

# Building a Successful Distributed Organization

SPEAKER

**Tina Ferguson, a16z**



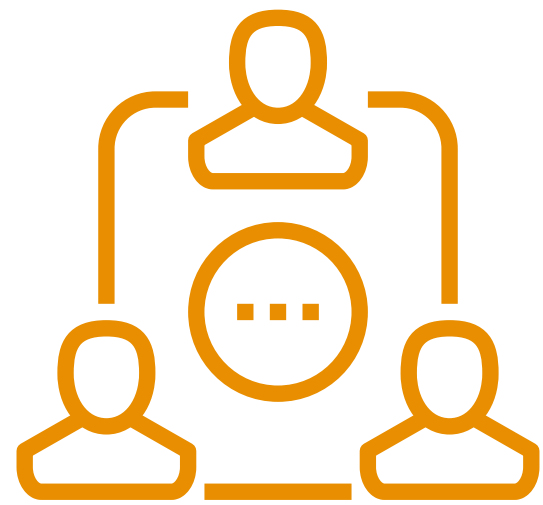
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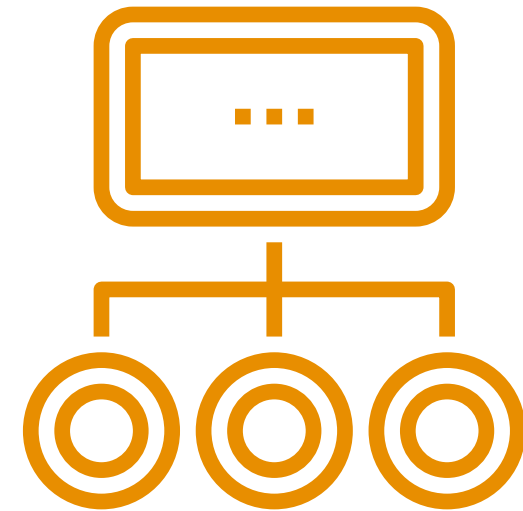
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# A Little About Me



## **EXTENSIVE EXPERIENCE**

managing the  
complexity of a  
distributed  
workforce with  
crypto nomads



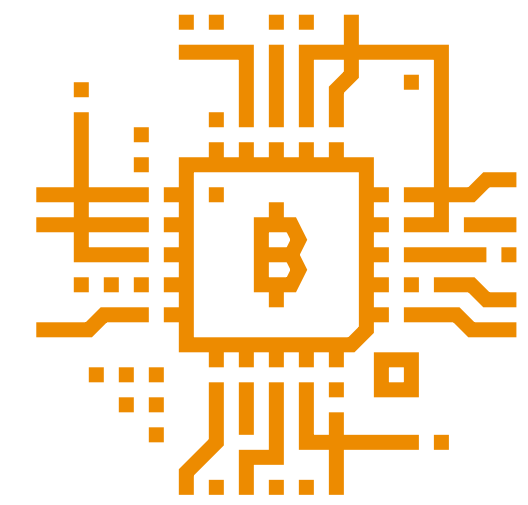
## **20 YEARS**

in the industry  
working with  
distributed  
organizations



## **8 YEARS**

at a16z helping  
first-time & serial  
founders build their  
organizations



## **7 YEARS**

specifically  
helping crypto  
companies



Reviewed **10,640 distributed projects** from **200 companies** in **30 countries** and across various industries, found that...

