

# BUILDING A GOOD & EFFECTIVE HIRING STRATEGY

## LEGAL PERSPECTIVE

### Do's and Don'ts



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[Read more..](#)

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## The Hiring Problem - Crux

Both sides of the Fence Suffer



# Introduction

## The Hiring Problem

*In – House HR vs. Agency*

*Budget?*

*More Pain*

*Less Time*

*Getting Through*

*Fitting in Culture*

*No Response*

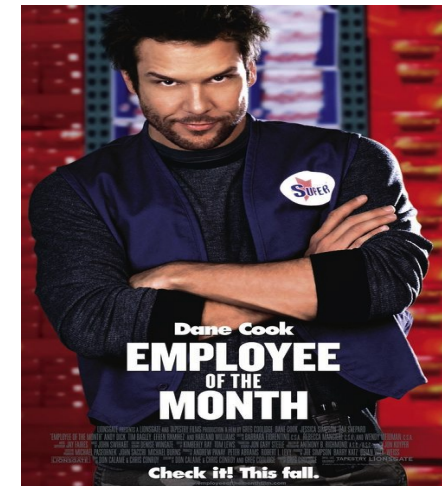
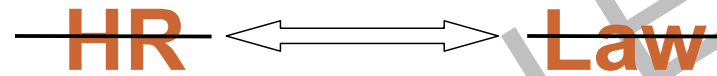


