



3 STEPS TO ATTRACT & RETAIN Top Team Members

Solve your hiring and
retention problems for good.



Table of Contents

- 1 Introduction
- 2 The Benefits of the Three Steps
- 3 The Difficulties of Attracting and Retaining Clients
- 4 How to Identify Your Ideal Avatar
- 5 Three Steps to Attract and Retain Top Team Members
- 6 The Influence of Leadership:
You Attract Who You Are
- 7 Conclusion



Introduction

Trade jobs have been around for generations and are still a crucial part of our world today. Every trade position has equal opportunity in the workforce to make an impact and build professional longevity for the future. That being said, plenty of people lack understanding and knowledge about trade job opportunities. Finding workers and retaining them for years is a common pain point for many trade companies. Thankfully, there's a formula to help you reach your desired goals. Here at Built for the Trades, we're on a mission to continue growing the positive reputation of trade jobs. The foundation of our morals is living with integrity, serving over selling, and exemplifying a hard work ethic.

We're so happy you have joined the Built for the Trades community, and we can't wait to dive into this helpful insight. In this ebook, we will share our professional expertise to help you take your business to the next level. The fact that you're reading this means you take the success of your business, and entire team, seriously. That's a fantastic first step in building a rock-solid business that supports talented workers and attracts them to your team. Keep reading to learn our top tips to overcome your hiring challenges.



Dan Downdy

Founder of Built for the Trades

The Benefits of Using The Three Steps

- **Activated Leaders Building Towards Your Vision**

Every business is in a constant state of flux; business owners are encouraging their teams to reach new heights, and employees are working towards professional growth. If you don't have a capable, driven and competent team of employees, you won't have anyone around to build your vision. Top team members come with a solid work ethic, reducing the overall chaos of your daily work life.

Entrepreneurs can only do so much on their own. The majority of your growth is generated through valuable community building in the workplace. After using the three steps, you'll attract activated leaders who share your vision and company goals. This can be transformative for trade businesses that lack passionate, assertive workers pursuing long-term careers. Once you change that, you can begin making serious progress in your company.

- **Positive Work Culture**

Employees today aren't just looking to keep their heads down, do the work, and go home. Many people aim to get invested in a business, their coworkers, and their shared mission. When you follow these three steps, you'll reclaim a positive work culture that leaves everyone feeling motivated, supported, and guided. Company culture plays a key role in the professional productivity needed to push your business forward.

- **Scale Your Company With The Right Team Members**

When you have a large community of employees, there are more opportunities to convert clients, nail jobs, and build an industry-leading name. However, if you're constantly filtering through the trial and error of onboarding and rehiring—it's difficult to move forward swiftly. Nearly every business that scales their company with the right team members sees an immense return on investment. Why? Because every ounce of energy is invested back into the business through collaborative, team effort.

● **Positive Reputation**

Reputation is everything, especially in trade industries where word-of-mouth recruitment is so prevalent. Customers can sense the energy behind your company, employees and values. When you retain top team members for years, this reveals that you take care of your employees and create a healthy environment for everyone to thrive. Customers are attracted to familiar faces and employees that are invested in their work and company culture. After implementing these three steps, you'll build a positive reputation that helps increase customer traffic in your industry and local area.

● **Push Past Revenue Plateaus**

Revenue plateaus can be discouraging, but they are an amazing motivator for making positive changes in your business. Long-term team members help you surpass revenue plateaus so you are progressively pushing forward and reaching new financial milestones as a company.

● **More Profits**

Yes, it's true; after incorporating these three steps, you can begin making more profits that generate an exponential income stream. If you feel like you have no idea where to start when it comes to boosting your money flow, take a look at your team.

Do you have a group of top performers? Are employees passionate about the trade? Is everyone self-motivated, so you don't have to micromanage them? Are you all working together towards the same goal, backed by mutual company values? These are all critical questions to ask as you release old patterns and build new ones.



The Difficulties of Attracting and Retaining Team Members

Almost all of our clients struggle to attract and retain top talent before using the three steps and I'm assuming you do too. You might wonder, why is it so hard to attract and retain clients in trade industries? The answer is simple, we live in a different world today. Many of us were raised by the baby boomer generation of parents. There was little room for excuses, complaints, or free handouts. Many people were taught to work hard to live the life they've always wanted. For this reason, trade jobs were quite popular and sought after. Many kids were even 'grandfathered' into the business by their parents.

After the baby boomers, we've seen generation X, millennials and generation Z. Some older millennials were raised with these traditional values, and the importance of a hard work ethic. However, many younger kids today have been brought up in the convenient digital age. They aren't accustomed to getting their hands dirty, working hard, and experiencing the rewards of such purposeful work. There is a great deal of entitlement occurring in younger generations today, which can discourage trade-related careers. Many people didn't learn what it was like to win or lose; they just received a participation ribbon.

