

Ep #96: Why We Hire the People We Know We Shouldn't
Episode Transcript



The image is a podcast cover with a teal background. On the left, a white box contains the text 'LEAD YOUR TEAM' in large, bold, black serif font, with 'for Female Entrepreneurs' in a smaller, italicized serif font below it. To the right is a photograph of a smiling woman with blonde hair, wearing a white halter-neck top with a geometric pattern. Below the photo, a white box contains the text 'with KRIS PLACHY' in a serif font.

LEAD
YOUR
TEAM
*for Female
Entrepreneurs*

with
KRIS PLACHY

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Hey, I'm Kris Plachy, host of the Lead Your Team Podcast. Running a million dollar business is not easy, and whether you're just getting started with building your team or you've been at this for a while, I'm going to bring you honest, specific, and clear practices you can use right now, today, to improve how well you lead your team. Let's go ahead and get started.

Well, hello, how are you? Hey, we are coming into the homestretch of 2020. Let's do this. I have a lot to share. So, first of all, I'm incredibly excited about what my mind is telling me will be a very powerful foundational year for 2021. So I don't imagine it as like this, like springing forward, but more of a, "All right, like 2020, if we did our job and we did our work, meaning we sort of paid attention and we accessed the lesson of the year, I think 2021 is going to be a very powerful time for all of us to reconnect and lay a foundation for building something that's going to be really, really powerful moving forward." So I want to really lean into that. Well, I am leaning into that. Then, of course, because you listen, you hear me talk about it.

The other thing I want to always emphasize is for you, as my listener, is I think it's so critical as a woman to give yourself time and space to tap into your own personal wisdom. I think that in a time that we've been through, we've all had to leverage the knowledge and the advice and the experience and wisdom of others, which is normal, but I also know that your internal knowing is always going to be at the heart of your own brilliance and success, but we get filled with noise. There's so much, right now the chatter is really loud. Even if you're trying to keep yourself removed from it, it's pretty damn loud. So that's why, I know I've mentioned this before, I really want time with women who want to work with me to tap into that wisdom and knowing in a way that maybe you haven't done before. Women I've worked with in the past will tell you that we have very powerful, meaningful, shifting kinds of conversations that I don't even think you would anticipate.

So that's what we're going to do in my Time To Begin Again Virtual Retreat that I'm offering to current clients, meaning people who register for the How to CEO Program starting on January 20th; my Labbers, who are current clients who will be moving into the lab of my private clients. So if you are considering our work together, I think that this is the time to make that decision. Because of interest, we have moved up the registration date for the early registration, which early registration has some extra benefits: a reduced registration fee, the virtual retreat, and the Managing Overwhelm four-part video course series. So a lot of really valuable resources plus we start together in January with, honestly, the women who've already enrolled, like this is going to be such a powerful group of women.

So in addition to our work together, the leveraging of who you're going to be able to access in this group is going to be so powerful, and then our guest experts, who, it just goes without saying, but Brooke Castillo, Ali Brown, Eleanor Beaton, Emily Sandberg, Camille Broussard Wise, Stacy Tuschl, Tanya Lee, and Leila Hormozi. Just, come on, you guys, this is such a lineup of women that you would pay what you're going to pay me to spend like 10 minutes with each of

Ep #96: Why We Hire the People We Know We Shouldn't Episode Transcript

them. So I can't make this up. I love who I get to work with and who I know and who I get to share with you, and I just want you to come into my community and join me at this table. It's unlike any other table on the planet.

Okay, so I have other things I want to talk to you about, which are not ... this is not nearly as sexy, but I think it's relevant and it's coming from a very authentic, genuine place for me. The topic is why we hire people when we know we shouldn't, or why we hire the people we know we shouldn't. This is on the heels of me doing some more interviews. I will tell you what, here's what I've learned about myself. Oh, by the way, CEO who develops people to be amazing CEOs, is that I am an incredible leader and coach for people who are at the more strategic levels in a business, but I am really, really bad at hiring very tactical people. I have a terrible time at it. So we need a very tactical, foundational implementing focused assistant, like a VA, just really like somebody who's brilliant at posting things in Planoly, posting things in ConvertKit, posting things in Kajabi. No strategy. Just wants to do things and loves it and waits for direction and gets it done. Struggling.

So I've had several interviews over the past couple of weeks, and I have had people show up in hoodies. I have had people show up in pitch black rooms where all you could see was their light and their face, and that's it. I've had people tell me, "I just didn't want to do boring work." I'm like, "Well, okay." I've had people interview with me sitting in their car. I've had people be late. I've had people send me the long links to meet. I've had the people sitting on the floor, leaning on their bed. There's a couple of things that, to me, it's like, you didn't even check out my business because if you wanted to work in the business that I think represents the brand, it represents none of this is going to happen if you're paying attention. So from my perspective, there's a lot going on in who's applying for work right now and that's a whole other podcast, like how to not get a job. I can tell you 400 ways to not get a job.

