



# Hiring

*In Times of Growth*



**Free Game:**

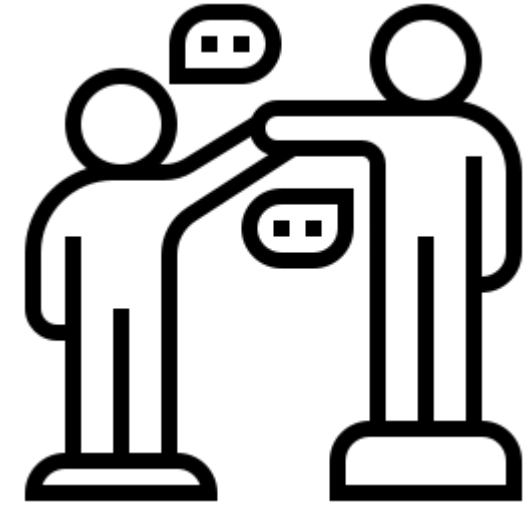
*“Why are you hiring?”*



Balance Skill



Balance Culture



Effective Onboarding

# Daniel Burke

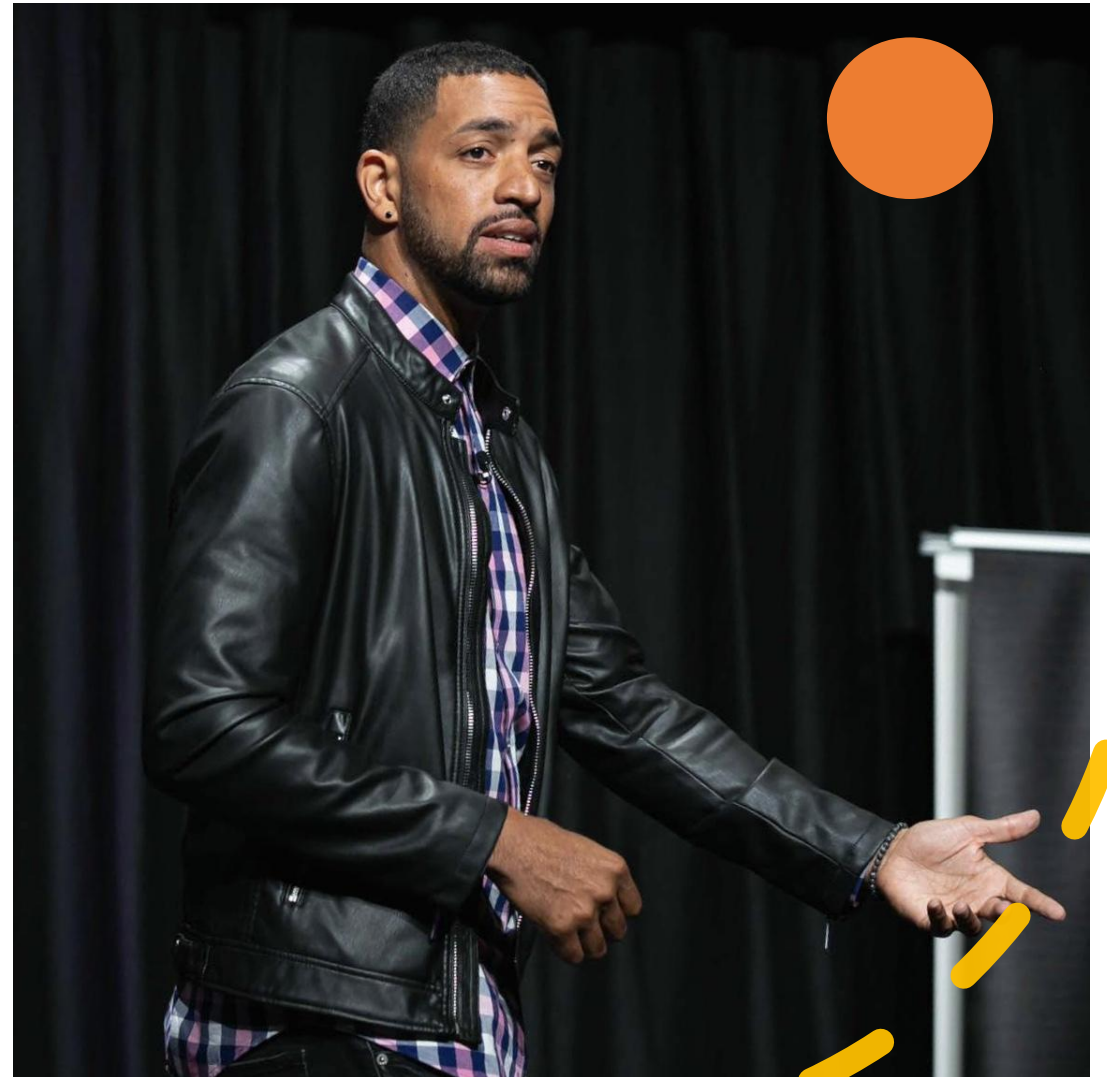
"Burke"

