



Are you ready to hire?

Juliet Aurora and Steve Loates



CPD Process

In order to receive CPD credit

- Be sure to sign in or scan your badge for this session
- You must stay in the session for the duration of the training
- This session is eligible for **1 hour of CPD**
- CPD certificates are emailed directly to you within 4 weeks of the conference date to the same email address you used to register

Today's speaker



Juliet Aurora
Co-Founder Kninja Knetwork

- Co-Founder Kninja Knetwork
- Co-Owner of AIS Solutions
- Founder of the Kninja Foundation
- My Mission – To Educate & Empower
- Co-Author of The Kninja Way – Your Journey to Firm of the Future
- Member of the Global Intuit Trainer Writer Network
- Top 10 Influencer in Canadian Bookkeeping industry

Today's speaker



Steve Loates
Co-Founder Kninja Knetwork

- Co-Founder Kninja Knetwork
- Co-Owner of AIS Solutions - Cloud Accounting & Training
 - Awarded Canadian Bookkeeping Firm of the Year
 - Winner Intuit's Global Firm of the Future - First Canadian Firm
- Co-Author of The Kninja Way – Your Journey to Firm of the Future
- Small Business owner 30+ years
- Top 10 Influencer in Canadian Bookkeeping industry

Agenda

Our Hiring Journey

Key Takeaways

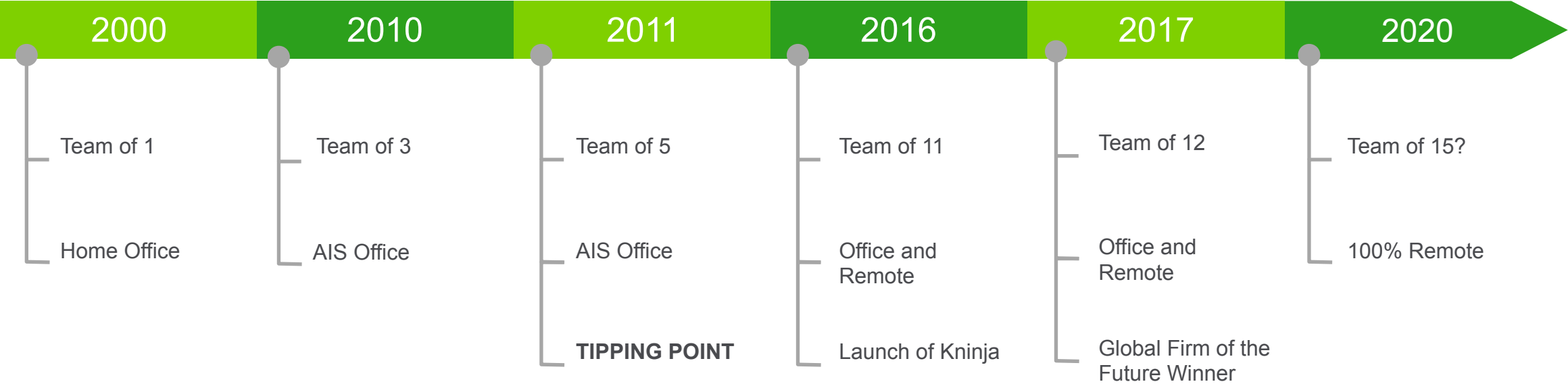
- When is it time to hire
- Who should you hire
- How should you hire

Q & A



Our Hiring Journey

Our Hiring Evolution





**You have everything you need to build
something far bigger than yourself.**

Seth Godin





When is it time to hire?

When should you hire?

FIRST QUESTION

Do you want a BUSINESS or

Do you want a JOB?



Business:

**A profitable enterprise that operates
WITHOUT you**



When should you hire

- Ideally, Before you Need to
- When You Need Another Person to Grow
- When You're Getting Ready to Fire

REALITY IS RARELY LIKE THIS!



Who should you hire?