## The Hiring Problem - Escalation

HR ↔ Law



## Problem Solving Approach



# Do's

## Start from the End State

### Walk Backwards – Wear Employee's Shoes



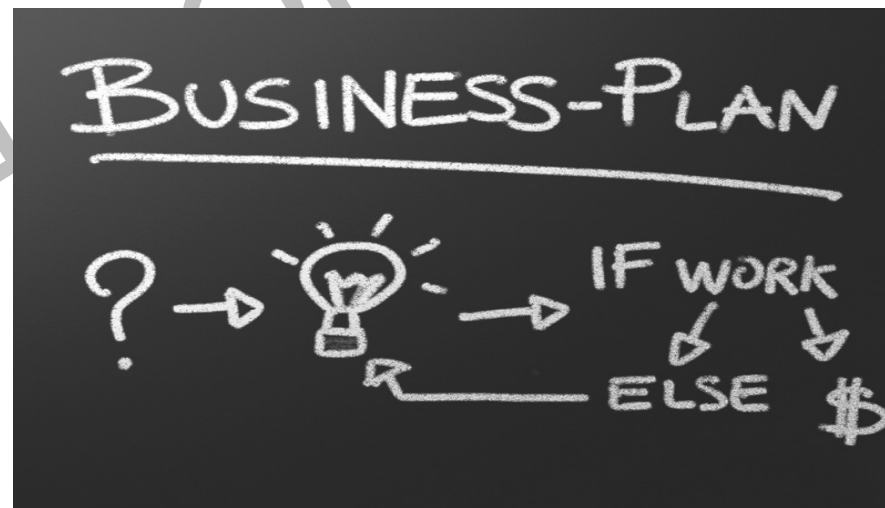


# Do's

## Early Stage Business

Hiring Plan = Business Plan

Learn & Update



# Do's

## Hire Like an Investor

### Spend Equity like Currency



# Don'ts

**Hiring = Betting [Can go Wrong]**

**Don't Give Too Much Equity to 1 Employee**

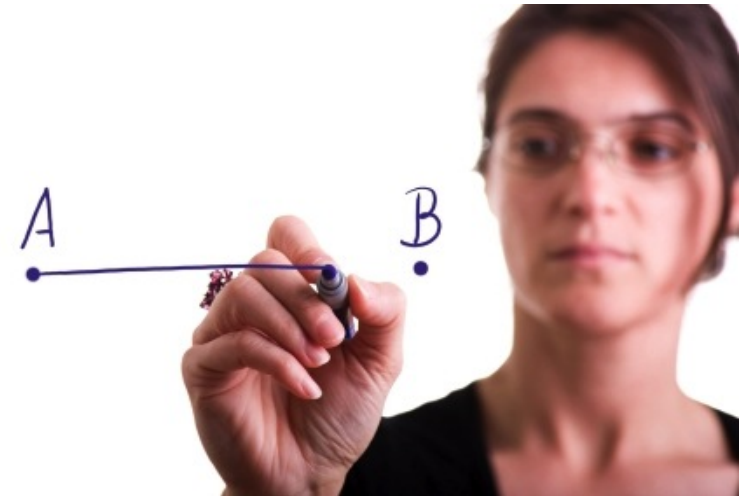
**Don't Fire Wrong Employee Rapidly**



## The Hiring Process

Start – End

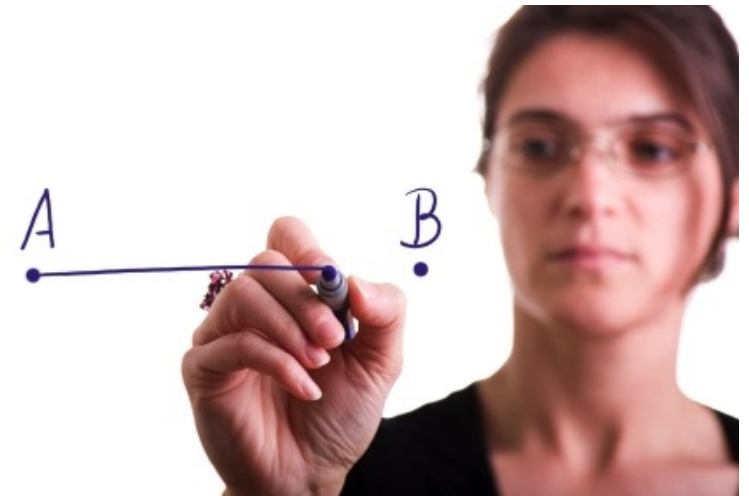
**Assumption – Hiring is a Process !**



## The Hiring Process

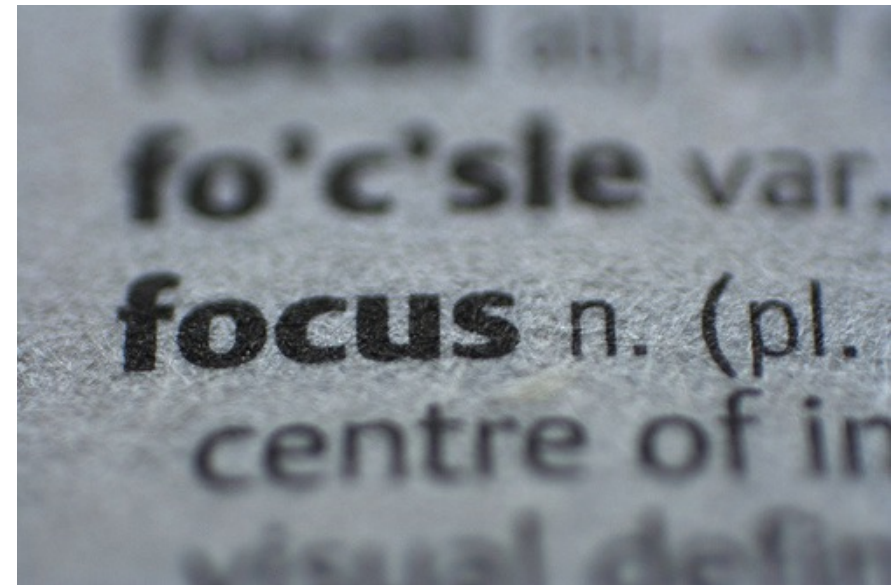
Start – End

Assumption – Hiring is a ~~Process~~ !



