

Silver Advantage **Consulting Alert**

The Right People Can Make a Difference in the Success of Your Business

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As a valued resource, we are often asked what we feel is the most important thing in a business that most influences the success of that business. Most often, the answer to that question is “the people that work there.”

I recently read *Good to Great*, by Jim Collins, that discusses this issue at length. The author explains the process as getting the right people on the bus, getting the wrong people off the bus, and then getting the right people in the right seats. Only then can you start to take your company where you want it to go. Getting the right people is so important that it is often a good decision to hire someone you think is the right person even if you don’t know exactly what they will do for you once hired.

Think of Green Bay Packers’ quarterback, Aaron Rodgers. The Packers drafted Rodgers even though they had an all-time, great quarterback in Brett Favre, who was at the peak of his abilities. For three years, Rodgers sat on the bench. He learned his craft and was ready to replace Favre (in the job he was best suited for) when the time was right. He is now proving that he was the right person, placed in the right seat on the Packers’ bus.

In hiring the right people, of course you want to hire people with the requisite skills needed for the position. More importantly, you should hire people with the right characteristics to succeed within your company. These employees like their jobs and their employer. They take much less time to manage and, to a large extent, manage themselves, simply based on a good work ethic and the pride taken in the work that they do.

As you proceed in setting up your workforce, be decisive in both your hires and terminations. If you are uncertain about a potential new hire, it probably makes sense not to move forward. If you believe a person is not a good fit, they probably aren’t. The process of getting the right people then needs to be perpetuated with an effective process and by creating an effective environment. This is where creating the proper culture, work space, and a sense of team helps to build and maintain the team you have created.

In some circumstances, your first priority may be to remove the wrong people from your organization. In the worst case, these individuals are a true detriment, drag down the entire workforce, and take an inordinate amount of time to manage. These individuals may be people you like on a personal level, but do not possess the qualities your business needs. You are doing both yourself and that individual a disservice by keeping them in a position doomed for failure. So, the sooner you make the change and get them off your bus, the better.

We believe the negative effects of an improper workforce are far reaching, not just in terms of the dollar cost of personnel, but also to the overall profitability of the company. An ineffective and negative workforce permeates the entire company, causing disruption and poor morale everywhere it makes contact.

The contrast is also true. The right employees truly cost less and create more profit. The right people want to be compensated fairly, but compensation is not a primary motivator. The right employees will draw satisfaction from the overall success that they were a part of creating, and from receiving earned appreciation and recognition. Success, of course, allows everyone to be fairly compensated.

The effort in building the right team may seem like a lot of effort, and it is. We believe it is worth it. Smaller companies without a formal HR function may feel they don't have the time or resources to devote to this kind of effort. The truth is that help is available. Here at Michael Silver & Company CPAs, we utilize the services of people outside the organization to help in our own personnel staffing. The most important thing we have learned along the way is to use a proactive, rather than reactive, strategy with personnel. And, to assist many of our clients in this effort, we have found the right accountants for their organizations. We can help you too. Just let us find qualified accountants for your business. We'll send them over to you and you can decide which individuals are the right people to put on your bus to success.