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Tips and Strategies for Success:

How to Build a Successful

Team for Your Startup?



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The Fundamental Rule!

**Successful
entrepreneurs
often say:**

**Entrepreneurs cannot
achieve success on
their own; a strong
team is the foundation
of success**

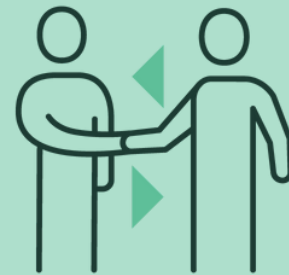
The Importance of Building a Strong Team

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ADDED VALUE

Your team is a key factor in **attracting investor** interest in your startup.



COMPLEMENTARY SKILLS

Bridging gaps in your expertise and skills by **hiring a knowledgeable team.**



CREATING A POSITIVE CULTURE

Your **first hires shape** your entire company culture.



UNIFIED VISION

A strong team allows you to transform your vision into **tangible goals.**

▶ **"Weak teams"** ranked third among the **top 20 reasons** for startup failures.

Key Strategies for Attracting and Retaining a Strong Team for Startups

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1

EMPLOYEE STOCK OWNERSHIP PLAN

Introducing **employees as partners and shareholders** helps attract top talent, improves loyalty, and increases employee retention rates.

2

COMPETITIVE SALARIES

Working at a startup may not appeal to many people, so **offering relatively high salaries** is one of the most important strategies for attracting the best talent.

3

RAPID CAREER ADVANCEMENT

Remember that the career advancement path in startups **should be faster than in larger companies.**

4

POSITIVE WORK ENVIRONMENT

Building and promoting a **positive, diverse, and dynamic work culture** helps you attract top talent.

The Significance of **Employer Branding** in Attracting Top Talent

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The identity of a workplace is significant across all organizations, regardless of scale or industry. For startups specifically, **it's crucial and a pivotal factor influencing their success or failure.**

In today's world, where information is easy to find, job seekers can easily tell the difference between genuine workplaces and those that **use marketing to attract them, especially with sites like Glassdoor**, where employees themselves review their employers.



Ideas to **Strengthen the Identity** of your Company's Work Environment

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1 Videos featuring **success stories** and employee testimonials.

2 **Office tour videos** highlighting the positive atmosphere.

3 **A careers page** that reflects your company's identity and work culture.

4 Sharing the company **founder's vision and message**.



Key Strategies for Building Your Workplace Identity

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CORE VALUES

Implementing core values actively rather than treating them as just slogans



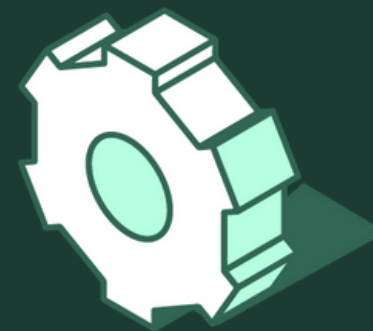
TRANSPARENCY

Being transparent when dealing with employees and stakeholders.



EMPLOYEE ENGAGEMENT

Involving employees in shaping the company as the best work environment.



CONTINUITY

Continuously improving and developing the culture at work.



BUILDING ONLINE IDENTITY

Focusing on building your organization's identity online and on social media platforms.

Five Mistakes to Avoid When Hiring for Your Startup Team

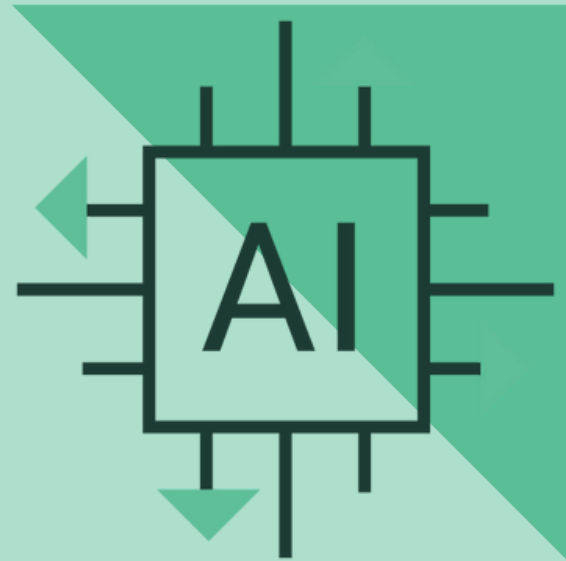
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Overlooking Cultural Fit of Candidates



Ignoring cultural fit during the hiring process can have serious consequences. A Jobvite study found that 88% of employers believe cultural fit directly impacts a candidate's success or failure in a job.

