

# Jobs.GE

## *Success Story*

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# How it all started

- Environment in 1998: No personal computers, limited Internet, no job search tools
- Volunteer spirit as a catalyst for success
- Need stimulates innovation

# Transition from a volunteer to an entrepreneur

- No initial plans, no business model
- Advice and inspiration from mentors
- Entrepreneur - more responsibility, better service

# Competition

- Your ideas and projects will be copied. Get used to it.
- Competition drives innovation.
- Know your strengths and weaknesses and embrace them.

# Customer Service

- Love and respect your customers. Think of not what you want, but what THEY want.
- Be patient. Tolerate customer errors
- Good customer service is the best marketing tool

# Networking

- Meet new people. They all are potential customers.
- Network with the rich and influential. They are humans too.
- Be nice to people and people will be nice to you.

# Marketing and personal branding

- You've heard my name. I am the jobs.ge guy.
- Harness the power of social networks.
- Send a positive message.

# Luck vs. used opportunities

- There's no luck. There are used and unused opportunities.
- We all happen to be in the right place at the right time. We just need to notice that.



# Always go an extra mile

- It takes time and effort to achieve success.
- Little details sometimes make huge impact. Work on them.
- Do a little more and you'll get a lot of more.