

Employees

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Key takeaways

- Getting the referral section right is a major leverage point that will exploit your business independent of other changes.
- Building a team to execute the core four on your behalf is the next biggest driver of growth.
- Employee acquisition must scale in mirror to customer acquisition; more customer leads require more lead-getting employees.
- Lead-getting employees get leads the same ways you do: paid ads, content, warm outreach, cold outreach.
- More lead-getting employees = more engaged leads, less owner work, and a business that can run and be sold without the owner.
- Having employees increases enterprise value even when revenue and profit stay the same (same top line/profit, much higher equity).
- Replace limiting beliefs (“do it yourself”, “I’m irreplaceable”) with beliefs that support delegation and specialization.
- The recruiting channels map directly to the core four: warm outreach = ask your network, cold outreach = headhunting, free content = posts, paid ads = promoted job postings.
- Employee-sourcing analogues to customer channels: customer referrals = employee referrals; affiliates = community owners who can refer talent; employees = in-house recruiters; agencies = staffing firms/paid headhunters.

Checklist

1. Audit your current hiring funnel metrics
 - Track conversion steps exactly (e.g., screening calls → candidates passed → offers accepted) and quantify time per hire.
 - Explanation: The transcript showed 40 screening calls → 10 people → 4 passed → 1 hired; measuring this reveals bottlenecks and time-to-hire so you can optimize throughput.
2. Replace inefficient one-on-one screening with group interviews
 - Move to group interviews, pass people who demonstrate social skills and work ethic, then train them.
 - Explanation: Group interviews dramatically increased onboarding speed in the story and enabled the team to hit a sales goal missed for two quarters.
3. Treat employee acquisition like customer acquisition (scale the mirror)
 - For every increase in lead volume expected, plan equivalent scaling of lead-getting employees and hiring capacity.

- Explanation: The business is a mirror—more leads require more salespeople; scaling both sides prevents capacity shortfalls.
4. Train employees to execute the core four for lead generation
 - Train new hires to run ads, create and post content, and perform warm and cold outreach; make these standard parts of onboarding.
 - Explanation: Lead-getting employees generate leads the same way you did initially, reducing owner workload and making the enterprise self-sustaining.
 5. Use the internal mapping of the core four to recruit
 - Warm outreach: ask your personal and business networks for referrals and hires.
 - Cold outreach: proactively headhunt candidates.
 - Free content: post job opportunities from personal and company pages.
 - Paid ads: promote job postings and recruitment ads.
 - Explanation: These are the same four communication methods used for customers; applying them to talent leverages existing skills and channels.
 6. Implement employee referral and affiliate-style sourcing
 - Set up employee referral processes and partner with community owners (affiliates) who can refer skilled talent.
 - Explanation: Customer referrals map to employee referrals; communities that host relevant skill sets act like affiliates to source candidates efficiently.
 7. Decide between in-house recruiters and agencies, and use both strategically
 - Hire employees to recruit (in-house recruiters) and supplement with staffing firms or paid headhunters when needed.
 - Explanation: Employees can become your lead-getters for talent; agencies extend reach externally—both mirror customer acquisition options.
 8. Install a culture and mindset shift on replaceability and specialization
 - Communicate and model beliefs: get someone to spend all their time doing a role, others can do it better, everyone (including you) is replaceable.
 - Explanation: Replacing the “do it yourself” mindset enables delegation, faster scaling, and preserves owner bandwidth—critical to creating a business that holds equity value.
 9. Measure returns and business value with and without employee systems
 - Calculate scenarios comparing owner-dependent operations to employee-run operations (same revenue/profit but different enterprise valuation).
 - Explanation: The transcript contrasts two identical profit scenarios where the employee-run business yields much higher equity (e.g., \$5M top line / \$2M profit vs. same numbers but \$10M+ in business value when staff run operations).
 10. Build onboarding to turn hires into lead-getters quickly
 - Focus onboarding on social skills, work ethic, and training them on your lead-gen processes so they can immediately execute.

- Explanation: Passing candidates with social skills and training the rest allowed rapid scaling in the story; onboarding speed is crucial to increasing capacity.

Examples:

- Hiring funnel example: HR was taking 40 screening calls to find 10 people, passing 4 to hiring managers, and getting 1 hire — this process was replaced with group interviews and training, which improved throughput.
- Outcomes example: After switching to group interviews and training, the team hit a sales goal within six weeks that had been missed for two prior quarters.
- Wealth scenario example: Two owners with \$5M top line and \$2M profit — the owner who built employee systems works 10–20 hours/week and has \$10M+ in business equity, while the owner who is irreplaceable works ~80 hours/week and only has cash as net worth.

Notes:

- Getting the referral section and employee lead-generation right is one of the most leverageable changes you can make to grow value and reduce owner dependency.
- The same four ways humans communicate about products apply to recruiting talent; use the skills you use for customers to source employees.