

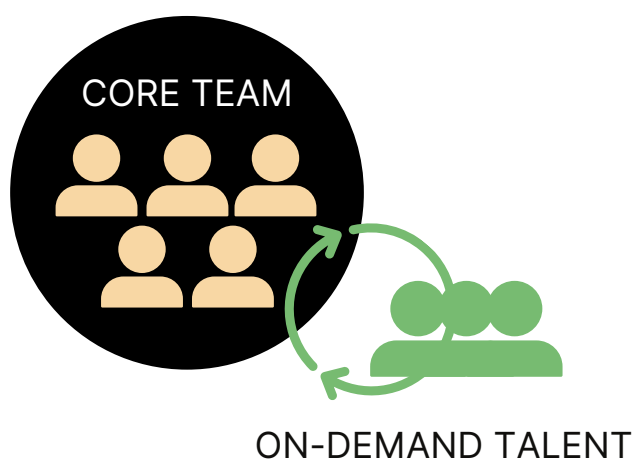
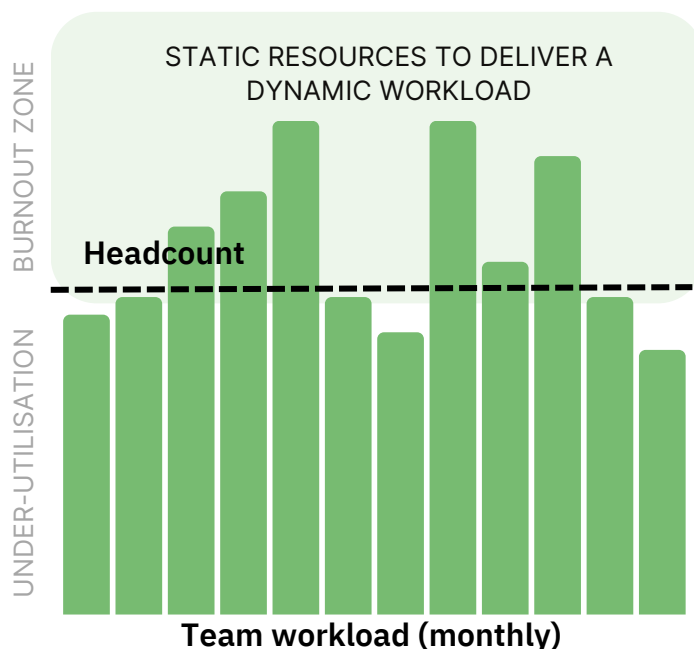
**werkling**

# how to move **FAST**

when workload exceeds resources

# THE LEADERSHIP challenge

- 1 The team is at capacity and under pressure to deliver
- 2 The rate of change is fast with evolving business needs
- 3 There's a high risk of burnout for you and the team
- 4 Traditional hiring processes take too long to access talent



## THE SOLUTION:

### flex around business priorities

- ✓ Trusted on-demand talent serving as an extension of your core team
- ✓ Leader augments capacity and capability mix as business needs shift

On-demand talent, also known as freelancers, are self-employed and deliver projects and services to organisations in their portfolio.

# introduction

## LEADER POV:

The team is at **capacity**, you are **absolutely swamped**, and the work is piling up...

You can see the light at the end of the tunnel and know, in the longer term, you have the right core team in place. You just need to navigate this peak period jam-packed with critical priorities without burning you or your team out.

You know access to short-term, on-demand talent is exactly what you need.

The right person with the right experience and the right work style would easily pick up a few of the overflowing deliverables, but it feels hard.

You consider yourself an advocate of new work models and flexible talent models but, right now, documenting the gig requirements, sourcing the best-fit on-demand talent, and getting them set up for success feels simply like adding more to your never-ending to-do list.

But, as Yoda would say, “Hard it does not need to be”.

In this resource, we’ll walk you through your options and show you how to accelerate the process of getting a gig kicked off with on-demand talent.

We'll cover:

- ✓ Documenting gig requirements
- ✓ Sourcing on-demand talent
- ✓ Setting talent up for success

**90%**  
of leaders  
report that  
**FLEXIBLE TALENT**  
will be important to their  
organisation's future  
**competitive  
advantage**  
Harvard Business School  
(2021)

# DOCUMENTING THE gig requirements

Don't let the need to design the gig slow you down or prevent you from exploring this efficient way to resource up and deliver on your urgent priorities. You've got three great options to accelerate the process:

## OPTION 1 Give the on-demand talent a short explanation of the need

Give a fabulous freelancer a high-level verbal download of the need, business context, and outcome you're after.

Let them extract all the wonderful insights and information from your busy brain and invite them to come back to you with a reverse brief, clearly defining the deliverables, the recommended approach, and costings.

### ACCELERATION TIP

Even if the talent gets the scope 80% of the way there, a bit of feedback will have it ready to go before you know it. To fast-track, schedule a 15 min session to discuss any changes.

### ACCELERATION TIP

With the average 'discovery and roadmap' phase taking 1-3 days, most leaders will have authority to sign off on the minor spend. Size the phase for fast internal approval.

## option 2 Start with a 'discovery and roadmap' engagement

Where it's a more complex problem to solve, the need for activities such as stakeholder consultation or user research may mean that the exact deliverable is still unknown.

Make this 'roadmap and discovery' stage the first part of the engagement. This short piece of work will deliver a diagnosis of the need and an informed approach for the deliverables.

