

The Greentech talent you need

Mission-critical skills that decide
the success of your business.





Talent is mission-critical. That's true in any sector.

In Greentech, the 'mission' part of that is all the more significant.

You're either a purpose with a business, or a business with a purpose – whichever way you see yourself, the talent that you attract and keep is critical.

Here are two fundamental areas where your talent decides whether the mission succeeds or fails.



Product

Any business needs product professionals who have a strong sense of feature prioritisation, market fit, and ongoing development, **but in Greentech there are extra layers to all of those.**



Manufacturing

If you have a physical product, being in Greentech can add complexity to the usual questions like ergonomics, efficiency, and market fit.

For example, any manufacturing process will need to protect your margin, but in Greentech, you're often competing against non-greentechs. One major preconception that buyers may have is that the greener the solution, the more it costs.



For some Greentech businesses, the manufacturing process will be more expensive. If that's the case, your product team needs to make sure the product justifies the expense.



Quality Control

To an extent, you will be held to a higher standard.

There will be some sceptics who believe that choosing a green option will involve compromise – whether that is user experience, product build, design quality, or effectiveness.



For Greentech businesses quality control is paramount. Especially for those business whose proposition is innovative. A slip in quality reinforces the message that green technology is ‘not ready yet’.



Supply chain

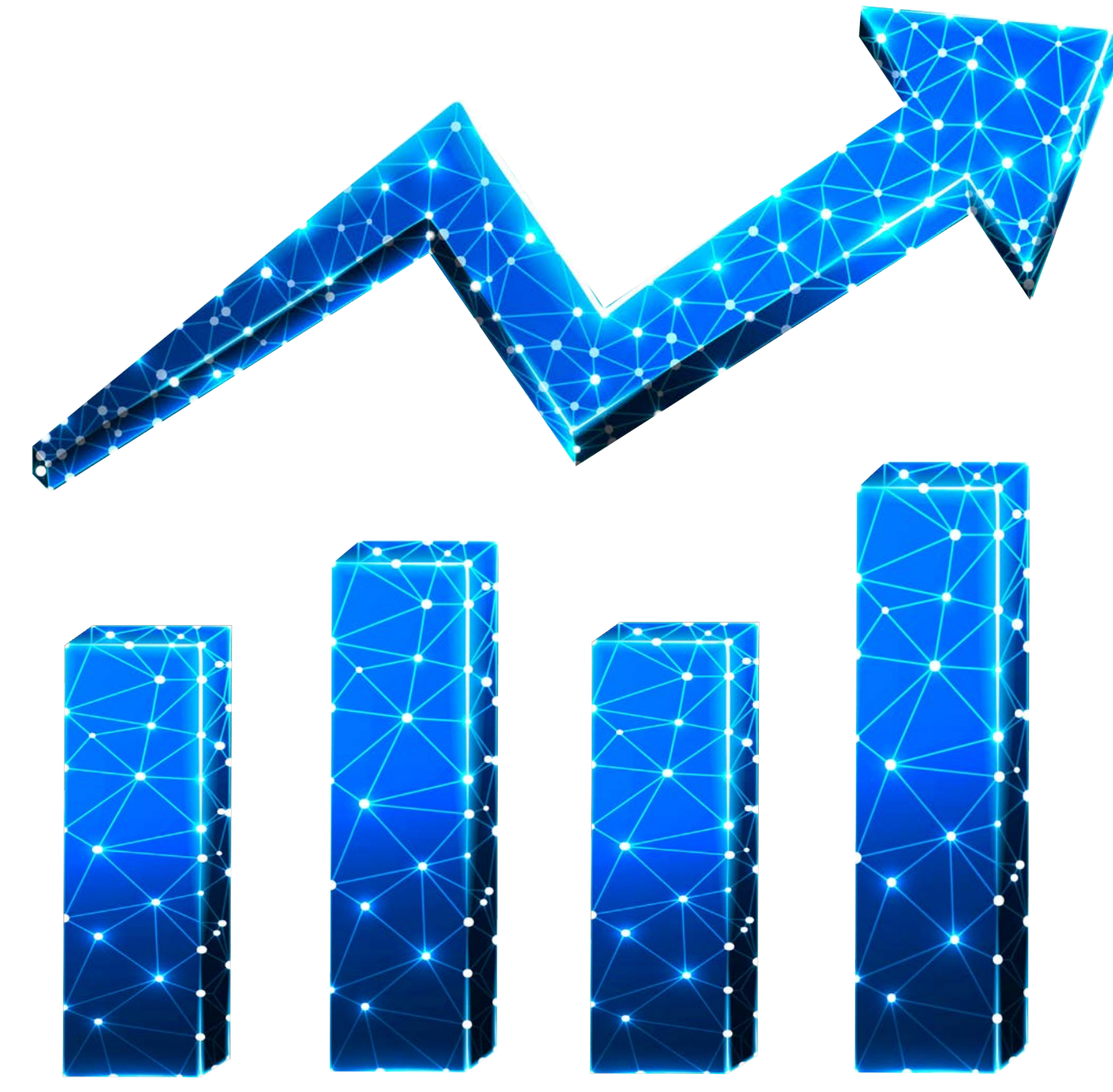
If you're in Greentech then you are already aware of Scope 3 emissions – the emissions that you influence but don't control.

Your supply chain can unknowingly undermine your green credentials, potentially harming your brand and your mission.



Since your supply chain is a complex series of suppliers, it takes tenacity and knowledge to establish that your business is not indirectly polluting through Scope 3 emissions.