**ONLY 2.5%**

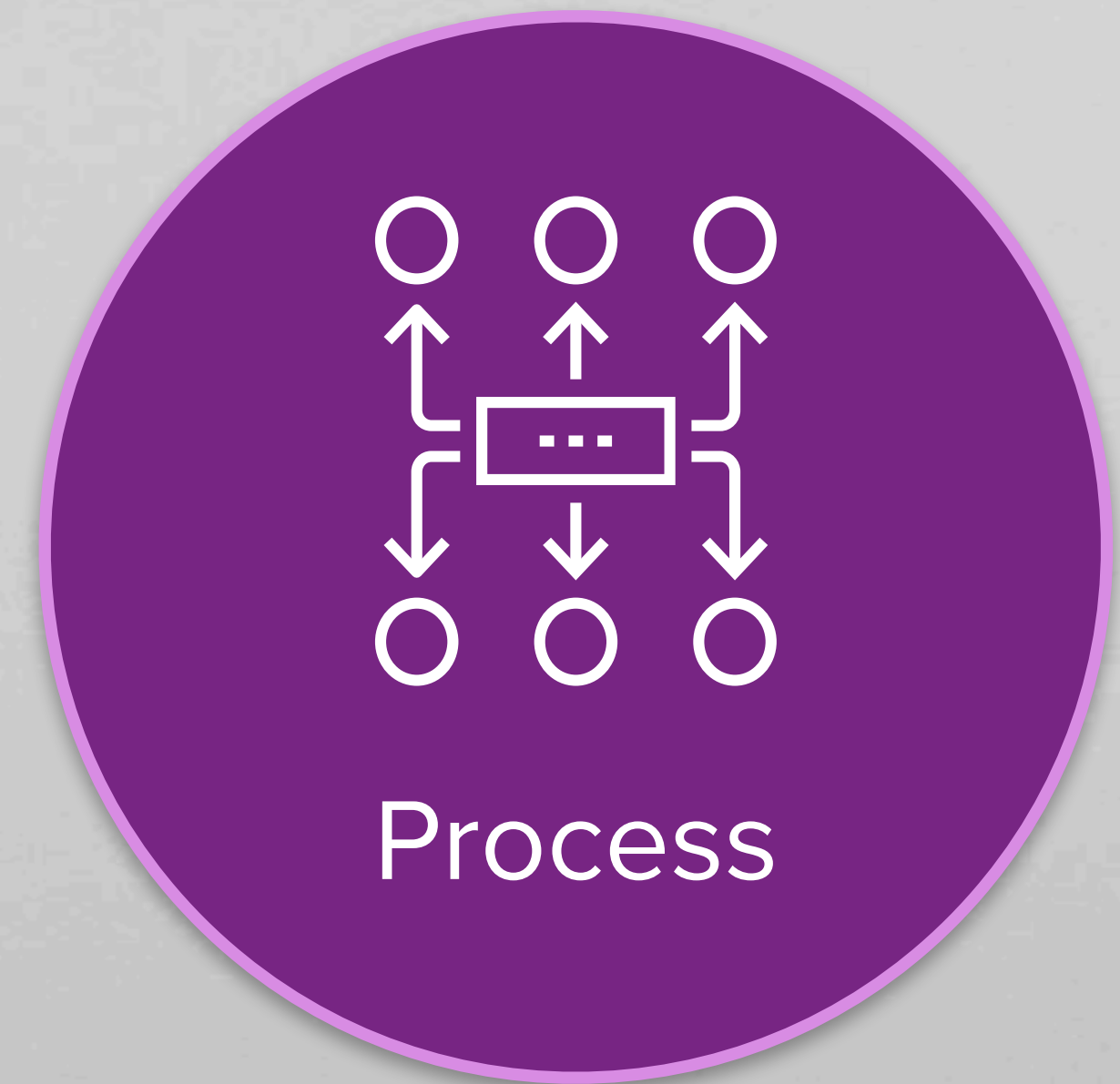
