

WHITE PAPER

2024: How to Protect Your Business When Hiring New Employees

Version 1. February 2024



Hiring in 2024 Can Be Deadly to Your Business

Does this sound familiar? You just spent a ton of time and money hiring someone, only to have them quit within a week. Or worse, they stick around and disrupt your workplace culture, hurt employee morale, and lose you customers and money.

This story has become all too common, and experts predict it's only going to get worse as "Gen Z" continues deploying into the labor market.

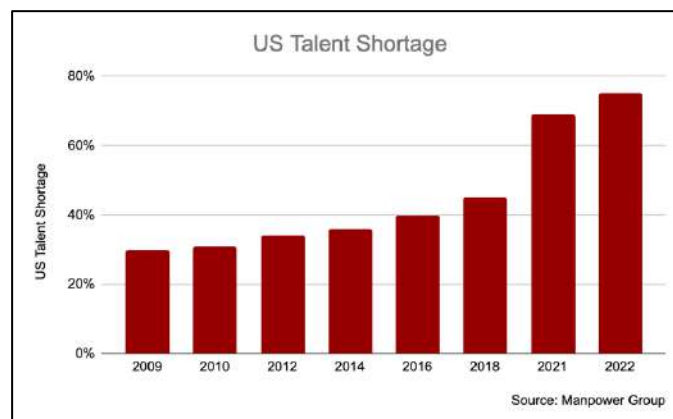
Now, more than ever, you need to understand what the values and work-ethic are of those job seekers you're screening. But how do you screen for values without getting hit by a lawsuit? That's the key question addressed in this report.

Why Hiring is More Difficult Than Ever

2024 will be the most challenging labor market in a century. Several events have culminated to create the "perfect storm."

- Population growth is [slowing](#) for the first time in US history, creating constraints on the labor market & economic growth.
- [Retirements among baby boomers](#) & Gen X are accelerating.
- More working-age adults are simply choosing to stay at home, particularly [middle-aged men](#).
- Colleges are turning out graduates who aren't prepared for the workforce or don't want to work.

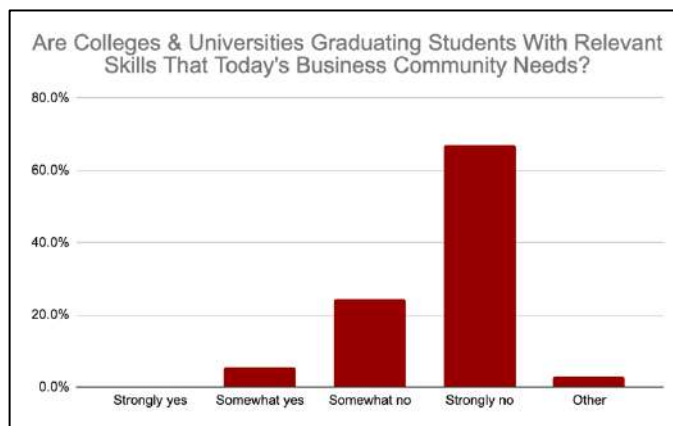
The population growth decline was already creating a people shortage before the pandemic. In 2020, a [Manpower Group](#) survey revealed that 7 in 10 companies reported talent shortages, double that of a decade prior.



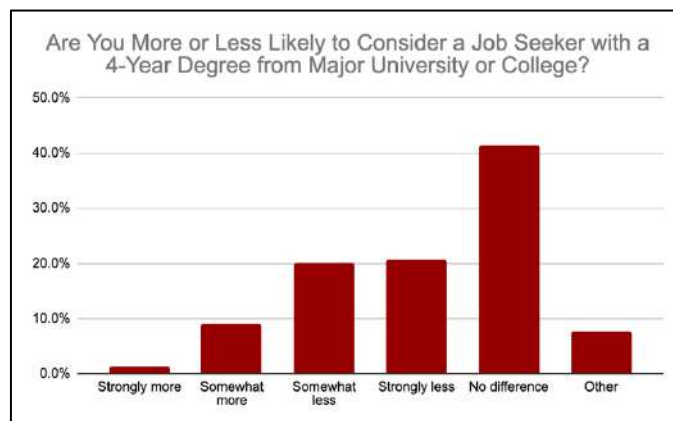
That population decline intensified during the pandemic with massive retirements among baby boomers and the sidelining of working-age men.

