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Global Hiring Guide for Startups





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Introduction

The opportunity to grow your startup and scale into new countries is a dream come true for any entrepreneur and business leader.

Following a successful round of funding, you want to quickly scale your workforce to meet your ambitious targets, enter new markets, and keep up with customer demand. But before you start expanding globally, it's important to take a close look at your business strategy, and in particular your recruitment plan.

At this stage of your growth, every hire is important, which means you need a refined recruitment process to ensure you are sourcing the right talent for your startup.



The secret to successful hiring is this: Look for the people who want to change the world.

Marc Benioff, CEO of Salesforce



To help kickstart your growth beyond borders, here are some key hiring strategies to achieve international success.

Define core needs for roles.

The excitement of bringing on new team members can lead to a rushed and disorganized recruitment journey. Before you start your hiring process it is crucial you understand what core competencies your new roles require

These requirements can be challenging to summarize, so here are three key factors to consider:

1. Potential vs. experience

Should you prioritize a candidate's potential over their experience? This is an age-old question but one that you need to have an answer to. It will depend on your start-up's culture, the specific role you are hiring for, and your long-term plans. But before you start expanding globally, it's important to take a close look at your business strategy –, your recruitment plan in particular.

For example if you are seeking a chief financial officer, it's best to hire someone with proven experience

who can immediately excel in the role. However, if you are hiring a marketing assistant, you can rely on your chief marketing officer to help nurture a more inexperienced candidate into becoming a productive member of your team.

According to the Harvard Business Review, experience alone does not make a team successful – soft skills such as “entrepreneurial passion” and “shared strategic vision” are required as well.



2. Culture fit

Deciding if someone is a “good fit” for your startup's culture is not as easy as simply reviewing their resumé. One way to determine if a candidate fits your culture is to involve team members in the interview process.

Another great strategy is to create culture-fit questions. Here are five questions that [Indeed](#) recommends using:

1. Describe the environment in which you work best.
2. Do you prefer to work alone or in a team?
3. How would your coworkers describe you?
4. What motivates you?
5. Which of our company values resonates most with you?

3. Soft skills

“Hire character, train skill.” This is a famous quote from former President and CEO of Porsche, Peter Schutz. He perfectly sums up the importance of a candidate's attitude, personality, empathy, creativity, and character.

In today's marketplace, these are called “soft skills” and they should not be overlooked. According to a recent [SHRM webinar](#), 97 percent of employers surveyed said that soft skills were either as important or more important than hard skills.

Stand out from the crowd.

As a new, growing company you probably don't have the high profile or history that other global organizations have.

This means you need to focus on how you present your startup to the talent marketplace. One way to stand out from the crowd is to build an attractive online presence. You can achieve this via your website, blog, and social media.

Use these channels to share your startup's values and goals, and to help prospective employees get to know your company. This strategy can turn you from an unknown startup to an employer of choice very quickly.

Another way to attract the best talent is to create a thorough job description. Now you know the qualities you are looking for in candidates you can create a detailed job summary.

Here are a few key tips to ensure your job description is compelling:

- Avoid buzzwords, using simple language and short sentences.
- Break up the different sections with engaging subheads.
- Describe a "day in the life" of the role to give candidates a vivid picture of the job.

Once you have your enticing job ad ready, here are some great job sites where you can post your opportunity:

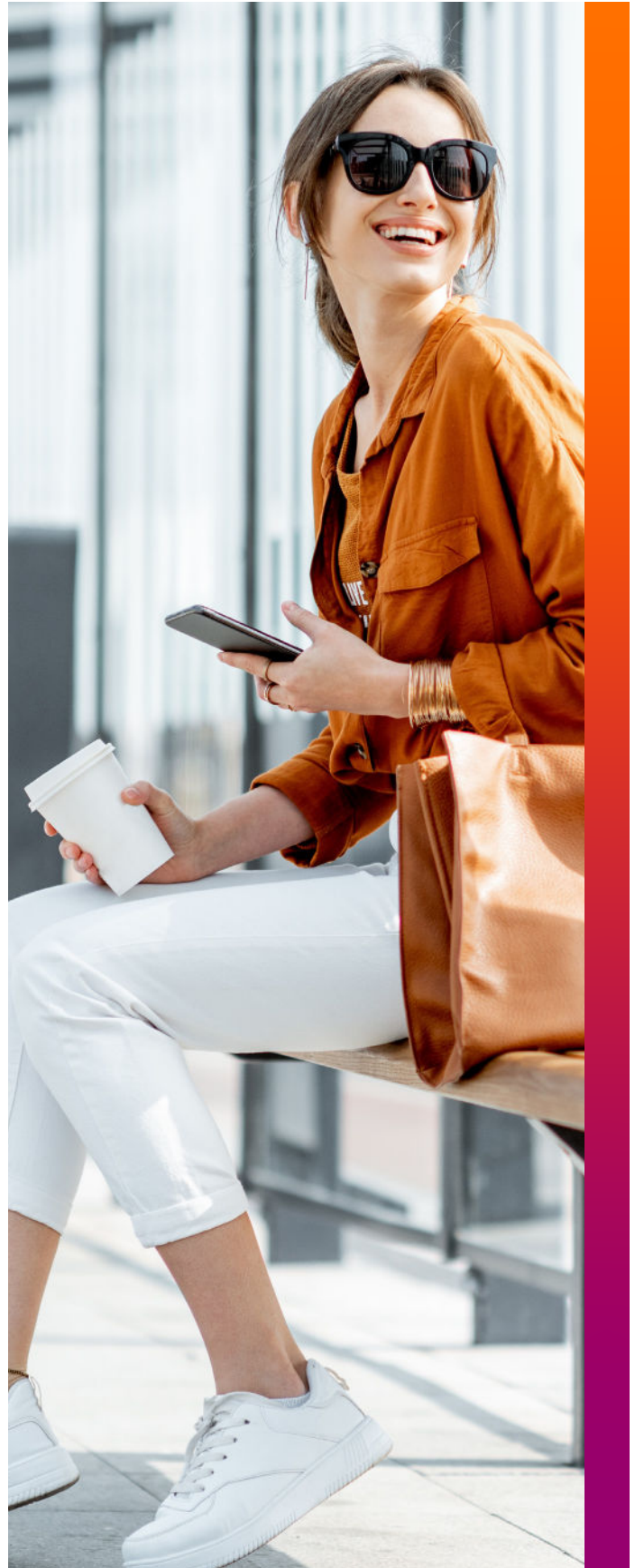
[AngelList](#): The world's #1 startup community