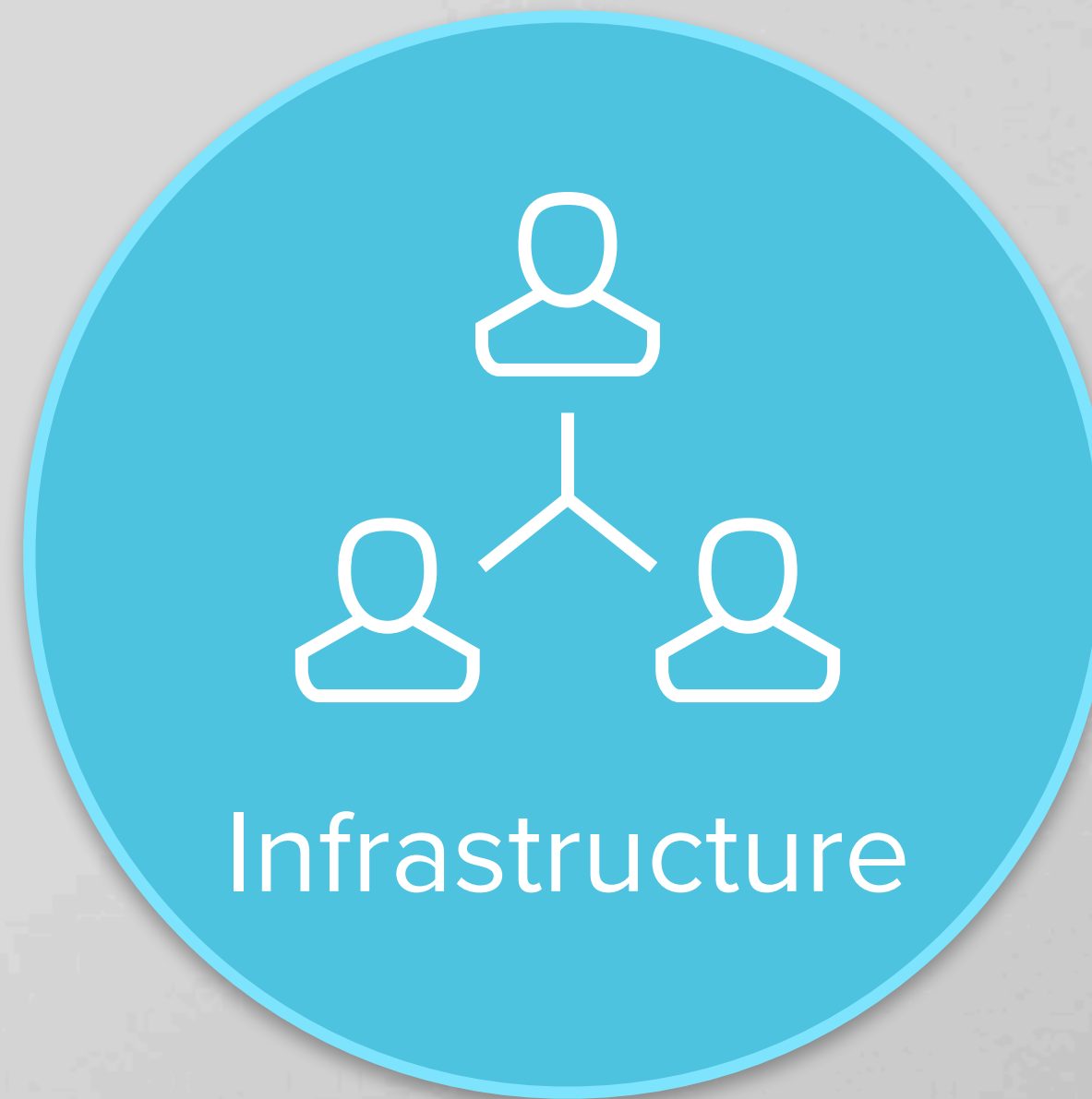
Of those projects were successfully completed



