What corporations can learn from startups?

Comparing corporations and startups is quite difficult. These two business models differ almost everything - starting from the style of management, hierarchy, priorities, through finances, to the size of the unit. Because in the end it's a bit like comparing an ant with an elephant - it's possible, but sometimes it's difficult to find a common point of reference in all of this.

It turns out, however, that these differences are often only apparent. Not only that - huge corporations can even learn something from smaller, inconspicuous startups. And these will be the sciences not only translating into the atmosphere of work and its organization, but also the financial results of the company.

**Flexibility and greater freedom of action**

Corporations are associated, and in most cases - quite rightly, with established procedures, numerous documents and rigidly adhered to principles. Often it does not allow for some activities, it extends the waiting time for the smallest decisions. Undoubtedly, corporations can envy startups greater freedom and flexibility. Fewer employees and a different hierarchy make most important matters manageable in a very simple way.

In addition, startup employees are very often forced to make decisions, which learns more independence, a sense of responsibility, and allows them to gain experience (even when mistakes are made).

**Let's do it differently**  
The already mentioned procedures are also a great limitation for creativity. In the case of some non-standard task, the employee may encounter some kind of complications. Such schemes are good in some cases (eg when a given activity is carried out constantly, and the employee has practically no other tasks). Nevertheless, the creative approach to the problem often allows faster and more effective achievement of the goal. People associated with startups are not afraid to risk. Perhaps this is due to the desire to check new paths, a limited budget or an ordinary rebellion against rigid rules. However, regardless of the reasons that guide the person - you can see that it works.

**Knowing yourself**  
There is nothing to hide - young people do not know what they really want to do in life. Most of them discover this only during their studies or soon after they are graduated. A lot depends on the path they will take at the very beginning. A large corporation, though it seems more prestigious, does not allow employees to fully develop and get to know themselves. In a startup, this is possible because one employee can be responsible for a number of activities, and not, as in the case of corporations, for one narrow issue. Startups, however, are not only the possibility of development - it is above all enabling the search in time and in the sphere that at the moment suits the employee.

With heart to the customer

Another thing that corporations can learn from startups is ... approach to the customer. This issue is not as simple as it might seem. On the one hand, business giants have developed procedures, customer service offices, scripts and full automation. They try to reach a potential customer and meet his needs. On the other hand ... the customer is here just another cog in the machine. The mentioned scripts and modern technologies make the client, though taken care of, not fully treated individually. When talking about such procedures in startups, it is worth noting that more importance is attached to contact with the brand's recipient. Every signal from customers is thoroughly checked, and any comments, especially critical ones, help to improve the company's operations.

**For the benefit of everyone**

Although corporations and startups are usually placed on two opposite poles, one must not forget that each party can successfully draw from the solutions of the opposite side. Because regardless of whether you manage a small, innovative company or a huge company, it is worth to talk and cooperate with each other.