

#NeverFail
mini post series

Episode #4

Not the right team

Or How To Make Sure You Hire The Right People For
Your Startup



#1 Planning

**Make a realistic business and growth plan,
so you know which stage you are at:
validation, traction or growth?**

**At each stage, there are specific things that
need to get done and you also have limited
resources you need to consider.**



#2 Resources

You may have resources (like money and people) but depending on the situation, you may also request extra resources, to realize the plans you made at step #1.

Based on these resources, you must decide on how many people you need and how they will contribute to the goals you have set in the plans.



#3 Outsourcing

Outsourcing the non-essential tasks and duties in your business is often a very effective and efficient solution.

You need to prioritize your needs and decide which things you will keep in-house and how many people you need for them, based on your goals, plans and resources.



#4 Profiling

When you decide how many people you need to build your team, write down exactly what they will do (job descriptions), linking them with your growth goals.

Also, describe who your ideal candidates are, in details (experience, knowledge, cultural fit).



Done!

Picking the right team for your startup or new business is crucial as it usually determines the survival of the business and its long-term growth.

If you can't do it alone, ask for help from growth marketing consultants or HR professionals.

Continue to episode #5 of this mini series!

