



# How To Hire Rock Star Employees

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CEO, Wisper ISP Team

# Nathan Stooke

- ★ My wife is from South Africa
- ★ On US National swim team 1997 - 2000



# About Wisper

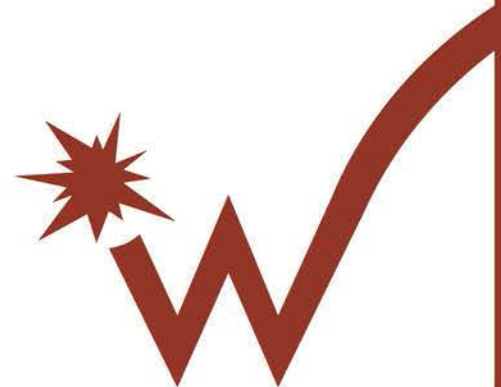
- ★ Started Oct 2003
- ★ 7,500+ customers
- ★ 33 Employees

**Service is our Passion...**  
**Wireless is what we do.** <sup>TM</sup>



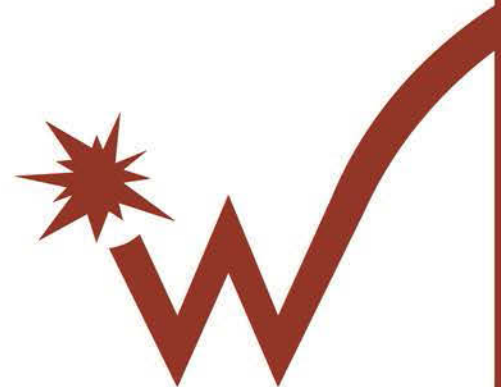
# How To Hire Rock Star Employees

- ★ How many of you do the hiring?
- ★ How many have made a bad hire?
- ★ Traditional hiring process
  - Week at best
  - 80% failure rate



# How To Hire Rock Star Employees

- ★ Successful hiring is the most important factor to the success of your business
- ★ As CEO, my #1 job is to build a strong team

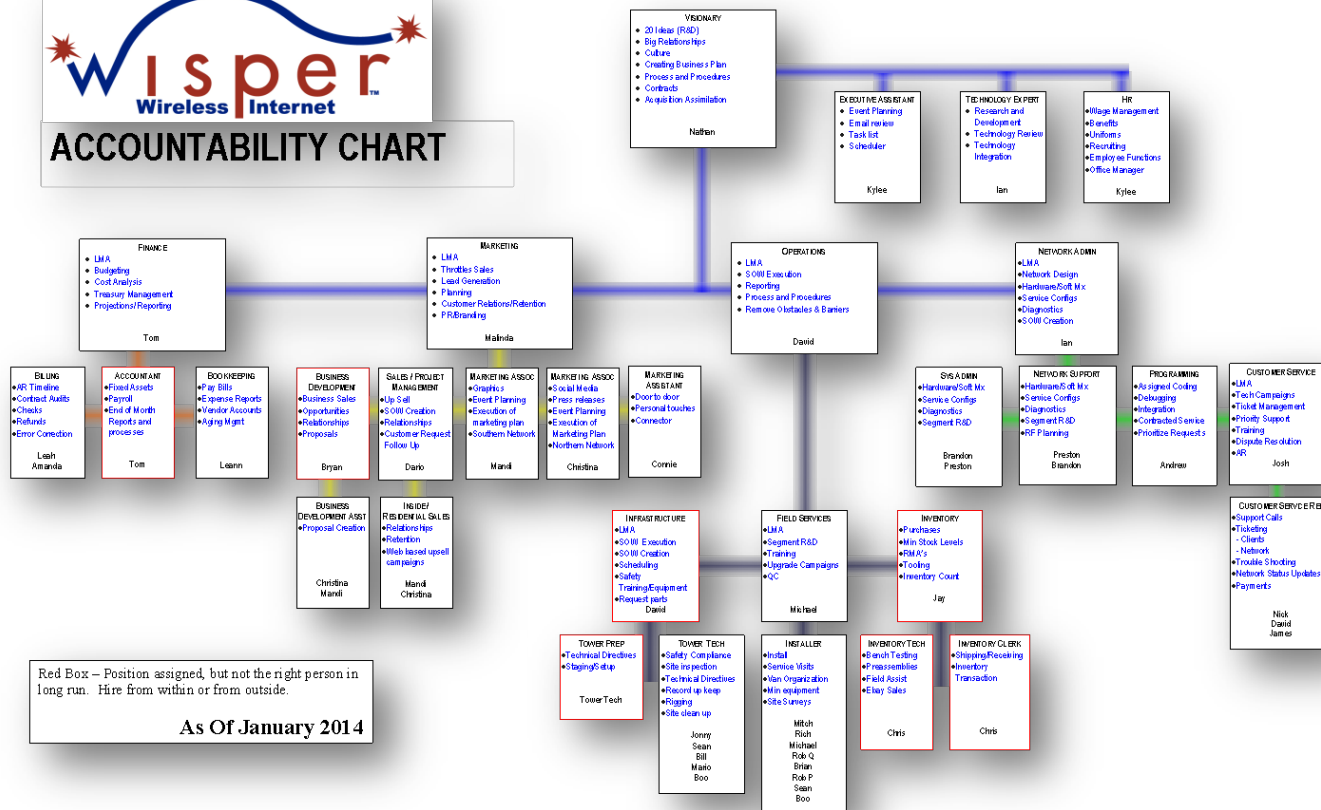
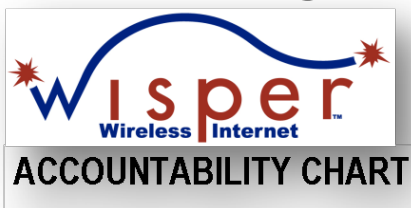


