



Start-ups are dynamic organisations. Being a new business in the market, they always thrive for new ideas to gain traction. To ensure success, start-ups need to have the right talent at the right time that can contribute to their flourishing growth. However, amid the competitive business scenario, hiring has become one of the toughest challenges for every organisation. It becomes even difficult if a start-up relies on skilled or STEM (Science, Technology, Engineering and Math) employees. Landing at the right talent can give a tough time to the organisation.

On the other hand, larger companies have deeper pockets than start-ups. They focus on hiring new-age tech talents including software developers, data scientists, AI or IoT experts and many others to stay ahead in the technology-driven world. Start-ups need to attract the right talent and retain them for long.

Focusing on the potential of culture

The key to having a competent team is culture fit. It is one of the most crucial parts of the hiring strategy. Culture is something that evolves over time and shapes the personality of the brand. To attract the right talent, start-ups need to cultivate an atmosphere to make the employees feel welcomed, required and happy to work that in turn impacts business performance. As per the estimates of a study — around 94 per cent of executives and 88 per cent of employees believe a distinct workplace culture is important to business success. Any organisation can start from the first day to create a fun and engaging work environment. They can build an atmosphere where employees feel comfortable while increasing the chances of growth in the organisation.

Utilising the capabilities of technology

Technology has become an indispensable part of our life and start-up ecosystem. Similarly, it has become an important part of business and when organisations look for a competent workforce, they should adopt the technology. This increases employees' productivity and automates their tasks for better efficiency at work. From improving the way employees work to freeing them from the burden of tedious

THE RIGHT FIT

Start-ups need to find and retain employees that fit into their work culture, suggests YOGITA TULSIANI



tasks, technology impacts a majority of employees' job responsibilities. For instance, start-ups that use technology in the right way attract technologically advanced talent and succeed in improving job satisfaction. Further, utilising technology tools in the training and development of employees also helps in retaining talent and helps them foresee growth opportunities in their careers.

Leveraging referrals

Referrals play an integral role in finding new employees for the organisation. The adoption of social media and networking sites has made it easier for start-ups to expand their network and onboard experienced talent based on the references. Referrals work as a great tool for hiring as it helps in knowing the employee before even interviewing him/her for the organisation. A robust referral program can help start-ups create excitement among the current employees and find the right candidate from their own network. It makes a win-win for all while benefiting the organisation.

Give people reason to join you

The advent of start-up culture has redefined the way industries function. Traditionally, the corporate industry revolved around money. However, start-ups have recreated the culture to join a company for reasons other than money. Some people find start-up organisations more flexible while others get space to innovate and think creatively. Start-ups must focus on building positive company culture with great team spirit. It helps employees recognise the company's people-centric culture that will help them grow. For instance, startups can create purpose-driven non-financial incentive programs to promote learning and rewarding employees.

Showcasing business impact

It is imperative to understand that not all employees work only for money. They have become mission-driven and passionate about accomplishing their professional goals. This category of employees makes a greater contribution to the company's overall business performance. Furthermore, start-up teams are usually small, thus, the company can take due advantage of recognising and appreciating their employees to boost their motivation. It becomes vital in aligning them with business goals and make them a part of the development process to impact the consumers' life make a robust strategy to innovate the talent development process.

Summing up

Start-ups have a higher degree of accountability than larger organisations. It is considered a learning ground for beginners and a battlefield for experienced employees. However, retention and attribution need to be viewed differently and a precise focus must be kept on innovating the talent development process.

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