

EPISODE 197

# BUILDING A DREAM TEAM: KEY FACTORS IN HIRING AND RETAINING TALENT FOR SMALL BUSINESS SUCCESS

*SYSB PODCAST WITH*

**JEREMY GOTWALS**



## **BUILDING A DREAM TEAM: KEY FACTORS IN HIRING AND RETAINING TALENT FOR SMALL BUSINESS SUCCESS** WITH JEREMY GOTWALS

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In this episode of the "Scale your Small Business" podcast, host Jillian Flodstrom interviews Jeremy Gotwals, a serial entrepreneur and expert in hiring and team management. They dive into the topic of identifying and hiring the right talent for small businesses. Jeremy emphasizes the importance of focusing on vision, character, culture, and personality when selecting candidates. He believes in hiring individuals with potential and passion rather than solely focusing on skills.

When it comes to retaining employees, Jeremy discusses the value of providing autonomy and freedom within the workplace. He highlights the significance of cooperation and collaboration, allowing team members to take ownership of their roles and departments. Jeremy also emphasizes the need for clear processes and standard operating procedures to enhance training and development within the company.

Regarding team management, Jeremy suggests using project management tools like Asana and Slack for effective communication and organization. He emphasizes the importance of finding the right tool that suits the team's needs and encourages regular communication through Zoom meetings. However, he cautions against overdoing meetings and wasting time unnecessarily.

Reflecting on his own experience scaling a business, Jeremy advises against scaling too fast and emphasizes the importance of building solid onboarding processes during the growth phase. He acknowledges the trial-and-error nature of scaling and highlights the value of learning from past mistakes.

Overall, this episode provides valuable insights and practical advice for entrepreneurs and small business owners seeking to identify, hire, retain, and manage talent effectively.

### **LEARN MORE ABOUT JEREMY GOTWALS:**

INSTAGRAM: @JEREMYGOTWALS

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WEBSITE: JEREMYGOTWALS.COM

# KEY TAKEAWAYS



- ✓ Jeremy Gotwals, a seasoned entrepreneur talks **hiring and retaining talent**.
- ✓ Focusing on **vision, character, culture, and personality** when identifying the right talent to hire for your business is crucial. He values individuals with **spirit, passion, and a love for people**, even if they may not be the top performers initially.
- ✓ Candidates who work fast and adapt to a changing environment is crucial for small businesses. Emotional intelligence and business understanding is significant for creating a return on investment for clients.
- ✓ There is value in providing autonomy and freedom to employees. Emphasizing cooperation and collaboration, allow your team members to take ownership of their roles and departments.
- ✓ Documenting processes, creating standard operating procedures (SOPs), and knowing what great work looks like. Tailoring training exercises to employees' interests and encouraging innovation are key to fostering growth.
- ✓ Project management tools like Asana, Monday.com, and Trello are effective in managing remote teams effectively.
- ✓ Regular communication, both through software and virtual meetings, is crucial for managing remote teams. Finding a balance between providing support and not overdoing meetings to avoid wasted time.