

The Founder's First 10 Hires Will Make or Break Your Start-Up

Here's how to get them right.

“Your early hires don’t just fill jobs. They set your culture, shape your execution speed, and define whether you scale or stall.”

Mistake #1 Hiring too fast. Pressure creates bad decisions. Great teams aren’t built in panic mode.

Mistake #2 Hiring friends. Comfort ≠ competence. Early hires need capability + character.

“You need a
person who gets
things done.
No ego. No
hand-holding”

Mistake #3 No role clarity.
“Everyone does everything”
leads to conflict. Your team
needs clear outcomes, not
vague titles.

“Your early customers
shape your roadmap.
This hire ensures
nothing breaks”

Mistake #4 No onboarding. If your new hire is guessing what “good” looks like... you lose time, consistency, and trust.

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Mistake #5 Inconsistent pay. Ad-hoc salaries create resentment and legal risk. Early structure saves future pain.

“Don’t wait for chaos to hire your people partner”

Mistake #6 Start-ups wait too long to hire HR. By hire 10, you already have:

- Risk
- No documentation,
- No performance clarity
- Zero compliance

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RIGHT way?

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