# Strategies in Building a Successful Distributed Workforce



# 3 Strategies for Building a Successful Distributed Workforce





# CRYPTO CASE STUDY

**The Challenge:** Grow team from 5 to 20 people in 6 months





**People**

## Tips for Success

- ✓ Hire the right people
- ✓ Hire at the right time
- ✓ Hire in the right place



# The Three Rs

## RIGHT PEOPLE

- Identify key skills/experiences
- Design behavior-based interview questions
- Establish cultural norms
- Design an onboarding program
- Integrate into organization quickly
- Establish compensation philosophy

## RIGHT TIME

- Focus on prioritizing the timing of the positions
- Design a framework to support hiring plan

## RIGHT PLACE

- Determine locations/countries
- Conduct cost/benefit analysis to determine if an entity or PEO (Professional Employer Organization)
- Consider employment laws and rules across different countries



# Why is onboarding so important?

A strong onboarding process can  
**increase productivity by 70%.**





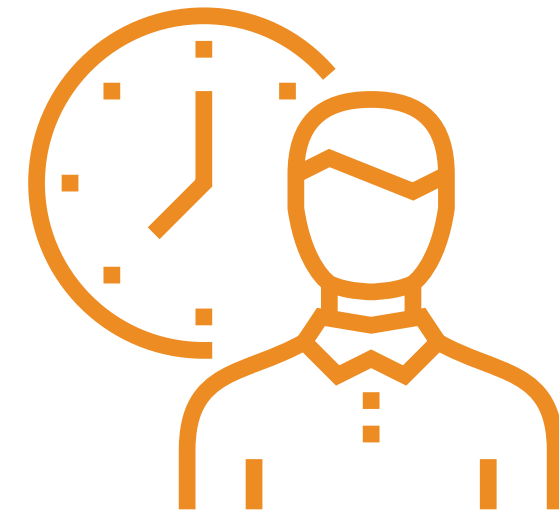
# Some Tips on Onboarding



Focus on  
employee  
experience



Implement a  
pre-boarding,  
onboarding,  
and  
assimilation  
process



Design a  
30-day  
onboarding  
plan



Establish  
check-ins



Create a  
process that  
establishes  
social  
belonging



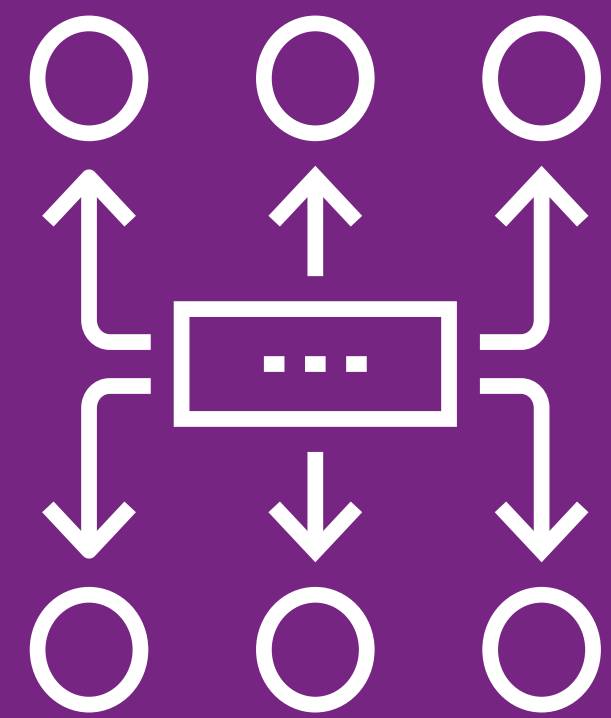


## Infrastructure

### Tips for Success

- ✓ Install formal reporting structures
- ✓ Clarify job roles
- ✓ Rely on other team members
- ✓ Ensure org structures support strategy
- ✓ Ensure structure supports workflow
- ✓ Consider trade-offs





