

Episode 85 VA Training Masterclass Series - A Better Way to Onboard your VAs

[00:00:00] Hey everyone. And welcome to today's training. We are officially kicking off our August training series all about how to [00:01:00] effectively onboard your next overseas assistant. I am the, founder of the business growth advantage , the main dude inside the Facebook group. And this video, by the way, I should say at the beginning is also going to be, turned into a podcast episode on our.

Podcast the business growth advantage. So if you are listening to the podcast, there is the context. This is actually a live training that is happening inside our Facebook group, the business growth advantage. So make sure that you find your way into that Facebook group to see the video version of this training.

I'm so excited to be officially kicking off this series with all of you today. Today is part one of the series where we're going to be going into a better way to onboard your VAs. Now you're in the right place. If these visuals are true for you. If you decided to start your own business, because you wanted to be free from those golden [00:02:00] handcuffs being free from the nine to five, but now that you've started out your own business, it might be feeling like you just replaced those golden handcuffs with being on a golden hamster wheel.

No one wants that either. That's now what we signed up for. And so many times business owners. We're so looking forward to the freedom that we're going to get by going out on our own only to find out just how heavy it can be to have a business where everything depends on us and you need to keep your hamster feet moving in order for the business to be running.

I want all of you to experience that true sense of freedom that really was calling us out when we decided that we wanted to be business owners, having that freedom to, to travel when we want take time off when we want to be with our families to make a bigger impact. And the reason why I'm so passionate about this topic of team building and especially bringing on overseas virtual assistance is because it [00:03:00] was the secret weapon , for my team and myself to get that type of.

Real true freedom that also led to explosive business growth on the left side of this screen here, you can see, my us based team. There's one or two faces there in, in Canada. But there, you see my leadership team, the attorneys on my team. And on the right hand, you see this group of amazing rockstar human beings, mostly in the Philippines and in central America.

Who are doing a lot of the administrative entry level work, by the way, I live on a pretty busy street in Chicago. So usually the universe cues up sirens that are driving by, pretty well timed. So you might be thinking, okay, this is what I've been needing, cue, the sirens. Like I said, when I first started this video, there is a Facebook group called the business growth advantage.

I would imagine that most of you who are tuning in are inside the Facebook group, but again, we are going to be turning this [00:04:00] entire training into a podcast episode. So if you're tuning into the podcast and you're not yet in that Facebook group, make sure that you tune in. I say that because. Earlier, I think it was last month.

Yeah, it was July 22nd. We put out this poll into the group because we're helping more and more people find and hire really great overseas VAs. We say, okay. Those of you who aren't currently doing that, who don't currently have an overseas VA yet? What's the main reason. And the reason that was tied for first was I don't know how to onboard and train them.

And so that, that is what we really wanna speak to today. Because if we can, speak to this issue more, then I'm confident and hopeful that more of you can take this step and experience that freedom of having overseas teammates who can be really helping you do the work on the company. Now in a previous training.

I talked about [00:05:00] what my team has created that has made this so next level helpful for us called the VA hiring. There are four main components to what we call the VA hiring machine. First is the application funnel. Second is the auto qualifier, which is a really easy way to, to qualify automatically a bunch of people.

When they start responding to your job postings. The third is the inspiration interview. It's our fun, powerful spin on the typical interview process. And then third, and finally what I call the. Welcome now when I say epic, welcome. Here's what I mean, everything from making sure that you're giving them a contract, that's easy to sign and going over the payment process to having an orientation of sorts.

In terms of your processes, your team, your vision, and your values. Having a time where you can delegate certain ongoing tasks [00:06:00] to your new team. And training them to mastery on those tasks and projects, and then having a 30, 60, and 90 day type of performance review for these types of overseas teammates.

