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# How To Hire The Best People For Your NYC-Based Business

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Just as no single person can play a symphony, no single person can drive a business's success. Successful companies have dedicated, reliable teams of people who work together to create new ideas and work toward goals. Those teams are more than just groups of people — they're coworkers bonded through hard work, dedication and their shared vision of success. Due to those bonds, teams can hold one another accountable, feel camaraderie and earnestly support each other in times of trouble or success.

Assembling a dedicated, reliable team is the tricky part. How do you know if a person will fit into their assigned role or significantly contribute to your business's success? Below, 11 members of Forbes New York Business Council share their best hiring tactics for bringing in the best people to join their team.

## 1. Hire People You'd Like To Spend Time With

All the success I've found has one common denominator — the right team. There's no secret formula, but the best tactic I've used to date is to hire those you wouldn't mind spending time with if you weren't at work. You spend as much, if not more time with your work family than you do with the one at home. — Jordan Rolband, DFO Global Performance Commerce

## 2. Look For Desire To Learn And Grow

I've hired many underqualified employees in the past, all of whom possessed the same quality: the desire to learn and grow. Sometimes people with mediocre talent far surpass those with abundant talent purely because of their desire to be better. I've been fortunate enough to work with some really amazing staff, dedicated people whom I appreciated and worked alongside. — Hoda Mahmoodzadegan, Molly's Milk Truck and F'in Delicious Beverages

### 3. Let Go Of Ego

The small business owner's ego is often a roadblock to scaling a company. Allow yourself to put confidence in qualified candidates by remembering comparative advantage will always win out. – Tanner Simkins, Complete SET Agency

### 4. Hire People Who Want To Help Others

I specifically look for team members who are good at their core, want to help others and want to learn. While the skill set they bring to the table is highly important, it's easier to teach someone new skills than it is to instill strong character. It is also important that someone has the potential to grow as the company grows. – Morris Levy, The Yard

### 5. Look For Passion And Motivation

When hiring a new employee, the most important soft skills we look for are passion and motivation. In a startup environment, things move at a rapid pace and there are often long days of hard work. Finding employees who are passionate about your mission and your brand is the best way to foster an environment of open communication with a team-first mentality, which will help your company progress. – Yana Zaidiner, Token Payments, Inc.

### 6. Hire Your Users

Our best hires come from our newsletter. We find that people already using our product better understand the mindset and the business, and are motivated to help make the service even stronger. If your business allows, advertise open roles to the people who already love and support what you're doing! – Ludovic Huraux, Shapr

### 7. Follow The Three Cs

What are the most important qualities in a teammate that cannot be taught or trained? These are the intangibles that drive team synergy and make the sum of the whole greater than the individual parts: character, creativity and charisma. People who bring these to the table not only help create solid teams, but they also tend to be fun and inspiring people to spend our precious days with. – Jonathan Amoia, Sandhill Investment Management

### 8. Look For Accountability

Getting people to move together toward a common goal requires that you let people work in their strengths and create a culture of trust and

accountability. Especially when a team is small, we win and lose together, so being able to trust your counterparts and hold them accountable to the vision is important. Once everyone is comfortable being transparent, an organization can really get traction. – Steven Libman, Integrity Holdings Group, LLC

## 9. Leverage Word Of Mouth

Word of mouth has really been the best asset in acquiring new talent and bringing them into our team. We stay connected with our industry partners and look for people they like and recommend. – Tracey Sawyer, Krause Sawyer

## 10. Seek Core Value Match

We derived our company's core values by whiteboarding the best qualities our team members embody, then we narrowed those down to six. Those values describe our people and our company as a whole. When interviewing potential new hires, we have them pick two of our core values and describe to us how they embody each one. We also have them pick a third value and tell us how they could improve upon it. – Tom Conlon, North Street

## 11. Value Your Time

Efficiency is key. Always hire someone who is either going to grow your business with a skill you do not have or give you more time so you can grow your business if it is an admin position. Stop trading your time for money and trade your money for time! – James Giacobelli, Giac Capital, Inc & Giacobelli Accounting and Tax Services, LLC