

**THE NEW
TALENT
PLAYBOOK**
Podcast

Action Kit

**What “Affordable Talent”
is Really Costing
Your Business**

Episode 8 - Season 7

By Rob Levin, Creator of [Thenewtalentplaybookpodcast.com](https://thenewtalentplaybookpodcast.com)
© 2026 WorkBetterNow. All rights reserved.

You just listened to Rob Levin make a simple but powerful case: **the right hire is not the cheapest hire, it is the person who creates leverage**. This episode centers on nearshore talent, but the lesson applies to every role in the business: evaluate talent by outcome, not hourly rate; think in monthly ROI, not just annual budget; hire people who reduce follow-up and bring ideas; and treat customer-facing roles as promise-keeping roles that protect reputation and drive repeat business. Use this kit to audit how you hire, where you spend, and how you define “great.”

1. Hire for Outcome, Not Price

Rob’s first principle is to stop shopping for the cheapest person and start shopping for the best result. The real question is: what opportunity will a great person unlock for the business? If the outcome matters, price should be a comparison point, not the starting point.

Reframe your next hire

Role you are hiring for: _____

What outcome do I want this person to create in 90 days?

What does a “cheap but costly” hire usually create in this role?

What does a great hire make easier, faster, or better? _____

2. Think in Monthly ROI, Not Annual Budget

Rob recommends breaking hiring cost into a monthly number so the value is easier to see. A small increase in monthly cost can be insignificant compared with the time, quality, and customer gains a strong hire produces. Budget still matters — but it should be weighed against return, not treated as a stand-alone decision.

Build a simple cost-benefit comparison

Option A monthly cost: \$ _____

Option B monthly cost: \$ _____

Hours per week each option may save me: A _____ B _____

Customer or revenue impact I expect: _____

Which option creates the better monthly ROI? _____

3. Define “Great” as Proactive and Self-Directed

Rob says great leaders and managers push the business forward instead of waiting to be managed. The best people do not require constant explanation or follow-up. When someone owns the role, the owner gets time back and mental space back.

Rate the people on your team

Rate each statement from 1 (rarely true) to 5 (consistently true).

Statement	Rating
They bring solutions, not just questions.	
They need little follow-up to move work forward.	
They make me think less about their role.	
They improve things without being asked.	

Lowest score: _____

What support or change is needed? _____

4. Hire for Time Back and Customer Delight

Rob highlights two major payoffs: less hand-holding for the owner and better experiences for customers. In customer-facing roles, the best people are “promise keepers,” not just promise makers. That reliability shows up in referrals, repeat business, and a stronger reputation.

Trace the ripple effect

Where does this role touch the customer journey? _____

Which promises must never be missed? _____

If this person is excellent, what changes for the team? _____

If this person is average, what hidden costs appear? _____

5. Consider the Next-Step Candidate

Rob points out that a great hire does not always mean the highest-experience or highest-cost candidate. Sometimes someone moving up from the next level delivers excellent value with less salary pressure. The best hiring decisions compare readiness, upside, and opportunity, not just credentials or price.

Map the next-step option

What level is this role really at? _____

Could someone one step below the target level grow into it? Yes / No

What would I need to teach or support? _____

What upside would I gain by hiring for potential and growth? _____

Focus on outcome, and then price has a totally different context.

FOR MORE INFORMATION AND RESOURCES

Scan the following QR codes:



Keep the momentum going

You've heard the conversations on The New Talent Playbook podcast — now dive deeper with Rob's book.

Visit thenewtalentplaybook.com to explore the full playbook and access free resources to help you apply its strategies in your business.



Ready to build your dream team with WorkBetterNow's outstanding nearshore talent?

Get started by scheduling a consultation. Claim \$450.00 in total savings (\$150.00 USD monthly for the first three months) when you mention the "New Talent Playbook Podcast."