

IAF SPACE EDUCATION AND OUTREACH SYMPOSIUM (E1)  
Enabling the Future - Developing the Space Workforce (5)

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ATTRACT, INSPIRE, AND SUPPORT THE BEST TALENT - A WORKFORCE DEVELOPMENT  
FRAMEWORK, TOOLSET, AND EVENT PLATFORM FOR NEWSPACE STARTUPS**Abstract**

Corporate success and providing outstanding services and developing innovative products depends on having the best people. Interns, graduates, professionals, or experienced advisors; each hire and contact counts. Without supportive people, organisations can't exist and with the wrong people, they can't succeed. Especially for startups with limited resources, attracting the right people is critical. In early stages, startups source workforce through universities, friends, industry associations or social networks. With the need to fill knowledge gaps, further developing ideas on small a budget, hiring professionals to bring in new expertise, or with the need of substantial and rapid workforce growth, this most likely changes. In addition to internal challenges, the recent advancements in all industries are increasing the demand for specialised and interdisciplinary talent. To succeed, NewSpace startups need to develop strategies to attract, inspire, and support the best talent for their purpose. Founders and human resources representatives need to address three main challenges in recruitment. First, knowing what is needed: identify the missing knowledge or the needed skills. This includes a short to mid-term perspective. Second, building a sustainable and growing pool of candidates: preventing availability limitations of potential candidates and prospects having the needed education or experience. This includes also gaining knowledge of, and providing, trainings to further the candidates into positions where the skills are not available or common. Third, the matching process: identification the best-fit candidate and matching with the position to be filled. This paper provides an easy to use framework and tools to successfully address the three challenges. It proposes a step-by-step process with an adaptable strategy and tools to support NewSpace startups attracting more prospects and consequently hiring the most suitable candidate for the job to be done. Furthermore, the paper will showcase how the proposed process and the tools can be applied into day to day operations. To achieve this, the team extended the Space Job Fair, a unique space career event, with an implementation of the proposed process and the tools. At the event, companies and candidates can share and create success stories equally. In combining a local event with full remote participation, virtual presentations, and online interviews, the team is addressing organisational capabilities while considering an effective use of the available resources. Knowing the challenges and applying the proposed tools will give founders of NewSpace startups a competitive advantage.

Keywords: Workforce development and training, internships, interdisciplinary workforce, candidate pool, SpaceJobFair