

THE NEW TALENT PLAYBOOK

Podcast

Action Kit

**Stop hoping.
Start building
the team you need.**

Featuring Rob Levin

Episode 9 - Season 6

By Rob Levin, Creator of [Thenewtalentplaybookpodcast.com](https://thenewtalentplaybookpodcast.com)
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You just listened to Rob Levin make a direct case for replacing wishful thinking with intentional hiring. His message is practical: most business problems are people problems, and the fastest path to growth is to stop waiting for the “perfect” person to appear and start building a real hiring process. This action kit will help you move from passive frustration to active ownership by tightening your role definition, widening your candidate pool, improving the candidate experience, and making hiring a true priority.

1. Define the Role Before You Chase the Person

Rob’s first lesson is that vague hiring leads to vague results. The job comes first: what exactly does this seat need to accomplish, and what outcomes will prove success?

Fill in the blanks:

Role name: _____

Top 3 outcomes this person must deliver:

1. _____

2. _____

3. _____

Skills or experience that are truly required: _____

Nice-to-have traits: _____

What should this role NOT include? _____

If you could only measure one success metric in the first 90 days, it would be:

2. Move Out of Your Comfort Zone

Rob warns against hiring only the people you already know. Familiarity can feel safe, but safety is not the same as fit. Growth often requires looking beyond your usual circle.

Comfort-zone check:

How often do you rely on the same source of candidates?

☐ 1 ☐ 2 ☐ 3 ☐ 4 ☐ 5

How willing are you to interview someone you do not already know?

☐ 1 ☐ 2 ☐ 3 ☐ 4 ☐ 5

How open are you to remote, nearshore, or offshore talent?

☐ 1 ☐ 2 ☐ 3 ☐ 4 ☐ 5

Circle the statement that best describes you today:

- A. I hire from my network first.
- B. I use my network, but I also cast a wider net.
- C. I actively search beyond my comfort zone.

One relationship or channel I should explore next: _____

One bias I need to challenge in myself: _____

3. Make Hiring Intentional, Not Reactive

According to Rob, hiring should not happen by accident. Once the need is clear, the process must move with urgency, structure, and ownership.

Hiring cadence worksheet:

Target start date: _____

When will the job be posted? _____

Who owns each step of the process?

Step	Owner	Deadline
Job description		
Sourcing		
Screening		
Interviews		
Offer decision		

What is the one bottleneck that could slow this hire down? _____

What will you do to remove it this week? _____

4. Sell the Opportunity and Reduce the Risk of Waiting

Rob emphasizes that candidates are choosing you too. A strong employer reputation, a compelling story, and a clean candidate experience can make the difference between hiring and stalling.

Candidate experience audit:

Rate your current process from 1 (weak) to 5 (strong):

Our job description sells the opportunity, not just the demands	
Our company reputation is attractive to candidates.	
Our interview process is fast and respectful.	
We are willing to take a smart risk on the right person	

Rewrite this sentence so it sounds like a reason to join, not a list of chores:

" _____ "

If the right candidate appeared tomorrow, what would make them say yes? _____

5. Commit to the Growth Decision

The final lesson is simple: if you want to scale, you have to accept that hiring may involve a few misses. Waiting for certainty can become a decision not to grow.

Growth commitment check:

What is the business problem this hire is meant to unlock? _____

What will improve in my life if this role is filled well? _____

What am I afraid might go wrong? _____

What is the cost of doing nothing for 6 more months? _____

My commitment statement:

I will stop hoping and start hiring by _____

"Hope is a great thing, but hope is not a strategy."

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