

# Ep #165: Scaling to Massive and Passive Income by Training a Dream Team



## Full Episode Transcript

With Your Host

**Becca Pike**

[The Hell Yes Entrepreneur](#) with Becca Pike

## Ep #165: Scaling to Massive and Passive Income by Training a Dream Team

What's up my friends? I have a gift for you today. So I just got done with teaching probably the most important class of my entire career, and I'm not just being a drama queen. I really mean it. When I look back at my entire business life, my business career, the wealth that we've acquired, it comes down to being able to manage people, simple as that.

If you don't know how to manage people, if you don't know how to train new hires, if you don't know how to onboard people onto your team in a way that makes them just a fucking Avenger at your round table, then you really don't have much of anything. Today I recorded the 10x Formula: Scaling to Massive and Passive Income by Training a Dream Team. I recorded this today, it is available to you in audio format.

I'm taking a couple little excerpts from the training, and I'm dropping them in this episode today. So my podcast team is doing this for me. Thank you, podcast team. You guys are amazing. But we're giving you like 1/20th of the entire class. So if you like what you hear today, you can go and you can buy the entire class for \$999. Or if you don't want to pick and choose between classes in my world, you can just come into The Circle and have everything. You can have the holy Mecca of Becca right inside of The Circle.

But I recorded this class today. The replay is available for you. You're going to get a little excerpt of it today on the podcast. Honestly, you have nothing if you don't know how to turn a new hire into a dream team member. Knowing how to lead and train your new hire is above all else, the most important skill that you can acquire in business. When you're hiring inefficiently, you're creating just a vortex of frustration on your end, on their end. Money wasting, resource wasting, time wasting. You're decreasing staff retention. It's creating poor company culture. Most importantly, you're just leaving a ton of money on the table.

I'm seeing so many business owners that are doing this, and they're not willing to go out and get proper training on how to hire and bring someone in because they're not realizing how much money is being left on the table.

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They're not realizing how important it actually is to the success of this hire, being a good hire versus leaving after 30 days, after you've trained your ass off and you've poured money and time into them only for them to leave and then blame them without realizing that your training just honestly sucked. I'm going to be completely honest with you guys.

You don't want your training to suck, okay? You want to train like a fucking millionaire. You want to train like a mature CEO. That requires knowing how to get the results that you want from your staff as soon as they are hired and knowing how to lead your team with courage, no matter what you're facing personally as the boss. Knowing at what level to train your staff and realizing when it's your responsibility versus theirs to step up the standards and the leadership and have hard conversation and having an actual training protocol that actually makes sense, right?

So inside this class, I'm going to show you guys everything that I've learned about leadership and training. I've now got 120 something staff members under my belt just in the last six years. So I have learned a lot. I have fallen on my face a lot. I've made a lot of mistakes, but I have honestly come together with the best training protocol. This is something that I really toot my own horn on is training and managing people.

So this class is your one-stop everything and the most important class of my entire Hell Yes career. This is a class you do not want to miss. This is the backbone and the strategy and mindset to scaling a company. One of the women that took the class, I mean, we just recorded this class today. So I know that you're hearing this probably a couple weeks later.

But we recorded it today. I got a text message from someone in the class, literally 30 seconds after it ended. She said, "Every time I think to myself, that was the best class to date, I go to the next class and I'm like no, that was the best class to date." She said, "Here I am, again, stating it. The 10X Formula was the best class that you have ever done. I am so thankful that I am in this community."

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So you don't want to miss out on this, guys. I hope you all enjoy this little preview. If you love what you hear and you just want way, way, way more, about 20 times more than what you're getting in this podcast episode, you're going to want to contact us at [contact@hellyescoachingonline.com](mailto:contact@hellyescoachingonline.com). Just shoot us an email, and we will shoot you over the link that you need. I hope you guys enjoy. This is episode 165. I am your host, Becca Pike, and it is time for your weekly dose of Hell Yes Coaching. Let's go.

