

URL: <https://stvp.stanford.edu/clips/recruiting-and-resonating-passion>

You sell a part of yourself when you're recruiting truly passionate talent, says Hara CEO and Founder Amit Chatterjee. You also supercharge team members when you offer them the opportunity to put their fingerprints on your business. Recruiting must be a top priority - even for those on the engineering side - if you want the cycle of passion between the entrepreneur and the new recruit to spin.



## Transcript

What I'm a big fan of is, "We're here today, but we could be this tomorrow." By giving someone excitement and passion.... Generally, if you have an idea, you're excited about it.. Share that passion with somebody.. And if they resonate that passion and they build on it, and they go home and they tell their wife or their husband about it, they get excited and they come back to the company and you feel the passion coming back.. That's how you recruit them.. You really sell a part of you and a part of what you're going to deliver to them and that they're going to have an opportunity to put their fingerprints on your business.. That's amazing because it no longer becomes your business, it becomes "our" business.. And I think that's what you have to do.. The second thing is you have to make it a big part of your job.. If you happen to be a technical guy or sales guy, you can spend a ton of time doing everything else but recruiting..

But recruiting is a core asset of being able to go through a bunch of people and eventually find the right person that can join the company...