



GP
Global Made Possible

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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 understand how scaling internationally is going to align with your business strategy and goals.

Global expansion: a growing trend

Companies are no longer forced to limit their recruitment strategy to their local area, just like employees are increasingly able to work for companies anywhere in the world, thanks to the onset of remote work. In fact, recent research shows that around [25 percent](#) of all professionals in the U.S. and Canada are working in fully and permanently remote positions, and that this number is expected to continue to

increase throughout the year. Many well-known tech companies such as Twitter, Facebook, Square, Slack, and Shopify have announced policies where significant portions of their workforce will work remotely on a permanent basis.

According to research conducted by G-P and CFO Research, [CFOs across the world are optimistic](#), as global expansion opportunities

abound, including newly shaped post-pandemic markets and M&A opportunities. They are also reimagining their business models to tap into a global talent pool to build their highly skilled, diverse teams.

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



Get to know the local culture

Knowing the ins and outs of local culture is one of the first steps on the road to success for your startup's international expansion. How professionals work, communicate, and interact can vary drastically across cultures, and knowing how to adapt your management styles to accommodate their preferences is important for fostering a happy and productive global workforce. Training your international management team to truly understand their workers' unique cultural differences shows your company cares for its employees, helping

to create a culture of unity and dedication.

Another component of getting to know the local culture is learning about the market by performing market research. This helps provide comprehensive, data-backed information on what different demographics within the new market might value and buy. It can also help you spot trends and make informed decisions about what methods of marketing and sales will be most effective.

Implement a global recruitment strategy

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.

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.



Global expansion is the ultimate goal for many startup founders. However, to successfully enter new markets and grow internationally, you need a sound and scalable global recruitment strategy.

In today's marketplace, growing companies are facing serious challenges in finding the right talent. [G-P Recruit](#) enables companies to quickly identify and hire new team members anywhere in the world through our market-leading Global Employment Platform™. Companies can access an unrivaled selection of recruiting specialists to find the perfect talent based on their unique requirements, including industry, location, prior roles, and more.

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.

Hiring in a central hub in different geographic regions helps focus recruiting efforts and delivers additional benefits to companies.

Factors to consider when identifying a talent hub:

- **Time zone and geography:** Hiring talent in nearby time zones aids in team-wide collaboration.
- **Talent pool:** Onboard bilingual employees with international business experience.
- **Cost:** Choose lower-cost jurisdictions where you can preserve resources to ensure you're able to offer a locally competitive salary and benefits package.

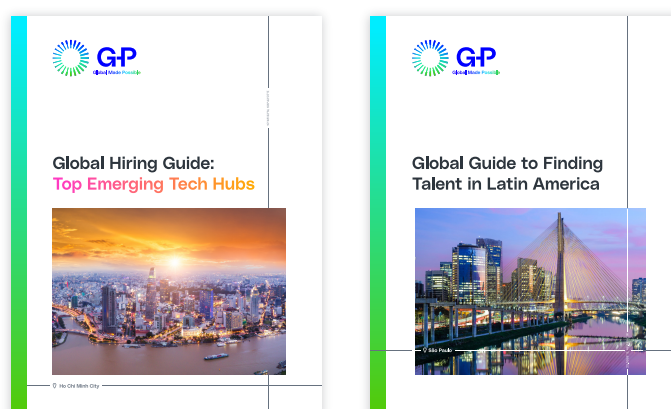
Here are some fast-growing hiring hubs to consider when recruiting for your startup.

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 having experienced huge growth recently in its tech talent pool 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.



Determine your startup needs

Without the necessary preparations, the excitement of bringing on new team members can unfortunately lead to a rushed and disorganized recruitment journey. Before you start your hiring process it is crucial you understand what your startup needs are regarding the core competencies required in these new roles.

Aside from the required experience and skill sets, your first hire in a new country will likely need to wear multiple hats. They should be willing to take on tasks that go above and beyond the responsibilities found in their job description. We call these unique professionals "utility players," and it is crucial to have people on your team who can evolve alongside your company.

These team members will provide your company with the valuable flexibility needed as you are growing, and in turn allow your team to advance their own professional careers. Look for candidates who are problem solvers, have a history of jumping in to get the job done, and know how to navigate through problems in a variety of disciplines.

According to the [Harvard Business Review](#), experience alone does not make a team successful – soft skills such as “entrepreneurial passion” and “shared strategic vision” should take priority as well. Assessing candidates’ soft skills and how well they work with others will be an important indicator for their overall growth potential within the company, and for their capacity to help you build out your teams down the road.



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

– Marc Benioff, CEO of Salesforce



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 adapt to the changing needs of your growing startup. Use artificial intelligence (AI) 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

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

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

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

International growth is an incredibly exciting stage in the lifecycle of your startup. At G-P, we're committed to guiding you through the complexities of hiring your global team so you can focus on the best part of your expansion journey: taking your company to the next level. Our industry-leading Global Employment Platform™ offers everything you need to build your global teams

faster, with HR and legal 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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