It is also important to factor in ethical concerns. Your business may have a carbon-neutral supply chain, but if there are poor working conditions or exploitative business practices connected to that, then your ethical credentials are under threat.



Commercial

It's not about the money, it's about the mission. But without the money, the mission goes nowhere. That is why you need people who have bought into the cause, and **who understand what it takes to grow a business.**



Sales and marketing

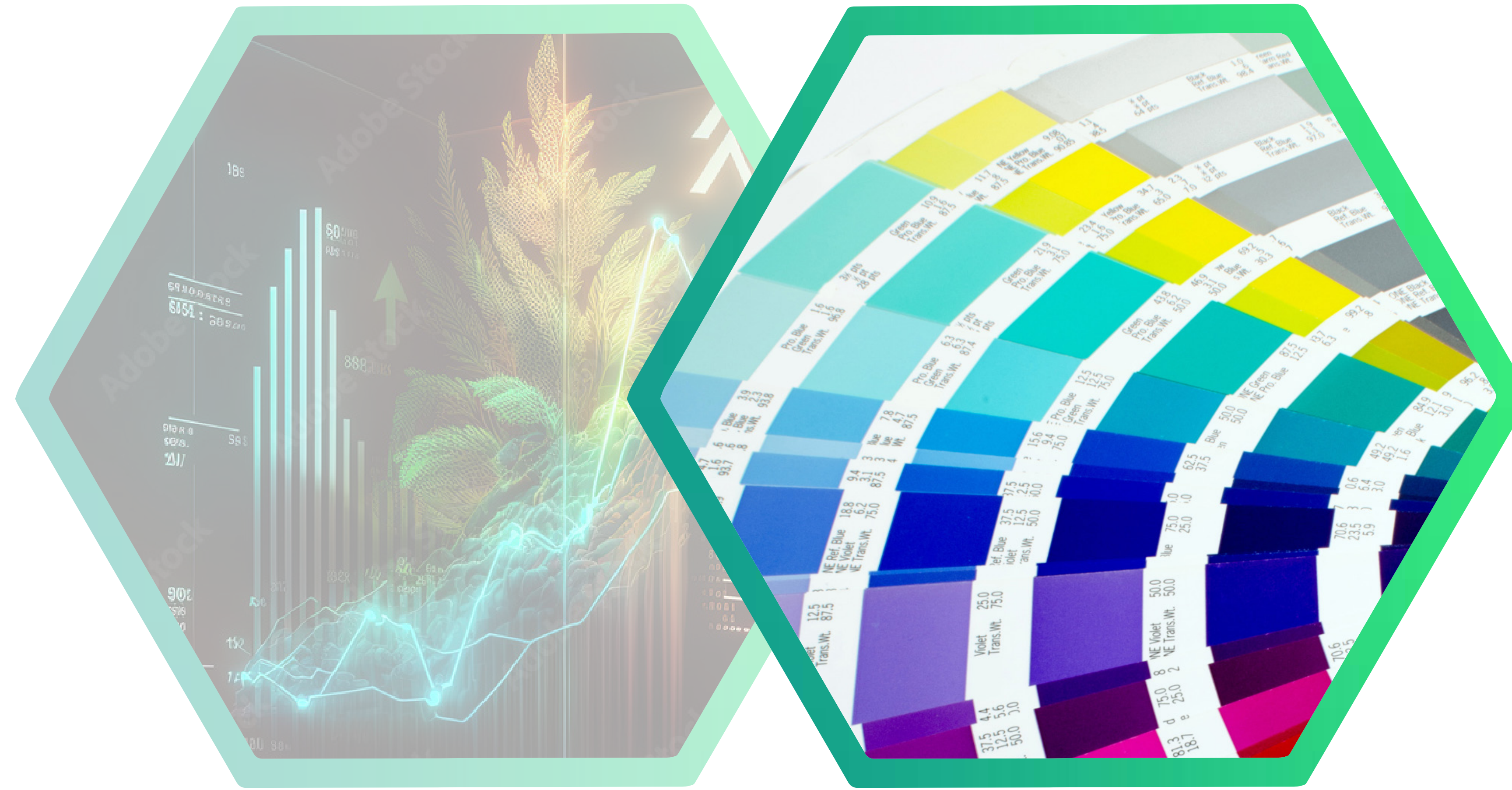
The ‘if you build it, they will come’ mindset kills businesses, and purpose-driven organisations are especially susceptible to it.



If you don't market and sell your solution, your business will almost certainly fail. People can't support the mission if they don't know it exists, what it does, and what it stands for.

You need talent that can close deals, and build a sales team who are motivated by your businesses purpose and not just financial rewards.

To enable your sales team to succeed, you need a marketing strategy to build your brand, and establish why people would buy your product.



Branding



It takes **two-tenths of a second** for someone to form an opinion of your brand from looking at your website.

At the heart of any Greentech business are its values. It can be too easy to assume that your customer understands your business in the same way you do.

That's where branding comes in. It's more than just a logo – your brand needs to explain your ethos, your purpose, and your vision.

Ultimately it gives your customers a reason to care and want to buy from you. Does your business have the right skills to build your brand story?

Greentech isn't a sector, it's a principle

It sounds like the most obvious thing, but any Greentech business needs sector experts. Whether it's chemicals, manufacturing, electronics or SaaS, you need to find people who have a proven track record with the right values.

That's not only to make the solution and the business viable, but also to remain credible. The key is building your green credentials in a compelling way with a team that can deliver excellence in all parts of the business.

There are Greentech specialists in RPI's network who are looking for a new role.

Contact people@rpint.com.

