

**THE NEW
TALENT
PLAYBOOK**
Podcast

Action Kit

**More Business Owners
Are Hiring Offshore.
Here's What They've
Figured Out.**

Episode 9 - Season 7

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You just listened to Rob Levin's message is practical and urgent: hiring is harder, engagement is weaker, and leaders who want to win need to think more intentionally about where great talent comes from and how it is integrated. The big takeaway is not simply "hire offshore"; it is to raise your standards, widen your talent lens, and build one connected team that is aligned around performance, accountability, and culture.

1. Raise the Bar: Hire for Greatness, Not Just Coverage

Rob's starting point is simple: if the local market makes it hard to find great people, the answer is not to lower the standard. The answer is to get more deliberate about defining what "great" actually looks like for each role and refusing to settle for a warm body in the seat.

Your next hire audit

Role: _____

The 3 outcomes this person must deliver:

1. _____
2. _____
3. _____

The one skill I refuse to compromise on: _____

The one behavior that would quietly hurt the team if ignored: _____

If I cannot find a great candidate in 30 days, I will: _____

Fill-in-the-blank: "For this role, great means _____

_____."

2. Fix the Engagement Gap Before It Fixes You

Rob points to declining engagement and productivity as a major reason leaders are rethinking how they build teams. If people are checked out, the business pays for it in missed deadlines, weaker service, and a culture that drags everyone down.

Engagement reality check

Rate your team from 1 (low) to 5 (high):

Statement	Score (1-5)	What I will do
People understand why their work matters		
The right people are energized, not just present		
Low performers are addressed quickly		
Managers coach, not just supervise		
Team members bring real effort every day		

Where is the lowest score? _____

What is one action you can take in the next 7 days to improve it? _____

3. Think Offshore as an Upgrade, Not a Discount

A core idea in the episode is that offshore talent should not be viewed as a bargain-bin decision. Rob's clients are using it as a way to upgrade talent quality, widen access to stronger candidates, and improve margins at the same time.

Reframe the opportunity

The role I am considering for offshore support: _____

What I need most in this role (speed, skill, availability, reliability, etc.): _____

The quality standard I will use to evaluate candidates: _____

What I would gain if I hired the best person, not the cheapest person: _____

Choose one:

I am optimizing for ☐ lowest cost ☐ best talent ☐ best balance of both.

Why? _____

4. Integrate Everyone Into One Team

Rob is clear that there should not be a local team and an offshore team — there should be one team. That means onboarding, communication, and expectations must bring everyone into the same operating system.

Team integration checklist

- ☐ All team members know the mission and the top priorities
- ☐ Remote and local employees attend the same important meetings
- ☐ New hires are introduced as full members of the team
- ☐ Processes and documentation are shared in one place
- ☐ Managers give the same standards and feedback to everyone

What is one practice that would help your next hire feel immediately included?

What is one process that should be standardized for everyone, regardless of location?

5. Make the People Decision with Confidence

One of Rob's sharpest points is that leaders often stall because replacing a mediocre person feels risky. But in a tight labor market, tolerance for poor fit becomes expensive. The real discipline is making people decisions based on standards, not convenience.

Decide, don't drift

For each statement, circle one: 1 = strongly disagree, 5 = strongly agree

Statement	Rating
I have a clear standard for what "excellent" looks like in every key role.	① ② ③ ④ ⑤
I am willing to make a tough change when performance is hurting the team.	① ② ③ ④ ⑤
I know the cost of keeping the wrong person too long.	① ② ③ ④ ⑤
I treat hiring as an investment, not an expense.	① ② ③ ④ ⑤

The hardest people decision I am avoiding is _____.

"Are you looking for the cheapest price, or are you trying to get great talent?"

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