

CLONE CREATION

BUILDING THE TEAM

HOW TO CLONE YOURSELF


w/ Amber McCue

CLONE CREATION

Week Three...

1. Clone characteristics
2. How to find your clone
3. How to make sure your clone isn't an evil twin...dun..dun..dun...dun...





I AM CONVINCED THAT NOTHING WE DO IS MORE IMPORTANT THAN HIRING AND DEVELOPING PEOPLE. AT THE END OF THE DAY YOU BET ON PEOPLE, NOT STRATEGIES.

*- Larry Bossidy, coauthor of Execution
CEO Honeywell, COO GE*

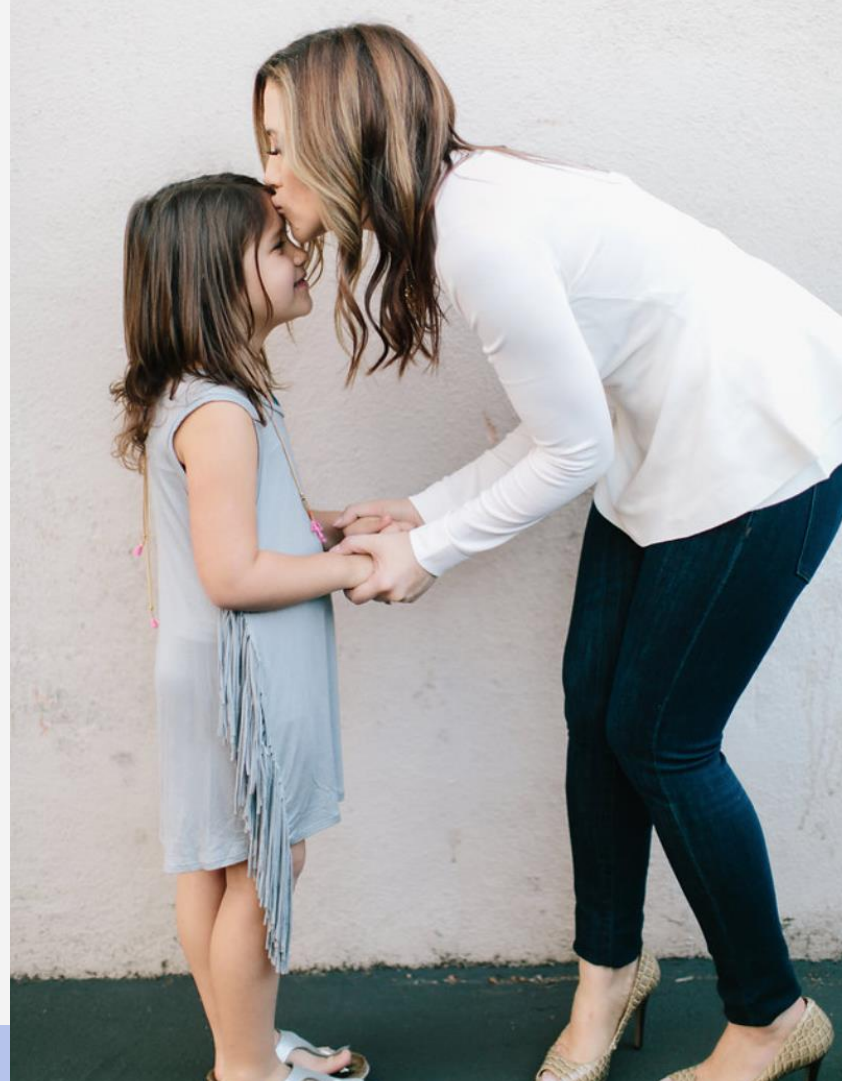
1. CLONE CHARACTERISTICS

- Preparing for your clone search
- Know what you want
- Cultural fit
- How to craft the perfect role for your clone



2. FIND YOUR CLONE

- The best places to find clones
- The best place to find *your* clone
- How to think about comp



3. HOW TO MAKE SURE YOUR CLONE ISN'T AN EVIL TWIN

- The wrong way to interview
- The right way to interview
- Plus more options to ensure that you have got the right person

CLONE YOURSELF. IT FEELS LIKE
SCIENCE. AND IT IS. LEARN
STRATEGIES THAT MULTIPLY YOU.



