



The Executive's Global Hiring Guide



Why you need this guide

Global hiring offers a competitive edge. With access to a larger pool of qualified candidates, you'll fill talent gaps faster, capture revenue in new markets, and build teams in strategic locations to maintain 24/7 operations.

Success in global hiring hinges on proper execution. This guide will help you evaluate your opportunities, make informed decisions, and use global hiring as a business acceleration strategy.

About you:

- You're a CEO facing board pressure to scale faster with limited capital
- You're an executive whose growth plans are constrained by local talent shortages
- You're a leader evaluating how global hiring supports your business strategy

What's ahead:

- Global hiring as a competitive advantage
- Three decisions that determine global success or failure
- Your 60-day action plan
- Your success metrics



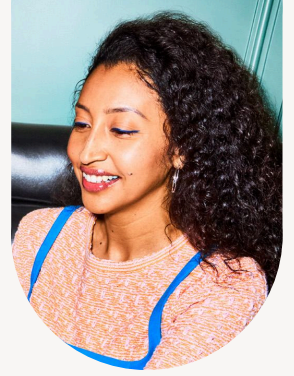


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Chapter 1:

Global hiring as a competitive advantage

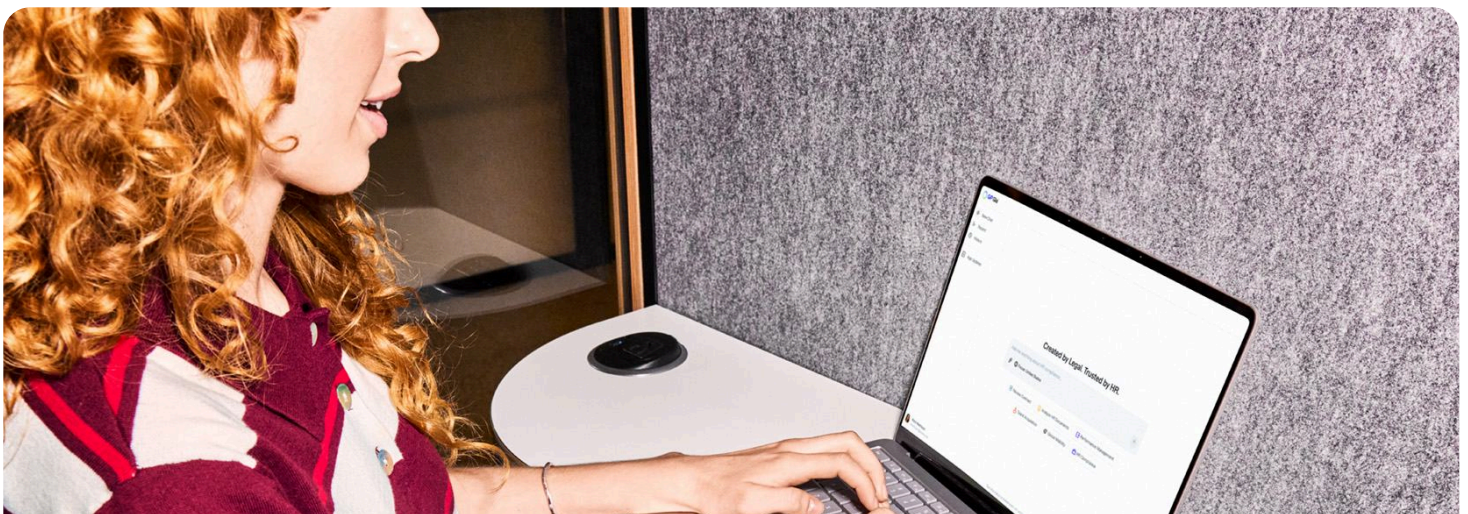


There are three core ways that global hiring can solidify and grow your company's position when you're competing for market share.