Now. Putting all of this on here, visually on this screen, because if you're in the Facebook group, you should know that all of you have free access to something called an a to Z hiring guide for virtual assistance. This is a super helpful Google doc that walks you through the steps. That my own business takes, in terms of how to put the job postings out there, how to build that auto qualifier system, how to have that inspiration, interview, everything even up towards the middle of the epic welcome things, like having a contract for them to sign.

This month, we are really completing what this machine looks like by having a separate resource that is this onboarding training series. So for this [00:07:00] entire month of August, we are going to be going into what you can be doing to effectively onboard your new teammate. So that's the context for today's conversation.

And when I say that this fourth part of the machine is what we call an epic welcome. What do I mean by that? This is my preferred term over something like onboarding. I'm putting this up on the screen for anybody who likes or even knows about the movie fight club. What is the first rule of fight club that they talk about in the movie?

Let me know in the comments. I say that here, because yes, the first rule of fight club is you don't talk about fight club, right? What my team and I have identified and discovered is this also applies to onboarding. The first rule of onboarding is don't talk about onboard. Here's what I mean when [00:08:00] people think about onboarding in a stereotypical way, it comes across very corporate, pretty stuffy, robotic.

It definitely feels like work and it can also be pretty stressful for everybody involved. That's why I think it's helpful to step back and say, okay, how can we give our new teammates, the feeling of an epic welcome into our. And not just simply this corporate onboarding necessary step for new teammates.

Think about it this way. How would you love for your new teammates to feel from day one on your team? Let me know in the chat, would you want them to feel inspired? Would you want them to feel captivated, to feel welcomed, to feel

included, to feel empowered? How would you want to feel if you were in their shoes?

This is really helpful because so many people when it comes to, okay, how do I onboard? We [00:09:00] just naturally rush to, okay, what are some next steps that I can put in place to have a process so that I bring them in and have, and give them the information that they need to make sure that they're all.

Ready to go with maybe a new email address or inside our slack or that they have access to certain folders. That's all great. But it's really powerful to begin with the end in mind here and to think about how we want them to feel and then plan around that. All right. Someone says empowered and excited.

Love that. I want you all to think about a time in your lives when you felt so welcomed into a new community. And if you're able and willing to share that in the comments, let me know. Maybe this is, something about. Going to a new school or a new grade where the group was really included.

Maybe it was when you decided to become an entrepreneur and you found a certain group or community that really [00:10:00] welcomed you with open arms. Maybe you moved recently or a while ago. And the neighborhood was just really great about making you feel like you were a part of that neighborhood. If there's anything that comes to mind, let us know in the comments, because if you've ever been very warmly, welcomed into something, I don't think it's something that you lose sight of or forget very easily.

And when I think about my past and the different communities and milestones in my life, one of the times that I felt most welcomed into a new space, Was when I went to college specifically when I went to Xavier university in Cincinnati, would be wild if there were people, in the audience who also went to Xavier or maybe know about the school.

Maybe because you're from Cincinnati or, a similar place, let me know in the chat, if you have any relation to Xavier, but let me walk you through what [00:11:00] they did. Okay. And to just set the scene, imagine that you are a new, almost freshman. And you're going to school out of state and you've packed up your car, your parents, your family are taking you to campus, and you're stressful because you don't, maybe you don't know anybody or, very few people.

This is your first time. Definitely going to school in a much bigger community. College is a big step. It would be really natural for you to be scared and worried and concerned. You pull up onto campus and you see this. This group of

students, all in the same kind of highlighter green shirt, yelling, someone comes up to your car and says, Hey, what's your name?

And I say, Joey, and they shout Joey to the rest of this group. And they all scream welcome Joey. And they start doing these cheers. They ask me what room number I am, because I've just parked next to what will be, where at my dorm for the next year. And they. [00:12:00] Open up the car doors and they just start assembly line moving all of my stuff into my new dorm.

I, this was totally something that caught me off guard, but it was so cool to be a part of. And as you might imagine, this means so much to new first years and freshmen that so many upperclassmen wanna give back and want to be part of what they call the move crew at the beginning of every school year, just because they were on the receiving end of how good it felt.