CLONE CHARACTERISTICS

MODULE THREE - LESSON ONE

HOW TO CLONE YOURSELF

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CLONE CHARACTERISTICS

- Preparing for your clone search
- Know what you want
- Cultural fit
- How to craft the perfect role for your clone



**GET THE RIGHT PEOPLE
ON YOUR BUS.**



RIGHT PEOPLE. RIGHT SEAT.

- Even more important in small businesses
- Timing factor
- Building relationships
- Long term





AVERAGE ISN'T GOOD ENOUGH.

Let's get some new average
players - or even better, a couple
of rookies on the team so we can
get more playing time.

- Chicago Bears

A-PLAYERS

- Chomping at the bit to help the team succeed and achieve their goal
- Sticking up for one another
- Willing to do whatever it takes
- Goes the extra mile
- Over time, as the business grows and changes, you may have to rotate people into a different seat on the bus or out of the organization all together

PREPARING FOR YOUR CLONE SEARCH

Know what you want...

- You have made a list activities you want to
 - a. Keep
 - b. Systematize
 - c. Rightsource
- You have completed the RACI to identify how various roles and responsibilities will get broken up



ROLE DESCRIPTION

Three primary parts to a role description...

1. Overview of the company and role
2. Details outlining what the person in the role will do
3. Key metrics of success

COMPANY AND ROLE OVERVIEW

ONE

- This can be brief or more in depth
- The company overview should outline what your company is all about and get people excited to work with you



COMPANY AND ROLE OVERVIEW

ONE

Hi Amber,

Super exciting news...

Our company is growing (woohoo!) and we're looking for a superstar Customer Happiness Specialist located in the U.S. on the West Coast.

If you love to make people happy and you want to work with me and one of the most dynamic, fun, fast-paced and supportive teams on the planet, we'd love to hear from you.

COMPANY AND ROLE OVERVIEW

ONE

We're starting a local community revolution... We help people “use the internet to get off the internet.”

...We are a profitable, fast growing, all NYC based company.

For a good laugh see our CEO's video about working at Meet-up versus working at Google.

We are looking for a ...

WHAT YOUR CLONE WILL DO / TWO

- Be clear, direct, and go for brevity
- Outline it like a traditional list
- Or say this role is/isn't for you if
 - xyz
- Be sure to include key details like
 - Work location
 - Virtual
 - Hours
 - etc.



WHAT YOUR CLONE WILL DO

TWO

- This position is PERFECT for you, if
 - You can interact with customers of Social Triggers. You can solve account problems, billing problems, and help people with anything they may need help with.
 - You're comfortable using WordPress, social media, and the like. If you're familiar with Wishlist Member, AWeber, and iShoppingCart, that's a huge plus.
 - You're a fantastic writer. You know how to write exactly what you mean, proof-read, and turn ideas into words...
- If you have experience with any of the following, that would be great:
 - AWeber, iShoppingCart, WordPress
 - Billing, accounting, or collections
 - Dropbox, Evernote, and Google Docs
 - Keynote

KEY METRICS OF SUCCESS

THREE

- How will you measure success of this person?
- How will the person in this role know they are successful?
- This is often overlooked, but very critical for mutual understanding of the focus for the role



KEY METRICS OF SUCCESS

THREE

- Client retention
 - Our top clients remain top clients because you rock their world!
- Teamwork
 - You are a valued member of our team. You contribute to the success of the team and pitch in when someone needs a hand or is in a bind.
- Quality
 - You have a knack for the details and deliver high quality work with limited errors.
- Communication
 - We are working at a fast pace supporting fast growing businesses! Communication is key. You proactively communicate solutions to problems, vacations, general updates, and just about anything you can think will help the team or our clients in a professional manner.

CRAFT YOUR ROLE DESCRIPTION

- If you have something on your rightsource list, whip up a role description today. Don't delay.
- Even if you don't post this, it will help you to get focused on *what you want*.
- Challenge yourself not to spend more than half an hour on this one. Focus and get 'er done!
- Next up we'll figure out where you'll find the clone!