Tips for hiring the **RIGHT** team members

- Do not hire yourself - You want complimentary skills
- Hire for fit - Train for skill
- Hire slow, fire fast

Considerations for hiring

| SUBCONTRACTOR | EMPLOYEE |
|---|--|
| <ul style="list-style-type: none">• No Fixed Costs• No Commitment• No Source Deductions• No Labour Law Knowledge | <ul style="list-style-type: none">• Stronger Commitment• No Divided Loyalty• Lower Turnover• Common Purpose |
| <ul style="list-style-type: none">• Niche Skill Sets | <ul style="list-style-type: none">• Consistent Skill Sets |
| <ul style="list-style-type: none">• No Training Investment | <ul style="list-style-type: none">• Training Investment |

Not the same answer for EVERY Business

Considerations for hiring

| PART-TIME | FULL - TIME |
|--|--|
| <ul style="list-style-type: none">• Flexibility• Lower Overhead | <ul style="list-style-type: none">• More Commitment• More Control |
| <ul style="list-style-type: none">• Quality of Workforce | <ul style="list-style-type: none">• Quality of Workforce |

NO Right or Wrong Answer

Considerations for hiring

| REMOTE | ON - SITE |
|---|--|
| <ul style="list-style-type: none">• Flexibility• More Diverse Skill Sets | <ul style="list-style-type: none">• More Collaborative• Easier to Control Culture |
| <ul style="list-style-type: none">• Less Overhead | <ul style="list-style-type: none">• More Oversight |
| Dependent upon YOUR Business Model | |



Not only do you need the right people sitting on the bus, but more importantly, you need the right people in the right seat on the bus.





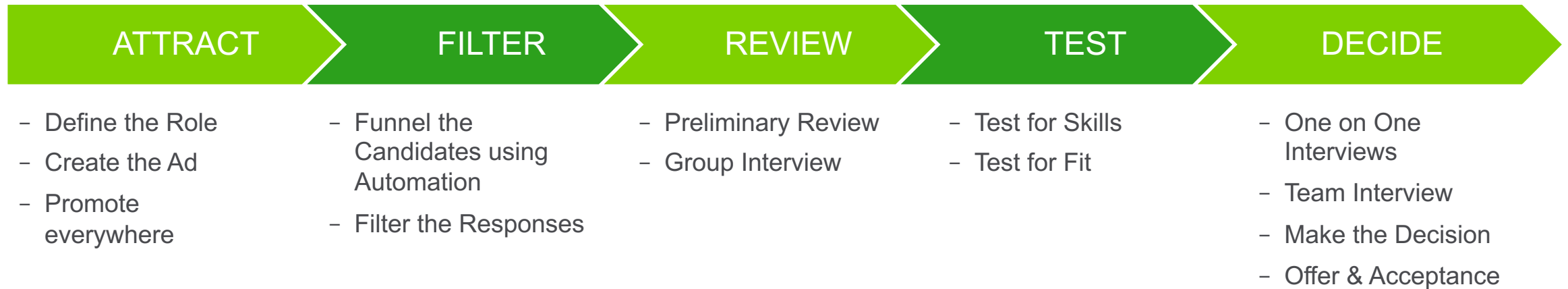
How should you hire?

What should your hiring process look like?

- Attract the largest pool of qualified candidates possible
- Apply multiple “self screening” stages to save you time
- Observe candidates in real world situations - NOT just one-on-one interviews
- Make use of technology for automation and efficiency

You NEED a Process

Kninja hiring system



DON'T SPEND TIME READING RESUMES!

Attract – The Ad – Typical

BOOKKEEPER WANTED

We are looking for a good bookkeeper to join our team with 2+ years of experience using QuickBooks
We are offering a Full-Time position with great potential for future growth.

Qualifications:

We are looking for someone who is very detailed oriented and can work on their own as well as be a team player.

You have exceptional customer service skills and are able to adapt quickly and work multiple clients in the same week.

Yada yada yada yada yada yada yada yada yada yada yada yada yada yada yada...

Attract – **The Ad** – Kninja Way

Do you Love Being a Bookkeeper?

Are you looking for a great place to do what you love?

If so, then we want to hear from you.

About Us:

We are an award winning Bookkeeping, QuickBooks Training and Small Business Advisory Firm located in Burlington, Ontario. We don't do typical Accounting stuff – taxes aren't part of our service offering, so we actually love the month of April. We are process and technology driven and have created a Team that has become a second family for all of us.

Attract – **The Ad** – Kninja Way – Cont'd

We provide bookkeeping services for our small and medium business owner clients. They rely on us to make sure they can rely on their books. Our passion is in all things cloud and tech related, so all of the changes in our industry excite us rather than scare us. QuickBooks Online, 3rd Party Apps, Ecosystem Integrations, We Love it All.

We also have a groundbreaking Kninja Education Community to help other Accounting Professionals, and if helping others excites you like it does us, we would love your involvement.

Because we do a great job of it, we're growing and are looking for another Superstar Kninja Bookkeeper to add to our team.