[ZipRecruiter](#): Rated the #1 job site in the U.S.

[Remote.co](#): For all things remote work

[GitHub](#): Where developers showcase their work

[Dribbble](#): Explore the world's leading designer portfolios



Implement a global recruitment strategy.

After you have established your online presence and defined the roles you need, your startup is ready to go global.

Today, the chances of finding the ideal candidate in your local market can be small, but thankfully there's no reason to limit yourself to a specific geographic area; avoid local talent shortages by hiring beyond your borders. But to find the best international talent for your company, you need to build a comprehensive global recruitment strategy, which will give your startup a competitive edge over your rivals and provide a wider global talent pool from which to choose.

This strategy should include international compliance regulations, market research, payroll processing, and onboarding for employees around the world.

A Korn Ferry study found that by 2030, Russia, China, the United States, Japan, Indonesia, and Brazil could have serious talent shortages.

A global growth partner like [G-P](#) can help you develop and manage your global recruitment strategy, so you can navigate the international talent pool seamlessly.

Introducing such a strategy can lead to many benefits for your growing company, such as a more diverse, highly skilled workforce, as well as local market insights and a truly global brand.



Identify emerging talent hubs.

The race for highly skilled global talent has never been more competitive. As a startup, you understand the need for innovation, agility, and speed across your business.

A key strategy to beat your rivals is to quickly target and tap into emerging talent hubs. In today's connected business world, there is no shortage of locations to research.

Here are some fast-growing hiring hubs to consider when recruiting for your startup.

Vietnam has more than 280,000 graduates joining the workforce every year, including 40,000 with tech degrees. It is home to specialists in blockchain, machine learning, and artificial intelligence. According to analysis from [Robocash Group](#), the fintech market in Vietnam is expected to grow to USD 18 billion by 2024.

Argentina has a booming technology industry with many companies such as Intel, SAP, Google, and Facebook already expanding there. Several of its national universities rank among the finest in Latin America. Also, according to the [English Proficiency Index 2021](#), Buenos Aires has the highest English proficiency score among the 20+ LATAM cities analyzed.

Nigeria is one of Africa's most vibrant tech hubs. It's tech talent pool has recently experienced significant growth, including professionals specialized in front-end, back-end, and full-stack web development. Not only are Nigerian developers incredibly skilled and motivated, but they work in a time zone very close to European capitals.

Discover more emerging talent hubs [here](#).

Use tech to simplify global hiring.

Leverage the latest technology to help your startup go global fast. Invest in tools such as collaboration apps, [employment platforms](#), and video communication software.

For example, conduct introductory interviews via Zoom, get documents signed digitally with DocuSign, and educate new employees online via Lessonly.

Automating processes can simplify and streamline global hiring and help you adapt to the changing needs of your growing startup. Use artificial intelligence to optimize your talent's learning and development.

AI can compute and combine big data sources and identify the gaps in an individual's knowledge. Then, depending on this data, learner profiles can be created, enhancing the overall learning experience, and providing new skills to employees.

A [Salesforce survey](#) showed that 73 percent of IT leaders say that automation has helped their workforce save 11-30 percent of time previously spent on manual tasks.

Look before you leap – hire a contractor first.

According to [Investopedia](#), it can take up to six months for a company to break even on its investment in a new hire.

Instead of hiring a full-time workforce immediately, consider hiring contractors to see if candidates are the right fit for your growing startup. Leveraging the specialized skills of contractors is an excellent way to test new markets as well as assess your new hires' abilities before bringing them onboard as full-time employees.

With G-P Contractor, you can hire contractors in 180 plus countries, quickly and easily. An extension of our Global Employment Platform™, this best-in-class offering provides support throughout the entire lifecycle of contractors hired for both short- and long-term projects.

Partner with a global employment platform.

You don't have to hire your global team alone. Our industry-leading Global Employment Platform™ offers everything you need to build your global teams faster, with experts at your side to take care of all the details.

Experience risk-free global hiring with G-P. We handle your international hiring and compliance, so you don't have to. You can instead focus on what you do best: growing your startup globally.



About us

G-P helps growing companies unlock their full potential by making it possible to build highly skilled global teams in days instead of months. Through our SaaS-based platform, we help find, hire, onboard, pay, and manage team members, quickly and compliantly, to expand growth opportunities for everyone, everywhere – without the hassle of setting up local subsidiaries or branch offices.

G-P: Global Made Possible

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