

CONTENT UPGRADE: STARTUP EMPLOYERS HANDBOOK



Planning for hiring

- Do you need to hire?
 - Will contractors do?
 - Does the role you're hiring for match your startup goals?
 - How would you define the role?
 - Do you want to work with rookies or experienced people?
 - Do you need generalists or specialists?
 - Is your startup an attractive place to work?
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The question of company equity

- Have you sought out a lawyer to help you do this properly and explain the technical details?
 - Have you issued and sectioned off enough shares so that you can provide a sizeable 'employee pool' of shares, without having to restructure your company?
 - Do you understand the implications of and have you accounted for, dilution?
 - Will you provide upfront equity or stock options?
 - Are you clear on how much equity you're going to give people and how you're going to make this decision?
 - Have you set a vesting requirement and the necessary conditions to protect your company?
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The question of company equity

- How will you protect yourself from time wasters and candidates that aren't going to match the requirements of the role and your company culture?
 - At what stage of the process are you going to screen people?
 - Which questions will allow you to screen people effectively, based on your needs?
 - Do you need to ask questions that will help reveal the way people overcome challenges?
 - You can use Google Forms to create a Job Application form that will help you screen candidates.
 - Weirdly will help you screen people based on their personality, making it easy to protect your company culture.
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Managing the hiring process



- How will you manage the hiring process so that you can keep track of all incoming job applications and data related to candidate screening?
 - Software solutions will help you manage key aspects of the hiring process
 - There are also solutions that will help you manage employees, once they join your team.
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Inbound hiring

- Attract ideal candidates for the role without having to actively seek them out
 - Similar to inbound marketing and the process is generally the same.
 - Create individual employee personas based on each of the roles you're hiring for
 - Create content that is engaging for each employee persona
 - Promote this content so that it gets in front of candidates that match your employee persona
 - Focus on nurturing talent
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Self recruiting

- Take charge of the hiring process and actively reach out to passive candidates – people who aren't actively looking for a job.
 - Create an employee persona based on who you want to hire.
 - Find people who match your employee persona, using LinkedIn's paid recruiter solution.
 - Send these people InMails.
 - Get them on the phone to learn more about your needs and to explain how your company can meet these needs.
 - Stay in touch so that they consider you if they change their mind and want to make a change in the future.
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Working with recruiters



- Can take a lot of the stress out of the process as someone else is taking care of everything
 - Make sure you're working with recruiters that understand your space
 - Clearly brief recruiters on what your exact needs are, so that they don't waste your time by sending over irrelevant candidates.
 - Learn what their recruiting process looks like so that you can check if they're going to do something that might wreck your reputation.
 - Be aware of the costs involved
 - Consider using sites that use modern approaches that make use of online bidding platforms or algorithmic recruiting.
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Placing job ads

- Need to focus on finding where your ideal candidates 'hang out' and will check for jobs.
 - Need to appreciate how you're going to write job ads that will interest them and cause them to engage.
 - Link to content that will let them learn more about the company and the experience of any existing employees.
 - Review existing job ads if you need some inspiration as to what a 'good' job ad looks like.
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The interview process

Questions to ask candidates

- Ask candidates to describe how they would explain the role to their parents, or someone who generally isn't tech savvy.
 - How they would explain what the company does to their parents or someone who generally isn't tech savvy.
 - Get them to talk about the history of the company and its purpose/mission
 - Learn more about their own personal goals and how/why they think your company can help them achieve these goals
 - Ask them about their most impressive projects and biggest wins. Push them for answers in on how they directly contributed to the project being a success
 - Which individuals/companies influence them and why.
 - Get them to solve problems related to the job in question and watch how they deal with the challenge.
 - Ask them if they have any questions at the end of the interview
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Questions to ask yourself

- Could you see yourself getting a drink with this person?
- Are they someone you'd enjoy working with?
- Do they seem to be open to feedback
- Are they asking you questions when they're not sure about something?



Selecting candidates

- Obtain references
- Pay attention to your biases
- Ask candidates to audition
- Don't hire someone because you have 'no other choice'

Retaining – the importance of building company culture

- People will not automatically stay at your company a long time. Need to figure this out so that you don't have to keep hiring new people and so that you can build a solid workforce.

Building a great company culture is the best way to retain employees

- Be transparent
- Publicly display the values of the company
- Defend your company culture
- Let people know how your company is directly making the world a better place
- Provide employees with the chance to grow and expand their talents, within the company
- Create events/groups
- Understand the needs of individual employees and discuss what the company can do to help them