Attract – The Ad – Kninja Way– cont'd

Desired Skills and Experience

To succeed in the role, you must be someone who really enjoys doing all of the important bookkeeper tasks our clients trust us with, such as: Filing Government Remittances, Account Reconciliations, Accounts Receivable, Accounts Payable, Payroll, Month end Wrap up, Reporting, and plain old helping our clients by making sure their books are in great shape at all times.

Technology should excite you – if it doesn't, then we may not be the right place for you to join.

To do the above for this new role, we would love for you to have some specific software experience. Advanced Experience with QuickBooks Online would be awesome, and of course the old standby of Excel. Just as important, you'll need what most places expect - excellent communications and project management skills, impeccable attention to detail, extraordinary time management ability, a can-do attitude, and love helping businesses succeed.

Attract – **The Ad** – Kninja Way – cont'd

Our Environment and Culture

We understand how many hours in the day you spend at work and so want to make that time as enjoyable as possible. Yes, the work needs to get done, and our clients need to be looked after, but we believe that you can have fun while taking care of business. We have team building events; every Wednesday is AIS Fun and Games where we compete against each other for Starbucks runs, we have a flexible work from home policy that lets you work from your PJ's or on those days where you don't feel like combing your hair.

Our compensation is competitive & we offer benefits but it is our attitude that makes us the place to be

Filter & Automate – The Autoresponder

IMPORTANT

Only 1 Way To Respond To Ad

jobs@aissolutions.ca

No dropping off resume, no phone calls, no emailing to any other email – they will be ignored – they MUST follow our process.

This triggers the autoresponder email

Filter & Automate – The Autoresponder

Congratulations and welcome to the next phase of our "New Superstar Kninja Team Member" selection process. Let me outline for you what will happen from here.

Step 1. You will see below a few questions we'd like you to answer.

IMPORTANT: In order to be considered you need to call toll free 1-800-111-1111, between the hours of 5pm and 8am and say the following..

"Hello, this is (your name), calling to participate in the second phase of the AIS Solutions selection process for the position of Ninja Bookkeeper."

Please ensure that you name the position you are applying for, as we are hiring for multiple positions at this time.

Then say the current date and time.

IMPORTANT: Please make sure to spell your first name and last name very clearly so we know who you are.

Filter & Automate – The Autoresponder

Followed by:

“My responses to the questions are as follows. Question 1” ... then give your response.

“Question 2then your response” And so on through to question #8.

After your last response be sure to say “And that concludes my responses. **Ciao**”

Please Note:

- Calls must be made between 5pm and 8am.
- You must complete this task within 5 business days of receiving this email.

Review – Applicant Responses

Hello this is John calling to participate in the second phase of the AIS Solutions selection process for the position of part-time Kninja bookkeeper.

The current date is September 29 and the time is 10:05 PM.

My responses to the questions are as follows.

Question one

What made me desire the position was that it was a part time position that would be able to accommodate my school hours. So I will be pursuing post secondary graduate level studies come January so it would be would be nice to have something to work around that schedule.

Question two

the last book I read was girl on the train. I loved it because it did a really great job of keeping me guessing as to who the culprit was in the mystery.

Review – Group Interview



Review – Group Interview



To receive a copy of the
85 Interview Questions that we use for our Group Interviews

Text – Kninja

1-289-677-8029

Test – Skills & Fit



Decide – One On One Interview



What happens next?