## option 3 Set aside a small window to nail the gig brief

Lock yourself away in a room for 30mins and document the requirements. Power through and capture the business need and the desired outcome, the deliverables and milestones, the key stakeholders, success measures and budget.

### ACCELERATION TIP

Consider if there's someone in your team who's well-placed to take a first run at the Gig Brief.

# SOURCING THE BEST-FIT on-demand talent

Two of our options for documenting the gig requirements are contingent on you having already found the best-fit on-demand talent. While you don't need a gig brief prior to sourcing the talent, you will want to have an idea of the capability set and experience you want the talent to have for the need.

Gig-ready leaders ask questions like:

- What skills do I need the on-demand talent to bring to the table?
- What experience do I want the on-demand talent to have under their belt?
- What working style works best for the team and the organisation?

You've got three options to source the best-fit on-demand talent to deliver your immediate needs :

## option **1** Tap into your existing professional network

Tapping into your own network can be a speedy move to source great on-demand talent.

This may involve reconnecting with on-demand talent you've worked with in the past or reaching out to those you've worked with in-house who are now living their best gig life and are available for projects.

You could also consider asking others in your network if they know and recommend someone.

### ACCELERATION TIP

If you are following someone else's on-demand talent recommendation, make sure they have worked together previously and are not a social connection.

Focusing on professional referrals will be the best use of your precious time.

### Did you know....

85% of P&C leaders will redesign the way work is organised over the next three years so that skills can be flexibly ported to work as it evolves. (Deloitte, 2022)

## ACCELERATION TIP

Once you've reached out to the platform or community with your need, block a couple of windows in your diary as placeholders for a meeting with the recommended talent.

You'll then be able to move quickly to lock in a meeting.

## option **2** Access on-demand talent through a trusted gig platform

There are several emerging platforms and professional communities, such as Werkling, who match you to trusted on-demand talent. Explore how the platform validate their talent's capabilities, how they match talent to business needs, and how they support their network.

This is an extremely fast way to access highly experienced and capable talent, and platforms can often provide advice on standard day rate or project costs. A matching or engagement fee usually applies but is typically far lower than traditional recruitment fees.

## option **3** Source on-demand talent via social media

You may choose to source on-demand talent via social media or other marketing channels. Perhaps you follow them on LinkedIn, have read articles they've written, heard them on a podcast, or perhaps you have even posted on social media asking for people to self-nominate for the gig.

Review the talent's case studies and testimonials, and spend time getting a feel for them and their ways of working to validate they are the best fit for the gig.

## ACCELERATION TIP

Where talent is referred either via your network or via a platform, you will likely be able to get an idea of affordability ahead of time.

When accessing talent via marketing channels, get an idea of rates early on as they can vary significantly.

### Did you know...

51% of the workforce in the United States of America is predicted to be engaged in freelance and gig-based work by 2027 (Statista, 2022)

# SETTING UP ON-DEMAND talent for success

On-demand talent are set up as their own business, with their own ABN and insurances. As they are paid via invoice, the steps toward engagement will depend on your company's procurement processes. For some, it's super simple to onboard a new supplier. For others, particularly larger organisations, it can be a little more involved.

For those at the "more involved" end of the spectrum, here are three ways to speed up the mobilisation of on-demand talent:

## ACCELERATION TIP: LET THE GIG PLATFORM HANDLE INVOICING

Where you're sourcing on-demand talent via a talent community, the platform will often facilitate invoicing between your organisation and the talent. This means you only need to get the platform (e.g. Werkling) set up as a supplier, not each individual talent that you engage.

If you're lucky, another leader in the organisation may have already used the platform meaning they're already set up as a supplier!

## ACCELERATION TIP: DON'T LEAVE THE LOGISTICS UNTIL THE END

While the on-demand talent is developing their proposal, get your internal ducks in a row and understand any organisational requirements. There may be an NDA that needs signing or a specific contract or agreement template to use.

If you have operational support in your team, get them on the case nice and early. Where possible, it's not uncommon for a gig to kick off within two or three days!

## ACCELERATION TIP: PROVIDE THE IMPORTANT INFORMATION

Arrange easy access to the bits and bobs that the on-demand talent needs to get cracking, such as key documents and data, and set up the communication rhythm that works for you from the get-go. This isn't their first time at the rodeo. Trusted, experienced on-demand talent are extremely self-sufficient and will navigate the organisation with minimal guidance.

# conclusion

On-demand talent are your ticket to a more flexible and adaptable team.

On-demand talent are an essential talent pool for time-poor, busy leaders whose workload is exceeding their core team's capacity.

The process of documenting the gig requirements, sourcing on-demand talent, and kicking off the gig can be a pain-free process.

It is significantly faster than traditional hiring processes that involve position descriptions, headcount sign off, recruitment workflow, notice periods, and onboarding, and can happen within a matter of days.

A trusted gig platform or community will support you through the process and make it an even smoother experience.



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[linkedin.com/hellowerkling](https://linkedin.com/hellowerkling)

If you would like further support, you can:

## VISIT

Explore [werkling.com](https://werkling.com) to learn about how Werkling can help you access on-demand talent

## CHAT

Book a free [Consultation](#) with the Werkling team to talk through your current needs

## BRIEF

Sign up at [werkling.com](https://werkling.com) to access our member-only platform and submit a Gig Brief.



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