Building a Successful Distributed Organization

SPEAKER
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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

- People
- Infrastructure
- Process
CRYPTO CASE STUDY

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

- People
- Infrastructure
- Process
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[Crypto Startup School]