

PEOPLE-POWERED MONTH



HOW TO KNOW WHEN TO HIRE & FIRE (AND WHY)

This worksheet and lesson will show you how to make on-time hiring and firing decisions using “constraints.”

Apply this training immediately to help you know what role to hire first or next.

If it feels like not hiring is protecting your business's cashflow and, in turn, reducing risk...

YOU ARE ACTUALLY **HIGH-RISK** TODAY

Check the box if you have the listed risk.

UNICORN RISK	<input type="checkbox"/>
WHALE RISK	<input type="checkbox"/>
UNICHANNEL RISK	<input type="checkbox"/>
ICP / PERSONA RISK	<input type="checkbox"/>
SYSTEMS RISK	<input type="checkbox"/>
DATA RISK	<input type="checkbox"/>



You can't hire another you. But you can try hiring for individual parts.

GROWTH CONSTRAINTS: BOOKING CALLS

Map the assembly line of how a lead comes to you (and books in).
Consider key traffic / referral sources, landing pages, offers, etc.

Triage
call
booked

GROWTH CONSTRAINTS: BOOKING CALLS

For example!

Map the assembly line of how a lead comes to you (and books in).
Consider key traffic / referral sources, landing pages, offers, etc.

*3 to 4 YouTube long-form
education pieces*

*TikTok rapid-fire education content
(when it strikes!)*

*Referrals from one
key past client*

*Website (primarily About
and Services pages)*

*In the future, there might be a workshop funnel here
????????????????????????????????????*

**Triage
call
booked**

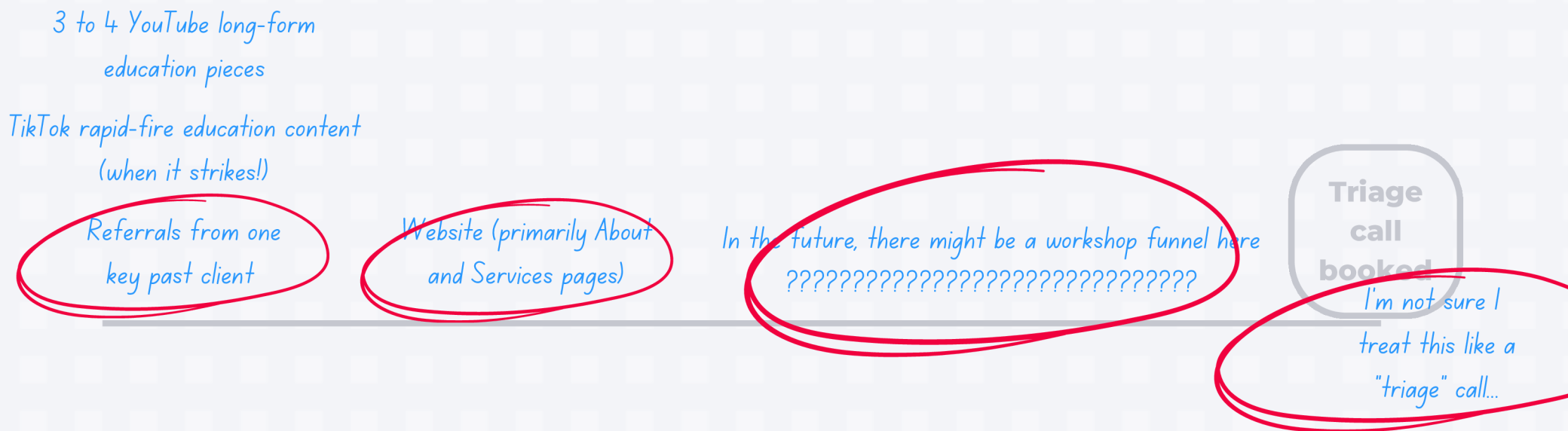
*I'm not sure I
treat this like a
"triage" call...*

GROWTH CONSTRAINTS: BOOKING CALLS

For example!

COPY SCHOOL
PROFESSIONAL

Map the assembly line of how a lead comes to you (and books in).
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GROWTH CONSTRAINTS: BOOKING CALLS

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Triage
call
booked

GROWTH CONSTRAINTS: CLOSING ON SALES CALLS

Map the assembly line of how a lead turns into a client. Remember to be honest and clear as that's the only way you'll find constraints.

Triage
call
booked

Contract
signed
for good
rate

BEGINNER

INTERMEDIATE

ADVANCED

GROWTH CONSTRAINTS: ONBOARDING & MANAGING CLIENTS

Map the assembly line of how a new client turns into a happy client.

Contract
signed
for good
rate

Great
work
delivered
well

BEGINNER

INTERMEDIATE

ADVANCED

GROWTH CONSTRAINTS: DELIVERING & MEASURING WORK

Map the assembly line of how new clients turn into happy clients.

Great
work
delivered
well

BEGINNER

INTERMEDIATE

ADVANCED

WHERE DOES THE FACTORY FALTER?

Your business can grow up to the point of a constraint and no further. So, to grow, we must eliminate constraints. List the areas where your assembly line showed signs of constraint. Then group them into duties for roles.

1. *All my referrals come from ONE past client*
2. *Traffic lands wherevs - get them into workshop funnel!*
3. _____
4. _____
5. _____
6. _____
7. _____
8. _____
9. _____
10. _____
11. _____
12. _____

Repeat the constraint exercise quarterly or more frequently. You'll find that you're better prepared to both hire and fire when you think in terms of constraints.

Write in your next three hires - the roles most likely to eliminate your most costly constraints.