Advantage #1: Talent market arbitrage

You can access specialized talent in international markets at competitive rates. If you're looking for a cybersecurity engineer, you'll pay an average of [USD 165,000](#) in New York compared to [PLN 243,000](#) (USD 67,000) in Warsaw. That's a 60% reduction in cost.

But the window of opportunity closes fast. Software development salaries in Poland increased [14.14%](#) in 2024. Emerging markets evolve quickly. And in the race for global talent, hesitation can cost you the lead.



Advantage #2: Speed to market with continuous operations

Global teams enable continuous development cycles, where debugging, testing, and iterations happen around the clock rather than being constrained to single-time-zone bursts. Continuous operations also allow you to resolve customer issues in hours, not days.

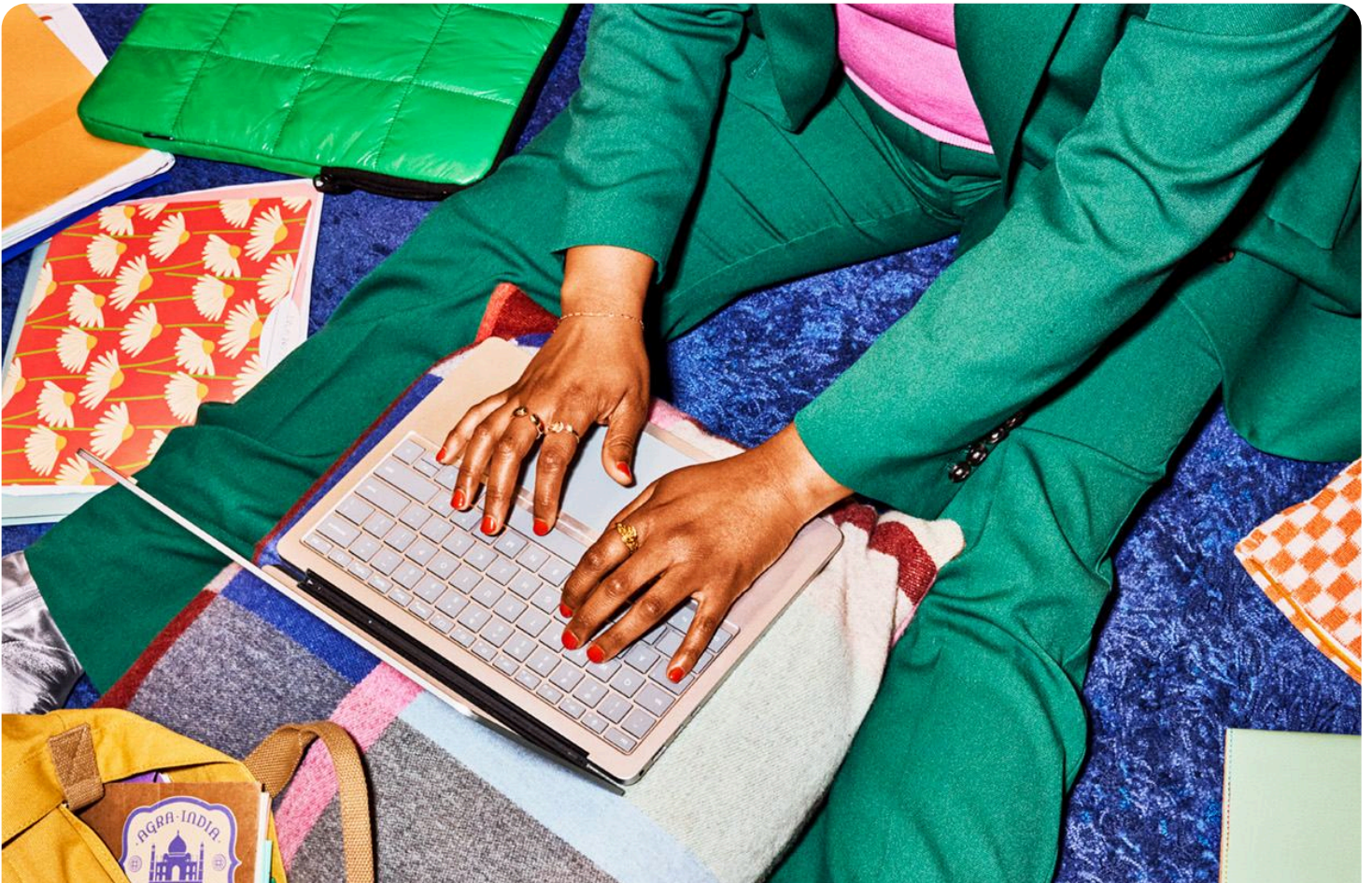
When speed is a determining factor in your market position, you can create competitive velocity through follow-the-sun workflows.

