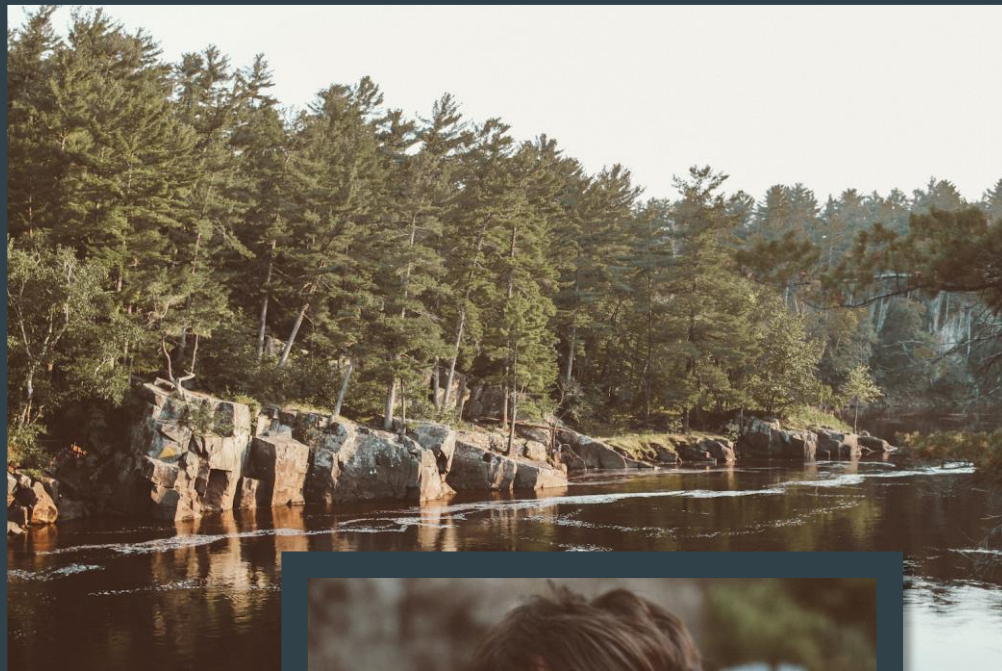




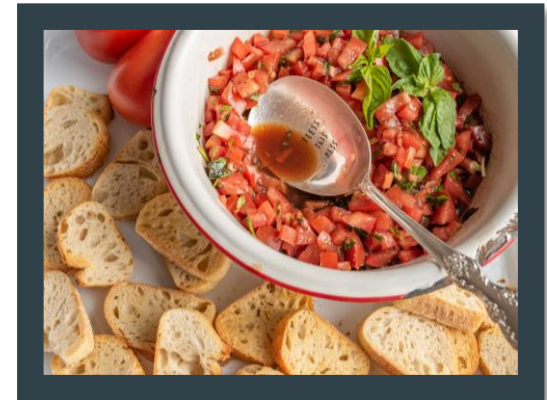
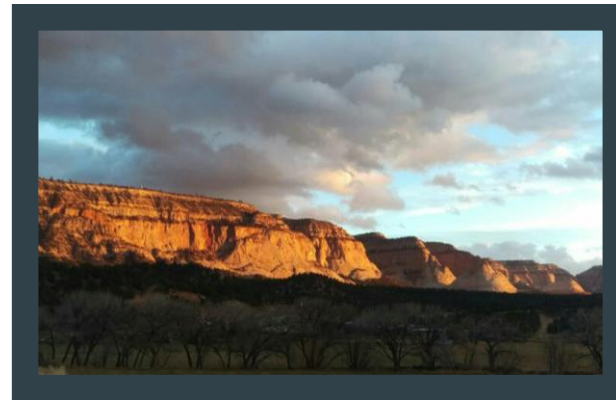
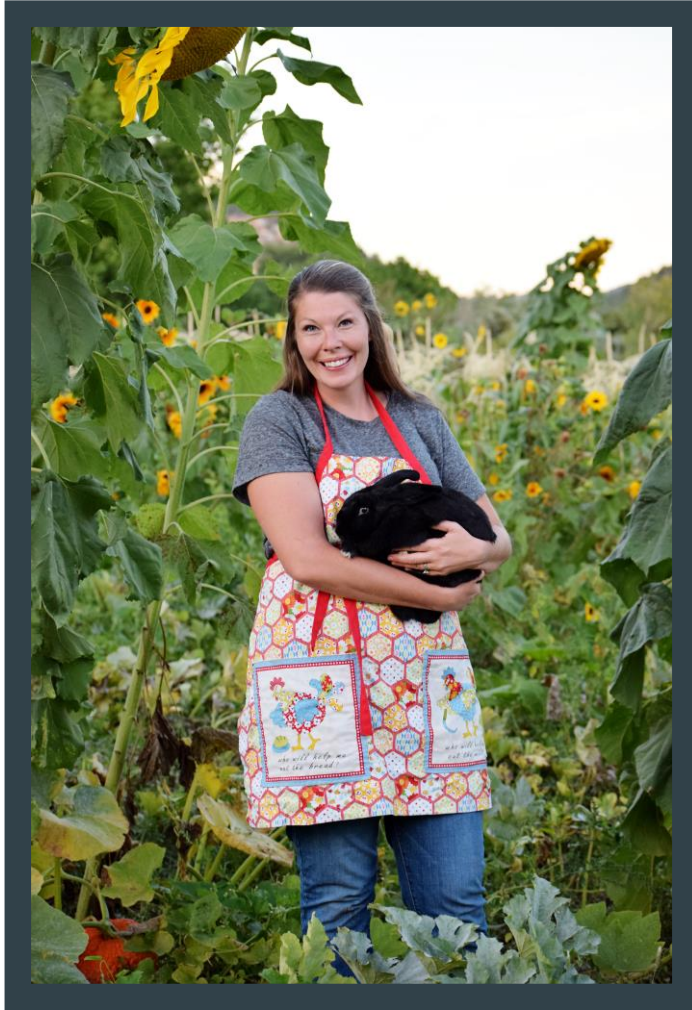
**The Secret Recipe
to a Caring,
High-Performance Team**