FIND YOUR CLONE

MODULE THREE - LESSON TWO

HOW TO CLONE YOURSELF

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**THE NUMBER ONE PLACE TO
FIND A CLONE.**

What is...

REFERRALS.

WHERE ELSE?



fiverr[®]



SOUNDS GENERIC, HUH?

Where to find your clone...

- Is it a repeatable task that is well documented, easy to execute on, low priority?



SOUNDS GENERIC, HUH?

Where to find your clone...

- Is it a repeatable task that is well documented, easy to execute on, low priority?
- Is it a one time design project that you aren't too sure about yet (e.g., graphics, banners, logos)?



SOUNDS GENERIC, HUH?

Where to find your clone...

- Is it a repeatable task that is well documented, easy to execute on, low priority?
- Is it a one time design project that you aren't too sure about yet (e.g., graphics, banners, logos)?
- Is it a big design project that you need to be done right the first time?



SOUNDS GENERIC, HUH?

Where to find your clone...

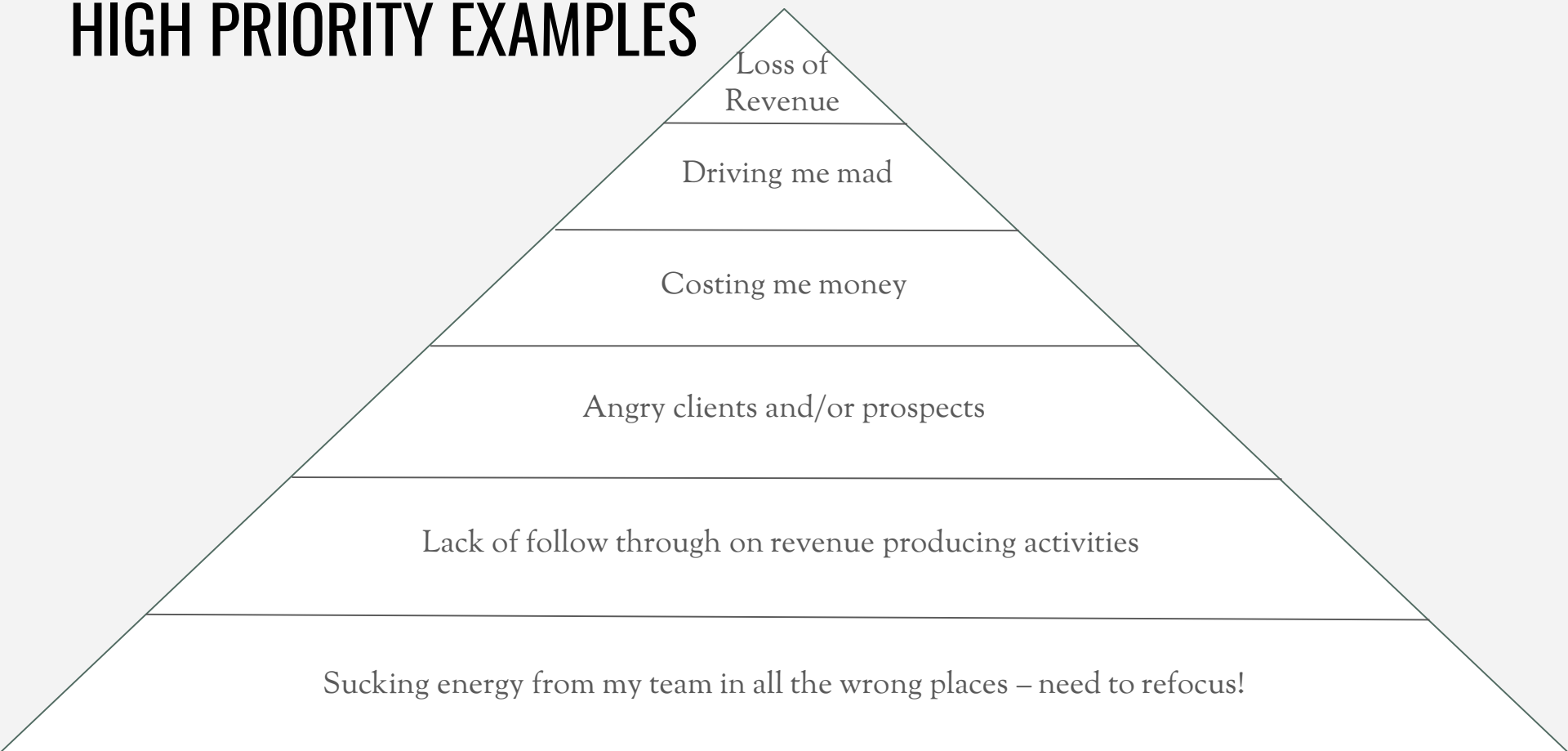
- Is it a repeatable task that is well documented, easy to execute on, low priority?
- Is it a one time design project that you aren't too sure about yet (e.g., graphics, banners, logos)?
- Is it a big design project that you need to be done right the first time?
- Are you looking to outsource repeatable processes that are high priority for your business?