Permanently distributed Senior Engineering Manager working at Twitter

Father of 9 & 15 y/o kids

Former construction business owner

Former traveling preacher



# Scale a Project

Ensure you can keep up with demand

# Scale an Org (Structure Matters)

Ensure that you do things efficiently

## Scale a Project

Ensure you can keep up with demand

## **Scale an Org (Structure Matters)**

**Ensure that you do things efficiently**



*Effective, high-performing  
teams don't build themselves*



# Balance Skill

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# Skills & Expertise

Do you have people who can do the work?

## Experience Levels

Do you have appropriate work for each of them?

## Growth During Growth

Can you grow your people as your project/company grows?



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# Balance Culture

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“Companies in the top quartile for racial and ethnic diversity are

**35%** more likely to  
**outperform**

their respective national industry medians.”

Why Diversity Matters

<https://www.mckinsey.com/business-functions/people-and-organizational-performance/our-insights/why-diversity-matters>





*Why?*

**Differences Encourage Creativity**

**Exposure Creates Empathy**

**Representation Leads to Better Product**





*How?*





# Source With Intention

Cast a Wide Geographic Net

Focus on Leaders



Source With Intention

**Cast a Wide Geographic Net**

Focus on Leaders

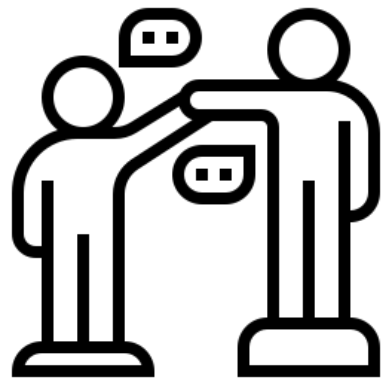


Source With Intention

Cast a Wide Geographic Net

**Focus on Leaders**





# Effective Onboarding

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“In both open source projects and enterprises,

**developers see about**  
**50% productivity boost**

**with easy-to-source documentation”**

State of the Octoverse, 2021

<https://octoverse.github.com/creating-documentation/>



# Develop a Written Culture

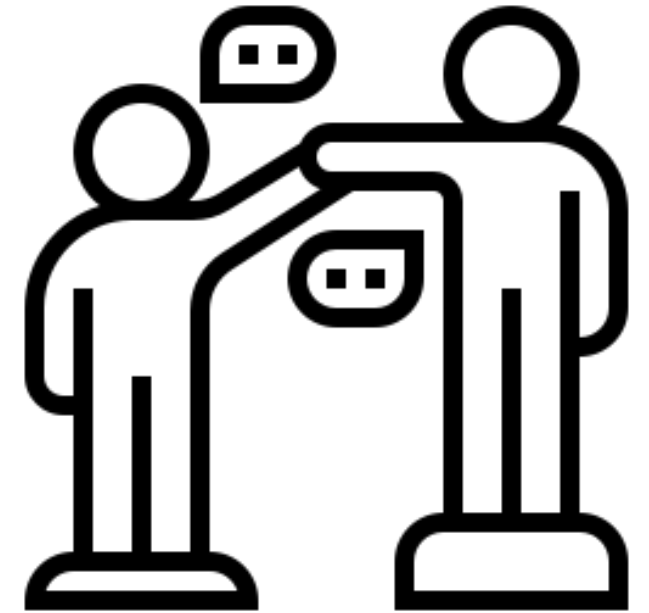
Distributed Engineering is Good Engineering

