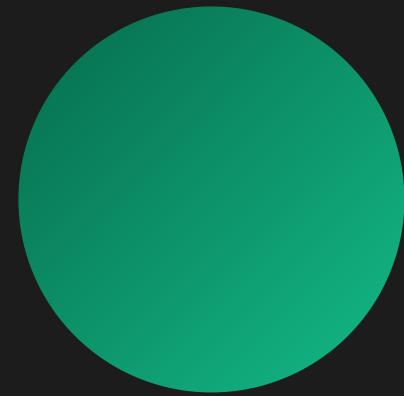


# What role should you hire first?

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HOW TO PRIORITISE YOUR HIRING PLAN



# To hire or not to hire?

When the economy slows down, should you stop hiring? Simply put, no. Unless your solution doesn't address a real market need anymore, there's no reason to stop hiring completely. Talent eventually generates everything of value or adds to it: the product, the brand, servicing customers, traction, the culture, making sure lunch is served.

When the market slows down, you might not have the time to simply wait until the economy picks up. Surely, you can extend the cash runway, but you are operating on borrowed time (or cash).

**Focus on adjusting your goals to the new situation and then hire to grow.**

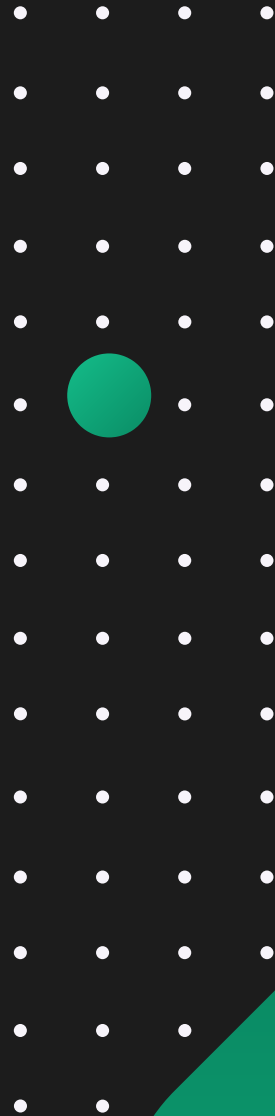


# Look at the business targets & needs

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When it comes to deciding whom to hire, it all resumes to your mid-term targets. Have a look at what are the core needs to make those targets happen. What gaps emerge in your organisation?

**Outlining these targets and needs should guide you towards what roles you need to focus on, what competencies and skills your company needs, and what seniority level is minimally required.**



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**What are the mid-term targets? What core business needs will help me achieve these targets?**

**Mid-term targets**

**Core business needs**



## What kind of competencies & skills does the company need to achieve these goals?

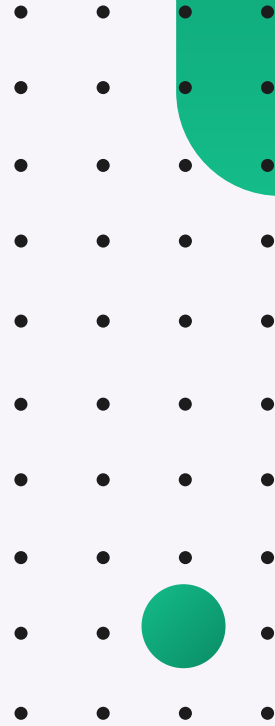
### **Competencies: knowledge & behaviours**

Example: strategic planning, analytical abilities, etc.



### **Skills: Specific practical abilities**

Example: coding, foreign language proficiency, etc.

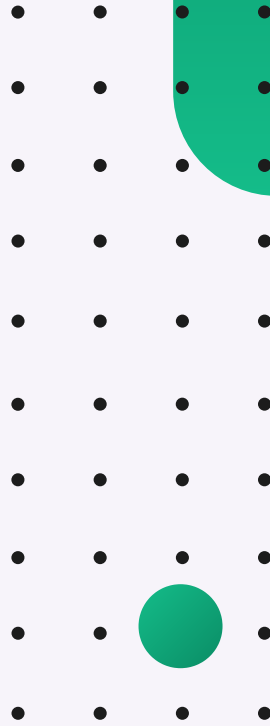


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**If I hire this person, what's the impact on the business in the short & long term? Will they help achieve these goals?**

**If I hire this person they will be responsible for...**



# Focus on the uniqueness of the skillset

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If need be, you can add another layer of prioritization to your hiring plan by looking at the uniqueness of the needed skill set.

In a slower economy, hard-to-find roles should become the main priority, as the talent market is more fluid, there are more opportunities and less competition to hire scarce talent.



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**From the skills & competencies mentioned above, which ones are hard to find?**

**Hard-to-find competencies & skills**





## How scarce is this position in the field? Can you find the right people to fill in the role?

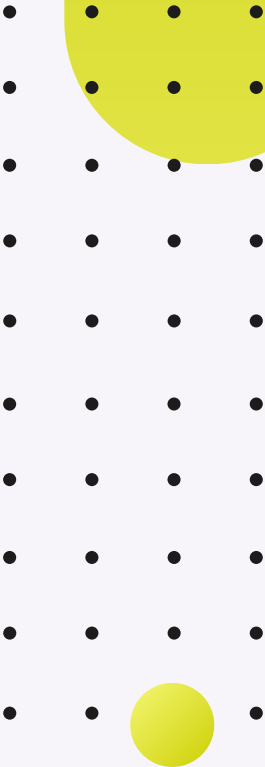
### Talent Mapping

Talent mapping is a proactive approach used for researching the market and identifying the scarcity of the talent in the field. These three steps will give you a first estimation of the amount of potential candidates in the market.

**Establish the candidate profile** based on the skills & competencies you require: experience, seniority, job titles, education level, geography, etc.

**Develop a list of companies** similar to yours where your prospective candidate might work at. Tip: start with your competitors in the market.

**Scour professional platforms** like Github or LinkedIn to figure out how many people with this position exist in the market.



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**Still need help to figure out your hiring plan? Find out what it's like to work with us or reach out. We'd love to help you achieve your hiring milestones.**



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