

# Reasons staff love working for start-ups

With a limited budget but unlimited ambition, a small business can find it challenging to compete with the deep pockets of large companies in the battle to recruit staff.

So business owners have to be creative and apply outside-the-box benefits to attract great people – especially millennials. Here's some good news: a high salary isn't the fruit employees crave the most.

Use this infographic to identify reasons why your small business is a wonderful place to work.

## Lots of people work for small businesses

**7.7 million**  
Number of Canadians employed by small businesses



[Source: Industry Canada Report]

**78%**  
Share of all private-sector jobs created by small businesses



[Source: Industry Canada Report]

**1,116,423**  
Number of small businesses in Canada with employees

[Source: CBC]

## Reasons staff love working for start-ups

### Voice is heard

Unlike large companies, most small businesses employ less than ten people. Very few people in the firm means everyone has a chance to be heard – no matter what their role.

### Happier co-workers

For the most part, employees of a small business are happy workers because they enjoy more individual freedoms.

### Can change things

Staff in a small business can make an impact on the business every day. If they don't like what they see, they can change it – in fact they're encouraged by the owners to do so!

### Owner as mentor

Staff have direct access to the company owner (in fact, she or he may sit at the next desk) and that creates a fantastic opportunity for an employee to learn from the leader.

### More casual work environment

Bureaucracy and rules belong to big companies, while small businesses tend to keep things more informal. That's attractive for workers who like to wear jeans every day or want to take their lunch hour when they choose.

### It's exciting!

Staff are part of a small team trying to produce a specific result: getting a new business up and running. It's a one-for-all and all-for-one work environment full of ups, downs, twists and turns, triumphs and failures – and it's very exciting to be a part of it.

### Learn a variety of skills

Big companies have hierarchies, layers and management teams. It's a pyramid structure with workers too often tucked into single roles. With a flat, horizontal organizational structure, small business staff members get to learn what everyone's doing and often trade roles.

### Flexible work arrangements

People can tailor their work day the way they wish when working for a small business. Progressive small companies offer flex time, encourage off-site work, appreciate family obligations, and typically provide generous vacation time.

### Learn how to start your own business

There's no better way to learn how to run a business than by working for one. Employees are immersed in the start-up experience and quickly learn new skills in management, marketing, finance and operations. They can use those experiences to one day start their own firm.

### See work results

Staff at large companies get frustrated because they seldom see the results of their efforts – their contribution to a file or project may be one of a hundred. Employees in a small business get to see what happens to their work because they're on the front lines.

### Tip # 1: Listen, don't speak

Let the applicant identify their reasons for wanting to work for your business. You'll quickly identify their key employment criteria.

### Tip # 2: Talk beyond money

Offer a decent salary but focus on the other great reasons for working in your business.

### Tip # 3: Ask staff members for referrals

Your existing staff are your best source of applicant referrals because they know more great people just like them. Ask them to circulate a job opening and create an incentive for the person who refers a winner.

## Work with a great gardener

The right banker will take the time to understand your employee recruiting needs and can work with you to make sure you have access to the funds required to support any new hires.

Talk to a [Scotiabank Small Business Advisor](#) today



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