Use Sequencing to Focus Steps

The Right Thing at the Right Time

Empower “Wingmates”

Personal Connection is Deeper Connection





Source of Truth



Technical Documents



Working Agreements

# Develop a Written Culture

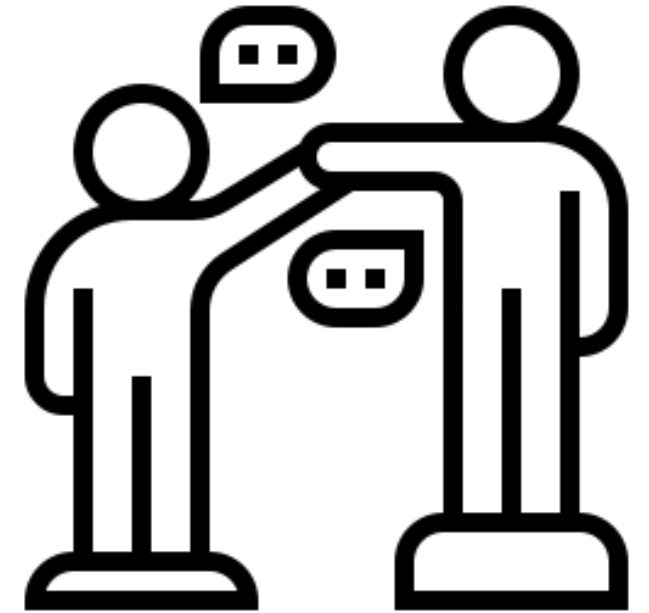
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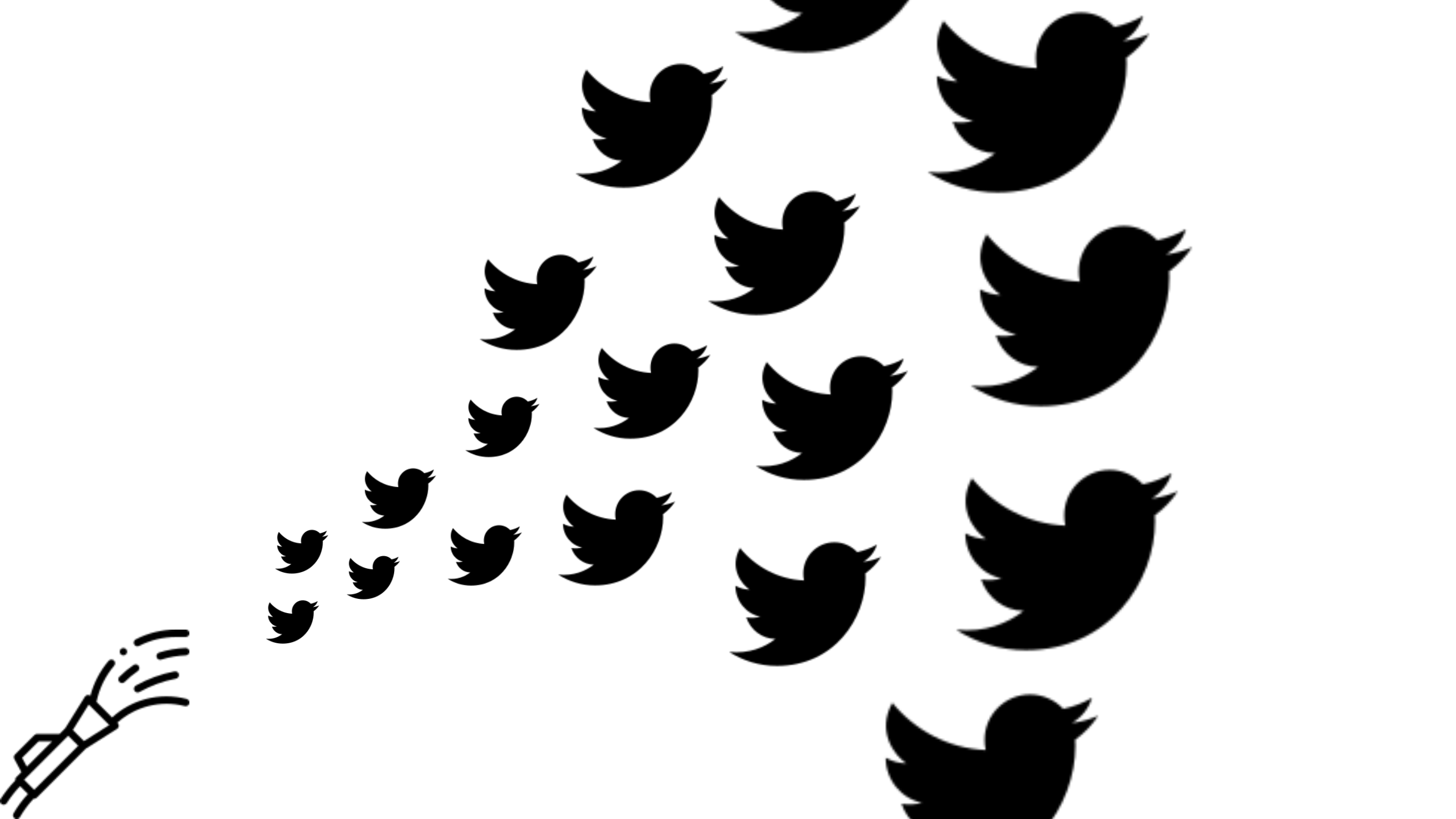
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# Develop a Written Culture

