

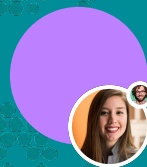
How to Hire and Build Remote & International Teams

deel.



mercia
asset management

**We work with over 15,000 SMBs to
Enterprises (i.e. Dropbox, Shopify) helping
them hire, manage and pay international /
remote teams compliantly**



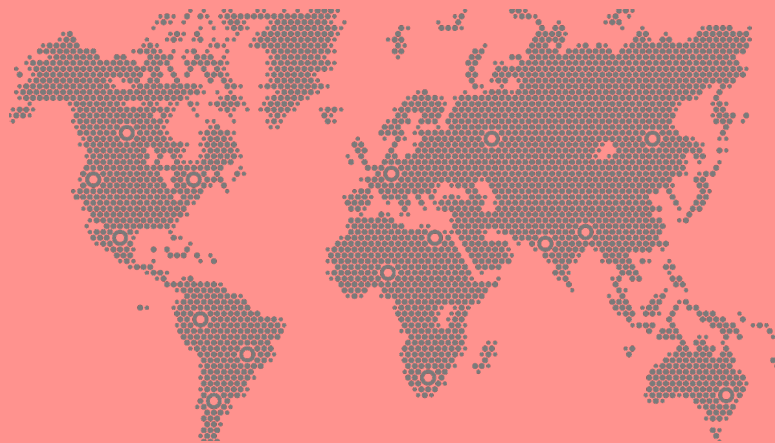
Goals for the session

- 01 Understand the different ways to grow your team internationally and the risks to be aware of
- 02 Work through a global hiring example
- 03 Learn how to train, onboard and grow close-knit, remote and international teams
- 04 Understand global hiring challenges and how to address them



But First...Global Hiring Trends

- 01 Talent shortages are at a 10-year high in the U.S. Global shortage could leave more than 85M jobs unfulfilled
 - ***How about Meta, Twitter, Amazon layoffs?*** - 233k people in past months
- 02 2/3 of people want to work from home according to a Global Workplace Analytics study. 3 in 10 would quit if impossible.
- 03 Popular countries to hire from in EMEA: UK, Spain, France, Georgia, Armenia, Ukraine.
- 04 Average starting salaries for roles in content creation, operations, and finance increased the most in the Philippines, India, and Brazil"
- 05 In January 2022, terminations accounted for 28% of all contracts ended, and by December, that number grew to 42%



**Cost
Effectiveness**

**Expansion into
New Market**

**Diversity and
Productivity**

**Larger Talent
Pool**

**Set up a
foreign entity**

**Work with an
agency**

**Contracting on
your own**

Use an EOR

Hiring company profile

Seed round raised

Product built & in-flight

Team needs

Two front-end engineers

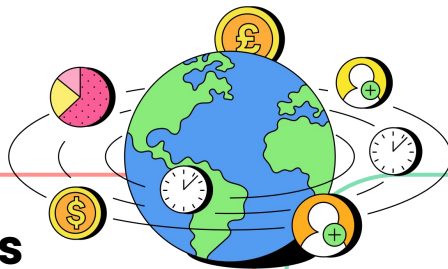
Two back-end engineers

One product designer

One marketing manager

Average monthly salary in USD

	United States	United Kingdom	Australia	Canada	Philippines	Serbia
Back-end engineer x 2	\$10.9k	\$6.3k	\$7.9k	\$7.7k	\$1.6k	\$4.3k
Front-end engineer x 2	\$9.2k	\$4.9k	\$7.0k	\$7.9k	\$1.2k	\$4.0k
Product designer	\$8.8k	\$5.5k	\$5.3k	\$5.6k	\$1.0k	\$3.5k
Marketing manager	\$7.1k	\$5.3k	\$7.8k	\$5.2k	\$1.0k	\$3.0k
Total	\$56.1k	\$33.2k	\$42.9k	\$42.0k	\$7.6k	\$23.1k



Challenges

Integrating **five new distinct cultures** into a small team

Employee management across four international time zones

Comply with up to **five new country's labor laws**

Managing global payroll

Upsides

Save on hiring costs by seeking talent internationally

Cover up to **four international time zones** for urgent client requests

Have **employees in five potentially new markets**

Hiring from **less competitive markets**

Inherent Challenges



Hiring

- **Talent normalization**
 - A senior engineer in some countries is equivalent to a college grad in the U.S.
- **Giving internationally-relevant offers**
 - Negotiate with home currency & perks in mind

Employee experience

- **Setting team hours**
 - Varying time zones can make it hard to set “office hours”
- **Onboarding & performance management**
 - Onboarding
 - Setting KPIs for global hires
 - Open lines of communications
 - Weekly check-ins

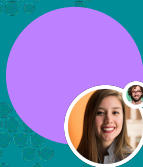
Cultural differences

- **Communicating across global audiences**
 - Have your product & company messages resonate with people who might speak different languages and have different lingo or communication styles
- **Prioritizing time together**
 - Invest in things like in-person all-hands & company offsites

