



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.

The Hard Truth

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

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.

Ask Yourself —

1. 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?

2. Where in our company did we hire someone simply because the pressure to fill the role became unbearable?

Action Steps —

This Week's Task: Create Your One-Page Hiring Scorecard

Before you hire another employee, manager, or executive, take 30 minutes to create a one-page Hiring Scorecard for the position.

Don't start with the résumé. Start with the role.

On a single page, answer these five questions:

- What are the 3–5 measurable outcomes this person must achieve in their first year?
- What technical skills are absolutely essential?
- What personal qualities and behaviors are non-negotiable?
- What values must this person demonstrate to strengthen our culture?
- How will we know, within 90 days, that we made the right hire?

Once you've completed your scorecard, review it with your leadership team before interviewing a single candidate.

Challenge each assumption, refine your expectations, and commit to hiring only when someone truly meets the standard.

The Weekly Edge:

A vacancy creates temporary pain. A bad hire creates lasting pain. Slow down long enough to define excellence before you invite someone to join your team.

This Rule is important because, your biggest competitive advantage isn't your product, your market, or your strategy —it's your people. Stop gambling on hiring and start treating it like your most important process.

The wrong "who" costs years. The right "who" multiplies results.

If you're sure someone needs to go, act immediately.

The cost of waiting isn't kindness, it's the slow erosion of your standards.

Great leaders protect the bar.

The moment the team believes the bar is negotiable, performance follows it down.

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Practice the principles.



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."*

Each day, set 2 specific actions
that move this week's Rule into practice
and help complete the Action Step by week's end.

TOP 3 priorities this week:

WEEK 10

monday

tuesday

wednesday

thursday

friday

saturday

sunday

notes —

this week...