



5 Hiring Hacks for Founders



Dan Arkind

**20 years recruiting,
mostly for startups**

**Founded JobScore, an
online hiring startup**

HIRE HACKS





**50+% of your time
recruiting**



HACK

#1

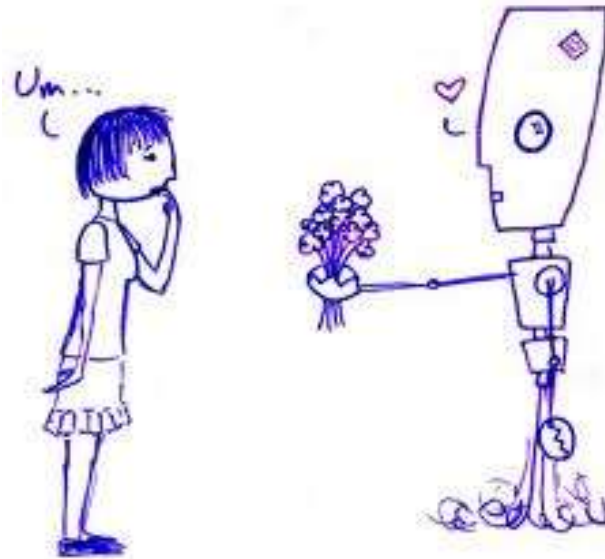


Hire everyone you
***already know* is**
AWESOME

**Recruiting strangers is
much harder**



**The best
have options**



**... you have to
court them**

Not courting



HIRE HACKS



Courting

HIRE HACKS



COURT HARD

Say you are interested
Make an offer
Increase the offer
Change the job
Offer again



NEVER GIVE UP
on known, proven
commodities



HACK

#2



THE JOB PITCH



Start from the

End State

...and work backwards



Short timeline & explicit goals

Product

Usage

Revenue



Mission
Status
Pain
Opportunity

HIRE HACKS





HIRE HACKS





HACK

#3



Founder SuperPower

Ask for referrals

(and you get advice)

Ask for advice

(and you get referrals)

Be specific.

~~**“We’re looking to hire a
front end developer”**~~



“We’ve decided to rebuild our product as a one-page app. We could use some advice on whether to use angular.js, backbone, react, or another JavaScript framework.”

“Do you know any engineers that have done this analysis recently who could give us some advice?”

