



GROWING FROM A 'GARAGE COMPANY' TO A STRUCTURED ORGANIZATION CASE STUDY

Client	Product development company
Domain	E-learning
Headcount	10+

Situation

In 2017, with its 400K+ registered users and 5K+ unique visitors every day, the complexity of the product reached a point when the 10-member team needed to grow from a 'garage company' to a structured organization.

Task

As a contracted HR Consultant and Recruiter, I was responsible for creating scalable HR processes, supporting the management in organization development decisions, and managing recruitment.

Actions

- Participating in the assessment of the organization, conducting 1on1 interviews with every employee
- Participating in the development of a new organizational structure with the CTO and a team coach
- Ownership of recruitment end-to-end from requirement management to closing job offers
- Introducing different tools to support recruitment
- Introducing an employee referral system
- Interview training for Hiring Managers (coaching)

Results

- OrgDev
 - Providing valuable insights from every employee based on 1on1 interviews
 - Created 10+ job specs for new specializations/teams (UX/Design, QA, Support, Technical Writing, Backend and Front-end Software Development)
 - Kept fluctuation low (one person quit from the original team)
- Recruitment
 - Doubled the headcount within 6 months
 - Supported newly appointed Team Leads to become Hiring Managers (coaching)
 - Created HR systems that supported diversity
- Process improvement
 - Created a career site and several job ads
 - Introduced an employee referral system
 - Created and managed a candidate database in Google Drive to keep record of applicants
 - Improved candidate experience by continuous feedback and transparency