Advantage #3: Market entry positioning

Local hires understand local regulatory environments, customer behavior, and competitive dynamics that remote teams may overlook.

Your global team becomes your market entry strategy as well as your workforce. A local sales engineer in Germany speaks the language and understands local procurement processes, compliance requirements, and relationship-building approaches. A developer in Singapore knows the regional data privacy laws and customer preferences that shape product requirements.

Global hires who are locals in your market give you an advantage that compounds over time and firmly establishes your presence in the region.



Chapter 2:

- Three decisions that determine success



Global hiring creates competitive advantages when you make the right strategic decisions from the start. There are three decisions you need to make to determine whether your initiative will deliver ROI or become a costly distraction.

Decision 1: Market selection

Strategic question: Where should you hire first?

Choosing the right markets for your business offers advantages, including specialized talent pools, operational time zone coverage, and market entry positioning.

Some executives choose markets based on cost savings or existing business relationships. But this approach is only one side of the coin.



Questions for market selection



Talent density

Does this market have high concentrations of the specific skills you need?



Competitive gaps

Are your competitors already established here, or can you gain first-mover advantage?



Operational value

Will this time zone extend your development or customer support hours?

Market readiness test

Can you identify and hire 3-5 qualified candidates in this market within 90 days? If the talent pipeline isn't immediately accessible, the market isn't ready for your timeline.

Decision 2: Talent strategy

Strategic question: What capabilities does your team need?

Your talent strategy determines hiring criteria, compensation approach, and success metrics. And it will inform your decisions on whether to hire local contractors, use an employer of record (EOR) to handle employment logistics, or set up your own legal entity. Each approach requires different candidate profiles and management investment.

- **Fill-the-gap hiring** targets immediate skill shortages with specific role requirements. This works best for urgent needs and well-defined positions where you can measure success through time to productivity. EOR or contractor models typically provide the speed and flexibility needed for this approach.
- **Strategic capability building** focuses on hiring for skills your competitors lack, or hiring for emerging technology areas. This approach builds long-term competitive advantage and market leadership. Executives often start with an EOR for speed, then move to an entity setup for scale.
- **Market entry positioning** uses hiring to establish a local presence and understand local market dynamics to support geographic expansion plans and customer proximity strategies. Execs typically turn to an EOR with local expertise for this approach.

Decision 3: Operating model

Strategic question: How will you manage and integrate global teams?

The operating model you build for your global team will determine communication flows, performance management, and cultural alignment. Your approach here will affect long-term productivity and retention.

Global operating approaches



Direct integration

Global hires work alongside your existing team and use the same systems and processes. They report to current managers and operate as if they're based in your office.



Regional autonomy

Local managers run their geographic teams with oversight from headquarters. Geographically dispersed teams blend your company culture with their local business practices.



Hub model

Global teams are concentrated in specific cities with dedicated local leadership. Each hub operates semi-independently and follows your company standards.



Chapter 3:

Your 60-day action plan



After you've made your three strategic decisions, it's time to execute your plan. Here's a timeline for jumpstarting your global hiring project.

Days 1-14: Gather market intelligence

● Week 1 priorities

- Identify the top talent-related constraints that limit your growth.
- Research where your competitors are hiring around the world.
- Get salary benchmarks for your target roles in three potential markets.