WHAT TO PAY

- Similar to how you might find your clones, you have to think about **what you will pay** for various services strategically.
- If it is low skill activity and something that is a **low priority for your business, you might pay less.**
- If it is a high skill activity and something that is a **high priority for your business, you might pay more.**

HIGH PRIORITY EXAMPLES



WHAT TO PAY SCALE

Low Priority

High Skill

\$\$\$

High Priority

Highly Skilled

\$\$\$\$\$

Low Priority

Low Skill

\$\$

High Priority

Low Skill

\$\$\$

Pay More...

PEACE OF MIND

Pay Less...

TRAIN MORE



WHAT TO PAY SELF EVALUATION

- Are you under investing in your business today?
- Are you over investing in your business today as you think about the value you receive for the service you receive?
- Where do you want to spend high vs. save high as you invest in your clones going forward?
- Share what you are thinking on this topic with your business colleagues – Opening up the conversation about money will only help everyone!

HIGHLY PERSONAL

- As you can imagine this is a highly personal module.
- What's good for my business may not be right for your business.
- If you see someone doing something in their business don't assume you have to do it that way too and vice versa.

IT'S NOT ABOUT IDEAS.
IT'S ABOUT MAKING
IDEAS HAPPEN.

Scott Belsky
Co-Founder of Behance



CLONE OR EVIL TWIN?

MODULE THREE - LESSON THREE

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GET IT DONE + FOCUS FRAN OR...



Get it Done + Focus Fran...



Get it Done + Focus Fran...

MAKE SURE YOUR CLONE ISN'T AN EVIL TWIN...

- The right way to interview
- The wrong way to interview



WHICH IS THE RIGHT WAY TO ASK THIS QUESTION?

- A. Are you good at customer service?
- B. How do you think you will do in a situation where you have to use your customer service skills?
- C. Tell me about a time when you had to respond to a customer who was angry about and requesting a refund for the services she received from you?

WHICH IS THE RIGHT WAY TO ASK THIS QUESTION?

- A. Are you good at customer service?
- B. How do you think you will do in a situation where you have to use your customer service skills?
- C. Tell me about a time when you had to respond to a customer who was angry about and requesting a refund for the services she received from you?

BEHAVIORAL BASED INTERVIEW QUESTIONS

- Traditional Interviews
 - A traditional interview approach allows a candidate to tell you what they want to hear.
 - 10% predictor of future job performance.
- Behavioral Based Interviews
 - Gives you the opportunity to better understand how the candidate has actually performed by capturing real-life examples.
 - 55%++ predictor of future job performance.

PROBE TO DIG A LITTLE DEEPER...



Describe a time when you had to persuade a client to do something they originally didn't want to do.



It sounds like you were able to overcome her resistance and move her forward to a solution quickly. How were you specifically able to influence the outcome of this situation?



How did the client feel about the decision in the end?



Well, a recent client was debating between using constant contact and mailchimp... I knew based on what she needed, ...was going to be the better option for her, but she was resistant. In the end...



