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COURSE BROCHURE

Talent Management for Startups and Scale-Ups Training Course

22 – 26 February 2027
Casablanca

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Registered in the United Kingdom and Saudi Arabia

Talent Management for Startups and Scale-Ups Training Course

Ref: 2701_103085 **Date:** 22 – 26 February 2027 **Location:** Casablanca **Fees:** 4500 GBP

Talent Management for Startups and Scale-Ups is a 1-week training course for startup founders and early people leads who must hire, reward and organise a growing team before formal structures exist, and it produces a startup talent scaling playbook. Young companies now compete with established employers for scarce skills while headcount can double within months. Jupiter Prime Training runs this course on talent management for startups and scale-ups.

Why Talent Management for Startups and Scale-Ups Matters Now

Three forces shape talent choices in young companies. Investors expect hiring to track milestones, so each early role carries real weight. Skilled candidates weigh startup risk against the security of larger firms and ask for clear offers. Founders who once knew every employee personally find that informal habits break as teams grow. Handled well, these pressures leave a company with its culture intact and critical roles filled; handled badly, founding staff leave and the company drifts into chaos or premature bureaucracy. The course rests on role scorecards, structured interviewing and lightweight people processes sized to each growth stage.

Who Gains Most from Talent Management for Startups and Scale-Ups

- Founders who still make every hiring decision themselves
- Early people leads setting up the first recruitment and onboarding routines
- Function heads building engineering, sales or operations teams from scratch
- Operating partners who advise portfolio companies on organisation design
- Chiefs of staff who translate growth plans into hiring priorities

A founding leadership group gains most when the chief executive, the first people lead and one or two function heads attend together.

Talent Management for Startups and Scale-Ups Capabilities

Participants practise the hiring, offer and team design choices of a growing company.

- Specify role scorecards for the next critical hires — founders and hiring panels
- Design equity and non-cash offers candidates can compare clearly — offer approvals
- Build a structured interview loop that tests skill and founder fit — hiring managers
- Assess which people processes a company needs at each headcount stage — leadership group
- Weigh promoting early employees against hiring experienced leaders — founders and board
- Communicate culture principles that survive rapid growth — new joiners and managers

Key Talent Management for Startups and Scale-Ups Terms

- Role scorecard — a short document stating a role's mission, measurable outcomes and required competencies, used to align hiring decisions.
- Founding team — the first group of employees whose skills and behaviour set the company's early culture.
- Non-cash offer — the parts of a job offer beyond salary, such as equity, flexibility, learning budget or scope.
- Headcount stage — a band of company size at which new people processes, roles or management layers become necessary.
- Structured interview loop — a fixed sequence of interviews, each testing set criteria, with independent scoring before discussion.
- Premature bureaucracy — adding policies, approvals or layers before the company size requires them, slowing decisions.

Talent Management for Startups and Scale-Ups Day by Day

Day 1: The Startup Talent Context

- Growth Stage Mapping — Talent Needs From Seed to Scale-Up
- Milestone-Linked Hiring Sequence — Which Roles Unlock the Next Stage
- Founder Role Evolution — Letting Go of Hands-On Hiring
- Candidate Risk Perception Scan — Why Skilled People Hesitate to Join
- Mis-Hire Cost Estimate — Case for Disciplined Early Selection

Day 2: Making the First Hires

- Role Scorecards for Critical Hires — Outcomes Before Job Titles
- Founder Network and Referral Sourcing — Reaching Passive Candidates Early
- Structured Interview Loop Design — Testing Skill, Pace and Ambiguity
- Work Sample and Trial Project Exercises — Evidence of Real Performance
- Reference Checks With Back-Channel Questions — Confirming Fit Before Offer

Day 3: Offers That Compete Without Big Budgets

- Equity and Non-Cash Offer Design — Clear Choices for Candidates
- Offer Explanation Conversations — Making Startup Risk and Reward Transparent
- Role Scope and Learning Value — Selling Growth Opportunity Honestly
- Flexible Working and Benefit Choices — Low-Cost Levers That Retain
- Pay Consistency Rules — Avoiding Early Internal Inequity

Day 4: Scaling Teams Without Bureaucracy

- Headcount Stage Process Checklist — Adding Policies Only When Needed
- First-Time Manager Selection — Promoting Early Employees or Hiring In
- Team Topology and Span of Control — Structuring Growing Functions
- Lightweight Performance Check-Ins — Feedback Rhythm Without Heavy Systems
- Culture Principles and Onboarding Rituals — Preserving Identity Through Growth

Day 5: Practising the Scaling Playbook

- Growth Scenario Simulation — Applying the Hiring Sequence to a Funding Round
- Scorecard and Interview Loop Test — Running a Mock Hiring Decision
- Offer Negotiation Role Play — Defending Equity and Non-Cash Terms
- Stage Readiness Review — Choosing the Next Three People Processes
- Startup Talent Scaling Playbook — Final Draft for the Leadership Group

Applying Talent Management for Startups and Scale-Ups After the Course

- Write role scorecards for the next three critical hires and run each through a structured interview loop.
- Review current people processes against the headcount stage checklist and remove or add one process.

Talent Management for Startups and Scale-Ups Questions FAQ

What is talent management for startups and scale-ups, and why does it matter now?

It is the practice of hiring, rewarding and organising people in young, fast-growing companies. It matters now because early hires shape culture and investor confidence, and informal habits fail quickly once teams grow.

Which roles gain most from talent management for startups and scale-ups?

Founders, early people leads, function heads and chiefs of staff gain most. Examples come from technology ventures and consumer brands, where hiring speed and offer clarity decide growth.

How does talent management for startups and scale-ups differ from a corporate talent management course?

It addresses companies without formal structures. You work on first hires, equity and non-cash offers and stage-sized processes, rather than talent reviews, grading systems or succession slates designed for large organisations.

What will I bring back from talent management for startups and scale-ups?

You bring back a drafted scaling playbook for your company. It includes role scorecards, an interview loop, offer principles and a stage checklist for people processes.

Talent Management for Startups and Scale-Ups: The Way Forward

The startup talent scaling playbook first informs which critical role to hire next and on what terms. Founders and early people leads use it with function heads before each funding milestone and hiring round. After its first use, revisit the stage checklist and offer principles, since the right processes and candidate expectations change as the company grows.