● Week 2 priorities

- Interview three EOR providers. Focus on their onboarding speed and coverage.
- Get a legal risk assessment from your counsel.
- Calculate a 90-day hiring timeline for each of the talent approaches discussed in Chapter 2.



Days 15-30: Create strategic alignment

● Week 3 priorities

- Present your findings to your leadership team with specific recommendations.
- Create alignment on global hiring for strategic growth.
- Secure budget approval for a six-month pilot program.

● Week 4 priorities

- Select an EOR partner, or work with legal counsel for entity setup.
- Define your success metrics.
- Review schedule.
- Identify the first 3-5 roles to fill globally.

Days 31-60: Execute and learn

● Week 5-6 priorities

- Launch hiring initiatives in your primary target market.
- Begin sourcing candidates and conducting interviews.
- Set up management processes for global team members.

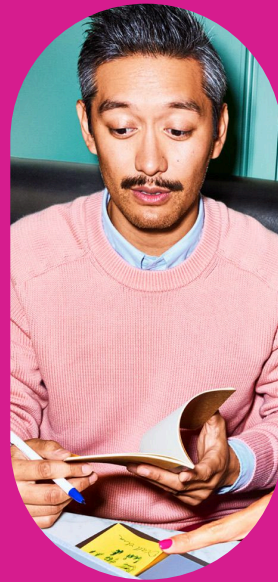
● Week 7-8 priorities

- Make your first global hires.
- Monitor integration and productivity metrics.
- Plan expansion to a second market based on early results.



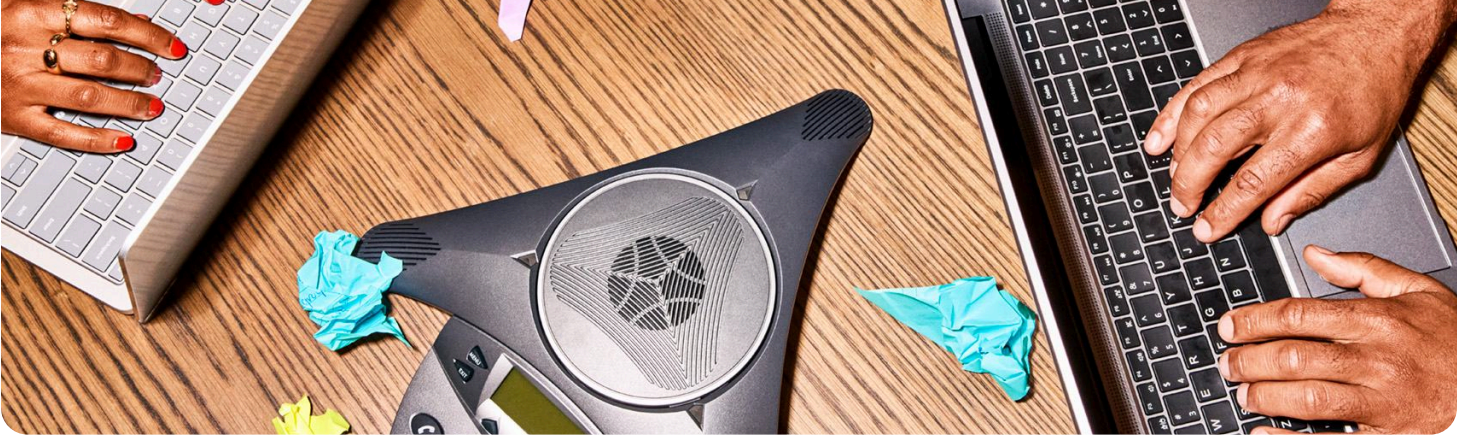
Chapter 4:

- Your success metrics



The right metrics can be the difference between successful global hiring and expensive mistakes. Here are some metrics to ensure your initiative delivers the right results. Paying attention to these metrics throughout your hiring journey allows you to course correct if needed.





