

The McKenzie Mailer

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UPCOMING EVENTS

BECOME PHR/SPHR CERTIFIED

HRCI Certification Preparation classes will start in September and will be held at the McKenzieHR offices located near the intersection of Belfort Road and Butler Boulevard.

Ask Bob for more information.

The BizOp Showcase and Economic Development Summit date was changed at the last minute and will be held at the Hyatt Regency in Jacksonville, Florida on Tuesday, August 15, 2006

Bob McKenzie will be one of the speakers at this event.

The Topic

“A High Performance Workplace – You Can Feel It in The Air”

Is a Mediocre Employee Better than No Employee?

Employers are complaining about the quality of people applying for jobs. At this point, the pretty bad candidates look great when compared to the really bad ones. And so comes the dilemma. Is filling a job with a so-so employee better than leaving the job open? Many managers believe that having a body in a position is better than having no body at all. Before hiring that so-so employee, look at the possible ramifications.

Training takes longer since managers and experienced employees must take extra time and effort to ensure that the new employee knows the job.

What will your customers think? Think about the impact on your customers when Mr. Middle-of-the-Road answers the telephone with a disinterested voice and takes no initiative to find out what the customer wants or needs.

Mediocrity breeds contempt. High performers do not want to work with slackers. Hiring a run-of-the-mill person will bring down your good employees who will have to carry most of the load for them. Super employees will start to resent management for hiring such a loser.

Losing your competitive advantage. Your people are your competitive advantage. Ms. Mediocre will come in late, expect the employer to understand her problems and not give a lick about the business issues. Ms. Mediocre will also work at a slower pace, thereby bringing productivity down. How much more does the high performer contribute to your bottom line as opposed to Ms. Mediocre? It may be hard to measure, but it is very easy to see.

Great companies are *not* built with mediocre people. Enough said.

Now you have to ask yourself again, “Is hiring a mediocre employee better than no employee at all?” The pickings are very slim and with the lower unemployment rates throughout the country, the pickings will get slimmer.

“Help Wanted” and “Now Hiring” signs are everywhere. Starbucks, one of the perennial companies on the best places to work in the country list, is advertising that they are having a job fair in Jacksonville to attract candidates. Many companies are now offering hire bonuses of up to \$5,000. Others are offering gifts certificates to restaurants and movies to people who apply for jobs. These incentives are acts of desperation.

The good companies must become very creative and forward thinking to attract the people they need to produce high quality work. Take the time necessary to find the type of person you need. Involve other employees and communicate the issues you are having with filling job openings. Ask them how they can redistribute the work or for ideas on others ways they can get the work done in a timely manner.

Hiring second rate employees means paying someone to bring your organization down. Let your competitors hire Mr. and Ms. Mediocre.