
Growing Your Business

Attract, Retain, and Reward your employees

Gleba & Associates

Michelle Rafalski, Managing Partner

Jill Gleba, Founder



1. Define Yourself

- Who are you?
- What value do you offer your clients?
- Exact market, product, service
- What makes you unique?
- Can you teach your clients to describe who you are?
- Can your employees describe what you do?



2. Define Your Best Customer

- Who is your ideal customer?
- Top 10-20 clients – what do they have in common?
 - Use this when marketing & asking for referrals
- Don't want to waste your time with clients who don't fit your criteria



3. Delegate

- You must create opportunity for your business to grow
- Example
 - The best use of my time is spent with customers
 - NOT answering phones, NOT doing paperwork, etc.
- Delegate any work that can be done by someone else
- If you are Taylor Swift, your job is to perform. Others handle ticket sales, audio and stage setup, t-shirt sales, etc.



4. Duplicate Yourself

- You can't grow beyond your limits if you are the only one selling or producing
- Less likely to grow with only one rainmaker
- Hire: Trust first, skills second, and they must be trainable/coachable



5. Develop Structure

- Database is the heartbeat of your business
- One company goal, everyone has their duties
- Owner provides structure, employee decides how to accomplish
- Departments form:
 - Marketing: everything done to gain customers
 - Service: existing customers during the sales process
 - Maintenance: connecting and maintaining relationships



6. Outsource

- NOT employees
- Hire experts/professionals
- IT, CPA, Website, Payroll
- Always hire someone smarter than you



7. Coach/Mentor

- Find someone in a similar business that you want to emulate
 - You should know your competition
- Hire a coach to make you accountable
- Join a mastermind or professional group



8. Collaborate

- Collaborate with resources and/or strategic partners
- Professional contacts turn into “Centers of Influence”
- Referrals back and forth – equal benefit
- Nurture!



Attract, Retain, and Reward Your Employees



Hiring the Right Employees

- Job Description (skills, duties, experience)
- You cannot teach a personality trait, you can teach a skill
- Hire slow, fire fast
- Personality / communication quiz
- Employee Priorities List



10 Things That Require Zero Talent

1. On Time
2. Work Ethic
3. Effort
4. Body Language
5. Energy
6. Attitude
7. Passion
8. Coachable
9. Doing Extra
10. Being Prepared



What do your employees value? Ask them!

Priorities List – Rate them 1 through 11

- Appreciation
- Recognition
- Money
- Have Fun
- Career
- Status
- Family
- Spirituality
- Professional Development
- Health
- Recreation



Employee Personalities

- **Doer**
 - Strengths: Getting results, persistent, accepts challenges, confident
 - Weaknesses: Insensitive, demanding of others, inflexible, resents restrictions
- **Thinker**
 - Strengths: self-disciplined, conscientiousness, analytical, efficient
 - Weaknesses: Rigid, pessimistic, perfectionist, bogged down with details
- **Influencer**
 - Strengths: Personable, good impression, entertaining, optimistic
 - Weaknesses: Little follow-through, talking too much, impulsive, exaggerates
- **Relater**
 - Strengths: Supportive, good listener, loyal, peace-keeper
 - Weaknesses: Resists change, lack of initiative, holds a grudge, easily hurt feelings



Respecting Employees

- Respect their time
 - Flex, time off, hybrid WFH/WFO schedule
- Quarterly “team building”
- Compliments
- Team Approach – “we”
- Individual meetings with owner to ask THEIR opinion
- We’re all human!



I DO HAVE EMPLOYEES

I DO PLAN TO CONTRIBUTE TO EMPLOYEES' ACCOUNTS

BOTH EMPLOYER AND EMPLOYEE WILL MAKE CONTRIBUTIONS

WHICH IS MORE IMPORTANT TO YOU?

HIGHER CONTRIBUTION LIMITS

PLAN DESIGN FLEXIBILITY¹

401(K)²

HIGHER CONTRIBUTION LIMITS

EASIER ADMINISTRATION

SIMPLE IRA

ONLY EMPLOYER CAN CONTRIBUTE TO EMPLOYEE ACCOUNTS

SEP IRA

I DO NOT HAVE EMPLOYEES

I DO NOT PLAN TO CONTRIBUTE TO EMPLOYEES' ACCOUNTS

WHICH IS MORE IMPORTANT TO YOU?

HIGHER CONTRIBUTION LIMITS

PLAN DESIGN FLEXIBILITY¹

401(K)²

LOWER PLAN COSTS

EASIER ADMINISTRATION

PAYROLL DEDUCTION IRA

WHICH IS MORE IMPORTANT TO YOU?

HIGHER CONTRIBUTION LIMITS

LOAN OPTION

SOLO 401(K)

LOWER PLAN COSTS

EASIER ADMINISTRATION

SEP IRA



Cash Balance Plan

- Put away \$150,000+ over a short period of time
- Good Candidates:
 - Wants to contribute over \$100,000 per year
 - Already contributes 3-4% to employees
 - History of consistent profits
 - Wants to accelerate retirement savings
- Larger Tax Deductions
- Accelerated Retirement Savings
- Flexible
- Easy to Administer
- Ideal for age 50+



Any Questions?

Michelle Rafalski

Managing Partner

Michelle@GlebaAndAssociates.com

Jill Gleba

Founder

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