support clients to find happiness, along with prosperity.

Above all Gerard is a down to earth connected and present human being who is moved to support other people.

He has found his calling to live his true purpose and do meaningful, authentic work and seeks to support others to do the same.

Gerard holds masters degree in business, certifications as a high performance coach, life coach, executive business coach and NLP practitioner (near linguistic programming).



**THE COACHING
INSTITUTE**





ARE YOU READY TO INCREASE YOUR PROFIT, SYSTEMISE YOUR BUSINESS & FINALLY GET MORE TIME BACK?

If you're ready to invest in both yourself and your business by joining Master Trades Collective, we'd love to hear from you.

FOLLOW THESE STEPS

1. Go To <https://grow.tradescollective.com.au/strategy-call>
2. Book a FREE Growth Ready Assessment Call.
3. Receive your confirmation and 15 point checklist
4. We'll see you on the call.



Growth Ready Strategy Call

TRANSFORM YOUR BUSINESS IN 2021



Book To Avoid Dissapointment

We have limited places available to work with tradies in each state each year.
Please be sure to secure your position in our program asap to avoid disappointment.

Learn these valuable lessons, now before your competitors do!