Staying compliant

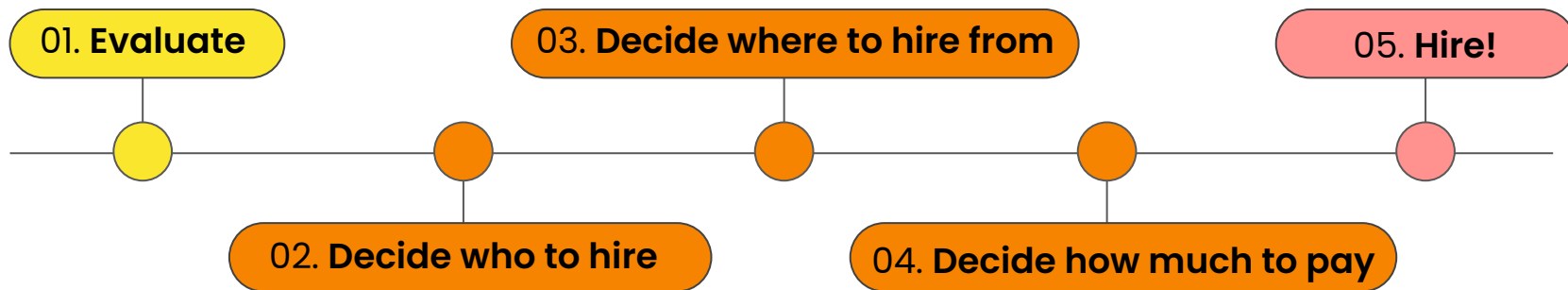
- **International regulation**
 - Follow varying local labor laws
- **Managing hiring documentation**
 - Global teams need to be well-documented and compliant

Going Global Step by Step



Roadmap

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Evaluating Talent: International vs. Domestic

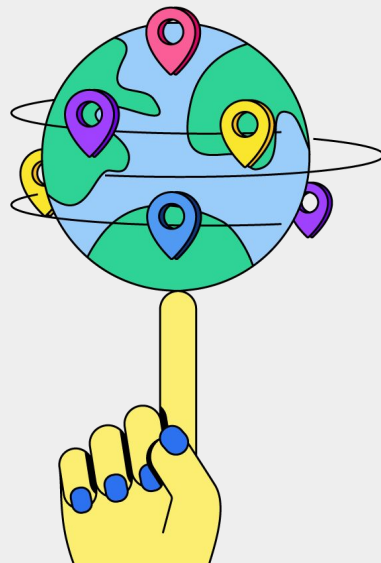
- Trick question: same as any other employee!
- Screening process may be different - may not be familiar with candidate's prior companies and credentials
- Technical skills evaluation process largely the same
- Can the candidate work remote?
Self motivation analysis



Decide where to hire from

When picking countries to hire from, consider:

- Quality of the talent pool
- Time zones
- Languages
- Cost of hiring
- Cultural differences or similarities



Compensation strategy

- Setting salaries for a global team?
 - Use: [Salary Insights](#)
- Calculating what it will cost you to go global in different places?
 - Use: [Cost Calculator](#)



Hire!

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Deel in 2019

Engineers in Israel & Ukraine

One product designer in the
United Kingdom

One marketing manager in
Serbia

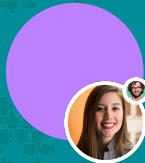
\$29.6K monthly burn rate

Our team today

2 500 employees in over
100 countries

Serving 15 000+
customers across over
150+ countries

How to Manage a Remote Team though?



Managing & Building Remote Teams

- 01 Asynchronous communication
- 02 Intercultural skills
- 03 Clear expectations + transparency + trust
- 04 Hire referrals as often as you can
- 05 Community building needs to be a priority
- 06 Find ways to synchronize schedules (as best as you can)



Onboarding and Training Remote Teams

- 01 Challenges and what remote employees need training on
- 02 Have a detailed org chart
- 03 Talk about the big picture: deep dive into the company's history, mission, the customers you serve, competitors, etc.
- 04 Have a robust internal education center i.e. Notion, and have it transparent (as much as possible) across functional groups



Onboarding and Training Remote Teams

- 01 Remote onboarding checklist
- 02 Set expectations early: specific milestones, required weekly projects or outputs, etc.
- 03 Departmental goals and timelines
- 04 Encourage them to:
 - Build boundaries within their tools (i.e. calendly)
 - Seek out a mentor
 - Participate in team-building activities
 - Learn about other's working styles
- 05 Have frequent check-ins, but don't be too meeting heavy



Perks and benefits

- 01 Health and wellness policy
- 02 Co-working
- 03 Unlimited PTO
- 04 Have your birthday on us
- 05 Team swag



Free tools available to businesses worldwide

No more double guessing — knowledge is power!

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Global Salary Insights

Explore and benchmark salaries for roles in 120+ countries to stay within your hiring budget and make a competitive offer.



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Global Employment Comparison

Instantly compare local laws and employer costs like benefits, holidays, minimum wage, and onboarding times across 80+ countries.



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Employee Cost Calculator

Get a precise estimate of how much a potential global hire may cost from social security to injury insurance.

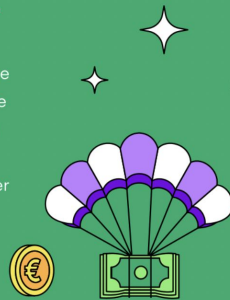


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COMING SOON

Take-Home Pay Calculator

Help new hires know the salary they'll take home after taxes, so you can make an informed, competitive global offer





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Have a question or want to chat global
hiring and payroll?

Reach out at roman.lobas@deel.com

*Every participant today qualifies for the
20% discount on Deel's products*

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Q&A time
ask away!