Higher Education Hasn't Helped

Higher education has produced waves of graduates with degrees in social engineering topics of little use to businesses. That's the finding of the October 2023 "Freedom Economy Index" (FEI) survey of 80,000 American small business owners. 8 in 10 said colleges were not producing graduates with the skills needed for today's business community.

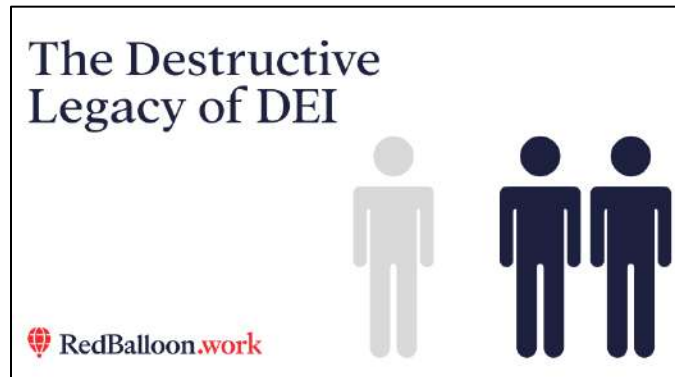


42% of small business owners also said a 4-year degree no longer makes a difference in their hiring decision, and another 40% said that a 4-year degree actually makes them less likely to consider a job applicant.



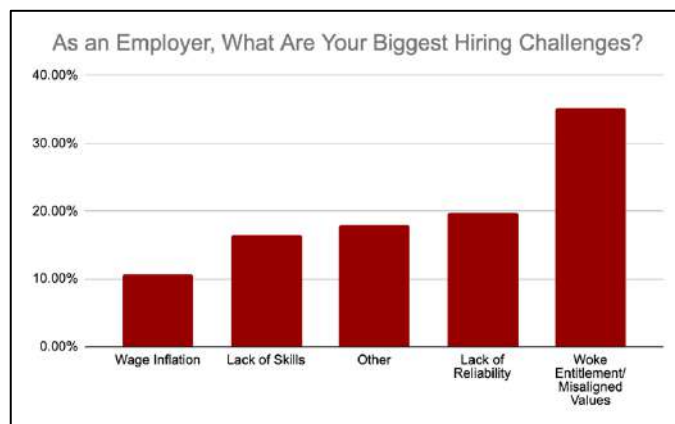
That’s likely because a large number of college students learn how to be anti-capitalist activists. They would rather destroy your business and see you lose profits than contribute to a free-market enterprise.

Also, a large percentage of students are steeped in Diversity Equity and Inclusion (DEI) activism and will be judging their workplaces for their DEI polices, or lack thereof.



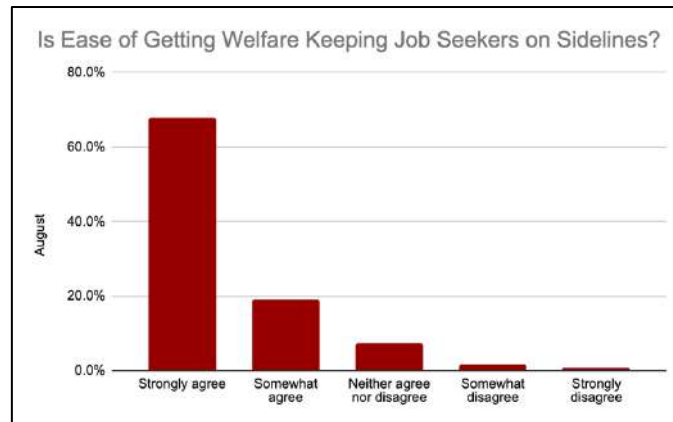
Download a free copy of our full report [“The Destructive Legacy of DEI.”](#)

Add to that Gen Z’s strong sense of entitlement, and it’s a recipe for bad workplace culture. That dynamic is reflected in the July 2023 FEI survey which found that “woke entitlement/misaligned values” is the top hiring challenge for small businesses today.



At the same time, sideline sitters have increased, in large part due to the explosion of government handouts during COVID and its aftermath.

