



## Thrive in Pharmacy – September 2019 TiP

Volume 1 / Issue 2 Sept 2019

### 10 common recruitment mistakes

“Hiring the right people is a sign of good management. Keeping them is a sign of good leadership.”

Many political appointees of Donald Trump the 45th and current President of the United States, have resigned or been dismissed. The record-setting turnover rate in the Trump administration has been noted in various publications. Full list [here](#)

Hiring new staff can be an expensive and time-consuming process, so it's important to get it right. You want to make sure that you recruit someone who's the best person for the job and who fits into your organization, so that you're not facing continual turnover.

Here's our list of 10 common recruitment mistakes.

1. Not creating an accurate job description.
2. Failing to consider recruiting from within.
3. Relying too much on the interview.
4. Using unconscious bias.
5. Hiring people less qualified than you.
6. Rejecting an overqualified candidate.
7. Waiting for the perfect candidate.
8. Rushing the hire.
9. Relying too much on references.
10. Expecting too much, too soon from a new recruit.

Knowing the potential pitfalls when recruiting new staff can help you to ensure the continued success of your organization, and the ongoing happiness of your team.



## Seven steps to your best leadership

From Greg Groeschel

### 1. **A discipline to start:**

When a leader gets better, everyone gets better

Most leaders fill their development plans with 'do goals' e.g. I want to do more

The most influential leaders make 'who goals' e.g. I will be a leader who supports ...

Start with 'who' and let the 'do' follow naturally from there.

When you know who you are you will know what to do.

Start small – small disciplines done consistently.

Do what leads you to become the who you want to be as a leader.

### 2. **The courage to stop**

Seldom is it intentional decisions or actions that lead to our wrecking or reducing our credibility.

Typically, one bad decision, one wrong step, one bad habit, one day at a time.

We need the courage to stop, to say no, to do less, to resist.

- What do you need to stop?

Consider – based on who I want to become, what do I need the courage to stop?  
What triggers lead to wrong outcomes? What moods tend to get me into trouble?  
Who can help me stop?

### 3. **A person to empower**

If you don't empower others, you will become a lid on the work you are doing.

Your work does not succeed by what you do, your work succeeds by who you empower.

Build people and together you'll build something great.

If someone can do something 50% as well as you with potential to develop, then delegate and watch them grow.

- What can you give away?
- Who can you give it to?
- How will you develop and train them?

When you empower the right people, they feel valued, they grow in their leadership, you can focus elsewhere and whatever you are leading will become stronger.

You can have control over your work, or you can have growth, but you can't have both. Who will you empower?



#### 4. **A system to create**

Think of a problem at work, on your team that just keeps coming back.

You may think you have the wrong people or lack quality control measures, but the problem is probably a systems problem.

As leaders we tend to blame the people downstream for our problems when the real problem is the systems upstream.

You may think we don't really have systems (dispensing roles and protocols) - you do have systems – it may be 'we will muddle by each day' – that is a system.

You may have systems by intent or by default. The systems you have are either a result of what you have created, or you have tolerated. So, for a better outcome start by creating a better system.

- What system do you need to create to get the results you want?

#### 5. **A relationship to initiate**

When it comes to spending time with (learning from) others don't just respond to people who are there or who ask. Initiate time with people who stretch you, push you, challenge you to think, maybe confuse you.

e.g. meet with someone you criticise – we often judge people we don't understand.

Don't just meet with people your age, in your field and with similar experience.

Find someone a few steps ahead of you.

Be prepared to listen, ask questions and follow examples. Don't just copy what others do but learn how they think.

#### 6. **A risk you need to take**

No one ever achieved anything great by playing it safe.

President Carter said, "Go out on a limb, that is where the fruit is".

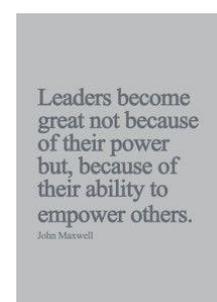
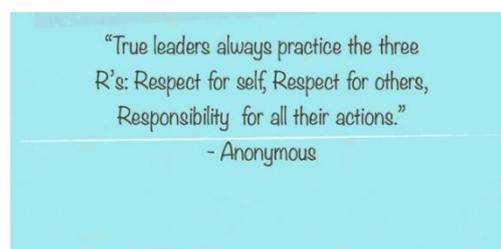
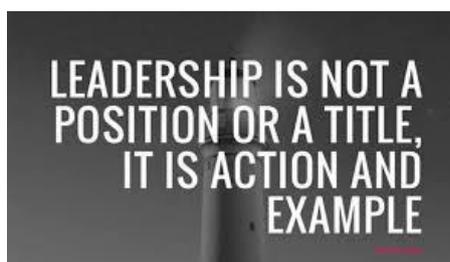
If you want to be what you have always been, do what you have always done.

If you want to change who you are, change what you do.

#### 7. **Now do it**

Leaders take action on information that leads to transformation.

- **What exactly is your next step?**





## The unrelenting collapse of the middle in retail

This article highlights the dangers of being caught in the middle or in 'no-man's land' or trying to be 'all things to all people'. While the article relates to USA clothing stores, I believe an analogy can be drawn with Australian community pharmacy, which has three distinct groups forming:

1. Discounter – on the extreme of the spectrum based purely on price
2. Traditional chemist – in the middle being in the business of supply but not a consistent discounter and dabbling in health / professional services (the majority of pharmacies in Australia are sitting here)
3. Health professional – on the extreme of the spectrum based on professionalism, health and patient focussed (where a small number of pharmacies are having outstanding results).

*Hudson's Bay is another tale of two cities. The moderate department store division continues to leak market share. Heavy discounting contributed to a huge (and growing) [quarterly loss](#). Meanwhile, its two formats targeting decidedly more upscale customers (Saks Fifth Avenue and Saks Off 5th) ran increases.*

*As power shifts to the consumer, competition intensifies, choices abound and we are all flooded with a tsunami of information and clutter, no brand is going to command attention, much less get us to part with our cash without delivering some unique, memorable and intensely customer relevant. Good enough no longer is. A slightly better version of mediocre won't cut it.*

*The lack of innovation and risk taking is catching up with all these retailers that watched the last 20 years happen to them. [It's death in the middle.](#)*

Read the article [here](#)