And, they do it every year at Xavier. You can see that they did it even during COVID on this one example. Just really next level thoughtful, exciting way to start my relationship at this. Big landmark of a new phase of my life of college. And this was actually the beginning of Xavier's orientation weekend.

And one of the big highlights during that weekend was they [00:13:00] would bring a magician or I think he liked to call himself a mentalist and he would always do this huge performance for the entire first year class, including this big. Thing that he would do where he would make a desk just lift off the ground.

it was very crazy. People would go year after year to watch him. And nobody knew how he did any of his trick. You can see on the screen here, people would go wild in the, in the audience. Our entire, basketball stadium would be filled with studios students for this magician. I also put on the slide here, a picture of my wife cat on the left, going crazy here, cuz he doesn't know how he did it.

And one of my best friends Heime who is also just going. Because of what's happening here, this magician was amazing. So that was orientation. Then the first week of college, really the goal was just to make sure that all of the students knew where the various buildings [00:14:00] were knew where their classrooms were and, just have that kind of syllabus day with some very light homework.

Everybody is just getting used to what it's like to enter into this college setting. And then. About a month after classes started, students were invited to join what was called getaway, which was this optional, but encouraged retreat for.

Students to literally get away from campus to reflect on what had been going on in those first 30 days, and to get a sense of where they'd been, where they were and where they were going, in terms of their college careers and making friends along the way.

Now, I say all of that because when I look back now at the type of experience that we are creating for our new teammate, It is so similar and aligned with that type of a welcome that type of an epic welcome [00:15:00] that I got from Xavier. So the first thing that happens was there was what I now call this captivating orientation.

Something that really makes you captivated and be inspired to be a part of this new community, this new team. The second is the first. This can be a week or two weeks, or maybe just a few days, depending on your business, where by design, you are making sure that this first task, this first project that you give to your new teammate is set up for them to succeed.

You're making it nearly impossible for them to fail here. You're putting the training wheels on you're showing them support, right? It's like that syllabus day in those first few days of really light homework, you're really doing what you can to make it a win. And then you're having what we call an alignment check.

Now, a lot of businesses refer to this type of stuff as performance reviews. What I can offer there is that when you're bringing on an [00:16:00] overseas administrative assistant, usually the type of work that you're giving them and that you should be giving them at that level is pretty entry level. So I'll offer you that if there are legitimate, significant performance issues.

That probably is less of a problem on their end and more something that you or we could improve in terms of your processes and systems are maybe on the way that you're qualifying candidates in the first place. I say all of that because. By and large What you should be reflecting on during those first 30, 60, 90 days, isn't really performance reviews.

It's more of culture, core values, alignment. Do they still think that they are a good fit for your team and vice versa? And so these are the main three phases to this epic welcome. . This is the more powerful spin on what you could more. [00:17:00] Stereotypically think of as an onboarding process. And I wanna leave it at this because here is basically an overview of where we're going to be heading over these next few weeks.

So every Tuesday, same time, same place Tuesdays at 1:00 PM central here in the Facebook group, we will be diving into each one of these topics. First next Tuesday, we'll be going over. What exactly. By the captivating orientation, then the first victory, and then the alignment check, depending on how the conversation goes.

There, we have time for other, things or maybe. Different parts to follow up with. But this is really the breakdown and the intro of where we're going to be going over these next few weeks together. That being said, I wanted to make this first training in this series on the shorter [00:18:00] end, because there's still.

Some work or what I call success steps for all of you to take action on because there's some foundational work that you can be doing this week that will make, the stuff that we're gonna be talking about next week. Feel a little bit lighter. There's certain foundational things that I recommend that you have in place now, so that when we circle back to it next week, when we talk about that captivating orientation, it's more of just cutting and pasting.

If you don't yet have these things, at your fingertips now is a great time to just centralize it all. If you don't have this stuff identified now is a great time to put it together. And I have a really helpful Google doc that I've created that I'll go ahead and share in the comments once I'm done with this video, that makes it really easy for you.