emily
P E R R O N



BLESS THIS MESS





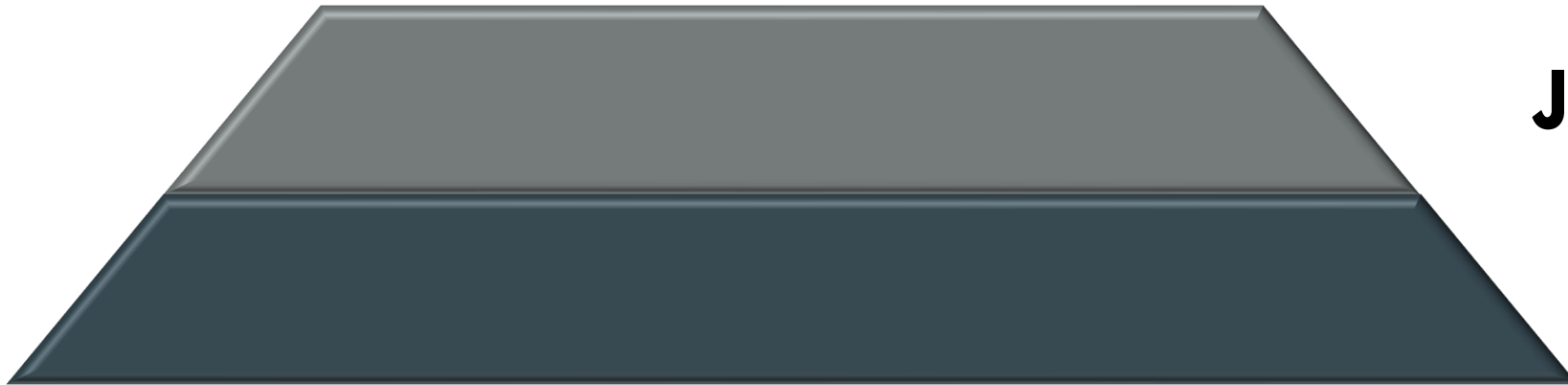
The Five Ingredients

The Five Ingredients



Org strategy

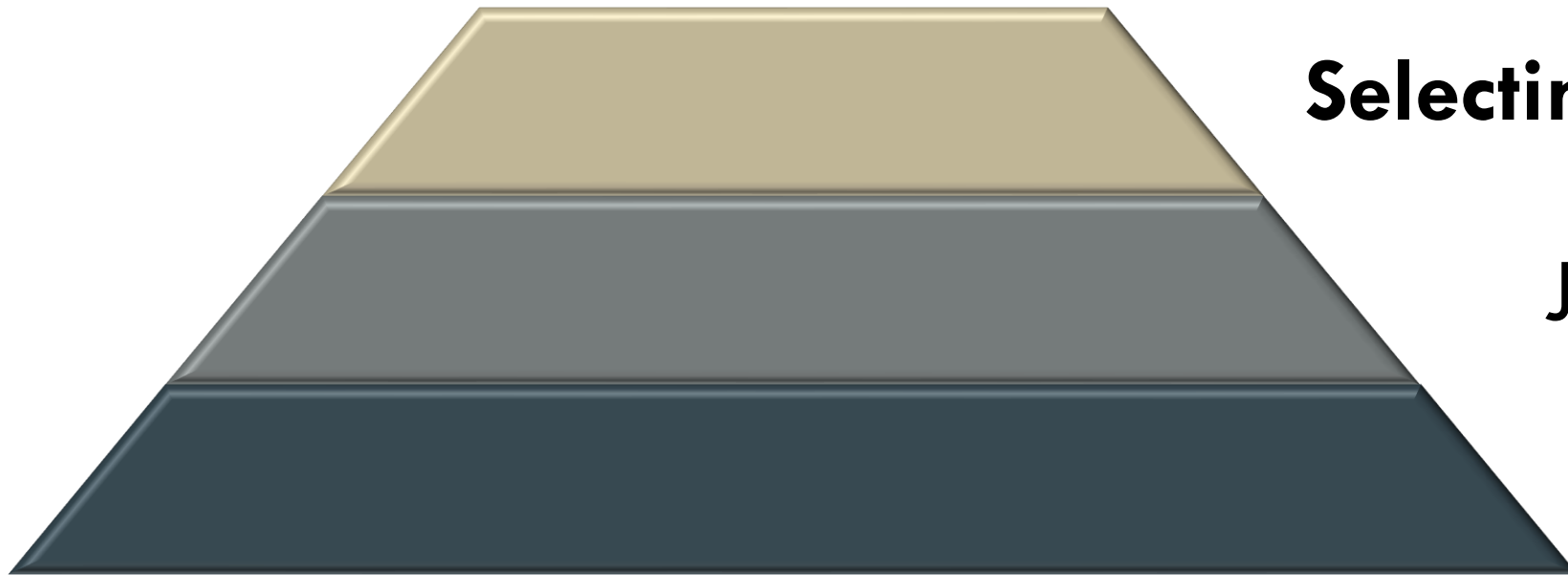
The Five Ingredients



Job posting

Org strategy

The Five Ingredients

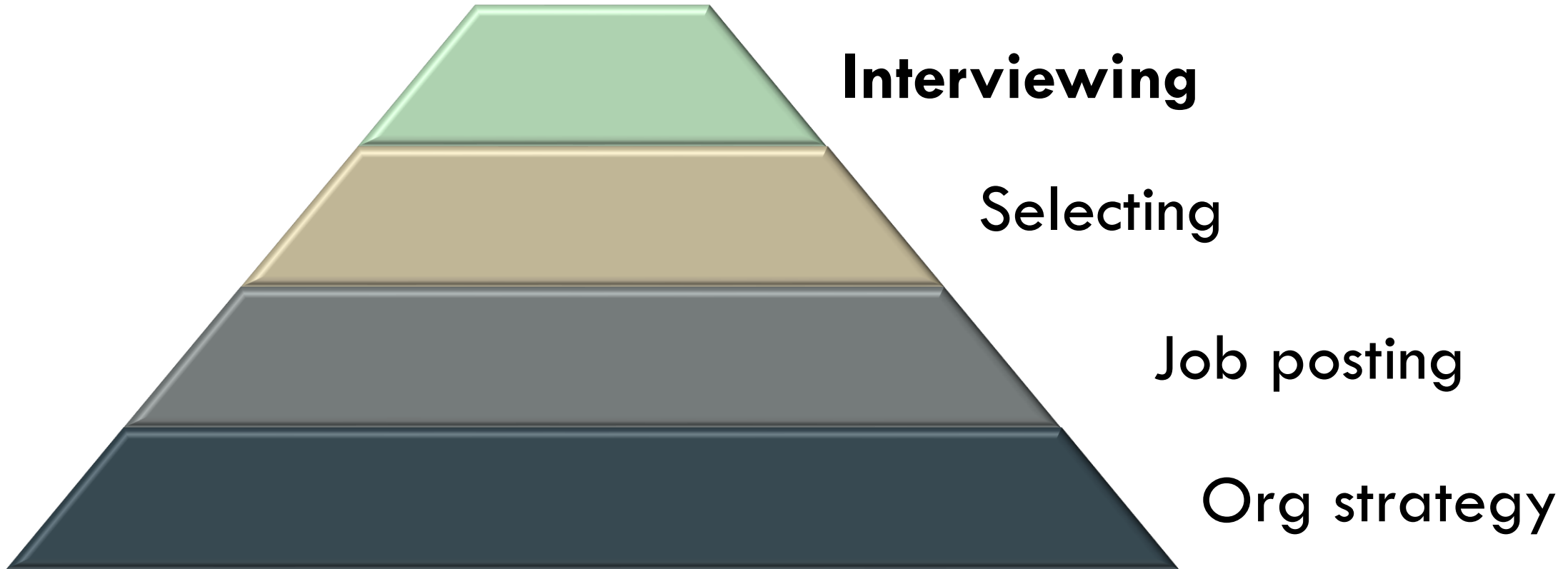


Selecting

Job posting

Org strategy

The Five Ingredients



The Five Ingredients



Onboarding

Interviewing

Selecting

Job posting

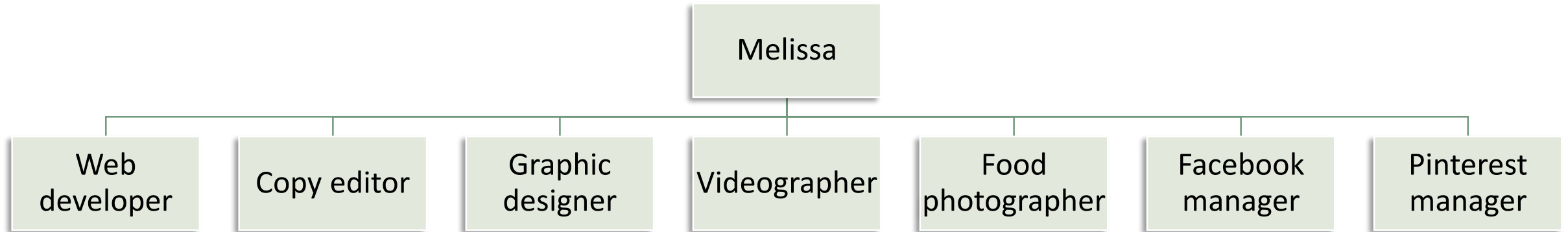
Org strategy

Ingredient #1

