

OUTSOURCING TO GET MORE DONE: PRACTICAL TIPS ON FINDING TALENT





Even as a 10x business owner, meeting all business needs all by yourself is impossible. This is why outsourcing is such an important skill. Big companies and small businesses can benefit from outsourcing but only if they can mitigate the challenges involved. In this article, we share the best tips on outsourcing.

Why you should outsource

A time comes when a business needs more hands-on deck than those currently in its employ. But hiring workers is not cheap. [Analysts estimate](#) that it can cost well over \$4,000 to recruit, train and keep a single full-time employee. Sometimes the business cannot afford to hire a new employee. Other times it is simply not prudent to employ a full-time employee for a temporary or periodic role. Outsourcing helps employers save on costs such as payroll taxes, health insurance and other overhead costs of employment.

Research has shown that the inability to put together the right talents can stall the growth of the business. Studies show that [14%](#) of startups fail because they don't have the right team members. Outsourcing is a rather flexible way for business owners to access the best talents.

When business owners outsource repetitive and specialized tasks, they find themselves with more time to focus on the core aspects of their businesses. They can direct more energy towards generating profit. It also helps entrepreneurs and professionals to better maintain a work-life balance as they have more free time.



Thanks to technology that makes remote work possible, businesses can outsource talents from anywhere in the world. That means that they have access to a greater talent pool. Businesses and professionals can outsource almost any role. From virtual assistants, public relations managers, human resource managers, marketing directors, paralegals, graphic designers, transcriptionists, web designers, accountants and IT specialists.

Tips for outsourcing and finding the right talent

Outsourcing can be very risky because of the level of trust it requires. There are also some technical challenges you may encounter as you outsource. Below are some tips to guide you through the process of searching for and leveraging freelancers.

#1 – Understand why you need to outsource

Before you go hunting for a freelancer, you must be sure outsourcing is the best fit for the business need. You shouldn't outsource just because you don't feel like doing the work. You shouldn't outsource tasks that you already have a full-time employee for. Outsourcing may be cheaper than full-time employment but it still costs your business some money. Therefore, it should be done with the data-backed intention to drive up profit.

#2 – Find talent from reliable places

The first and cheapest platform to find freelancers on is your personal



network. You can leverage it to ask your friends, family, colleagues, employees or other business owners for recommendations. You will probably find a trusted freelancer to work that way.

Another option is to explore freelancer platforms like Fiverr and Upwork. These leading platforms have review systems that can allow you to verify the trustworthiness and competence of a freelancer before you hand over your project. LinkedIn is also a great resource, you can carry out an extensive background check on a freelancer before even speaking to them.

#3 – Do your homework

A lot of times outsourced projects turn out badly because the employer failed to do some important things. One of such things is prep work on the project. Adequate prep work allows you to understand what the goals, resources, costs and processes of the project are. When you know those things, you can then prepare the necessary data and instructions to pass on to the freelancer.

Another important thing is clear communication. You must be sure to specify your requirements, preferably in writing for the task. Take the time to create a contract that details your expectations and conditions. That way, even if a level of language barrier exists between you and the ideal candidate, communication is easier and clearer.

One more thing to do is consider time differences. To get the most out of your outsourcing contract, you may need to extend your productive hours



sometimes. This is so you can hand over tasks during their workday and have work begin immediately.

#4 – Protect business data

For many people, the sensitivity of data is why outsourcing is hard to consider. Their fears are well-founded because of issues like cybercrime, or freelancers poaching their clients. When outsourcing, you can prevent a leak of sensitive business information by sharing only absolutely necessary data with a freelancer. If the freelancer has to work directly with your clients, create a system that keeps the clients anonymous.

#5 – Always do short-term trials

Before committing your big and important project to a freelancer you have no previous history with, try them. Of course, freelancers will provide samples of previous work but trials are not only for accessing competency. Short-term trials allow you to observe their attitude to work, communication skills and ability to follow instructions.

If the short trial results are satisfactory, then you can confidently hire the freelancer for a bigger project or long-term contract.

#6 – Don't cut costs too much

A global pool of talent and currency differences mean that you can find two



freelancers offering the same service for \$80 and \$5 respectively. Because they live in different parts of the world. It is important to focus on the abilities of freelancers more than how much they are charging.

You get what you pay for 99% of the time with freelancers. So, do not stifle a freelancer because of their physical location. That would be an unfair labour practice that could taint your reputation internationally.

If you are unsure of what the fair price is, you can go to platforms like Upwork, Glassdoor, LinkedIn and Indeed to find out. That way you do not get overcharged as well.

#7– Set regular check-in times

You do not want to micromanage your freelancers but never checking in on your project until the deadline is not smart. Freelancers work at their own pace but you can decide on milestones and fix deadlines that necessitate regular communication. It helps to smoothen bumps along the way to completing the project. You are also assured that the task is being done exactly how you want.

In cases where your instructions have been misinterpreted, a regular check-in allows you to make corrections as early as possible.



Conclusion

Today, technology and after-effects of the pandemic have made it so that qualified professionals are more mobile and available. Small businesses and big firms can work with talented individuals from anywhere in the world.

References:

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