

**So you've recruited your founding team...**  
**... How do you make sure everyone performs?**



# Key Differences Between Start-ups and Other Companies

- 1) **Small teams means everyone has multiple roles and a lot of responsibility**
- 2) **Limited time to get things done but lack of structure and resources**
- 3) **Pace: more transparency, greater agility, less bureaucracy**



# Lessons Learned

- 1) Figure out your WHY
- 2) Figure out what type of leader you are
- 3) Vulnerability is a super power
- 4) Surround yourself with people who are better than you - then understand and empower their individual goals
- 5) No one is perfect - figure out the strengths and fortify the weak points
- 6) Communication is everything - consistently, regularly, clearly
- 7) Don't make any assumptions - define expectations and check in
- 8) Risk mitigation is about culture
- 9) Recruit for culture, not *just* competency
- 10) Celebrate the wins and take breathers - no one is immune to burnout



# Internal vs External Teams

## Internal Teams

- Example: Full time employees
- Can align their performance with performance of the company, compensation and recognition
- Directly and daily incentivized to help company deliver and grow

## External Teams

- Example: Contractors - manufacturing, research organizations, legal team, accounting team, fractional employees
- Are working on lots of different things at the same time and other people might be paying them more
- How do you make them care about you?
  - Relationship building
  - Belief in the long term vision and goals
  - Communication

