

## Hiring strategies for growth

As your business scales, your team needs to grow with it. Building a talented and dedicated team will help to keep things moving forward.

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### Hire for the future, not just the present

Don't just fulfil immediate needs. Hire employees with skills that will become essential as your business grows. For example, a start-up might hire a data analyst early on, anticipating the need for more data-driven decision-making.

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### Focus on culture fit

Employees that align with your company's mission and values are more likely to stay and be a part of your business' long-term success. As your business expands, maintaining a happy culture becomes even more important.

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### Use contractors or freelancers

Think about using freelancers for tasks that aren't at the core of your business. For example, graphic design, marketing and customer support. This allows you to have different skills at your fingertips, without having to pay full-time salaries.

## Developing leadership and management



### Leadership development

As your business grows, you'll need to identify and teach leadership within your existing team.

Find people in your teams who will be good mentors. And train potential leaders in the skills they need to manage bigger teams or more complex operations.

### Clear communication and accountability

As your business grows, make sure communication is clear and everyone knows who to report to.

Have regular check-ins, quarterly reviews and clear KPIs to maintain accountability. Ask your employees for feedback, then use this to improve.