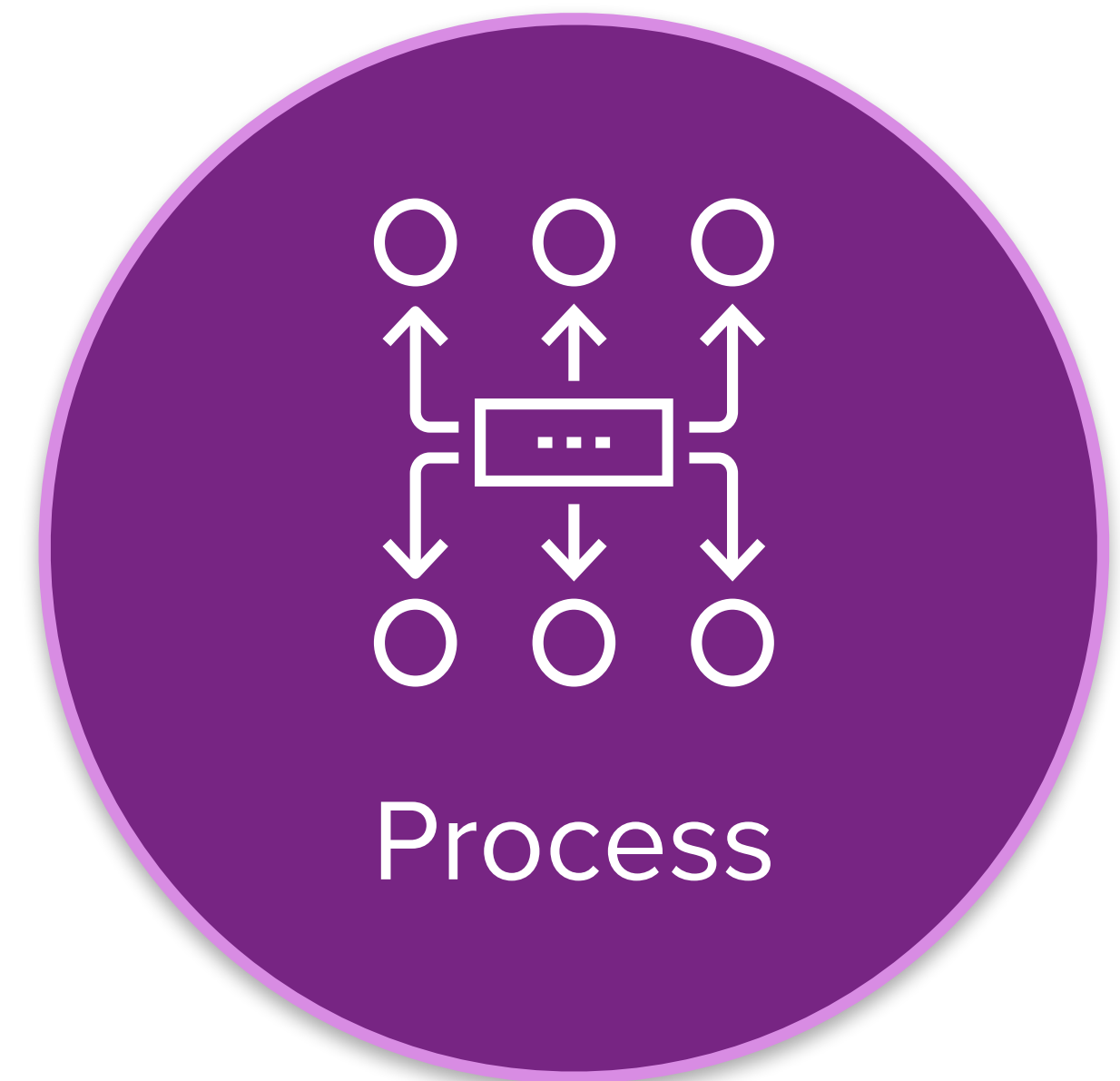
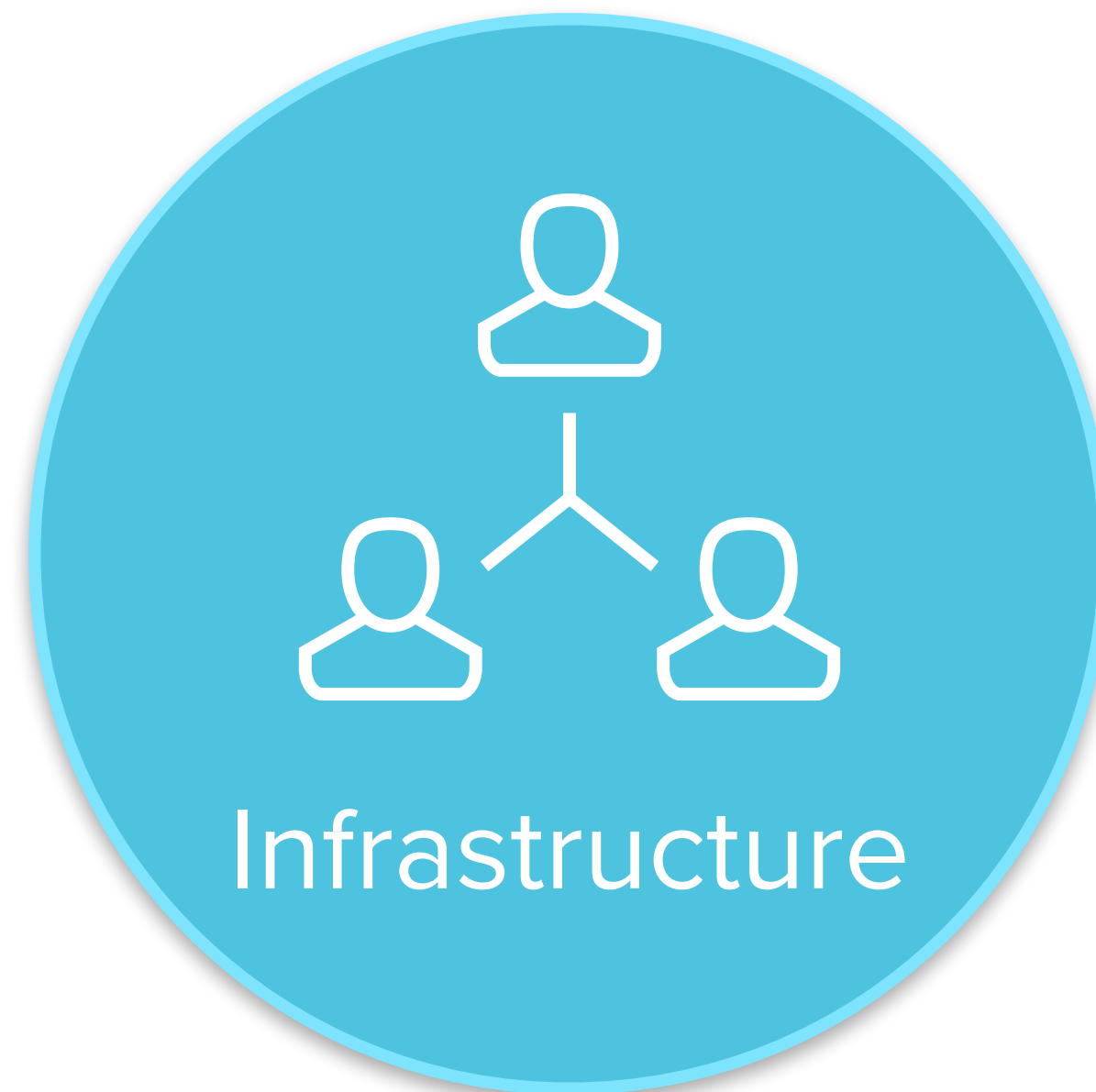
## Process

# Tips for Success

- ✓ Commit to providing real feedback
- ✓ Define decision-making process
- ✓ Determine best collaboration tools
- ✓ Implement systems, tools, and structure
- ✓ Ensure process supports structure
- ✓ Designate real processes



# Key Takeaways



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[CRYPTO STARTUP SCHOOL]