People spend hours online and are accustomed to taking the path of least resistance. So how exactly do business owners or managers combat these personality types and spark a passion for hard work? There are two ways to approach the situation, you can see it as an opportunity for growth or a roadway to defeat.

Some people look at these kids as if they are worthless, serving no purpose in working trade jobs. Maybe it feels like you're wasting your time with a lost cause that will never want to do what it takes to reach success. However, on the other side of the coin, you can recognize that these childish behaviors are a product of the last 20-30 years. This is an opportunity to adapt your business and leadership style and really step into the role of influencing younger individuals.

If you start onboarding young men and women that are capable of being mentored, you will be in a substantially better position than your competitors. The reality is that you need a variety of employees to carry on the legacy of the workplace. Some businesses that are strict about keeping things 'old-fashioned' restrict themselves from forward-looking growth.

The best thing to do is to stop talking negatively about the workforce. Start talking positively and looking for opportunities. Keep your eyes open and be adaptable to change.

How to Identify Your Ideal Avatar

An ideal avatar is the person you envision when you imagine a top-performing team member. It's important to get clear on this blueprint so you can start attracting the right people, instead of playing trial and error with your employees. Usually what this boils down to is individuals in the 25 to 35 or 30 to 40 range. Ideally, you need to be looking for the younger generations; consider someone that wants to build a career, not just leap onto a new job for cashflow purposes.

The beneficial thing about the millennial and gen Z generations is that many of these people are active on social media. Now that you have an age in mind, let's get even more granular about your ideal avatar. Get out a notepad and ask yourself, what type of hobbies does this person have? Do they have a family or no family? Are they located near your current shop? Are they beginners or trained professionals? What lifestyle are they living? While this might feel excessive at first, all these questions help you paint a picture in your mind.

Now that you have a clear idea of your ideal avatar, refine your social media strategy to attract these kinds of people. Prospective employees want to feel connected to your business. They want to feel like they are valued and understood and their top pain points are being addressed. Include some of these details you wrote down in your online presence.

Post photos, write captions, and portray a company culture that mirrors this top candidate's interests/values/lifestyle. This not only benefits you as a business owner but helps prospects decide on your business as the ideal workplace, instead of your local competitors.





Ideal Avatar Checklist

Age Range

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Lifestyle Habits

.....

.....



Family or No Family

.....

.....

Proximity to Your Shop

.....

.....

Professional Goals

.....

.....

Experienced or Beginner

.....

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Three Steps to Attract and Top Team Members

1 Positive Culture

A positive culture is built through influential, confident leaders. Portray a workplace that's uplifting and supportive of team members. If people want to be at work, you'll attract top talent easily. Everyone from employees to managers should contribute to positive company culture.



2 Career Path for Growth

Many talented individuals understand their worth and are ready to work hard in their industry. However top talent team members aren't going to be attracted to workplaces where there is no upward mobility. Consider how you can pave a career path for growth. This should not only be an opportunity available to employees but something that is encouraged by managers. Growth ensures you generate long-term employees that are invested in the future of the company.



3 Technology

Even if your business has been around for years and years, stay on top of technology. Keep in mind that younger employees often enjoy social media and the connections that tech is building in the world today. Use online platforms as a way to build relationships and stay agile in your evolution as a company. Young, top talent isn't going to be attracted to a business that can't adapt to the times.



Step 1: Build a Positive Culture



Culture is a popular buzzword that has been thrown around the trade industry for years, similar to leadership. It can be difficult to understand exactly what a positive culture means and how to make changes if you aren't there yet in your business. First things first, it's important to think about your target demographic. If they are 30 to 40-year-olds, these workers need a positive leader. Top team members are going to look toward leadership to find positive culture, encouragement and direction.

● Positive, Transparent Leaders

Reflect on your actions and communication style. Are you positive? Do you spark motivation or discouragement in your employees? What are some things you can improve upon as a leader? There is no way business owners can completely micromanage everyone on their team. However, by changing yourself, you can then change others. This is a huge pillar of authentic leadership strategies and positive company culture.

Keep in mind that people want to be a part of something bigger than themselves. Every employment level will receive a different amount of transparency. For example, your leadership team could benefit from you sharing the profit and loss statement. It can be beneficial to share how day-to-day actions influence profit.

For general managers, this may be all the way down to the net worth. Service or office managers might benefit from knowing the gross profit. This transparency helps them make decisions as a leader while understanding how these decisions influence the company's finances. Always remember that transparent, positive leaders bring out these qualities in their workforce.



● Core Values

A lot of companies today have a set of core values, but it's rare that they hold their team accountable for these values. Reflect on the values of your business and how they show up through your work ethic, quality, collaboration, etc. Culture is directly interconnected with core values. If you feel like you don't have a positive culture, it's probably because you aren't collectively following any values.

