

URL: <https://stvp.stanford.edu/clips/why-work-for-you>

In response to a question about attracting talent to work at a startup focused on construction, PlanGrid Co-Founder and CEO Tracy Young describes the most important points to convey to prospective hires: a clear explanation of the problem being addressed and how big it is, and what the company is doing to provide a solution and stay ahead of the market. Young speaks with Toby Corey, a lecturer on entrepreneurship at Stanford University.



Transcript

- I am kind of astounded that you have this ability to attract incredible talent.. Talent's everything right, at the end of the day.. It's a massive war here in Silicon Valley.. Even at a global level, you've got these super sexy companies, and the Airbnb's of the world, et cetera, et cetera, and Slack.. How do you recruit for a construction company? - (laughs) - You've obviously been really successful in doing that.. What's the magic? - Something like 20% of PlanGrid comes from an architectural engineering and construction background, so by the time we meet them, they sort of understand the problem that we're trying to solving and what we're trying to do.. And so that means the other 80% does not come from a construction background.. - [Tobey] (laughs) - And so there's a lot of selling to do.. I think we've gotten better at it over the years.. We've had six years of practice now, of selling our company, and the company's evolved, and it's much more compelling to sell..

But I think there's three things that we try to do when talking to people that we want to recruit.. Number one is explaining in an incredibly clear way, the problem that we're trying to solve, and why it's so bad of a problem.. Number two, why our product, and why our company is going to be the leader in this space.. What we're doing today that makes it the best product, and what we're doing tomorrow that's gonna keep us ahead of everyone.. - [Tobey] Yeah.. - And three, helping them understand the market size and how big the opportunity is for their careers, because that's all we care about at the end of the day.. It's what's in it for me.. - [Tobey] Yeah, yeah.. - And so, if we can nail those three things in a conversation, it's - [Tobey] Yeah..

- It's a good thing...