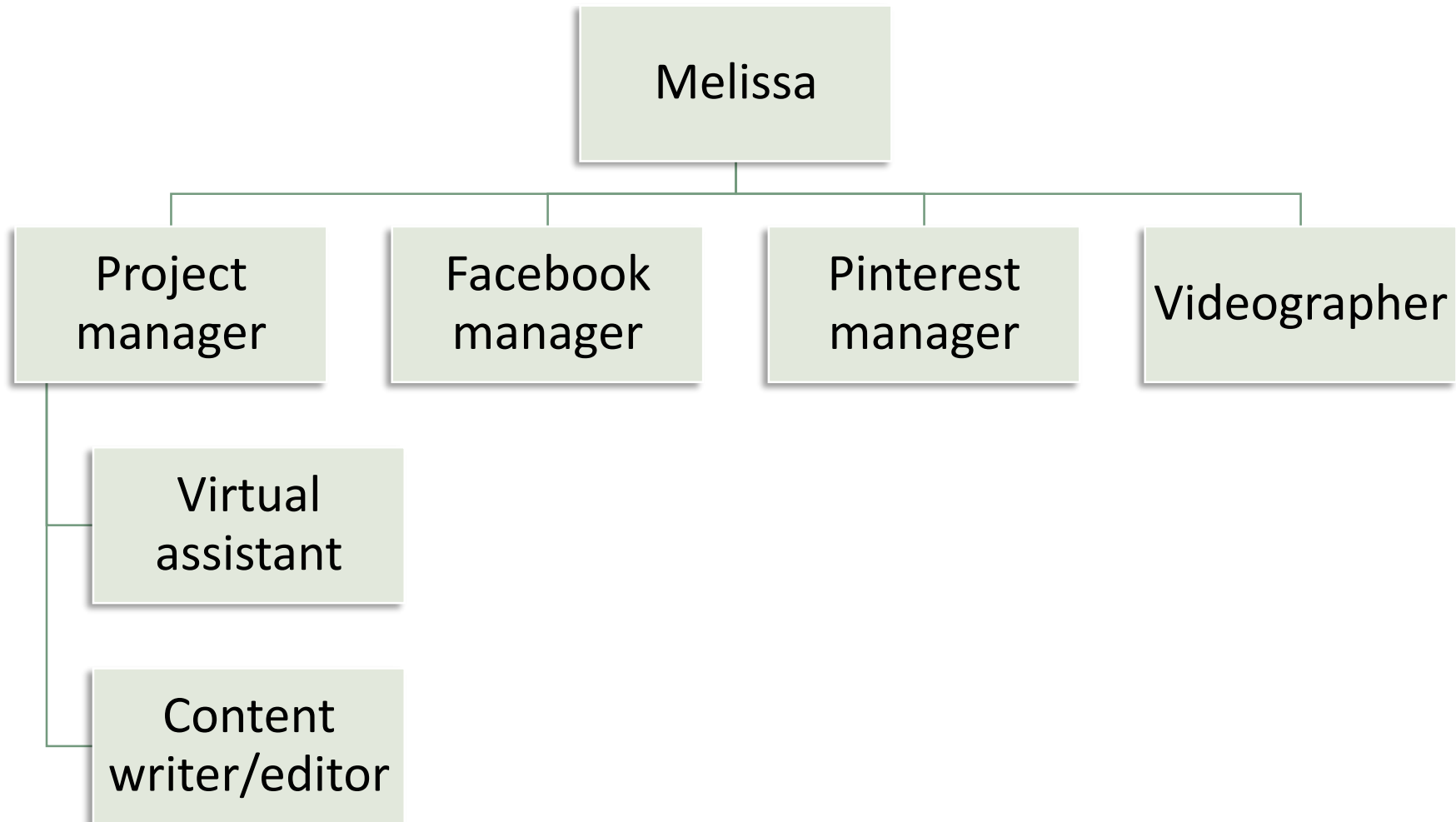


Org strategy

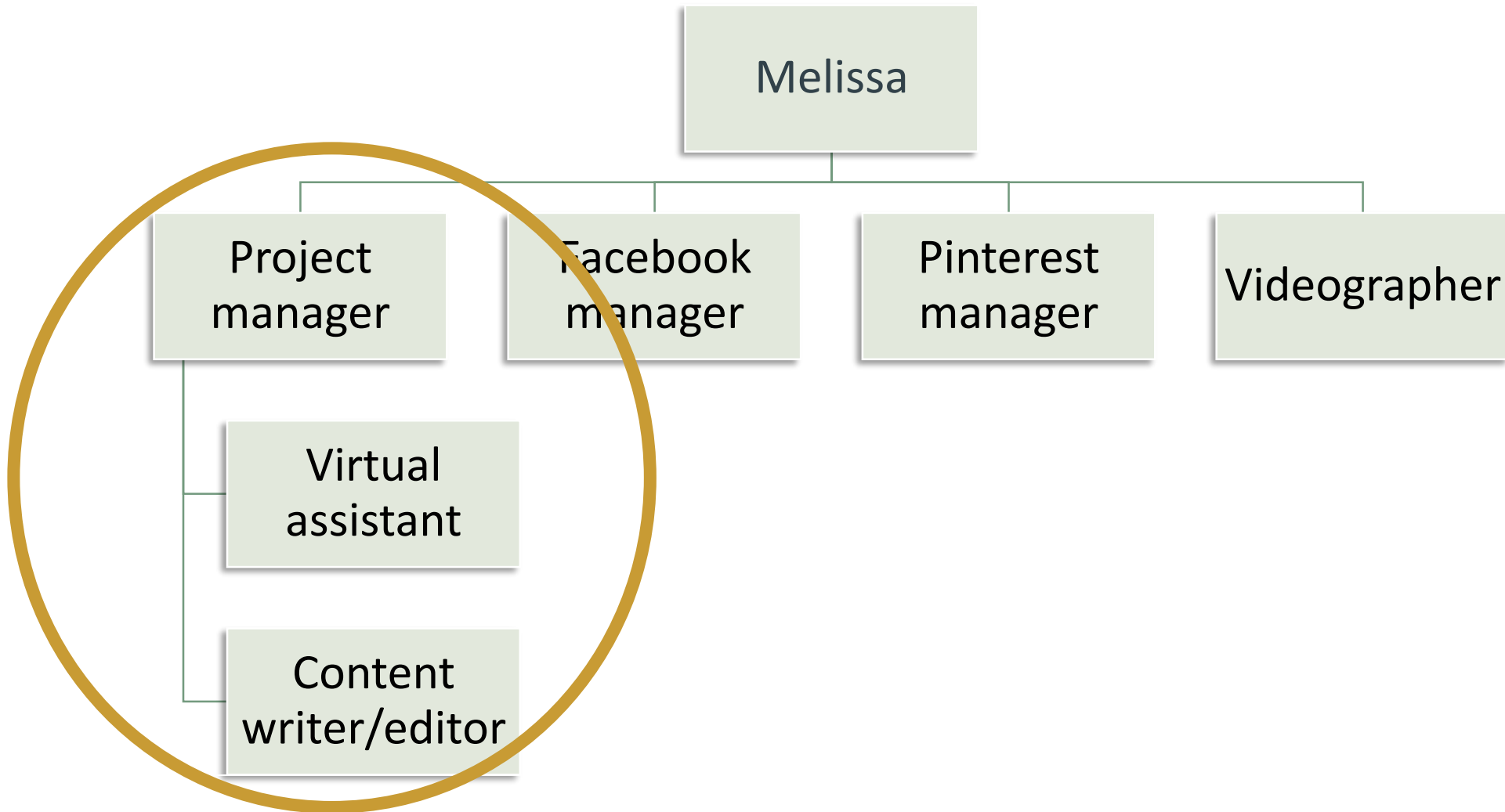
Bless This Mess Before



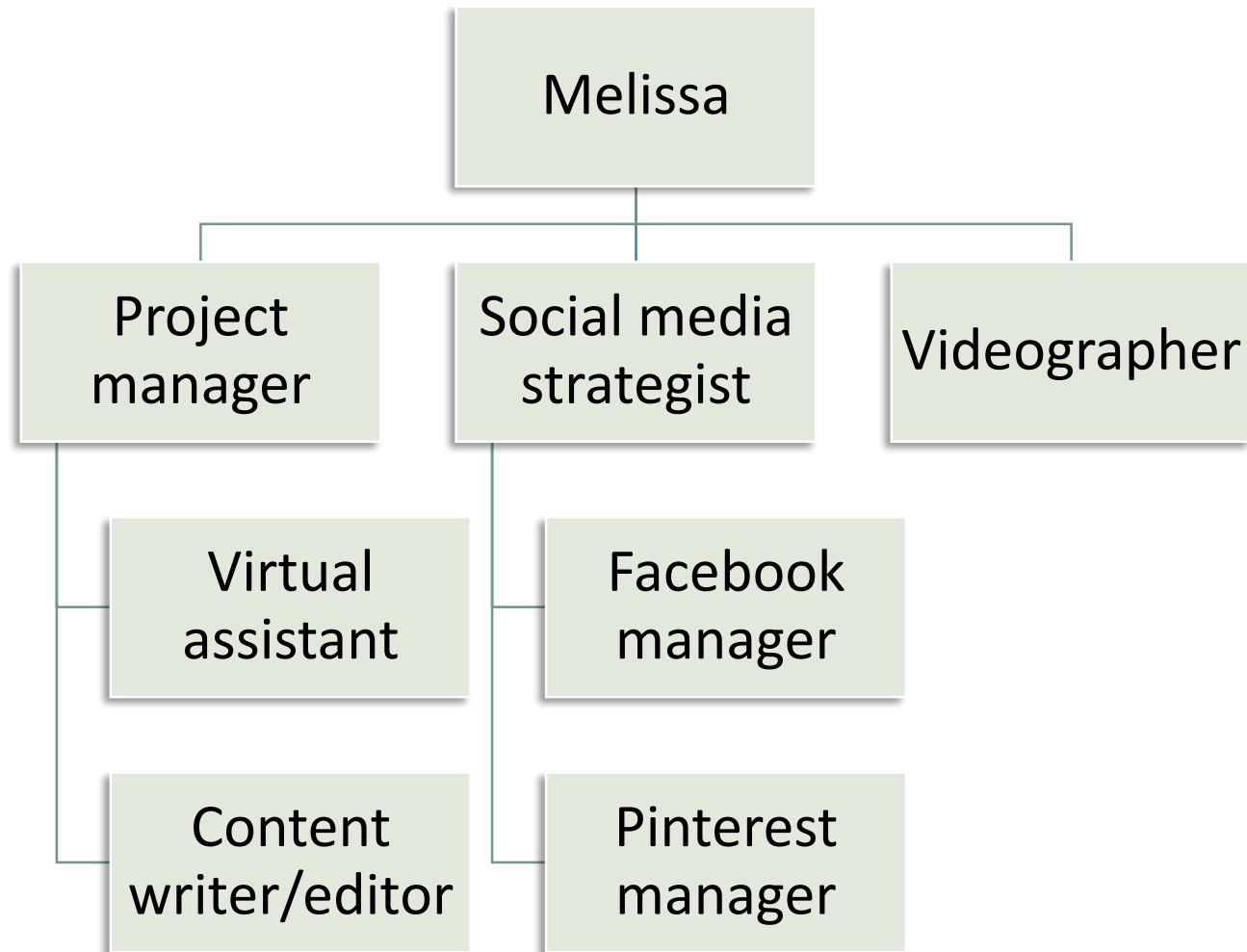
Bless This Mess After



Bless This Mess After



Bless This Mess Phase II



Process Mapping

Write blog
post

Edit blog
post

Write email
and social
posts

Finalize blog
post, email
and social

Find an
image

Set up
blog post

Set up and
test email

Review/
approve
blog and
email

Publish blog
post

Schedule
email

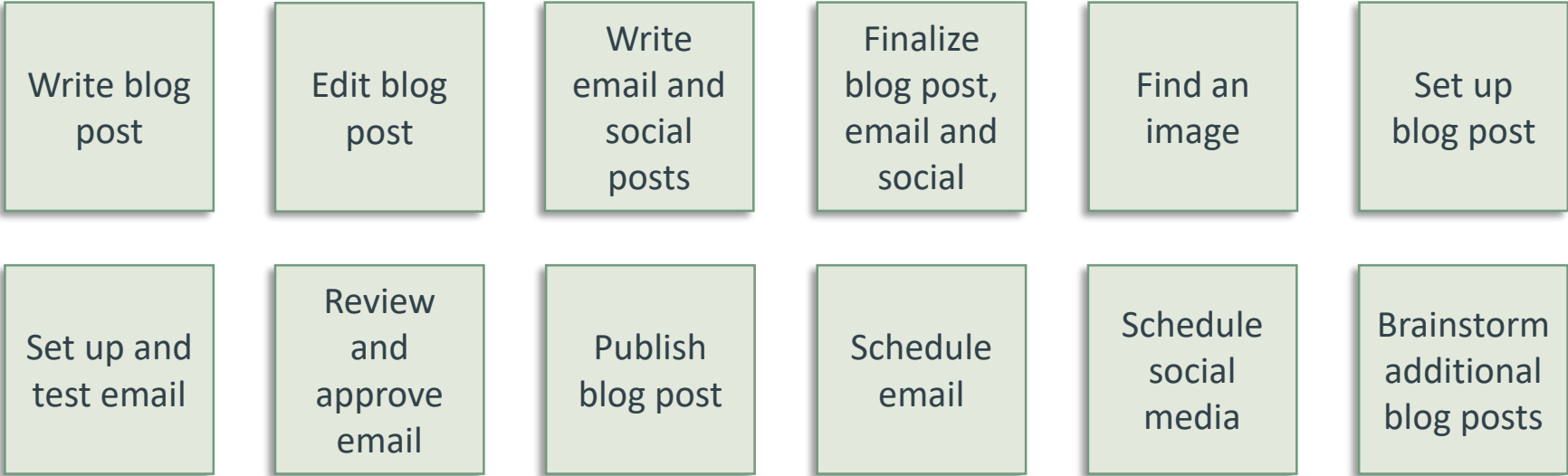