Hey, guys. I'm Becca Pike and welcome to *The Hell Yes Entrepreneur* podcast, the number one show for entrepreneurs looking to create their first six-figure year. If you've got the drive and you know how to hustle but you're not sure where to channel your energy, we've got the answers. Let's dive into today's show.

In the next five audios, I'm going to be talking to you guys about my five main key points when it comes to training someone. I'm going to start with the first one as the one that I find to be the most important. I think that one of the biggest mistakes that I see people making when they are training someone is they don't allot a grace period or a grace allowance or a patience allowance.

So when I hire someone new, I have this big allowance for mistakes. I know that humans are going to be human. I know that even the best of the best of the best is going to come in and they're going to miss a few things. They're not going to know exactly the way that I want everything done. They can't read my mind. Their performance is only as good as my training. But then there's also this other like 2% that is just human error.

So when someone comes and they work for me and they begin working for me, I train them to the best of my ability. However, I am very understanding that they are going to miss things. I'm very understanding that they are going to forget things. So I'm not saying that you should bring someone on, and they are absolutely terrible and you just need to grit your teeth and stick with it.

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But I'm talking about bringing someone on that is at 70% the first week. That's phenomenal. If someone comes in the first week and they do 70% of things very well, this has a really good potential to be a great employee or a great staff member.

I have a lot of business owning clients in my coaching world that often will bring someone on and they'll say, "Well, I brought them on and in the first week, they made three mistakes. In the second week, they made four mistakes. Every time I try to hire someone, I just don't get it. It just doesn't work for me. Like I clearly don't know how to hire because these people are just messing it up all over the place." I'm just thinking, you hired someone that only made three mistakes in the first week? That is phenomenal.

So I want you guys to really allow a grace period because the way that you lead during this grace period is so important. Honestly, grace period is forever. I should say grace allowance. Allowing them to make a certain amount of mistakes every week or every month forever.

I mean, even people that have been working with me for literal years are still doing things that I have to continually say hey, did you notice that this happened? How did this happen? Why did this happen? How can we make this better? But I'm not angry at them. I'm not mad at them. How you show up during this is really important.

So if you're somebody that's like I hired someone, and they made these mistakes. Instead of politely talking to them and encouraging them and loving on them, I'm going to go home to my spouse, and I'm going to talk shit about how they didn't get it. They don't understand. I'm just mad at the world. That is not leadership. That is not leadership. It is not leadership. It is not leadership. Okay.

So when you hire someone, having this allowance for mistakes is vital to your relationship. It's vital to your leadership. It is vital to the entire success of your business. To me, it is the most important piece.

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People are different than you. So let's say that you are the top expert in what you do. Let's say you are a massage therapist, and you're the leading expert. You are so good at what you do. People are driving in to see you. You know exactly what to do when someone comes in and they have a hip misalignment, and it's causing them back pain. You know that  $A + B + C = D$ , and  $D$  is what you're trying to get to.  $D$  is back pain relief.

So you know that releasing their hip flexors,  $A$ , plus releasing their quad tension,  $B$ , plus releasing their QL muscles,  $C$ , equals  $D$ , back pain relief. That's the way that you've been doing it your whole life.  $A + B + C = D$ . Ultimately I want to get them to  $D$ . Correct?

So when you're training someone, people are not exactly like you. They're not going to do things exactly like you. They're not going to do it how you did it. They don't have the same experience as you. They don't have the same education as you. They might have a better experience. They might have different education. They might have better education. They might have just brain function that is different. They might look at things from a broader perspective. They might look at things from a more specific perspective. I don't know.

So you're going to have people that do things different than you, and they are going to get to  $D$  in a different way. They might not do  $A + B + C = D$ . They might do  $C + L + Y = D$ . However, if they get to  $D$ , this is what we want. So I see a lot of business owners spending too much time trying to force someone who does  $C + Y + L$  to get to  $D$  to force them to do it their way  $A + B + C$ .