Every business owner has values deep inside that they live by, it's just your job to identify them. This helps attract and retain team members because they feel connected with your business approach. Employees want to know that you have their back through the good and the bad. Be open about your core values, talk about them in discussions, and put them on the wall. Values should be understood by everyone that works at your company, and can even be beneficial for customers.

● Relationships

One of the biggest reasons companies lose so many employees is a lack of relationships. If your employees feel disconnected from you, or think they're easily replaceable, they will have fewer alliances with the business.

Check in with your employees on a monthly basis to see if they are reaching their goals. Ask about their personal life and make sure you know things about them as a person. This investment will go a long way in building long-term employees that genuinely love their team/leadership, not just the cash flow.



Step 2:

Career Path for Growth



Every business needs a clear organizational chart that outlines what business positions you want to be filled and where you see your workforce in three years. Don't wait for employees to express their desire to move up the ranks. Take the initiative and make this clear from the start. When you're hiring someone, discussing long-term growth gives them peace of mind that their hard work will pay off. This can be a game changer when it comes to attracting and retaining top team members.

- **Where Do They Fit Into The Company? Create an Organization Chart**

If you want to get detailed, create an organization chart for the present, one year out, three years out, and five years out. Put employee names in certain job positions that show their evolution over the years. Make this information public knowledge by putting it on the wall or posting it in the conference room. Organizational structures help you build positions and then put people in them instead of creating positions for people.

Organization charts ensure accountability, consistency and a good chain of command. Growth is chaotic if you don't have solid organization. Employees will appreciate knowing exactly what is going on instead of being blindsided down the line.

- **Use Scorecards and Positive Agreements for Growth**

Create a positive agreement that's written down and shared with team members. Make it clear what you expect from them and where you see them going in the future. This is advantageous for ensuring they stick around to grow with the company. Similarly, create position scorecards, operating as key performance indicators (KPIs) that signal when they are doing a good job.

This is a great coaching opportunity for leaders and motivated employees to keep working hard towards their success. If they feel seen, understood, and cared for, this appreciation will go a long way.



- **Use Training, Coaching, and Mentoring to Advance Their Careers**

Mentorship relationships are essential, especially if younger employees have never been taught what it feels like to win or how to troubleshoot failure. Be open about your career experiences, and use team member missteps as a teaching opportunity, not a punishment.

Adjust how you speak to employees, from a coaching/training lens, instead of being a dictator-like manager. This can boast powerful changes in staff, especially regarding retention rates. Managers, in general, are universal across all jobs, but coaches are a personal relationship that can't be replicated. Give them a reason to stick around and make sure you focus on their upward mobility, both within the business and personally in their work life.



Step 3: Technology



As we move into the final step, we will be discussing technology. The world is evolving rapidly, and we live in the digital age. Many old-school people, especially in trade, aren't accustomed to being online all the time. However, shift your perspective to see how tech can benefit your company, employees, and team member retention. This is a pivotal opportunity to attract prospects to your business both passively and actively. Let technology work to your advantage instead of it feeling like a hassle or setback.

- **Create a Sense of Community Through Company Events and Networking**

Use social media to show that your business has a strong sense of community. Document company events, teamwork opportunities, and special congratulations for top-performing employees. Post about your weekly trainings or networking sessions with the crew. All of these factors begin to influence the top talented team member. You will catch their attention and authentically reveal the quality of work at your business.

Imagine that a prospective employee sees your content on Instagram. They might start thinking, "wow, look how much fun they are having. My company doesn't do any of these special events. This could be a great opportunity for me." One thing quickly leads to another, and you might have a top-talent application in your inbox. If you ignore technology, you remove so much potential for your company's growth.

- **Prioritize Efficiency and Sales Opportunities**

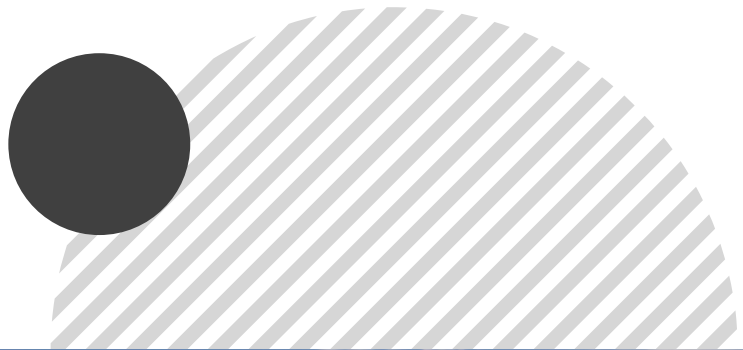
Another critical aspect of technology is having the proper devices, CRM programs, and productivity software that generate efficiency. If a top team member wants to work with you but sees you are still doing paper invoices, that might be a deal breaker. They will question if they have as many opportunities to work quickly towards the desired results. Today's world is driven by tech; don't let your inability to evolve prevent employees from the pertinent sales opportunities.