Schedule
social media

Brainstorm
additional
blog posts

Blogger

Content Editor

Virtual Assistant



Blogger

Content Editor

Virtual Assistant

Write blog post

Finalize blog post, email and social

Review and approve email

Brainstorm additional blog posts

Edit blog post

Write email and social posts

Find an image

Set up blog post

Set up and test email

Publish blog post

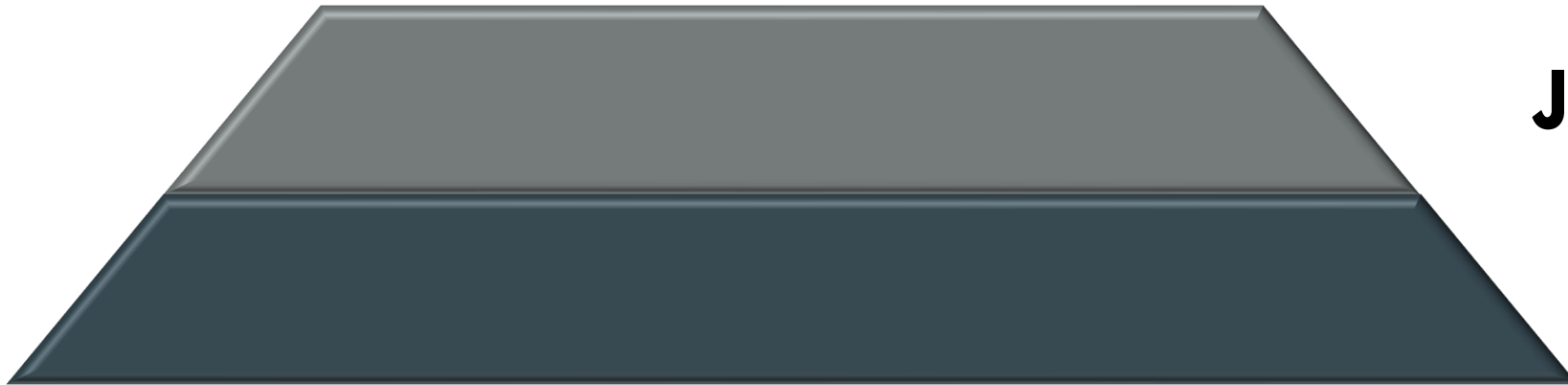
Schedule email

Schedule social media



**How do you know
if you're ready to