Underestimating the Importance of Technology and AI in Hiring



Using technology and AI in hiring has become essential. According to LinkedIn, 69% of hiring managers agree that data-driven hiring is necessary for success.

Only Searching Among Active Job Seekers



70% of the workforce consists of passive candidates who are not actively seeking jobs, so different hiring approaches are necessary to reach this group.

Hiring a Homogeneous Team



Diversity is crucial. Similarities among team members in terms of personalities, backgrounds, and social and academic experiences can hinder creativity.

Focusing Only on Technical Skills



77% of employers believe that personal skills are as important as technical skills.

Irreplaceable Workplace Benefits in 2024

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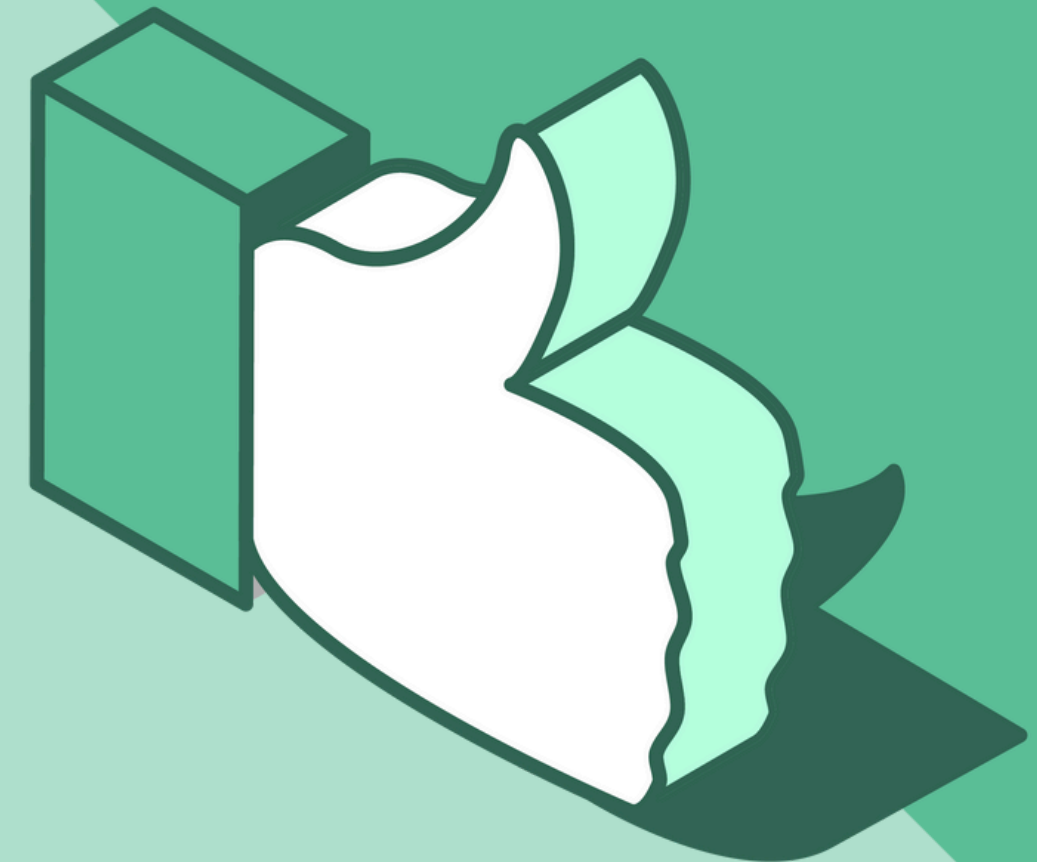
Paid maternity and paternity leaves

Introduce hybrid work (remote and at the office)

Physical and mental health benefits

Learning and career development opportunities

Flexible working hours



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About Impact46

Impact46 is a CMA authorized asset management and advisory firm that focuses on alternative Saudi Arabian investment opportunities including investing in tech companies.

Impact46 has launched several funds through which it has invested in more than 35 early and growth stage companies. Saudi startups represent the majority of fund investments. Impact46 is considered one of the largest Venture Capitals in Saudi Arabia and the region.

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About ZenHR

ZenHR is not just another HR software; it is a transformative HR experience created to help HR departments and employees reach a state of Zen. With our localized features and interface, including labor laws, expat regulations, social insurance, and tax laws, ZenHR's HRMS serves everyone from SME to Enterprise customers in the MENA market.

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