Our Kninja Team





**Train People well enough so they can leave,
treat them well enough so they don't want to"**

- Richard Branson



Let's connect



Juliet Aurora

juliet@kninja.net
@julietaurora

Steve Loates

steve@kninja.net
@steveloates

KNINJA KNETWORK ACCOUNTING PROFESSIONALS – FACEBOOK GROUP
WINE AND WHISKEY WEDNESDAYS – FACEBOOK LIVE

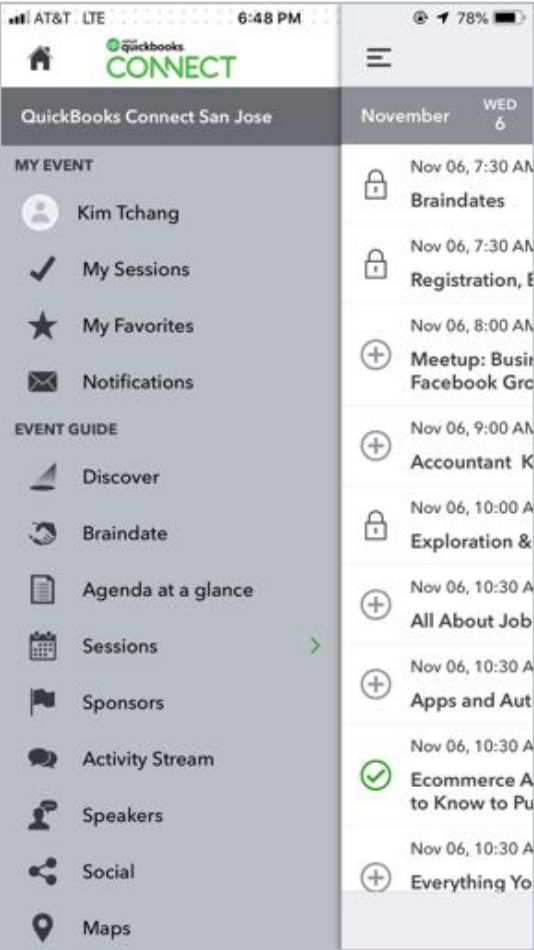


Questions?

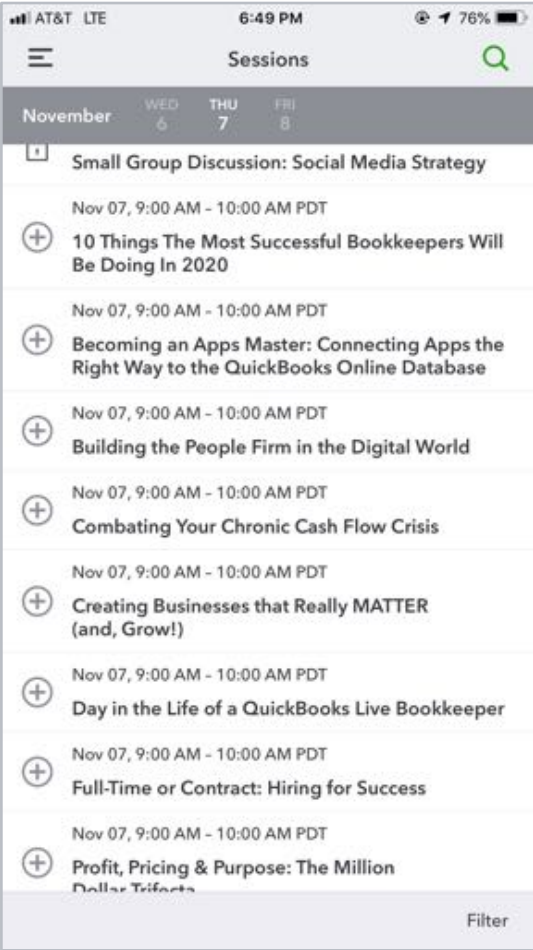
Rate this Session on the QuickBooks Connect Mobile App