I knew her business well and I know the systems. I was able to apply what I knew about both and present her with a business case to get what she wanted. I am not biased toward either system, but this will ultimately be a better choice for her.



...

DID YOU HEAR ENOUGH TO MAKE A DECISION?

Use the STAR method when you are listening to interview responses to make sure you've collected the information you may need to make a smart hiring decision.

S

Situation

Listen for the situation the interviewer is describing. Ask probing questions if the situation is not clear or not fully described.

T

Task or Target

What goals was the person expected to accomplish? What was the task at hand?

A

Action

What did the person do to accomplish the task at hand? What paths did they consider? Why did they ultimately choose the path they choose?

R

Results

What was the final outcome of this situation? What worked? What didn't? What might they have done differently? Were there any lessons learned? Did they build upon what was learned here and apply findings to another project?

GET THEM EXCITED ABOUT YOU...

- Not only do you want to be excited about the client, but you want the job and your company to be so appealing that people are chomping at the bit to work with you.
- You want people to be selling themselves a little in the interview.
- Be realistic about the role and your concerns about the candidate for the role.
- Give them the opportunity to tell you why they are a great fit and match for what you need.

THE INTERVIEW PROCESS

- Write job description
- Post/reach out/network to identify candidates using job description details
- Receive applications
- Setup response processes
- Review the candidate's resume/website/social media profiles
- Select candidates to interview
- Revisit the candidates resume/website/social media profiles to prep for your conversation
- Make a list of interview questions
- Complete interview(s)
- Narrow down candidates
- Make initial decision(s)
- Request references
- Check references
- Extend offer

A FEW MORE NOTES...

- Know what you want
- Never settle
- Keep looking
- Be respectful

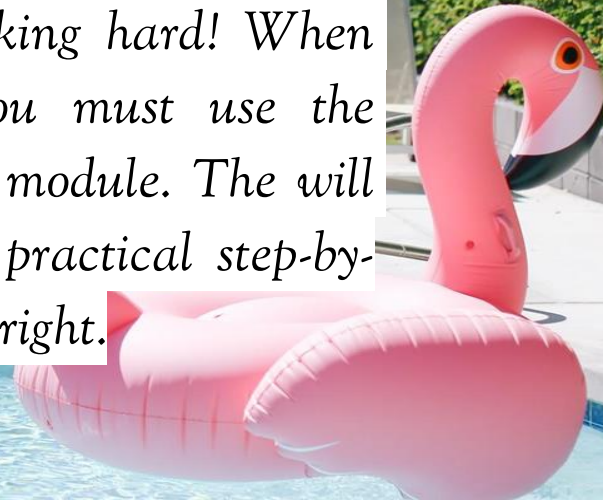


WHAT DO YOU WANT?

- You'll receive a list of interview questions you can pull from for your upcoming interviews with your candidates so don't worry about those now.
- Make notes about the type of person you want to be on your team. List the characteristics you want your clones to have.
- I'm talking about things like: Smart, fun, funny, get-it-done at all costs attitude, like to work in my pajamas, and your values...
- These unique things that make you and your business one-of-a-kind will help you be able to better match the people you want to work with and the people that want to work with you.

ANOTHER FULL MODULE

We aren't done yet! I have some more on this topic! Go have some fun today. We have been working hard! When you go to hire, you must use the bonuses tied to this module. The will give you the highly practical step-by-step you need to hire right.



CHECKING REFERENCES

BONUS

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w/ Amber McCue

CHECKING REFERENCES!

- If you are calling on big companies as references (standard reference checking) people may be less inclined to dish out information due to legal considerations.
- Sometimes people generally just feel bad giving out a bad reference. HOWEVER, there are questions you can ask of anyone that will directionally give you a better sense of what you might be getting in your contractor, employee, or team member.

GET THE MOST OUT OF YOUR REFERENCE CHECKS

- Be specific when you ask questions
 - Ask about specific examples that came up for you during the interview process
 - I am thinking about hiring this person to do these things.... Do you think the candidate/contractor is qualified to do this?
 - I get the sense the vendor may be overstating his or her abilities in this area. Am I misreading this?
 - What are the candidate/contractor's three strongest qualities?
- Probe – Follow Up!
 - You ask :: Is this person easy to work with?
 - They respond :: Who is easy to work with?
 - You say :: Ha - I will take that as a no...