## The Hiring Pipeline – Focused Approach

**Sell Your Story to Generate Pipeline**



## The Hiring Pipeline – Job Pitch\*

\*Without Hidden Conditions

**Mission + Status + Team + Pain + Opportunity**



## Indirect Effect on Hiring

### Product Launch – Ripple Effect

**Not Launching = Painful**

**Launching w/o Learning = Fatal [Business + Employees]**

**Bad Story to Sell while Pitching a Job**





## Product Launch Case Study

Founded in '07 – Launched in Sept. '08



Key: Avoid Marimba Phenomenon



*Spending on PR & Marketing > Development*

## Hiring – Closing the Best Deal

### Two Sided Effort



*Transparency*

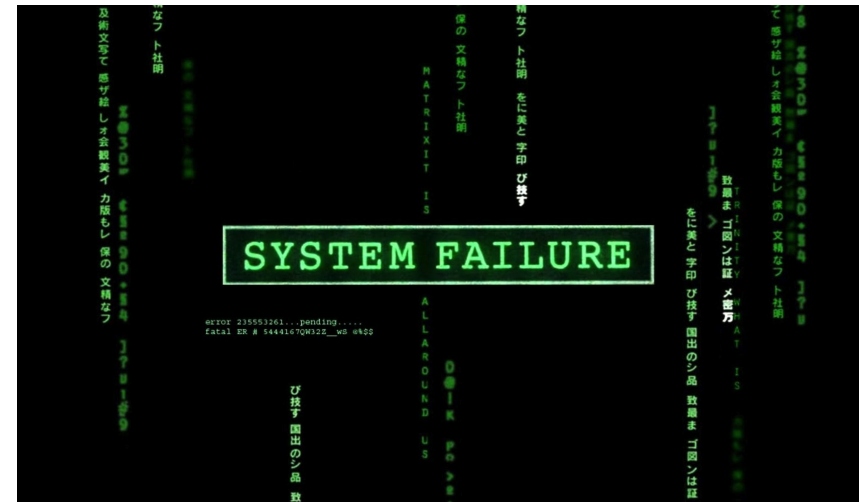
*Realistic & Positive Approach*

*All T & C's in Writing*

*Written Acceptance*

## If Nothing Works

Hire a Lawyer !!

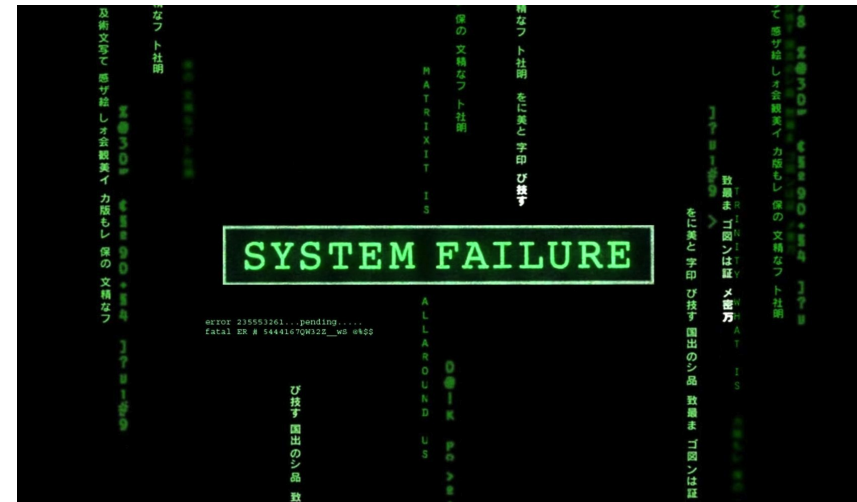


## If Nothing Works

Hire a Lawyer !!

Disclaimer:

Hiring a Cheap Lawyer is Suicidal



# About Us

BioCorpLegal

TechCorpLegal  
Law Firm

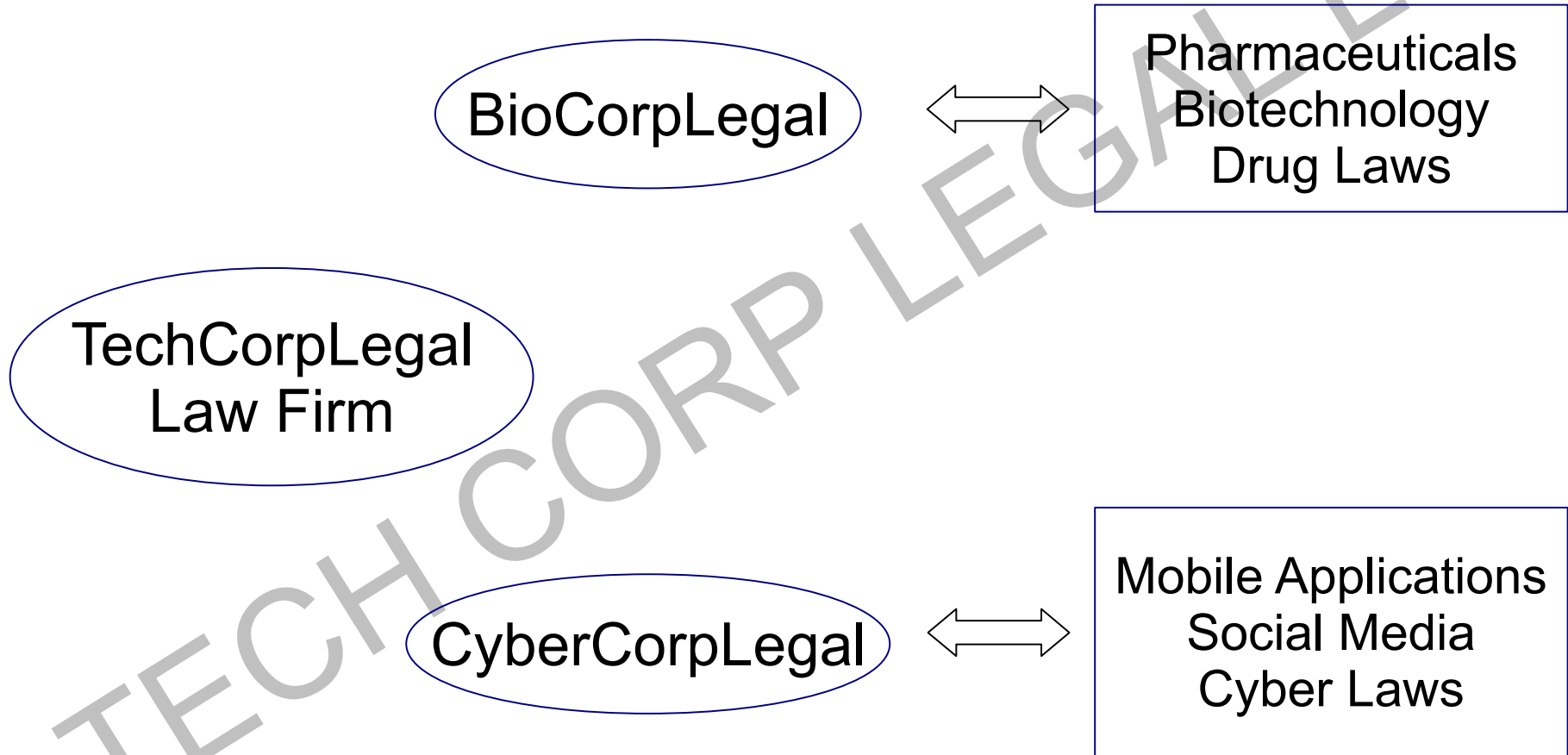
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# About Us



Ideas & Startups  
Product Development

- Business Plans, Structuring & Incorporation
- Founding Agreements & Equity Distribution
- Contracts [Work for Hire, NDA, Vendor Agreements etc.]
- New Product Strategy & Market Intelligence

Intellectual Property

- Patent Strategy
- Branding Strategy & Trademarks, Copyrights
- IP Assignment & Licensing
- IP Ownership & Due Diligence

International Business  
Technology Transactions

- Cross-border Transactions [Tax Implications]
- Web, Mobile & Social Media [Legal Issues, Privacy Policy & Terms]
- International Legal, IP & Regulatory Strategy
- Mergers & Acquisitions, Joint Ventures & Franchising

Finance, Equity & Funding

- Funding
- Business Valuation
- Liquidity and exit strategies

Thank you

Get in touch: [info\(at\)techcorplegal\(dot\)com](mailto:info@techcorplegal.com)