Put your responses to [00:19:00] these things all in one place. So the first thing that you'll want is what are your company's top tools? What are the main apps that you're using for file management, project management and communication management. For example, you might be using Google drive. For your files and your folders, you might be using Trello or Asana or click up to manage your projects.

And when it comes to communications, you might be leaning on slack or Microsoft teams to have that hub of communications outside of emails. So what are those top tools? That's the first thing. The second thing is what is your most powerful? I like to think about this as like your vision on steroids, where will your business ideally be three years from now?

And the more specific and clear you can be with how you answer that question? The better number three is what is the [00:20:00] promise of your primary offer? I don't just mean what does your business do generally, but when you

think about the product or service that, that you sell, that is your best seller, that is the main source of revenue generation for your business.

What is that offer? And how can we get clear using this sentence as a formula? So we help blank. Who is that niche that you serve? We help blank achieve blank. So that they can, what, without blank, if you can, fill in the blanks to that sentence, then you have a really clear, , promise around that primary offer that you provide to your audience.

Number four, what are your core values? What are your shared care abouts that guide your decisions? I don't just mean what are the. Words that you like, that you put up as your core values, [00:21:00] but think about how you're defining your core values, cuz the more that you define with clarity and precision, what your core values are, the more that they can actually be helpful because the clearer, your core values are the more that you can lean on them whenever there are certain issues or problems facing your business.

And that's really the point of core values is. You look to them for guidance to be your north stars when you not just you personally, but your business and your team are trying to figure out the right steps to move forward. And then fifth, and finally, what is your accountability chart? What does that look like?

This is where you take a look at the main seats on the bus of your business and you figure out, uh, okay. What is the structure of this business? Even if I'm currently filling all the seat. What are the different seats that I'm filling and how can I start to plan for this next teammate [00:22:00] and for future teammates who is going to be sitting where again, I have a Google doc that I'll share with all of you that makes this easier for you to respond to.

And if you can have that completed by next Tuesday, it'll be really helpful as we dive into what this captivating orientation can look like. All right, that'll do it for this week's training. I hope that was helpful. Just a few quick steps before we close out today. Number one, again, if for some reason you're not getting our Facebook group, you can join that by going either just searching for the business growth advantage.

As a Facebook group and finding it and joining, or you can go to [facebook.com/groups/business growth advantage](https://facebook.com/groups/businessgrowthadvantage). And then the second step here is check out global vetted VAs. This is where we do everything that we're talking about in terms of this VA machine. We do that for you. [00:23:00] You'll we'll, you'll be able to, lean on our process that we have done.

Many other companies already will match you with five vetted VAs and you can easily hire those that overseas talent for while under \$10 an. , if you're interested in becoming a global vetted VA's customer, but you would like to know more, feel free to, to just write the word, call in the comments and my team or someone, me or someone on my team will reach out to book a free discovery call with you just to get a better sense of if that's a good fit for you.

And to learn more about any barriers, or problems that are making this topic of team building a struggle for. And someone asks, will there be a replay of today's video? Yes. The replay will be, uh, available inside the Facebook group. The same link that. You would go to, to watch this live training, we'll turn [00:24:00] into the replay.

Also. We are working on creating, outside of the Facebook group, a free course where we're just gonna be repackaging all of these videos. So it's more like an online course that you can work through. So you don't have to go digging around in the, into the Facebook group to find all of the various replays.

So if you'd like access to. Free course, that will again, just repackage these replays. let me know that in the comments as well, and we'll be sure to put you on the wait list once that course structure is ready. All right, everybody have a great rest of your week. I'll talk to y'all soon and, I'll see you all on next Tuesday, 1:00 PM central, where we'll be diving into that captivating orientation.

All right. See you all soon.[00:25:00] [00:26:00] [00:27:00] [00:28:00]
[00:29:00]