DO I HAVE TO CHECK REFERENCES?

- No!
- I highly recommend checking them in two instances:
 - For big projects or long term relationships
 - When your intuition is talking to you
- See the bonus reference check question set when you need to check references



HIRING CHECKLIST

BONUS

HOW TO CLONE YOURSELF

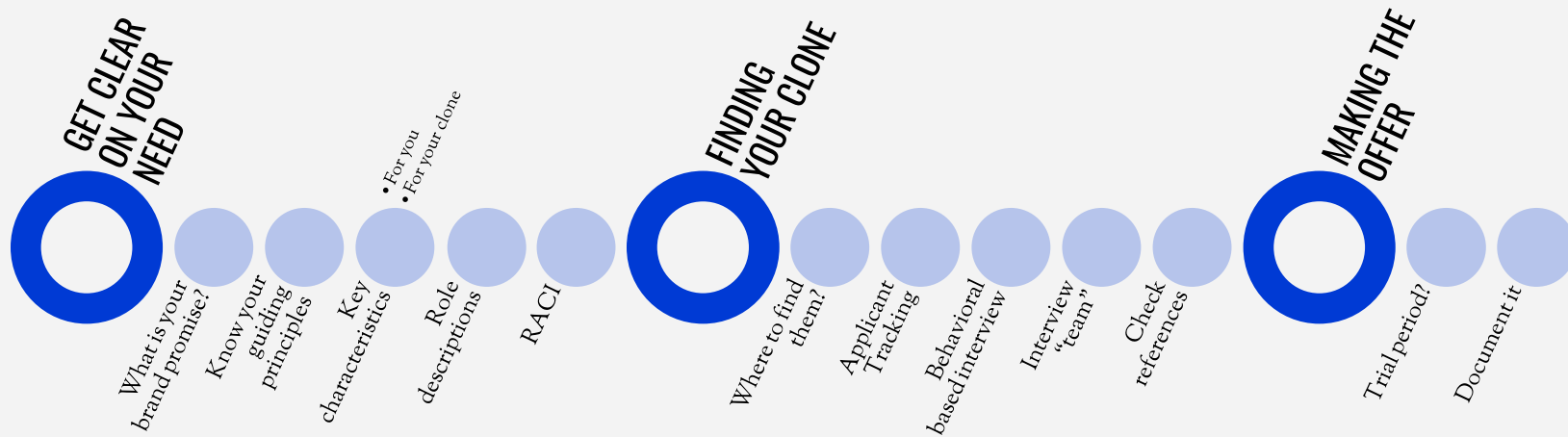
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HIRING CHECK LIST

- There is a lot that goes into bringing someone onto your team.
- This simple hiring plan will break it down for you and serve as a checklist for what needs to be done when.

CLONE PREP CHECKLIST



HIRING PLAN

BONUS



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HIRING PLAN

- Our gift to you!
- Leverage the hiring plan template to systematize the hiring plan



HIRING PLAN



STRUCTURING YOUR OFFER

BONUS

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WORK IT!



TEST THE WATERS

Before going all in on a relationship with someone, test it out first.

E.g., Piece of the project first, internship, contract relationship, 90 day trial, etc.



PART TIME

Do you really need someone full time or fully dedicated to you?

Be sure before you go the full time route. A bored or disengaged employee is not good for business.



CONTRACTOR

Contractors are a great source for short term, ad hoc, or on-off projects.

Contractors often provide their own equipment, have more authority and control over their schedule, their work location, and may work for other people as well, or work for a finite period of time on a specific project.



FULL TIME

As your business grows you may find yourself in a position where you need to bring on someone full time who will work on a more specific schedule on a long term basis.

AGREEMENT

- Even if you do not get a formal agreement in place and you have already discussed the working arrangement with the team members, document the agreement in an email.
- Even for a contractor, you might want to set up a 90 day trial period.