up-level your team?**

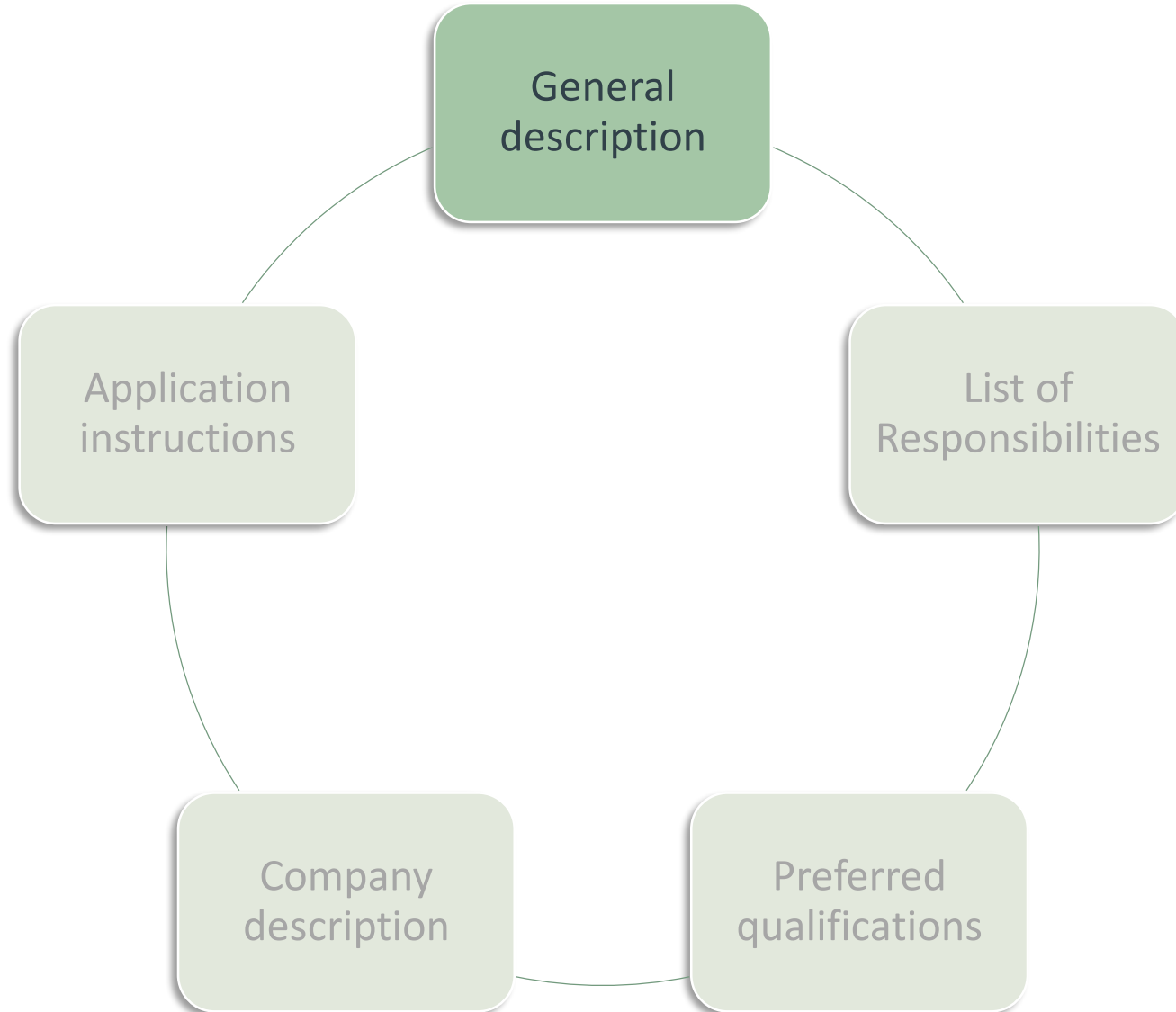
Ingredient #2



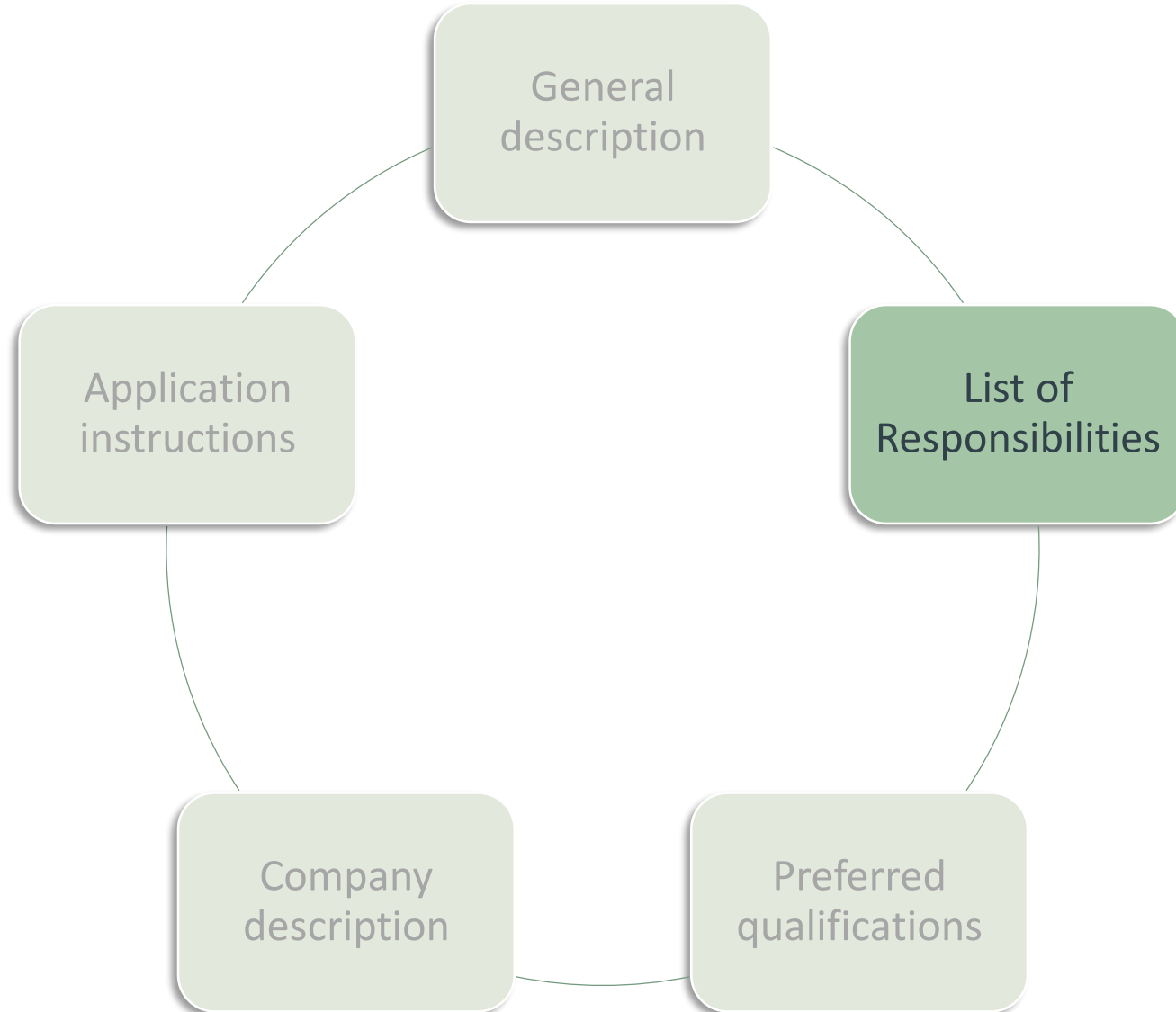
Job posting

Org strategy

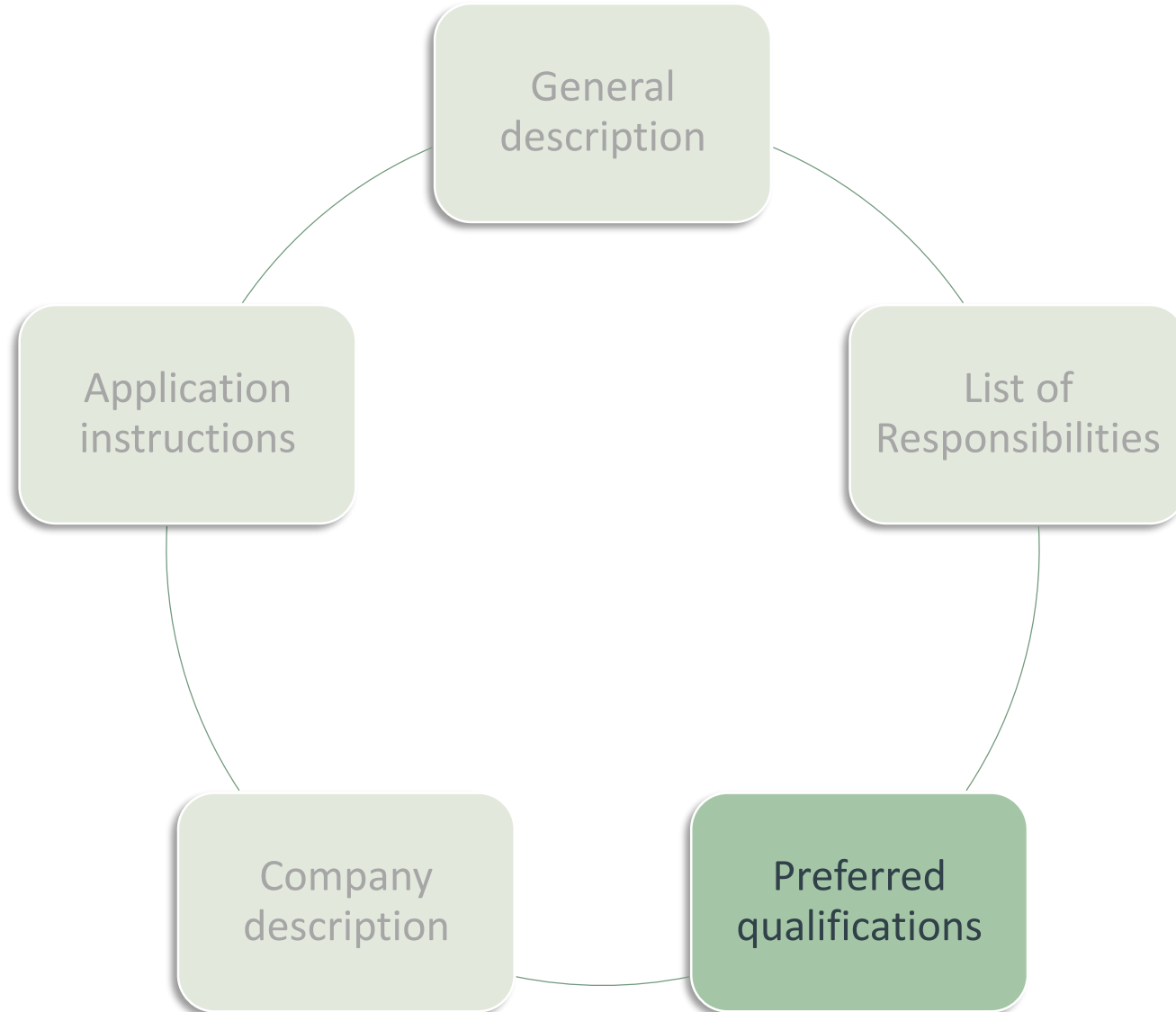
Job Posting



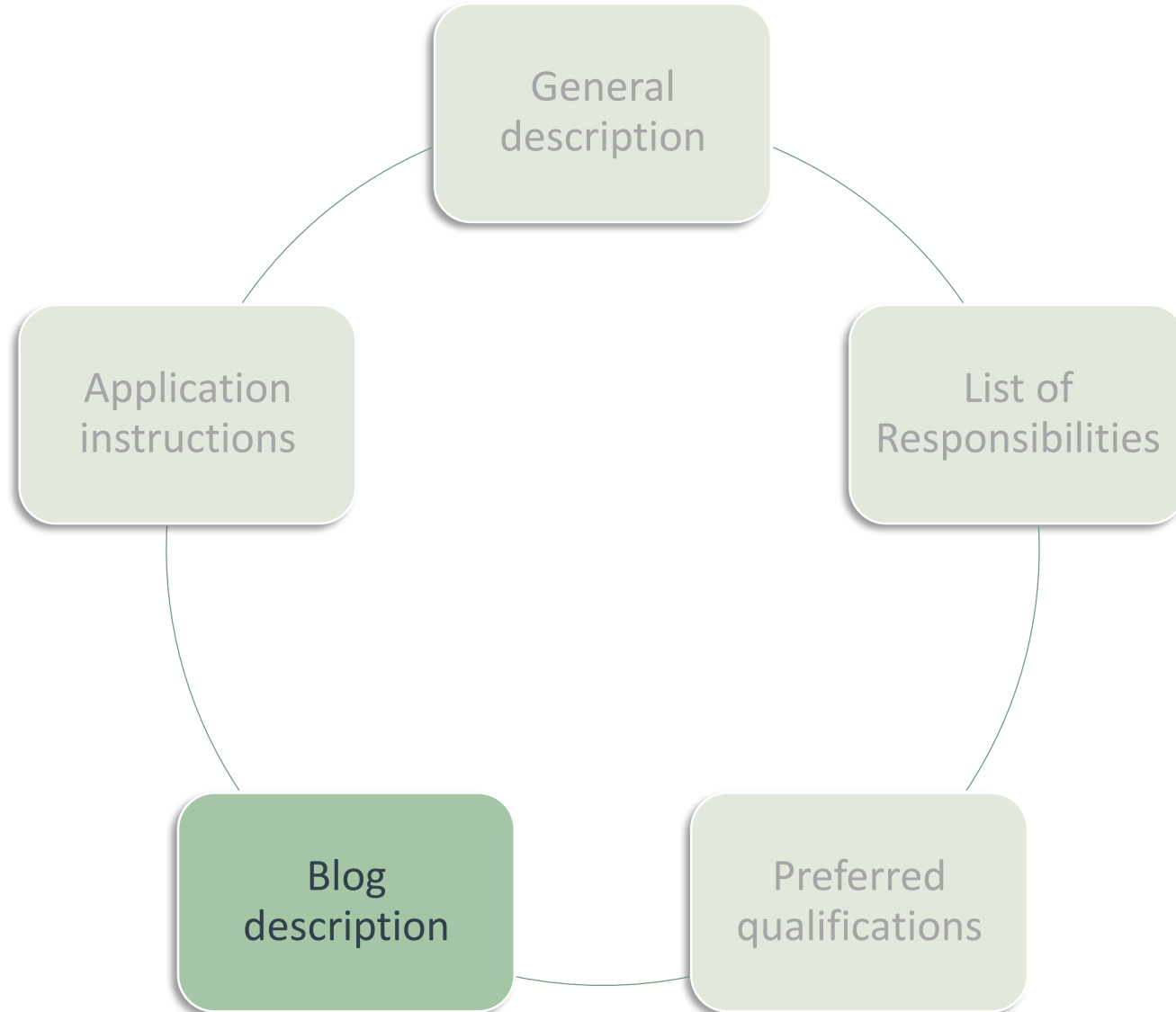
Job Posting



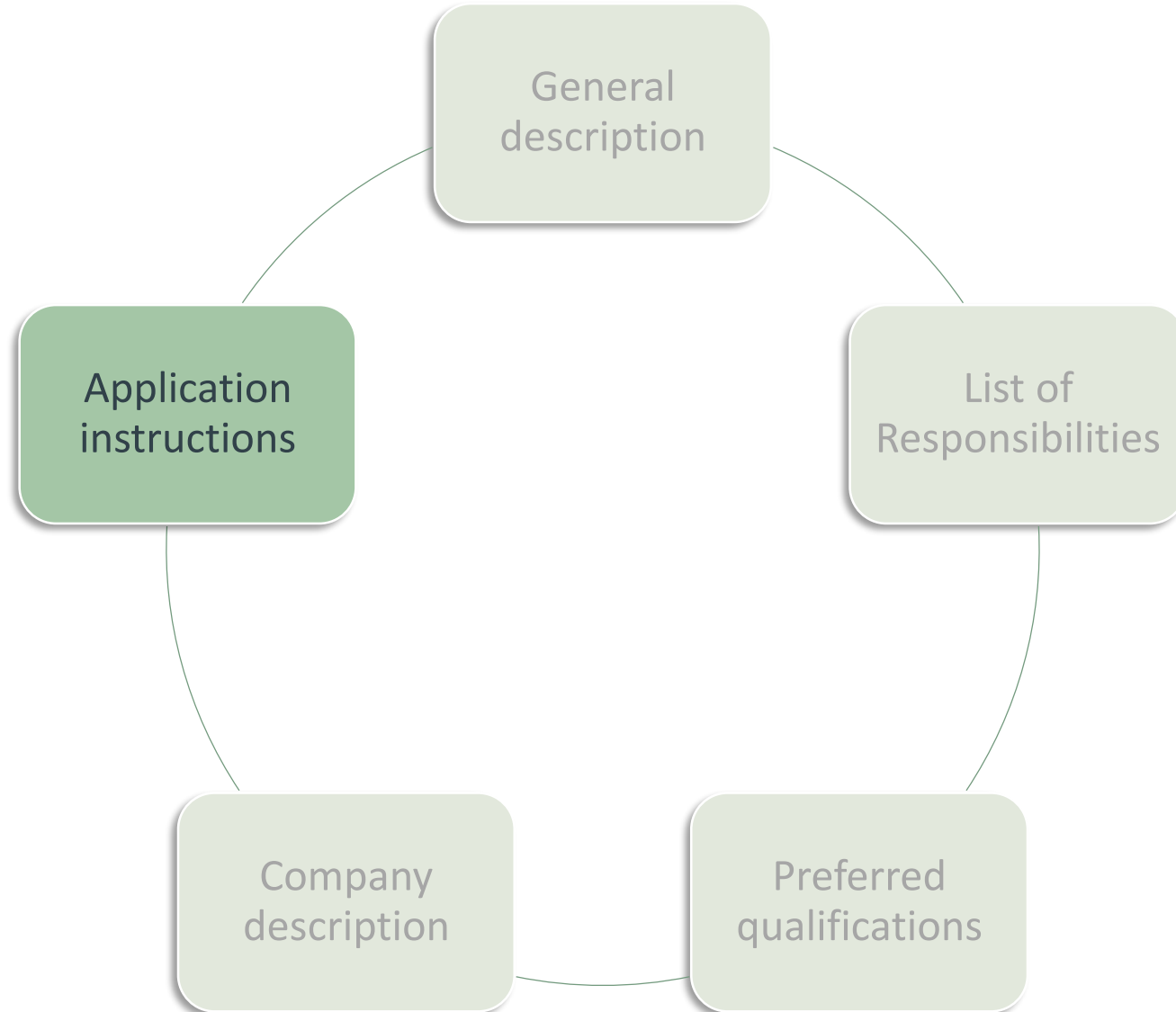
Job Posting



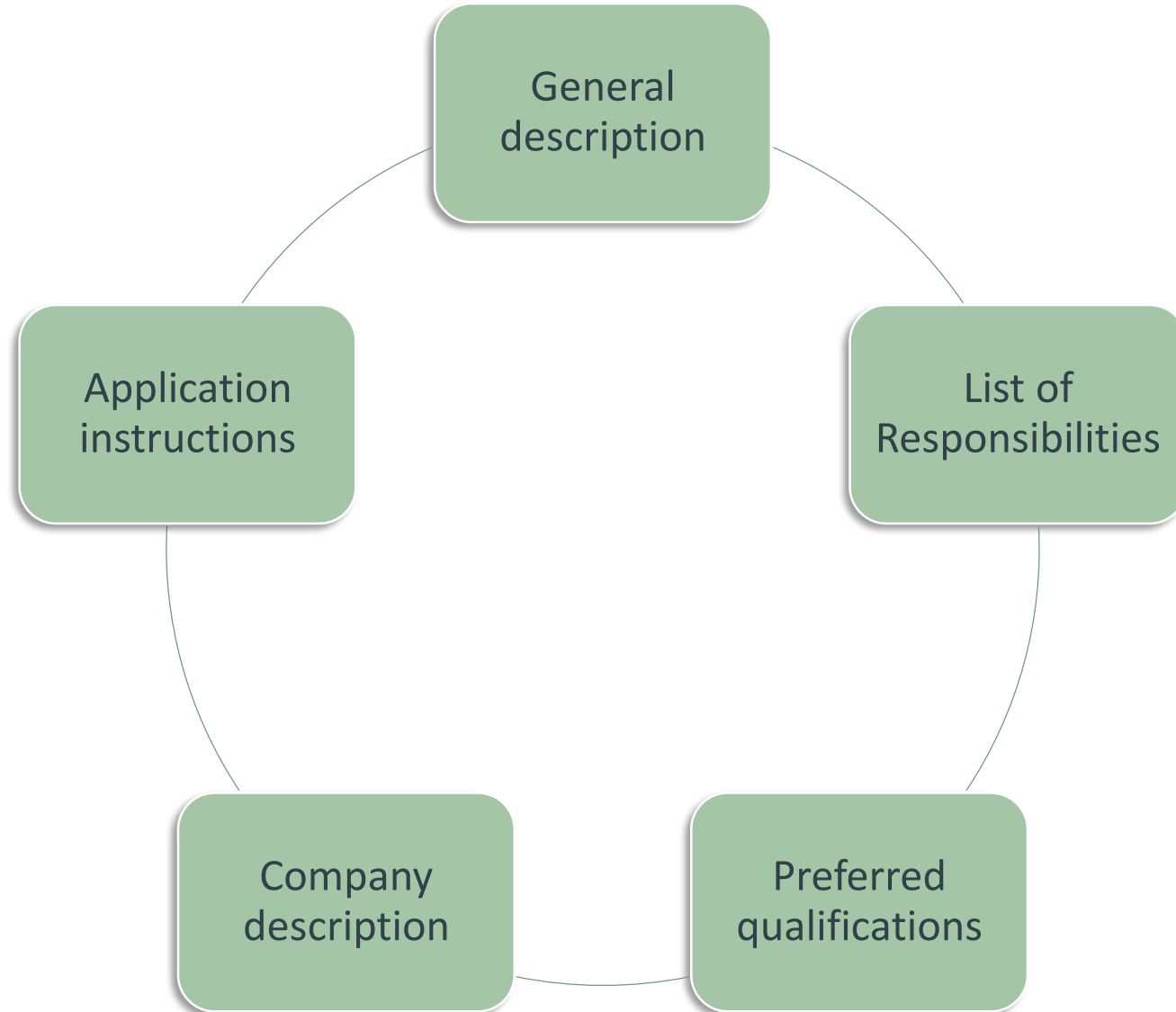
Job Posting



Job Posting



Job Posting



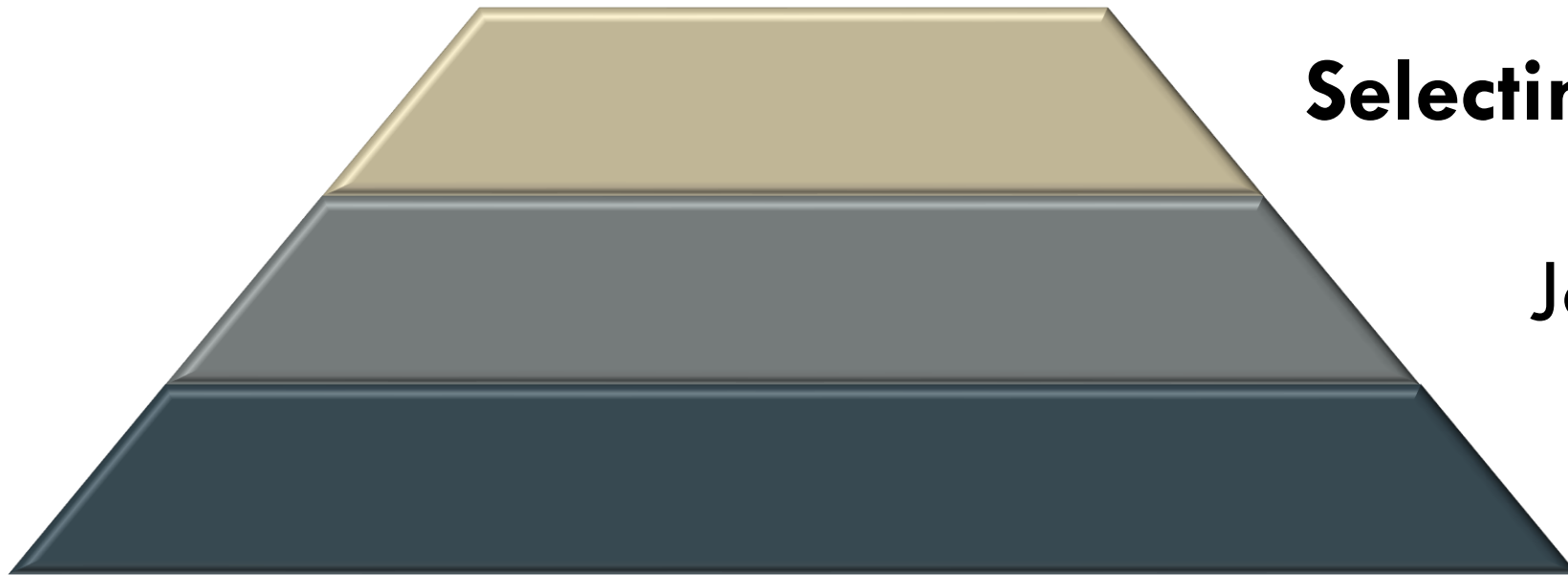
Bless This Mess

	Writer/Editor	Project Manager	Virtual Assistant
Number of applicants	26	40	55



**What resonated with you
about this approach to
creating job postings?**

Ingredient #3



Selecting

Job postings

Org strategy

Selecting the Right Candidate



Selecting the Right Candidate



Selecting the Right Candidate

Brad



Valerie

?

Selecting the Right Candidate

Brad



Valerie



Selecting the Right Candidate

Brad



Jessica
?

Valerie



Selecting the Right Candidate

Brad



Jessica



Valerie



Selecting the Right Candidate

Brad



Jessica



Erin

?