I want you to realize that when you train someone, if they have a way of getting the result that you want, if they have a way of getting to  $D$ , then that is phenomenal. That is phenomenal. You want to let them explore and be the person that they are going to be if they can get the results.

So it is more important, and I want you to hear me when I say this. It is more important to request the result that you want than to hammer them

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with exactly how you want them to get the result. Do you care if it's A plus B plus C, or do you care that they just get to D? So, for me, I just want them to get to D. I don't care how they get there.

Now, with that being said, if they try and try and try, and they're not getting to D, or they're trying to do it their way, and they only sometimes get to D, they only sometimes get the result that you want, then it's time to enforce that they should be doing it your way, A plus B plus C. So only until they prove that they cannot handle the responsibility of getting to D themselves, that is when you step in, and you request that they do it your way, A plus B plus C.

So I know I'm throwing around a lot of letters, but ultimately what I want you to hear is don't waste your time trying to force someone to do things exactly like you. They are a different person with different experiences. They have a different way of looking at things. They have a totally different brain than yours.

This was the top thing that I had trouble with as an employee was I was always able to get a really good result, but I didn't get it the same way that my employer often wanted me to. The employer couldn't see past their ego in order to say that it's okay that I got there on my own in my own way. So this is something for you to really think about. We want the results. We don't care how people get there. If they can't get the results, that is when we come in and, quote unquote, enforce them to do it our way because we know that our way works.

The four biggest mistakes that I see in business owners when it comes to training their team. Number one, most important of all, this is the mac daddy of mac daddies. Okay. Number one is watching bosses not taking ownership on why their new hires aren't working out well. Okay. Not taking ownership.

So if there is a miscommunication, if there is an issue with expectations, with standards, if they're not meeting your standards, or if

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they aren't doing something that you want, it is because you haven't talked to them. You haven't made it clear, or you haven't set consequences for it happening. So it just continues to happen because there's really no consequences for it. Or you haven't let go of someone that needs to be let go of, but you're too scared to let go of them.

This is a hard pill to swallow for a lot of people. It is always easier to blame. It is always easier to say this person doesn't have the experience that they said that they did when I hired them, or this person isn't going to work out because they weren't clear with me about X, Y, and Z. That is something that is so detrimental to your business is not taking the ownership in this.

So everything that is happening in your culture, everything that is happening in your staff, everything that is happening with the standards, with the quality of work, it is all, all, all, all, all from the top leadership position, all of it.

The minute that you really swallow that pill and really understand this, the freer you are, the better that you will be, the happier you will be. Yes, it's a big thing to believe and to trust, but when you do, this is when you start making the really big money. This is when you start taking ownership of who you are and how your business grows and how your staff functions.

So most important, take ownership on why your new hires are or are not working out well. Document what is working, what is not working. Ask yourself how you can be better. Ask yourself how you can create new solutions. Ask yourself what you are not saying or what you are saying that is creating the results that you're getting.

Number two mistake that I see in training, giving too little instruction. So just simply believing that someone should know something or believing that telling them one time in passing is enough or believing that because you have talked about it with them once or twice that they should have it down pat. Okay, so this is like too little instruction, not training well enough.



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Then number three, not following up with them. Not following up with them, not giving them the grace that they need, not checking in with them. I see a lot of people either do one of two things. They throw them to the wolves, never talk to them again, only to like maybe see each other like at the front desk and say hi.

But not really sit down with them and be like how are you? How is your employment? What can I give you to make it better? What are you looking for? How can I help you? Like really supporting them and loving them on a consistent basis that is frequent, that is consistent, that never misses. This is what they need, okay? Then just having a grace period for them or a grace allowance is what I'm trying to say.

Then last but not least, I see this a lot to be quite frank, and it has got to go, okay? Being too people-pleasey so that you can't have a hard conversation with them or just too afraid to have a hard conversation with them. If you are leading people and you aren't willing to tell them how they need to change, how their role is going to change, how you're unhappy with something, how they need to have higher standards in something. If you cannot say these things, you are not being a leader, and you are letting fear run you over.