# How To Hire Rock Star Employees

## ★ When to hire?

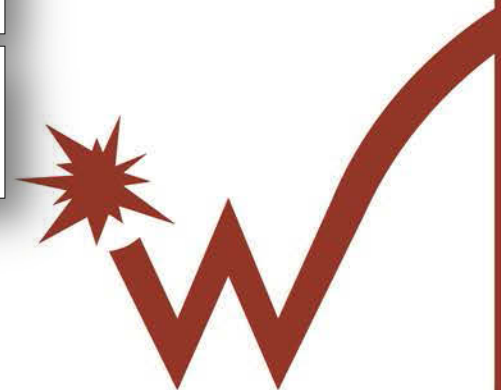
➤ Accountability Chart exercise

➤ Budget forecasting



Red Box – Position assigned, but not the right person in long run. Hire from within or from outside.

As Of January 2014



# Wisper Hiring Process

## 1. Job Posting

### **Wisper Marketing Manager**

Love marketing and have a passion to educate people? Then your dream job is waiting for you. Wisper has been in business for over eight years, growing each year with only word-of-mouth marketing. We are looking for someone to lead the cause of educating our existing and potential clients about the Wisper story and the outstanding services Wisper provides. Your career with Wisper will give you an opportunity to create and implement a marketing strategy from the ground up. The Wisper Team is excited about this new position and the amazing growth the right person will bring to the company. Experience helps, but what we are most interested in is a passion for educating customers, a strong work ethic, and a talent for telling our story. Wisper sells customer service in the form of an Internet connection, and we need you to help us shout it to the world. Please send a one-page letter telling us why you are the right person to tell Wisper's story. You can email it to [employment@wisperisp.com](mailto:employment@wisperisp.com) or drop it off at our office:



# Wisper Hiring Process

## 2. Review Resumes

- We do not place a huge amount of value on resumes
- Look for job hopping/gaps in employment

## 3. Schedule Phone Interview

- How do they present themselves on the phone
- Are they on time for the interview
- Let them know you will be sending them the TopGrading form

## 4. TopGrading Form

- Candidate completes and submits the TopGrading application form
- A players enjoy filling this out, B and C players do not





# Wisper Hiring Process

## 5. Schedule 1<sup>st</sup> Interview

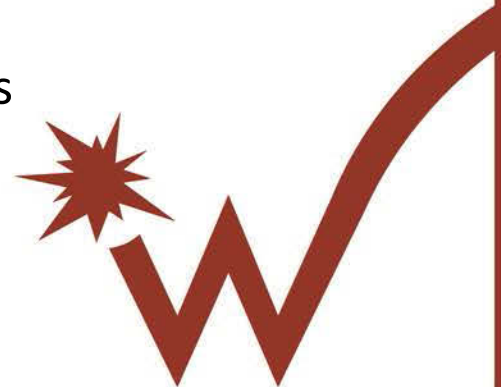
- TopGrading Interview lasting anywhere from 1-3.5 hours
- Very detailed look at entire career history
- Also trying to gauge cultural fit within Wisper

## 6. Schedule 2<sup>nd</sup> Interview

- Technical interview by people they will be working with and HR
- Compare notes after interview

## 7. DISC Assessment

- Online “test” to tell us about their personality
- Verified/Contradicted what we learned in interviews



# Wisper Hiring Process

## 8. Dinner with CEO (possibly co-workers)

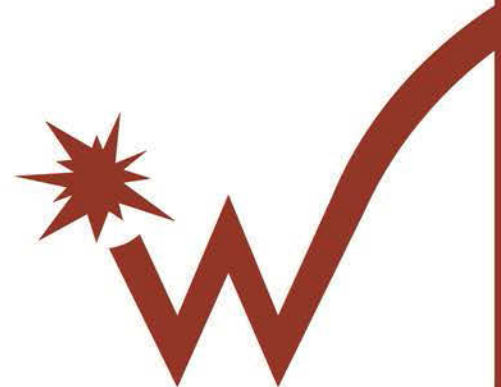
- Dinner with myself/my wife, candidate/spouse
- Are they late? Kind to waiters? How is their spouse?

## 9. Call References

- No one does this, but we do
- Ask more indirect questions

## 10. Make Offer

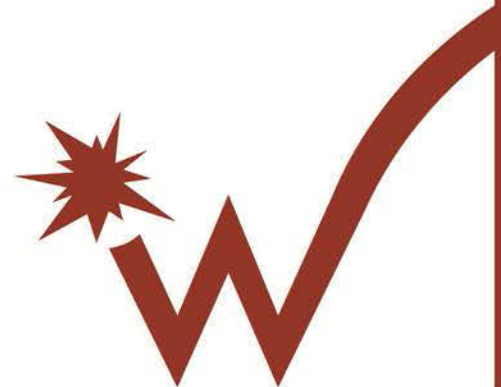
- Negotiate if needed
- Send documents



# Wisper Hiring Process

## 11. Execute New Hire Plan

- Computer setup
- Username/passwords setup
- Training program
- CEO spends first day with employee
  - Tour
  - Introduction to others
  - Wisper vision and core values
  - Job metrics and expectations review
- 90 day probation
  - For Wisper
  - For employee



# How To Hire Rock Star Employees

Successful hiring is the most important factor to the success of your business