Speed metrics

- Time from decision to first hire (target: under 60 days)
- Product development cycle improvement
- Market entry acceleration compared to previous expansion timelines

Competitive advantage metrics

- Talent acquisition success for roles you haven't been able to fill locally
- Cost per global hire vs. cost per domestic hire
- Revenue acceleration due to 24/7 operations or local market access

Knowing when to course correct

It's important to plan ahead and know your risk tolerance. Global hiring should accelerate growth, without consuming excessive amounts of executive bandwidth. These signs may indicate that strategy adjustments are needed.

Ongoing warning signs

- Your first hire takes longer than 90 days from launch.
- Global hiring takes more than 25% of leadership's time.
- Compliance issues require ongoing time-consuming executive intervention.

Course corrections

- If legal processes are causing delays, consider switching from entity setup to an EOR.
- If your talent search has your team spread too thin, consider concentrating on fewer markets with higher talent density.
- If your internal resources are strained, consider investing in external expertise.

How to evaluate an EOR partner: financial criteria

The EOR partner you choose will become part of your competitive infrastructure. The right partner will enable rapid market entry and reduce compliance risk. The wrong partner may create operational drag and regulatory exposure.

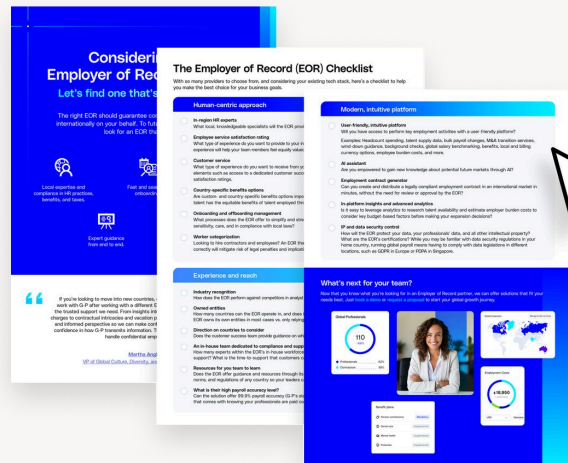
When evaluating potential EOR partners, look for strengths in three critical areas:

- 1 Operational scalability** Ask potential partners if they have an established presence in your priority regions, and if they have a proven ability to scale quickly.
- 2 Risk management capabilities** The strongest partners will provide proactive regulatory updates, comprehensive liability coverage, and local expertise that reduces your legal exposure.
- 3 Real-time reporting** Look for partners offering unified reporting across all markets and real-time visibility into global workforce costs.

Watch for warning signs like unclear pricing, requirements for long-term contracts prior to demonstrating value, or lack of experience in your target markets.

The right EOR partner enables competitive advantage through speed and operational excellence. Make your choice based on strategic fit, not just cost.

[Download our comprehensive EOR evaluation checklist](#) to assess potential partners against 17 different factors and make an informed choice.



How G-P™ delivers strategic value for global hiring

G-P exists because we've seen executives lose competitive opportunities due to slow entity setup, compliance complexities, or unpredictable global hiring costs that derail talent initiatives.

We built a solution that removes the barriers to strategic execution.



When speed determines market position, our coverage in 180+ countries provides immediate talent access without 6-12 month legal setup delays. You gain first-mover advantage.



When operational complexity threatens focus, our global employment platform consolidates global workforce management into a single dashboard. You maintain strategic oversight without getting buried in multicountry compliance details.



When regulatory exposure creates business risk, our local expertise and comprehensive liability coverage protect your hiring initiatives.

The strategic outcome: Global hiring becomes a competitive accelerator rather than an operational burden. With G-P, you acquire international talent at the speed your market position requires.



Lead with clarity and speed

[Book a demo](#)

See how G-P global employment products and EOR solutions simplify every aspect of global employment.

Get specific guidance for your market and timeline.