But here's what I will tell you. I met with Michelle, who you all know, Michelle Arant, who is an incredible coach and also an amazing director of operations. After I had these meetings, I said, "Well, you know, I mean, they were nice," and I started to justify hiring them. Michelle was the one who said, "Whoa, no, what are we doing? Why are we talking about this? It's a no. They're a no. It's a no. We don't even need to discuss." You have to trust yourself. So we talked about that like, "Oh, this is so interesting." Like, watching me want to convince myself that one of these people is going to work out. No, they don't work out in the interview; they are not going to work out as a hire. Can we say that again? If they don't work out in the interview, they are not going to work out as a hire.

I just had this happen again. I got an invite from someone who said she'd love to meet with me so I asked her to send me an invite. She sent me an invite. It had a Google link in it and a Zoom link in it. The Zoom link was at the top of the invite, I didn't see it. So when you open the invite, all there was, was a Google link. I clicked the Google link. I'm waiting there, she doesn't show

Ep #96: Why We Hire the People We Know We Shouldn't Episode Transcript

up. I emailed her, and then 10 minutes into the call that we were supposed to have, she emails me and says, "Oh, I'm on Zoom. I told you I was going to send you a Zoom link." I looked at the invite and I'm like, "Well, there is a Zoom link, but it's up at the top and it's not visible. Why is there a Google Meets group?" This is someone that I want to work with my clients to book appointments. You know what, I'm sure she's lovely. I don't have anything against her, but I watched my brain like, "Well, maybe I should still meet with her," and then I'm like, "No, Kris Plachy, we can't. That's a mistake that if it happened with your client, that would not be good. It's a no."

So for you listening to me, because I know you're getting ready for next year and you're looking, hopefully, you're looking at your staffing plan and you maybe need some extra support, do not compromise on support roles, or any role, but the support role especially, you will lose your mind. So you can't be desperate. You can't compromise. The reason that we hire people when we know we shouldn't is because we are overlooking our own expectations and values, and then they come and they work for us and they don't deliver and then we think our expectations are unreasonable. Even though that person showed you already they're not capable of meeting your expectations because in the first five minutes they didn't. So don't. Don't do it.

Now, what it requires of you is being really clear about what you want. I don't want to hire somebody who's going to be late. I'm terrible at the details. I can't hire someone who also is. I'm very open about that. I'm terrible at them, but I don't need to be good at them anymore. I need to be a good coach and a good leader. I can have a team of people who are great detail people, right? So what are those basic expectations really of an interview and then stick to it, and then I honestly think have a person who will be your wingman that says, "Hey, no, we're not compromising on that because when you're desperate, I know it, man, you're like, 'Please help me get some help,' and you start to compromise, and then that's when you end up with me trying to figure out, 'Wait, are my expectations unreasonable? What's happening?'"

So you're normal if you compromise because you're desperate. What I want you to do instead is be clear about what you expect and be willing to say no. Don't overanalyze it. There will be a good, amazing person. I trust that the more consistent I am in what my expectations are of who I hire, the more I will attract that person. You've heard me say this before, your business is a kingdom. Who gets the privilege of being a part of it? Not, who can you get? Not who wants you, but who do you want to invite into this gorgeous kingdom you are building? That's yours to own, and that will mean disappointment, frustration, some impatience, but ride it out and get back in, and get more clear, and then extend more invitations and see who you meet, okay?

So no more desperate hiring, no more hiring people you know. You really shouldn't. Wait it out. It's worth it. Because hiring somebody who isn't who you need in your business is painful to move through the process of removing them, and I know you know that. It's so much easier to

Ep #96: Why We Hire the People We Know We Shouldn't Episode Transcript

say to someone quickly, "This isn't the best fit, so I'm not going to move forward" versus "I'm letting you go" in someone who's now part of your business. Trust me, okay?

All right, so if you're not on our wait list yet, go to howtoceojoin.com. Get on the wait list. The early registration will be closing soon, and I want to make sure you have the opportunity to benefit if you're going to join me anyway from the virtual retreat, which will be on January 2nd. It will be recorded, so if you can't come live, you will still have access to it. You'll also have the Managing Overwhelm course, and then you're also going to join us for How To CEO, our 12-week program, where I give you the CEO blueprint and I walk you through exactly how to hire, fire, delegate, hold people accountable, coach, build your whole leadership operating system as it relates to your team, deal with difficult employees, manage your own overwhelm, and then on top of that, the eight guest speakers that we're integrating. It's just such a brilliant place for you to be to start 2021 off with a cohort, with a group of women, with coaches who are going to support you and do live coaching with you with resources and tools, a gorgeous How To CEO book that comes with the program. I am so proud of what we do that I can't stop talking about it.

So [howtoceojoin](http://howtoceojoin.com), get on the wait list so that you can then access the early registration because that's how we're going to be extending that to you, okay? All right, my friends, have a fabulous, wonderful morning, day, afternoon, evening, walk, train ride, kitchen cooking, ironing, exercising moment, and I will talk to you next time.

One more thing before you go, in a world of digital courses and online content, I like to work with my clients live because I know that when you have someone you can work with, ask questions of, and meet with, you're so much more likely to get the success that you want. So head on over to howtoceojoin.com to learn more about our very exciting, very exclusive program just for female entrepreneurs. We'll see you there.