

# The Earley Examiner

## *A Letter from Chris Earley*

**September 2022**

“People are not your most important asset. The right people are.” – Jim Collins

I am a massive believer in the importance of hiring the right people for my firm. Without the right people, my firm can only go so far. But hiring the right people rarely occurs by happenstance or luck, but rather, through by a very thorough and systematic approach. Here are some ways I have found success with hiring:

Writing the job ad. Your ad should be very narrowly tailored to attract the right candidate, and to repel the wrong candidates. **Think of a dating ad in the personals.** Those ads are written specifically in order to attract the right person. Writing a job ad should be no different. Make very clear in the ad exactly what the job entails, and exactly who would be the right fit. Be sure to also make clear on how one should apply, and if they can't follow those precise instructions I lay out on the ad, then I can't consider them. For example, in my ads I always conclude the ad with the instruction to email me a resume with the subject line 'apples.' If someone does not follow that simple instruction, it tells me they did not carefully read the ad in the first place, so I won't consider that applicant.

Our job ads also contain a link to a two-minute video in which I discuss the core values of our company, and the types of people we are looking for, as well as the types of people we are not looking for. This is a very effective way of further increasing your chances of finding the right candidate. Also, always run your job ads in as many places as possible so that you cast the widest possible net.

The interview process. When interviewing I ask open-ended questions that are intended to get the applicant to talk. **Dive as deep as you can to really get a feel on how the applicant thinks.** Curveball questions I ask are “What is the worst thing a previous employer would say about you?” or, “What would your friends say is your greatest weakness?” I make clear there are no right or wrong answers, and this I find is disarming and makes the applicant settle in comfortably into the interview. If I like the applicant,

then I will have him back for a second interview, and that is when I have my team members interview the applicant. I do it that way because almost certainly they will pick up on things that I have missed. The more eyes and ears you can have on a potential job candidate, the better.

The testing process. After myself and my team have all interviewed and interacted with the candidate, and if we all like him, then I will invest in having the applicant complete an online assessment that is administered by a third-party. This evaluation reveals **how the applicant makes decisions, how he sees the world, what motivates him, etc.** There are many tests such as the Kolbe A Index Test, the Gallups Strengths Finder, and many others you can and should utilize.

Finding and identifying the right job candidate is very hard and oftentimes discouraging work, but it is definitely worth it. If you have other ideas on this topic, please email me at [cearley@chrisearley.com](mailto:cearley@chrisearley.com) because I would love to hear from you.

### **Thank You For Your Referrals!**

Your trust in us to handle your referral is incredibly appreciated not only by myself, but by my entire team. Anyone you refer to us receives our signature 5-star client service called *The Earley Experience* which has led us to amass 443 5-star Google reviews.

### **Let's Connect**

I would love to grab coffee or jump on a Zoom with you. We can chat about practicing law, marketing, managing and scaling a practice, referrals, etc. Simply call me at 617 338 7400 or email me at [cearley@chrisearley.com](mailto:cearley@chrisearley.com) so we can talk.

### **Check Out My Most Recent ABA Article Attached**

The topic I choose this month is all about leveraging the power of email marketing.

### **Quote of the Month**

“Be thankful for what you have; you’ll end up having more. If you concentrate on what you don’t have, you will never, ever have enough.”

- Oprah Winfrey