

Five Tips For Small-Business Owners Hiring New Employees

(NAPSA)—Small-business owners can be distracted and overwhelmed by the many roles they need to play at work—and hiring help is sometimes easier said than done. From prioritizing fundamental needs and attracting high-caliber talent to finding the time and the budget to train a newcomer, hiring a new employee can be a daunting and time-consuming task.

According to a recent survey commissioned by Visa USA and SCORE, a nonprofit association dedicated to entrepreneur education and the formation, growth and success of small businesses nationwide, 52 percent of small-business owners stated that with the help of an additional employee, they would focus on generating new business; 32 percent would evaluate and address their business' weaknesses; and 26 percent would focus on their personal passions. While small-business owners recognize the value an additional employee would provide in contributing to the current and future success of their businesses, they lack the time and resources to focus on attracting and engaging talented candidates.

To stimulate the hiring process among small-business owners, Visa USA and SCORE offer some helpful tips and advice to consider before posting that "Help Wanted" ad:

Define your style. In a small-business environment, it's important to hire someone who will complement your work style and contribute to your corporate culture. Enlist the help of a mentor who has management experience

for guidance.

Identify your needs. It's important to focus on exactly how an employee will increase profitability—either by freeing up your own time for strategic initiatives or by keeping your clients satisfied with improved customer service.

Create a system of accountability. Clearly define what you expect from a new employee. Be ready to solicit feedback from him/her and help your employee understand how his/her role contributes to your overall business goals.

Invest in training. When hiring a new employee, establish a training plan. Whether simple or more complex, progress goals should be clearly defined—holding both you and your employee accountable. Don't forget to budget for both initial and ongoing training.

Track progress. Discuss your employee's performance with him or her. It's important for employees to be involved in their own professional development. And remember...the success of your business is dependent upon the success of your staff.

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