Provide feedback to help us design content for future events

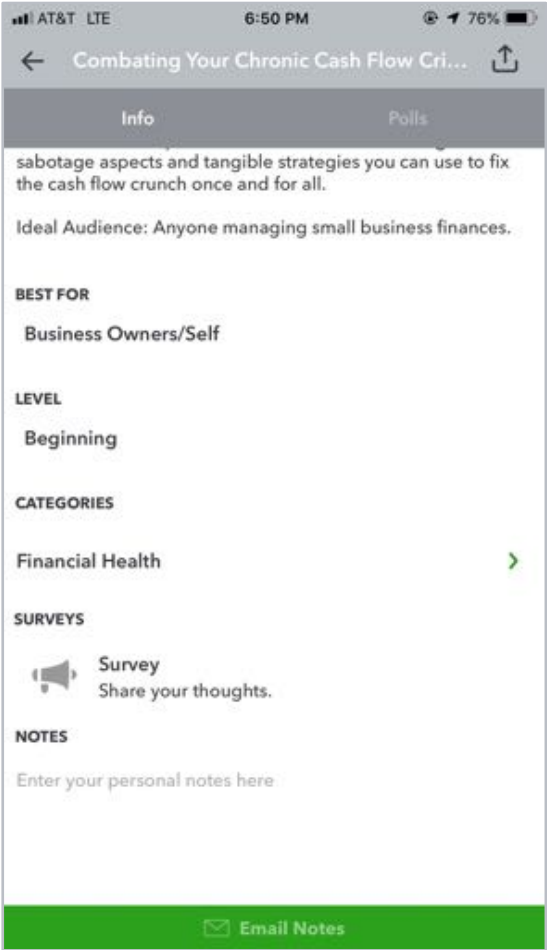
1. Select Sessions



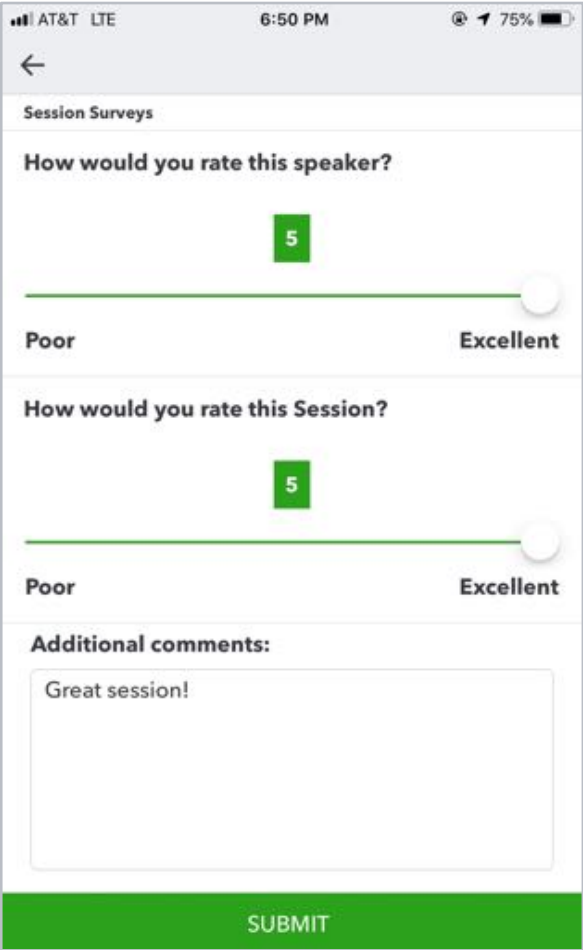
2. Select Session Title



3. Select Survey



3. Add Ratings



Material Download

1. Find the session on the agenda
2. Select + for more information
3. Download PDF of slides and/or supplemental material

<https://can.quickbooksconnect.com/agenda/>

The screenshot shows the QuickBooks CONNECT agenda page. At the top, there's a navigation bar with links: Why Attend, Agenda (selected), Speakers, Pricing, Sponsors, Travel, and FAQ. Below this, the date 'December 10' is highlighted, with 'December 9 Accountant Day' and 'December 11' also visible. A 'Print Agenda' link is in the top right. A paragraph describes breakout sessions. A search bar labeled 'Search for sessions' is present. Below it, a 'Filters' section includes buttons for Organizational Culture, Life & Business Skills, Technology Training, Business Growth, Advisory, and Financial Health, with an 'Expand all +' link. The agenda list shows sessions from 7:30-9:00 am to 11:00 am-12:00 pm. The 'Breakout Sessions' section is expanded, showing details for 'Creating Your Small Business Culture', including a description, ideal audience, best for, speakers, location, track, CPD hours, and level. Other sessions like 'Understanding Personalities for Better Communication' and 'How to Use QuickBooks for Your Small Business: Introduction' are also listed.

QuickBooks
CONNECT

Why Attend Agenda Speakers Pricing Sponsors Travel FAQ

December 9
Accountant Day

December 10

December 11

Print Agenda

Attend breakout sessions to learn strategies to grow your business, how to hire and build an ideal culture, tips to improve your financial health and more. Connect with peers and experts for one-on-one learning. More information coming soon.

Search for sessions

Filters: Organizational Culture Life & Business Skills Technology Training Business Growth Advisory Financial Health Expand all +

7:30-9:00 am Registration, Breakfast & Exploration +

8:00-8:45 am Meetup: New to Networking +

9:00-10:00 am Morning Keynote +

10:00-11:00 am Exploration & Connection +

10:15-11:00 am Meetup: Women in the Workforce +

11:00 am-12:00 pm

Breakout Sessions

Creating Your Small Business Culture

Many solopreneurs and small business owners feel like they don't have time to work on their company culture (or that they even should). Instead, they spend most of their days working in their business rather than "on" their business. In this session, you will receive tips on how to reduce stress, improve productivity, and improve your personal fulfillment all through the nurturing of your crew, your clients, your fans, AND yourself!

Ideal Audience: Business owners looking to enhance their culture.

Best for: Business Owners/Self-Employed

Speakers: Tamia Madarasz

Location: Room 201 CDEF

Track: Organizational Culture

CPD Hours: 1

Level: Introduction

Understanding Personalities for Better Communication +

How to Use QuickBooks for Your Small Business: Introduction +



OWN
THE
FUTURE