Valerie



Selecting the Right Candidate

Brad



Jessica



Erin



Valerie



Selecting the Right Candidate

Brad



Jessica



Erin



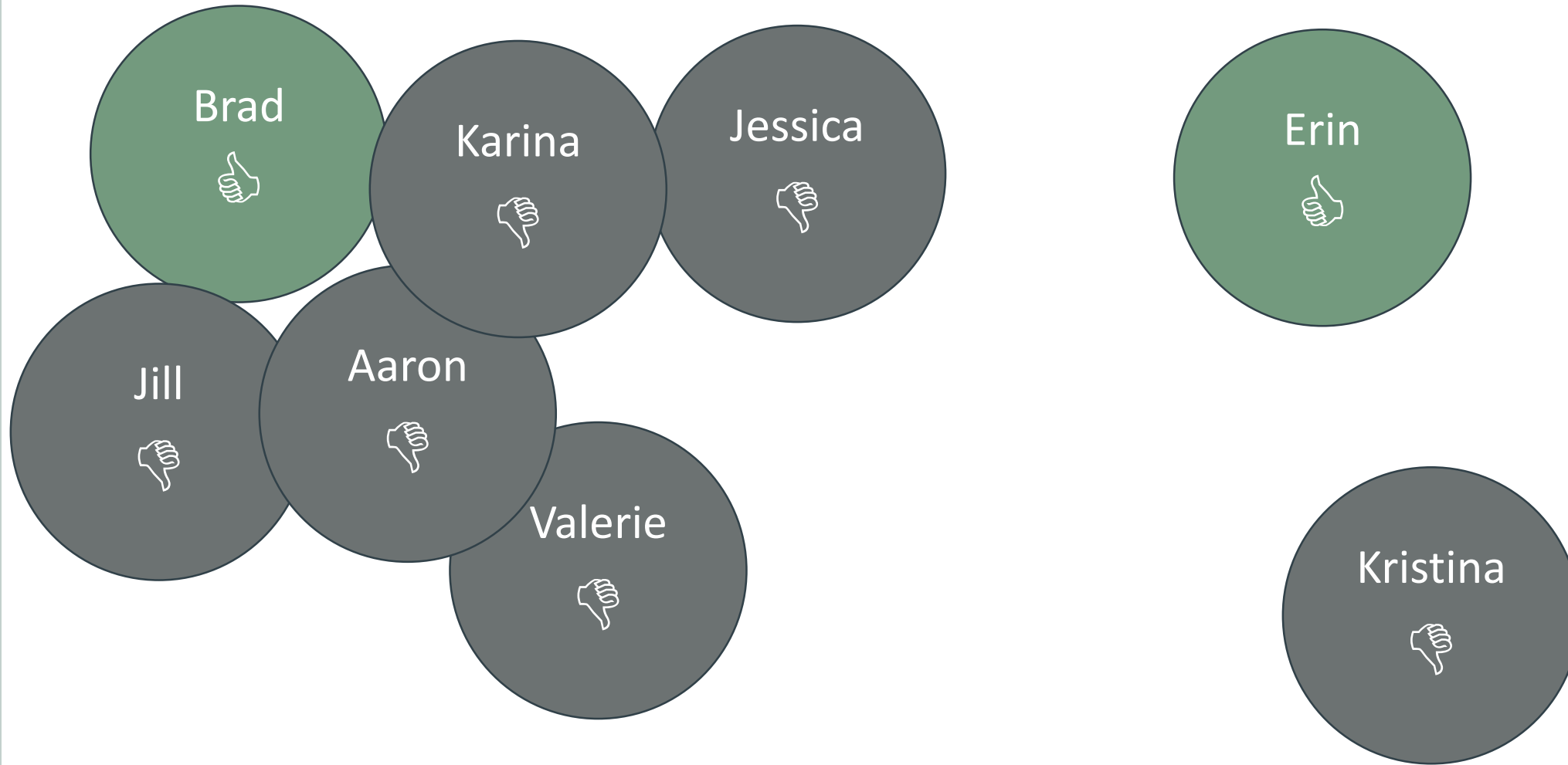
Valerie



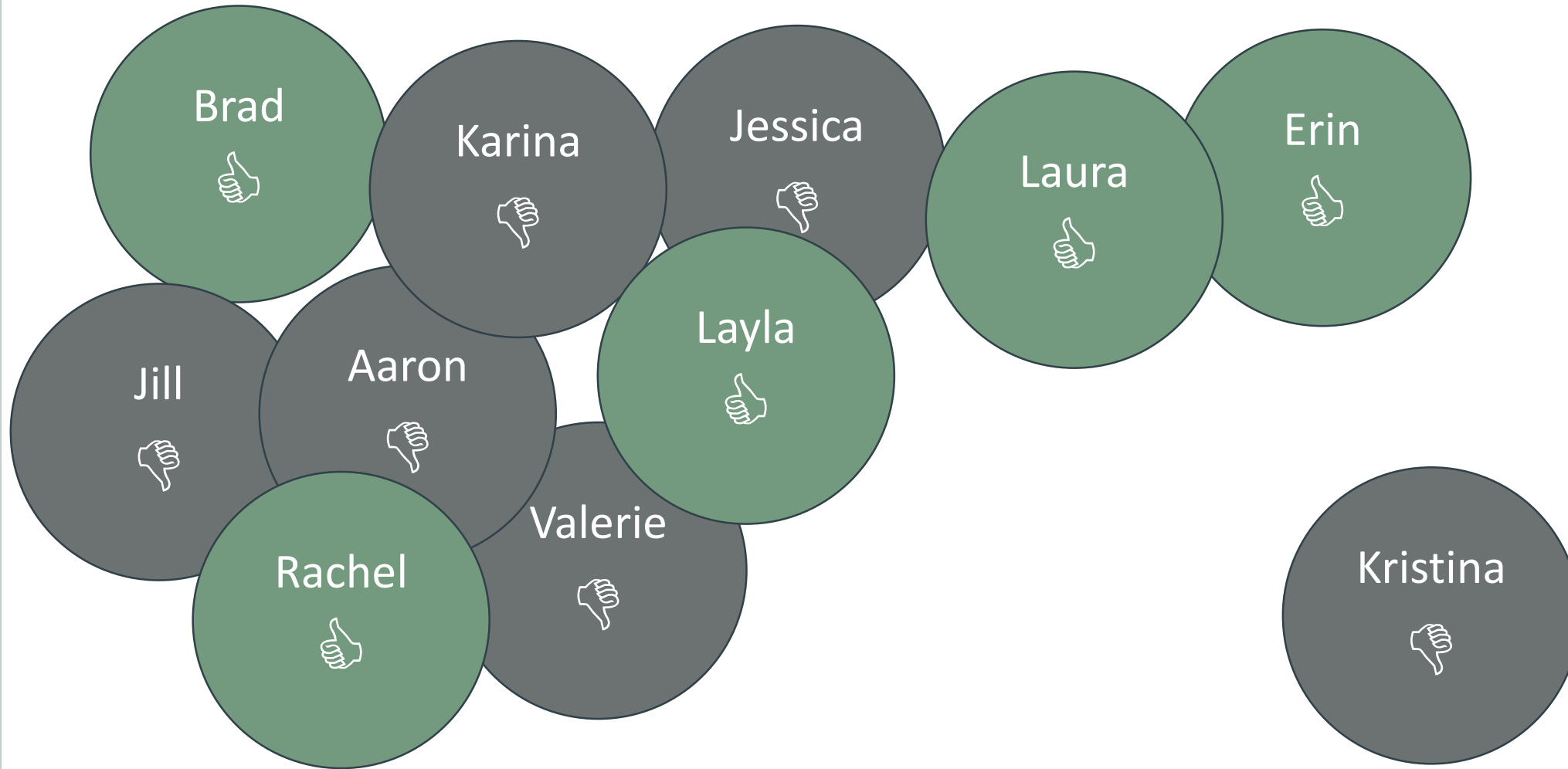
Kristina



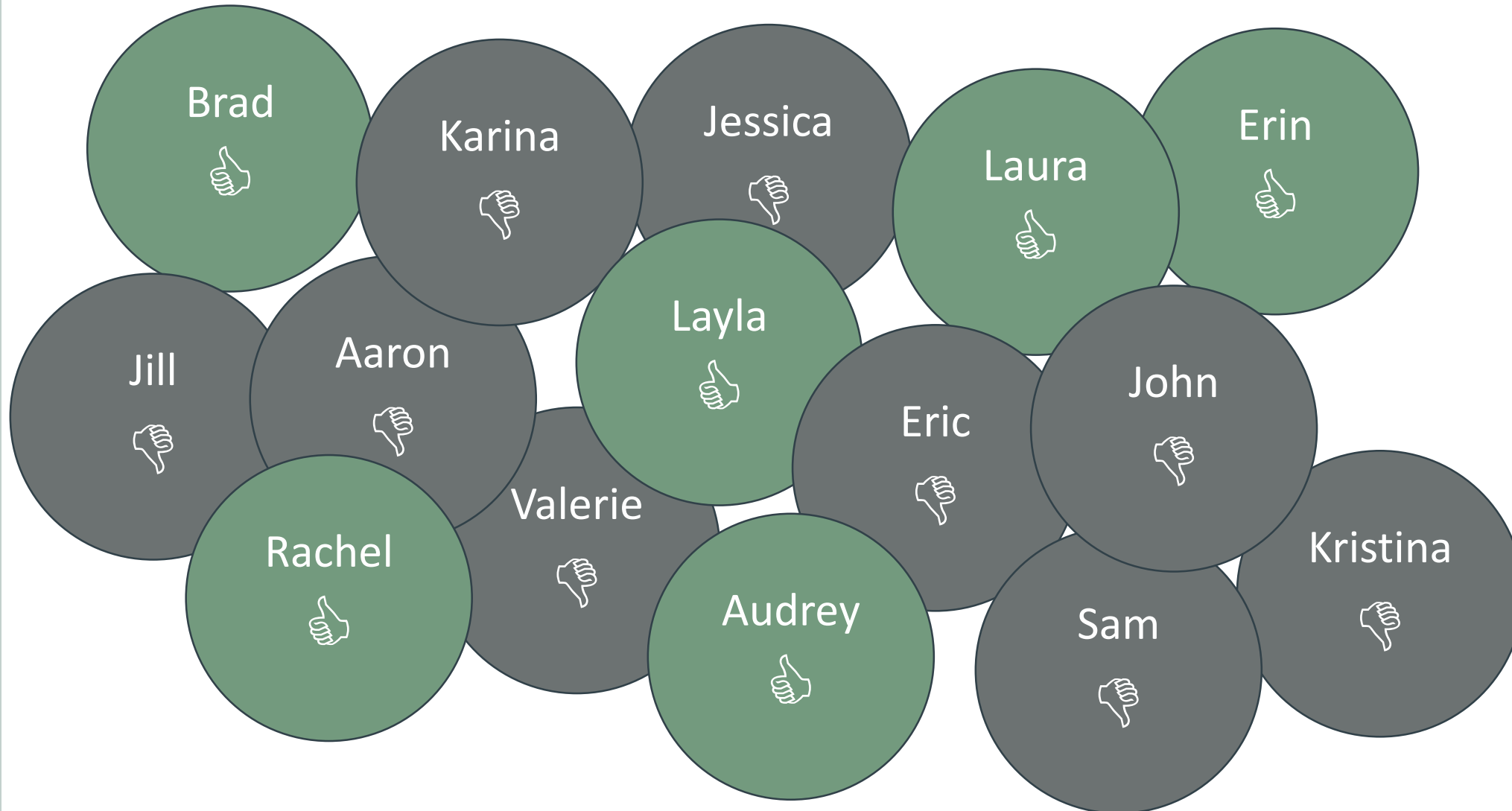
Selecting the Right Candidate



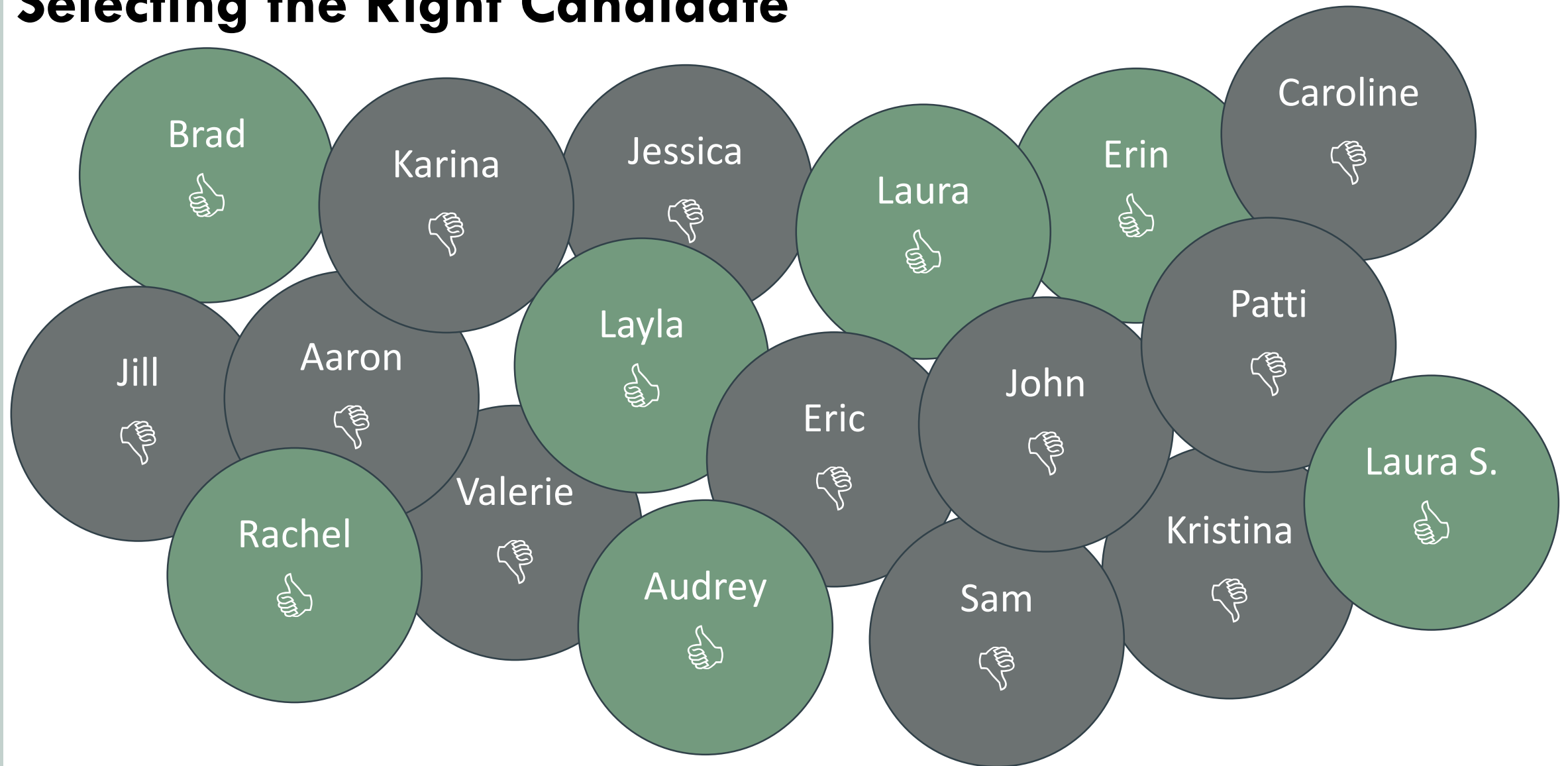
Selecting the Right Candidate



Selecting the Right Candidate



Selecting the Right Candidate



Selection Spreadsheet

	Q1	Q2	Q3	Subtotal
Brad				
Rachel				
Layla				
Audrey				
Laura				
Erin				
Laura S.				