So you cannot just let fear run you over. You have to put on your big girl pants, your big boy pants, and you have to say things to people that stretch your comfort level. This is the only way that you are going to have a fucking dream team of people working with you, okay? So this is one of those things where when I say like if you want to have the business of your dreams, you have to do scary things. Scary things isn't just investing in a coach or hiring someone new or expanding your business.

Doing scary things is saying to someone hey, this is the third time that I've talked to you about this. I don't know what else you need here, but I'm willing to give you whatever resources you need for this not to happen. If this happens again, we're going to have a problem with your employment

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here. How can I help you? Please let me help you. Like these are scary things to say, but you have to say them, all right?

So top biggest mistakes that I see not taking ownership, giving too little instruction, not following up with people, just like throwing them out to the wolves and not having a grace period, and then not being willing to have hard conversations with people. If you want more information on the hard conversations with people, The Mature CEO Workshop is definitely where you want to go.

The way that I want to leave you guys today is thinking about yourself as a leader and what really separates a good leader from a great leader. You can be a good leader with a good business and some good culture and some good results and good community and good retention.

Or you can be a great fucking leader that everyone wants to work for, that people are talking about in your community with a business that is absolutely booming, making more money than you could ever fucking imagine. Where people are coming to you and asking to buy your company for two, three, four million dollars because they see so much potential in it. You have people wanting to interview on podcasts about leadership.

You have your staff members just raving about working for you, and it's dripping into the client. Retention is dripping into the client quality. You have a massive fucking masterpiece of a place that started with you, with your mindset, and the question of how can I become a great leader and not just a good leader? When you become a great leader, your entire life changes, but everyone around you changes too. Everyone else's life changes as well.

So I see too many people going for decent leadership, decent this, decent that. I just want someone that shows up. I just want someone that knows what they're doing. No, you want the fucking best. You want it to be so good. You want it to be so amazing that you can leave for two months while

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your team runs the show and you come back to your company having grown. Not, oh no, what went down? What fires do I need to put out?

No, because you trained, you created a monster of a business that is excelling without you because everyone knows what to do. They know what to expect. The standards are set. Everyone understands what their role is because you placed it there, because you communicated with them, because you were vulnerable with them, because you checked in with them, because you set the bar high, and because you consistently led them.

So I want you guys to really consider what makes a great leader. For me, it is communication and vulnerability, okay? Communication and patience. But communication above all else. Being willing to set targets and set standards and communicate openly about your expectations. Being willing to constantly pour confidence into your staff members, all right? Consistent meetings, right? It doesn't have to be you that's holding these meetings. It can be someone else, and their entire job is holding these meetings so that your employees and your staff members feel like they have a place to talk, to vent, to ask for help.

But the communication and the vulnerability and the patience is what makes a great leader. All leadership starts with you. It starts with your actions. It starts with the way that you talk about your business, the way that you talk about your staff members, the way that you talk to people behind closed doors. All of this shows leadership.

When you come to me and you say, blame this, blame that, blame that person, and this is why I don't have it. This is where I know that you are not at a great leadership level. So this is a great time, a great year to put on your big girl pants or big boy pants, and step into the newest version of yourself so that you can become the best fucking leader with the best team and the highest retention in your state, in your community, at what you do, in your industry.

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Hey guys, this podcast is the blood sweat and tears of a lot of different people. The planning and the preparation of each episode is extensive. My team and I are really proud to bring you this free and abundant content each week, and we hope that you're loving it. If you are, the very best thank you that we can receive from you is a review and a share.

When you share this episode with a friend or leave us a five star review, it is like pouring a little bit of magic into our podcasting bucket. It is what gets our work recognized. It's what gives us energy and keeps us going, truly. Not one share nor review goes without recognition from our team. As always, we fucking love you here at Hell Yes Coaching. Have a beautiful day.

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