

**Start-ups**

Start-ups are organizations where most of the growth is in the future. There's no set definition for a start-up but it's all about the mindset. They solve a problem and are willing to take risks to get to the solution.

**Want to hire people who are...**

- Collaborative
- Great at setting up systems and processes that make things more efficient
- Eager to step in to solve problems

**Biggest fear is hiring someone who...**

- Doesn't want to do anything beyond their stated job responsibilities.
- Doesn't embrace change. Start-ups need people who're willing to take risks and make mistakes. Flexibility matters a lot in start-ups.
- Isn't open towards learning, changing, and adopting a new mindset.

**Small and Boutique Firms**

Small firms have less than 50 people, and boutique firms provide specialized services for a particular segment of the market.

**Want to hire people who are...**

- Eager to step in to solve problems
- Fast learners (generalists)
- Invested in the company's philosophy

**Biggest fear is hiring someone who...**

- Needs a lot of hand-holding.
- Isn't motivated. For a small company to thrive, they need people who are willing and ready to put in the hours.
- Isn't invested or loyal. High turnover hurts smaller firms more, so showing your willingness to stick around is key.

**Mid-Sized Firms**

Mid-sized firms typically hire 50 to 250 employees

**Want to hire people who are...**

- Great at internal networking
- Great at leading people
- Good at taking calculated risks

**Biggest fear is hiring someone who...**

- Isn't flexible. Organizational change is a big reality for mid-sized firms.
- Aren't ready or willing to learn. Given the nature of business and how often change occurs mid-sized companies need employees who're willing to learn and adjust.
- Won't work well with others. While There's still some generalization at mid-sized firms, which means you'll be interacting with lots of people on a daily basis.

**Large and Multi-National Organizations**

Large businesses have more than 250 employees, and multi-national organizations often have thousands, with locations all over the world.

**Want to hire people who are...**

- Follows rules and SOPs well
- Invested in professional growth
- Great at working with teams

**Biggest fear is hiring someone who...**

- Won't follow the rules. Large organizations have established rules, regulations, processes, and procedures.
- Isn't sure about what they want to do. Working in a larger organization gives people a chance to specialize and develop an expertise.

**Non-Profit Organizations**

**Want to hire people who are...**

- Invested in the organization's mission
- Good at stakeholder management
- Self-starters

**Biggest fear is hiring someone who...**

- Has poor interpersonal and communication skills. They need to know how to be a diplomat and resolve conflicts .
- Isn't ready to put in more than their job responsibilities.
- Isn't thinking about the impact they will have on the community they're serving.

**Mom and Pop Shops**

Small family-owned business. Use exceptional service, unique products, and personalization to remain competitive.

**Want to hire people who are...**

- Great communicators
- Hard workers (often physically)
- Good with technology

**Biggest fear is hiring someone who...**

- Doesn't understand the importance of communication. Employees need to get to know their customers in order to create a unique and personal experience.
- Isn't good at following instructions. They need people who can follow established procedures and processes.