Selection Spreadsheet

	Q1	Q2	Q3	Subtotal
Brad	7	10	10	
Rachel				
Layla				
Audrey				
Laura				
Erin				
Laura S.				

Selection Spreadsheet

	Q1	Q2	Q3	Subtotal
Brad	7	10	10	27
Rachel				
Layla				
Audrey				
Laura				
Erin				
Laura S.				

Selection Spreadsheet

	Q1	Q2	Q3	Subtotal
Brad	7	10	10	27
Rachel	10	10	10	30
Layla				
Audrey				
Laura				
Erin				
Laura S.				

Selection Spreadsheet

	Q1	Q2	Q3	Subtotal
Brad	7	10	10	27
Rachel	10	10	10	30
Layla	8	5	7	20
Audrey				
Laura				
Erin				
Laura S.				

Selection Spreadsheet

	Q1	Q2	Q3	Subtotal
Brad	7	10	10	27
Rachel	10	10	10	30
Layla	8	5	7	20
Audrey	10	10	10	30
Laura				
Erin				
Laura S.				

Selection Spreadsheet

	Q1	Q2	Q3	Subtotal
Brad	7	10	10	27
Rachel	10	10	10	30
Layla	8	5	7	20
Audrey	10	10	10	30
Laura	9	8	9	26
Erin				
Laura S.				

Selection Spreadsheet

	Q1	Q2	Q3	Subtotal
Brad	7	10	10	27
Rachel	10	10	10	30
Layla	8	5	7	20
Audrey	10	10	10	30
Laura	9	8	9	26
Erin	10	8	7	25
Laura S.				

Selection Spreadsheet

	Q1	Q2	Q3	Subtotal
Brad	7	10	10	27
Rachel	10	10	10	30
Layla	8	5	7	20
Audrey	10	10	10	30
Laura	9	8	9	26
Erin	10	8	7	25
Laura S.	10	9	10	29

Selection Spreadsheet

	Q1	Q2	Q3	Subtotal
Audrey	10	10	10	30
Rachel	10	10	10	30
Laura S.	10	9	10	29
Brad	7	10	10	27
Laura	9	8	9	26
Erin	10	8	7	25
Layla	8	5	7	20

Selection Spreadsheet

	Q1	Q2	Q3	Subtotal
Audrey	10	10	10	30
Rachel	10	10	10	30
Laura S.	10	9	10	29
Brad	7	10	10	27
Laura	9	8	9	26
Erin	10	8	7	25
Layla	8	5	7	20

Bless This Mess

	Writer/Editor	Project Manager	Virtual Assistant
Number of applicants	26	40	55
Rated	12	16	18

Work Samples

Work Samples



Relevant

Work Samples



Relevant



Simple

Work Samples



Relevant

Simple

Detailed

Selection Spreadsheet

	Subtotal	WS1	WS2	Subtotal
Audrey	30			
Rachel	30			
Laura S.	29			
Brad	27			

Selection Spreadsheet

	Subtotal	WS1	WS2	Subtotal
Audrey	30	15	15	60
Rachel	30			
Laura S.	29			
Brad	27			

Selection Spreadsheet

	Subtotal	WS1	WS2	Subtotal
Audrey	30	15	15	60
Rachel	30	5	7	42
Laura S.	29			
Brad	27			

Selection Spreadsheet

	Subtotal	WS1	WS2	Subtotal
Audrey	30	15	15	60
Rachel	30	5	7	42
Laura S.	29	13	15	57
Brad	27			

Selection Spreadsheet

	Subtotal	WS1	WS2	Subtotal
Audrey	30	15	15	60
Rachel	30	5	7	42
Laura S.	29	13	15	57
Brad	27	12	10	49

Selection Spreadsheet

	Subtotal	WS1	WS2	Subtotal
Audrey	30	15	15	60
Laura S.	29	13	15	57
Brad	27	12	10	49
Rachel	30	5	7	42

Selection Spreadsheet

	Subtotal	WS1	WS2	Subtotal
Audrey	30	15	15	60
Laura S.	29	13	15	57
Brad	27	12	10	49
Rachel	30	5	7	42

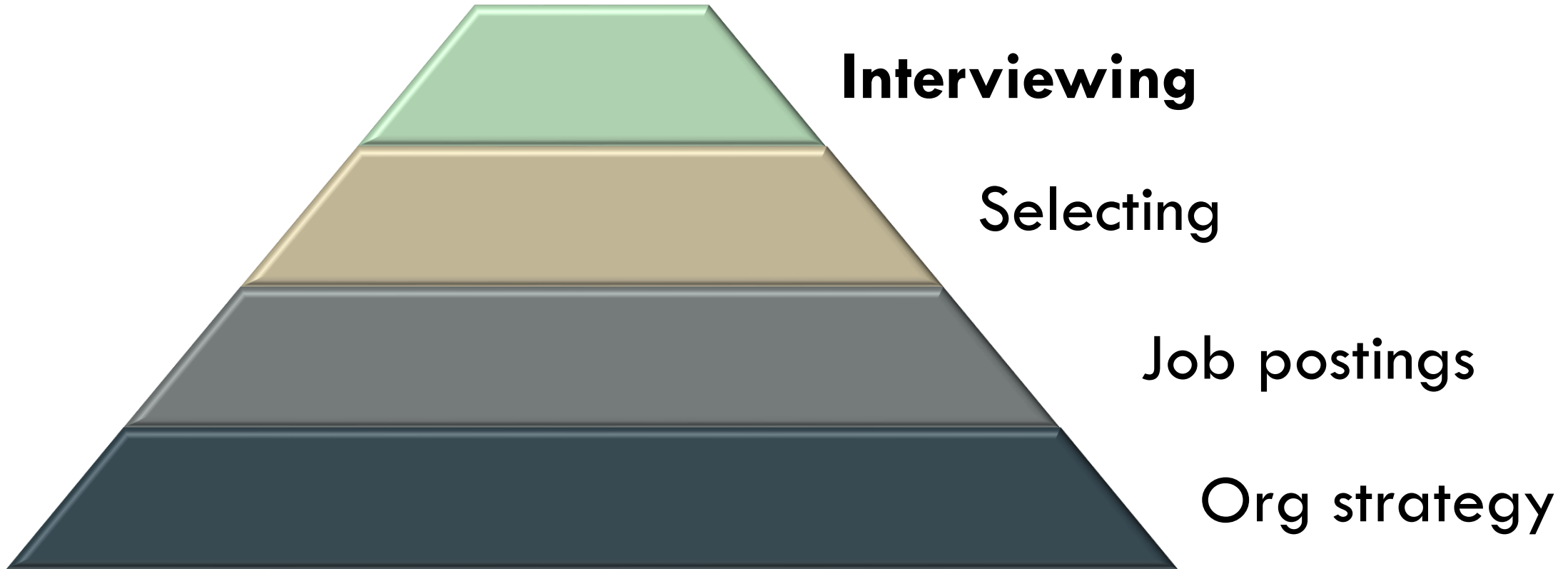
Bless This Mess

	Writer/Editor	Project Manager	Virtual Assistant
Number of applicants	26	40	55
Rated	12	16	18
Work sample	8	10	12
Sample submitted	8	8	10



**What is your biggest
takeaway from selecting
the right candidate?**

Ingredient #4



Interviewing

Interviewing



Set Clear Expectations

Interviewing

Set Clear Expectations

Ask Evidence-Based Questions

Interviewing

Set Clear Expectations

Ask Evidence-Based Questions

Notice *How* Candidates Respond

Interviewing

Set Clear Expectations

Ask Evidence-Based Questions

Notice *How* Candidates Respond

Share Next Steps

Interviewing

Set Clear Expectations

Ask Evidence-Based Questions

Notice *How* Candidates Respond

Share Next Steps

Send a Decline Email to Every Applicant

Selection Spreadsheet

	Subtotal	Interview	Total
Audrey	60		
Laura S.	57		

Selection Spreadsheet

	Subtotal	Interview	Total
Audrey	60	20	
Laura S.	57	18	

Selection Spreadsheet

	Subtotal	Interview	Total
Audrey	60	20	80
Laura S.	57	18	75

Selection Spreadsheet

	Subtotal	Interview	Total
Audrey	60	20	80
Laura S.	57	18	75

Bless This Mess

	Writer/Editor	Project Manager	Virtual Assistant
Number of applicants	26	40	55
Rated	12	16	18
Work sample	8	10	12
Sample submitted	8	8	10
Screening interview	4	4	5

Bless This Mess

	Writer/Editor	Project Manager	Virtual Assistant
Number of applicants	26	40	55
Rated	12	16	18
Work sample	8	10	12
Sample submitted	8	8	10
Screening interview	4	4	5
Final interview	2	2	3

Bless This Mess

	Writer/Editor	Project Manager	Virtual Assistant
Number of applicants	26	40	55
Rated	12	16	18
Work sample	8	10	12
Sample submitted	8	8	10
Screening interview	4	4	5
Final interview	2	2	3
Offer	1	1	1



**What insights did you
gain about interviewing
the candidates?**

Ingredient #5



Onboarding

Interviewing

Selecting

Job postings

Org strategy

Onboarding

Onboarding

Offer a 30-day Trial

Onboarding

Offer a 30-day Trial

Kick-off Meeting

Onboarding

Offer a 30-day Trial

Kick-off Meeting

Give Feedback

Onboarding

Offer a 30-day Trial

Kick-off Meeting

Give Feedback

30-60-90 Plan

Next Step

Grab the 14-page toolkit for building your team:

- Job posting outline
- 3 work sample ideas
- 7 of my favorite interview questions
- Decline email templates

emilyperron.com/efc2019



Thank you!

**Life is sweeter with
cookies and a caring and
high- performing team.**