HIRE HACKS



HIRE HACKS



HIRE HACKS



Create Fans



Be patient
and *earn* it

***GET THEM TO ASK YOU ABOUT
YOU + YOUR STARTUP***



HACK

#4



Build a referral machine

GREAT PEOPLE
want to work with other
GREAT PEOPLE



2 months

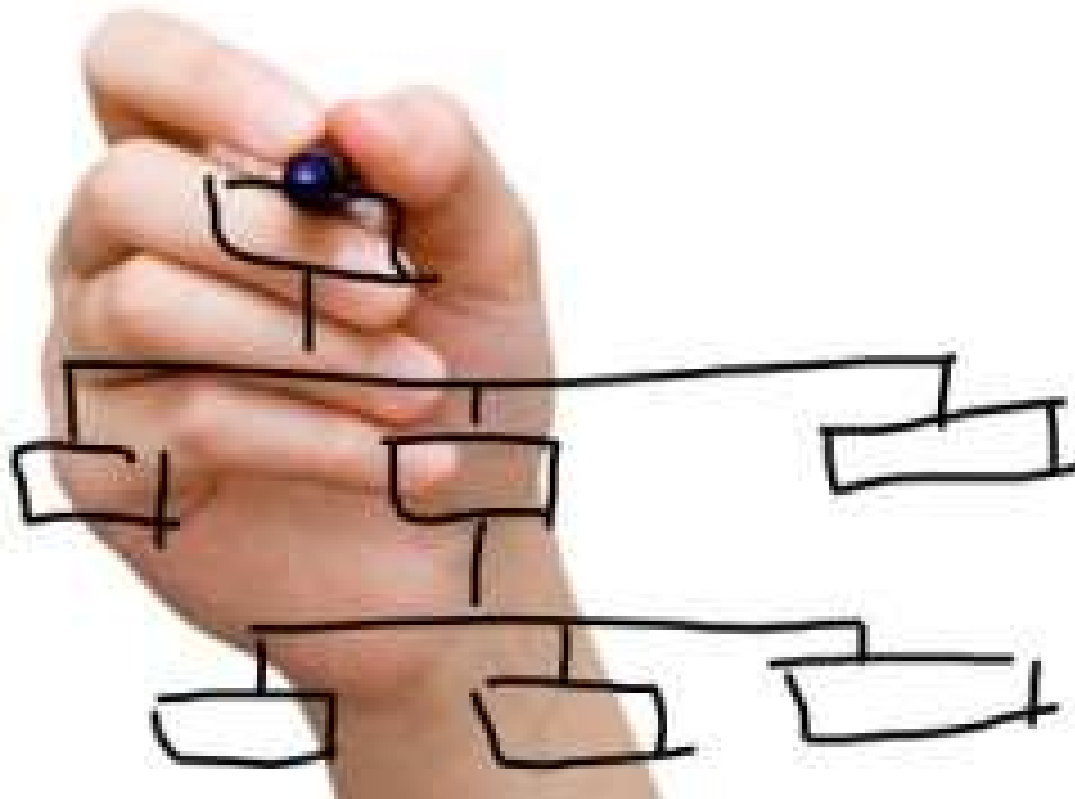


**“We are committed to hiring
the best people.”**

**“You are DOING GREAT.
We trust your judgement.”**



“We want to approach the great people you know with your permission and assistance.”



Everyone from every job

HIRE HACKS



HIRE HACKS

CONFIDENTIAL

HIRE HACKS

**PERMISSION
GRANTED**

HIRE HACKS



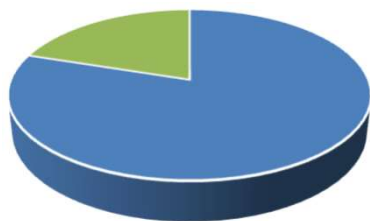


HACK

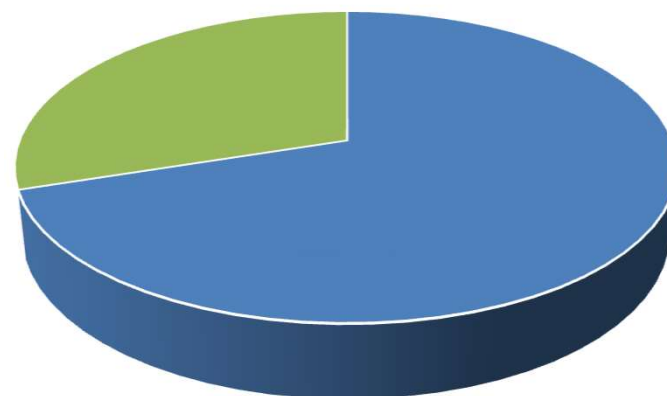
#5

Hire like an Investor

**Equity is your currency.
Spend it.**



80% of \$1M



70% of \$5M

Make Bets

**Cliffs and vesting
are your friends**

BE AGGRESSIVE

2%

is totally fine

6 more Hacks

<http://blog.jobscore.com>

JOBSCORE

**6 months of our Enterprise Plan
for free (US\$3,000 value)**

“Launch2015” to sales@jobscore.com

PayPal Braintree

Startup Blueprint

\$50,000 savings

- 1. Court Hard**
- 2. Pitch Jobs**
- 3. Referrals & Advice**
- 4. Org Chart Ratings**
- 5. Hire like an investor**

HIRE HACKS

HIRE HACKS