

Rule No. 22 — Hire slow, fire fast.

The strength of your team determines the strength of your business. Hiring slow means committing to a disciplined process —one that prioritizes fit, capability, and character over speed or convenience. It means refusing to lower the bar just to fill a seat. Firing fast means addressing misalignment or underperformance decisively before it corrodes culture, morale, or momentum. Tolerating the wrong hire too long is more costly than taking the time to hire the right one. Right people, right roles, right now —or nothing.

Ask Yourself:

Are we keeping someone on the team right now who I already know doesn't belong here —if so, what's stopping me from making the call?

The Truth Is:

A bad hire doesn't just cost you salary —it costs you team morale, customer experience, and months you'll never get back. You already know when someone isn't working. The only question is how long you're going to wait to do something about it.

One wrong hire tolerated too long can undo ten right ones.

Action Step:

Before your next hire, create a one-page *Hiring Scorecard* that defines exactly what success looks like in the role —skills, cultural fit, and measurable outcomes.

Share it with your leadership team and commit to not making an offer until a candidate meets the majority of those standards. This forces clarity and slows down impulse hiring.

Recommended Reading:

Who: The A Method for Hiring, by Geoff Smart & Randy Street

“Nothing will accelerate your success more than getting the right team in place. And nothing will derail it faster than keeping the wrong people too long.” — Geoff Smart

What this week revealed:

This week I gained clarity on _____

This week I said no to _____

WEEK 10

MONDAY

DATE _____

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- _____

TUESDAY

DATE _____

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- _____

WEDNESDAY

DATE _____

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THURSDAY

DATE _____

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FRIDAY

DATE _____

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SATURDAY

DATE _____

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SUNDAY

DATE _____

- _____
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STILL UNFINISHED

- _____

TOP 3 PRIORITIES THIS WEEK

- _____
Why now? _____
- _____
Why now? _____
- _____
Why now? _____

Notes:

THIS WEEK I'LL PROTECT TIME FOR