

The art of market expansion

How to prep your HR palette for global workforce growth

Global expansion may take many forms, but no matter the method, **HR's role is a fine art.** You need to find and hire the right talent in the right markets to fuel growth.

It may seem daunting, but an experienced workforce partner can help create—from the big picture down to the last detail—the global teams that set your organization up for long-term success.



**SAFEGUARD
GLOBAL**

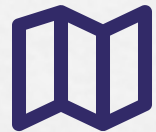


Recruiting



Sourcing talented candidates to meet your specific needs takes extra care when you're searching in unfamiliar foreign markets.





Country-specific considerations

Do your target markets have deep talent pools of the specialties you need, or will you have to look regionally—or even globally? Could you consider cross-border remote talent?

Global recruiting partners can help you understand candidate availability, both from a skill and a population perspective.





Candidate interviews

When sourcing internationally, you'll likely be vetting candidates in time zones, cultures and languages different from your own.

Taking these into account—if needed, with the help of a staffing partner with local expertise—can help effectively communicate things like skill assessments and requirements, in a way that marries the candidates' cultural expectations with those of your organization.





Job offers

A competitive compensation package makes sure your salary offer is on par with local and cultural expectations, and it includes both benefits mandated by local legislation as well as perks considered attractive by local norms.

Additionally, you may need to consider incentive structures or bonus programs, particularly if the roles you're hiring for are instrumental in helping to support your global growth.

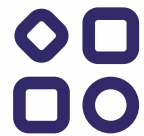


Hiring



**Just like
recruiting,
hiring in new
international
markets
requires expert
knowledge
of local
requirements
and worker
expectations.**





Worker classification

When it comes to worker classification, mistakes don't often turn into happy accidents.

Misclassifying foreign hires could result in penalties and fines, so it's critical you understand the local rules for different worker types.

- **Independent contractors** don't require you to pay taxes or benefits, but they are entitled to their own working hours and project limitations.
- **Employees** receive the full complement of benefits as mandated by local laws. You can hire employees in foreign countries directly—and administer payroll and benefits directly—if you have a local legal entity. Or you can hire through an employer of record, relying on them to manage HR administration, payroll and compliance.





Employment contracts

Local employment laws—and sometimes, collective bargaining agreements—determine what an employment contract should include and how it must be communicated or administered.

Contracts could include information on working hours, compensation, bonuses, probationary periods, and termination and severance. A global hiring partner can advise you on the nuances of contract requirements in your target market.





Benefits and entitlements

Employee benefits and entitlements vary from country to country.

Things like maternity and paternity leave, vacation and sick time, health coverage and pensions should be considered as you account for social contributions for your international hires.



Onboarding



Putting the finishing touches on international hiring means having a streamlined onboarding process.





Local employee support

... If you're hiring workers in another country, it's important to provide HR support in the local time zone, who speak the local language.

Local support not only helps new workers feel connected to the larger global organization, but also helps ensure they have what they need to be successful in their roles.





Ongoing management

Technology platforms that help you manage your international workforce are beneficial, too. Things like setting up new hires, automating paperwork, managing expenses, tracking employee time and attendance, and gaining insights from analytics —when you're talking about workers from multiple countries, having one place to handle administrative tasks makes a world of a difference.

Often, you can gain both—local HR support and a management platform—by partnering with an employer of record for your global hiring.





A partner for creating your greatest work

What does your market expansion masterpiece look like? Perhaps it's happy, talented employees in all the markets you care about, working to advance your organization's goals.

With a workforce solutions partner like Safeguard Global, you can find, hire and onboard the people you need in 170+ countries.

- Local HR expertise and support
- Compliance with all employment and payroll regulations
- Secure platform for employee management

Learn more about how we can help you compose your global workforce at safeguardglobal.com