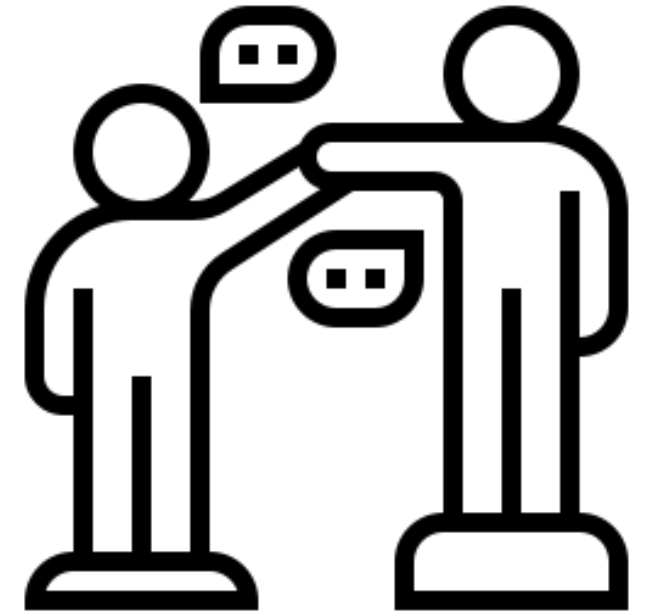
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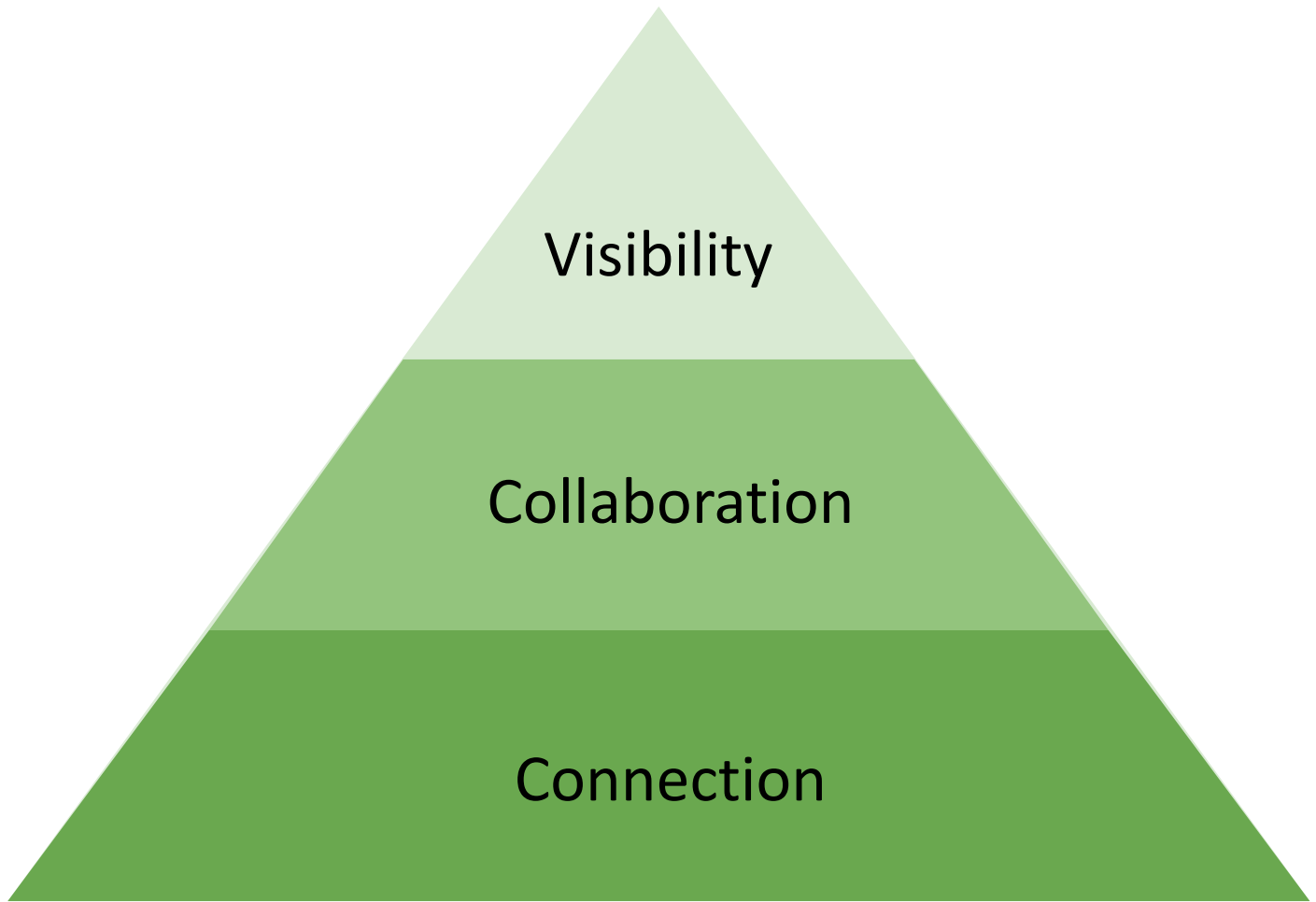
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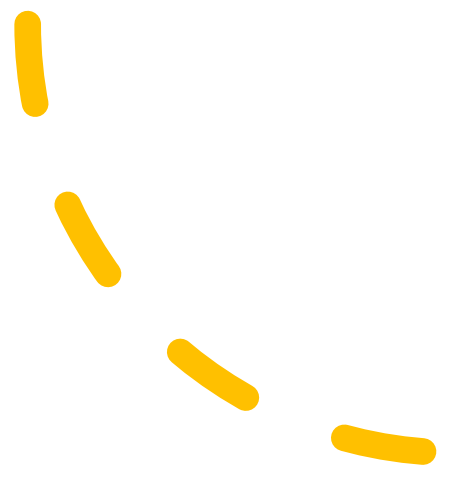
Personal Connection is Deeper Connection





Managing Your Team in Today's Distributed World

<https://blog.airtable.com/managing-your-team-in-todays-distributed-world/>





*You have the opportunity to  
build the team of your dreams*

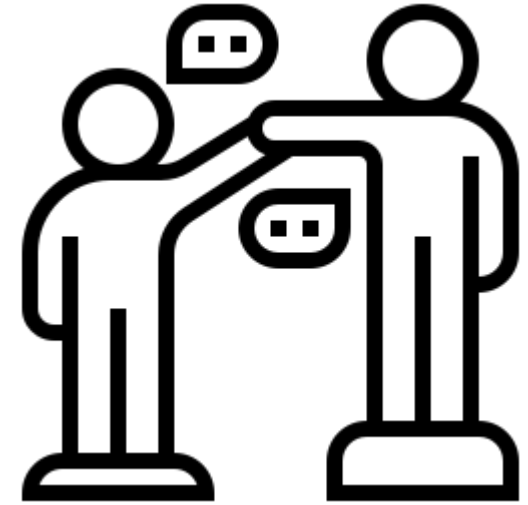
*Do the work*



Balance Skill



Balance Culture



Effective Onboarding

# Burke

"Daniel Burke"

## @d2burke

on the internet