The July 2023 FEI survey found that over 60% of employers believe the “ease of securing government welfare” is keeping many potential employees on the sidelines.



All these factors make finding the *right* job seeker a challenge. Gone are the days when you could post a job on a mega job board and have dozens of qualified applicants.

In fact, most employers that we talk with at RedBalloon say that the mega job boards now routinely flood their inboxes with meaningless “junk” resumes – many from overseas. These small business owners just don’t have the time or money to spend on bad prospects.

How to Win in Today’s Labor Market

In a tight labor market, where many available job seekers are chronic job-hoppers, social activist cast-offs, or simply unemployable for a variety of reasons, its essential that you start with finding people who possess the values and work ethic you need to grow your business.

Yes, skills and experience are still important. But if a job seeker’s values align with your company culture and mission, then they’ll be more likely to become a career focused, loyal, and committed team member.

Employees know that the tight labor supply has put them in the driver seat. Market conditions allow for those with sub-par performance to simply move-on to another job or hop on government assistance.

By contrast, the motivation to work hard and contribute to a company's mission flows from a strong value set. That's what you need to assess *before* hiring.

OK, But How Do You (Legally) Screen for Values?

You're probably thinking that "values" hiring makes a lot of sense. But many employers fear the "ready-to-sue-you-at-the-drop-of-a-hat" society in which we live.

They feel stuck in a "damned if you do, damned if you don't" scenario. That's one reason why small business owners say they'd rather be understaffed than poorly staffed.

After all, if you ask the wrong questions in an interview, you might get a lawsuit. But if you don't ask those questions, you might hire someone who is disruptive to your company culture and costs you tens of thousands of dollars to remove. Then you still get a lawsuit.

In fact, current estimates show that [a bad hire will cost an employer](#) on average between \$14,900 and \$21,000.



Download a free copy of our report on the [Hidden Costs of a Bad Hire](#).

These costs are often invisible and come in the form of less productivity, loss of employee morale, poor customer experience, and an average of 17% of their managers' time being devoted to covering and cleaning up for that employee.

Most small businesses simply cannot afford to make this mistake.

Success Requires Thinking Differently

The good news is that there's a way to screen for value-alignment without putting yourself in legal or financial jeopardy.

[RedBalloon.work](#) is the nation's leading pro-freedom job board and recruitment company. The process outlined here is what we have provided for hundreds of customers with resounding success. You can implement this yourself or call us for help.

The key is to remember that great interviews start way before the candidate is sitting in front of you.

1. Begin by creating 3 to 4 statements answering the question "What is true of our best employees?" Use your core values and company mission statement. It is always legal to talk about yourself and what you believe.
2. For each culture statement, create 3 to 4 open-ended, behavioral questions intended to gain evidence that will inform a hiring recommendation. Questions must be designed to avoid signaling the correct answer to the applicant.
3. Describe company goals and value statements in your job posting. Use a screening question like, "What excites you about working at our company that holds these values?"
4. Share your job with a trusted network so that the right people see the opportunity. In a labor shortage, you'll need to be proactive in reaching out to quality candidates. They may not know your job exists.
5. Once you have a candidate that looks promising, have 2 to 4 people inside your organization use the above questions in separate one-on-one interviews. Keep a "poker face" during the interview. The goal is to gain evidence that this person will be a good fit, not build a relationship. That can be done later.

6. To avoid consensus bias, each interviewer should take careful written notes and then have a conversation with the other interviewers about fit and next steps.
7. If you believe the candidate is the right person to be your next employee, reach out to them right away to offer them a job. Don't delay because great candidates get snapped up quickly in this labor market.

As always, be sure to work within the advice of your labor lawyer. But, if you follow these steps, you should find success and build your company with great people.

Conclusion: Changing Your Approach Works

Remember, the labor market has fundamentally changed. Those who aren't paying attention are going to find themselves losing ground, fast.

If you want to get ahead of your competition, you need to fundamentally change how you hire. That starts with finding the right values.

If you'd like to learn more, visit RedBalloon.work.



Adapted from RedBalloon CEO Andrew Crapuchettes' "How to Hire" Talk at the 2024 Winter Christian Product Expo. For more information, please visit or contact RedBalloon.work. You can reach Andrew directly at andrew@redballoon.work. We'd be glad to help.