- **Don't Be Behind the Times**

So many trade businesses today operate under the guise of “*well, this is the way we’ve always done it!*” If you want to attract top talent, this is not a progressive way of thinking. Make sure all of your technology systems and advertising efforts align with anybody 40 years or younger.

This is a great time to make any necessary changes to appeal to your ideal avatar and attract this top talent straight to your business. Trade companies must maintain a competitive edge to stand out from other businesses in their area. What makes you different, and how can you improve?



The Influence of Leadership: You Are Who You Attract

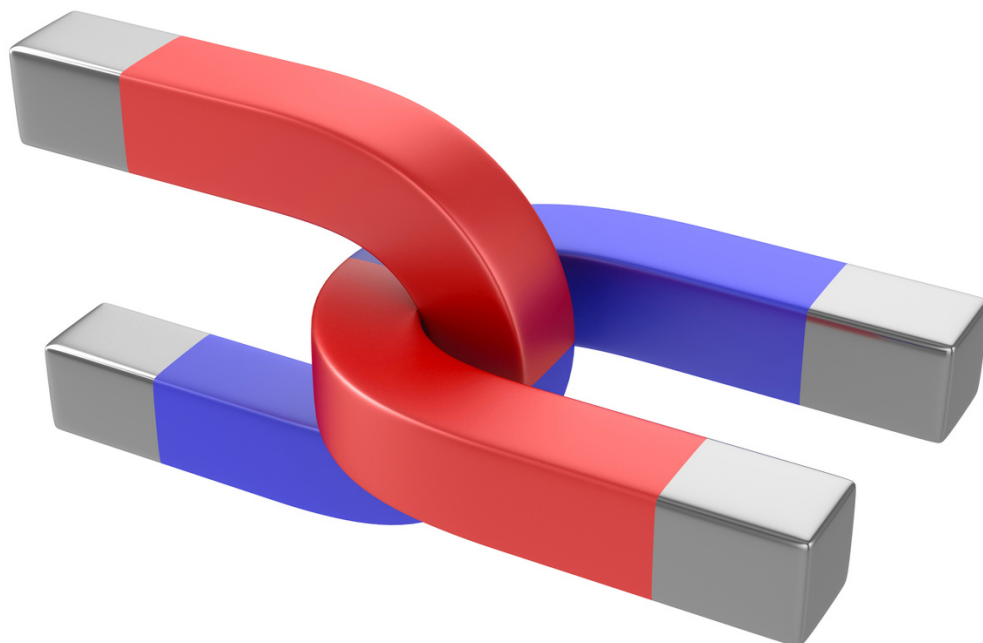
Thoughts lead to actions, and actions lead to results. If you aren't embodying your full potential as an authentic leader, you aren't going to attract top talent to your business. You have the power to control how you show up every day and how you troubleshoot problems with the team. If your approach is to always focus on the worst-case scenario or constantly speak negatively to staff, you will struggle to keep employees around.

Do the work to adapt your culture, leadership approach, and how you reach out to prospects. The most important thing about leadership is that you attract who you are. Positive leaders attract positive results. Negative leaders attract negative results. The best place to start is with yourself. Every leader needs to understand themselves well enough to identify when it's time to grow as an individual and a collective business.

A great way to start understanding your nature as a leader is with an Enneagram test. That's our approach here at Built for the Trades. This is a great launch pad to get you started. After receiving your results, review and study the information for about thirty minutes. If you can grow within yourself, everyone on your team will begin growing. This is the key to attracting and retaining the team members you have always desired.

Here at Build for the Trades, your success is our top priority. That's why we have a free leadership assessment opportunity for you. Simply click the link below, set up your account, and spend 30 minutes taking the assessment. If you have any questions along the way, please reach out to us.

Take Your Free Leadership Assessment: builtforhetrades.com/free



Next Steps:

You Control The Outcome of Your Team and Business

Many business owners and managers wait for the perfect employees to find them. Meanwhile, they make no changes to their workplace, leadership skills, or technological outreach. If you are willing to work to make these adjustments, you will begin seeing the results you want for your business.

Take control of your competitive edge by becoming the leader that embodies everything you want out of employees. We have created a comprehensive course that dives deeper into everything we outline in this ebook. While this is an excellent workbook for identifying some focus areas, our course gives you actionable steps you can implement immediately.

We're here to take the stress off your plate and give you the necessary resources to transform your business efficiently. If you are interested in getting started on the course to generate a rock-solid business, click the link below today for more information. We're always here if you have any questions.

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