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Recruiting From Clarity

A Companion Workbook

Designed for first-time learners, stand-alone viewers taking the hiring and recruiting lesson without completing the full Retention Essentials course, and anyone who wants to hire with intention instead of urgency. This workbook is designed to bring awareness to the key areas that shape hiring, culture, and retention. It helps you slow down, name patterns, and start making more intentional decisions. If you want to go deeper, the Retention Essentials course expands on each of these areas in greater detail. Inside the full course, you'll explore values, client and team experience, retention behaviors, and practical systems that support long-term growth. Think of this workbook as the starting point. The deeper learning, structure, and guided implementation live inside Retention Essentials.

How to Use This Workbook

This workbook was designed to be used alongside the video

You will see moments where you are encouraged to pause, reflect, and write. That is intentional. Recruiting decisions shape your culture, your guest experience, and your retention long before someone ever starts their first shift.

If this is your first time thinking about recruiting this way, you are not behind.

You are starting at the right place.

Clarity comes before systems.
Awareness comes before action.

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Recruiting Is the Starting Line of Retention

Most recruiting decisions are made under pressure.

Someone leaves.
The schedule feels tight.
Energy dips.
Urgency kicks in.

When that happens, it is easy to focus on filling a spot instead of building the right fit.

Recruiting and retention are not two separate problems. They are the same story told at different points in time.

Recruiting asks: Who are we inviting into this business?

Retention asks: How well does that person fit what we are actually doing every day?

Before we talk about job posts, interviews, or onboarding, we start here.

Pause + Reflect

- Where have I hired from urgency in the past?
- What challenges showed up later because of that urgency?
- What would it look like to move slower so I can move stronger?

The foundation: What to Clarify Before You Recruit

Before you post a job.
Before you book an interview.
Before you say yes to anyone.

These pages help you get clear on paper, not just in your head.

If you have never done this work before, start where you are.
Honest answers are more valuable than polished ones.

1. Your Values in Plain Language

Values are not posters. They are patterns.

This is about naming what alignment actually looks like inside your business.

Our Core Values (List 3–5)

- 1.
- 2.
- 3.
- 4.
- 5.

When Someone Is Living These Values, I See:

When Someone Is Not Aligned, It Usually Looks Like:

These behaviors become filters in recruiting, not just ideals.

2. Your Ideal Team Member Snapshot

This is not about perfection. It is about fit.

You are looking for someone who can grow with you,
not someone who arrives fully formed.

The Kind of Team Member Who Thrives Here Usually:

Their Relationship With Feedback Looks Like:

Their Relationship With Growth Looks Like:

Red Flags I Have Ignored in the Past:

Clarity here helps you spot alignment earlier and avoid repeating old patterns.

3. Your Team Experience Promise

Every workplace makes promises, whether they are stated or not.

This section helps you name what working in your business should actually feel like.

Working Here Should Feel Like:

Leadership Here Should Feel Like:

Team Members Should Be Able to Count On:

Reflection

Is this currently true, aspirational, or inconsistent?

You cannot recruit honestly if you cannot describe this clearly.

4. Your Training and Onboarding Reality

You do not need a perfect system to recruit well. You do need honesty.

Right Now, We Are Good at Training:

Areas That Still Feel Loose or Inconsistent:

A Realistic Expectation I Can Confidently Set With a New Hire:

Ground zero is not about being done. It is about being clear.

Turning Clarity Into a Recruiting Funnel

Now we apply what you have clarified.

At every stage, ask one question:

Does this person align with what we have already decided matters here?

ATTRACT: Who Does Your Job Post Call In?

What Our Current Job Post Emphasizes:

What I Want It to Emphasize Instead:

One Line I Could Rewrite to Reflect Our Values or Culture:

FILTER: Application and First Contact

One Question I Could Ask to Learn About Values or Mindset:

INTERVIEW: Conversation, Not Performance

One Question That Would Help Me Hear Alignment:

OFFER: Setting Expectations Early

One Expectation I Need to Say Clearly Before Someone Starts:

Onboard: Start as You Mean to Go On

One Way We Can Improve the First 30 Days:

Small upgrades here prevent big problems later.

One Aligned Upgrade This Week

Do not overhaul everything. Choose one place to improve.

The Recruiting Stage I Will Focus On:

- Attract
- Filter
- Interview
- Offer
- Onboard

One Small Change I Will Make This Week:

How I Will Know It Helped:

Momentum comes from aligned action, not massive effort.

Final Reflection: From Panic to Clarity

Recruiting does not have to feel reactive.
Retention does not have to feel mysterious.

When clarity leads your decisions, outcomes change.

What Feels Clearer Now?

What Feels Less Urgent or Heavy?

What Does “Recruiting From Clarity” Mean for My Business?

Retention is not an accident. It is the result of aligned decisions made early and reinforced often.

You are building that kind of business.