

EXECUTION ↑ OPTIONS



**WHY SAVVY EXECUTIVES
OUTSOURCE OBJECTIVES
TO BOOMERS WHO GIG**



Spunk Burke

Execution Options

Why Savvy Executives Outsource Objectives

Until now, when a critical business problem (impediment to growth, savings, revenue, profits, customer relationships, development, leadership, etc.) was identified, decision makers had limited options when considering how to produce a solution.

Now, executives can immediately respond to every objective by choosing to outsource the work.

The Problem with Prioritizing Objectives

Management pays a price for dealing with one priority at a time.

Think about it: when it comes to discovering ways to improve business performance - whether your business is booming, or has plateaued - there are two essential concerns that deserve attention and action in order to produce the positive impact desired:

- increasing revenue, or
- reducing expenses.

If your management team is still prioritizing their objectives because of a lack of available resources (principally, time and expertise), you now have the capability to avoid further delay by outsourcing objectives to available professionals in any function of business. In reality, if you continue to prioritize in spite of unlimited ad hoc resources, you are actually, in effect, procrastinating – and market forces generally don't favor delayed response.

Identify the Weakest Link

Another opportunity for improvement is to assess the business's functional pecking order. Businesses have common and industry-specific functions such as sales, finance, procurement, admin, HR, accounting, marketing, manufacturing,

logistics, etc. If you rank each function's overall performance from better to worse, you'll effectively create a pecking order that reveals the function most in need of improvement. It's a matter of identifying the weak link, and then having the will and means to strengthen it.

Imagine the impact on the overall operation of your company if you had the ability to have all the functional departments of your company operating at peak performance, *simultaneously*. This objective is no longer a pipe dream; it is achievable.

Dump Prioritizing to Accelerate Desired Outcomes

Let's talk more about simultaneous achievement. Imagine how successful your business would be if all worthwhile objectives could be achieved—simultaneously—without having to prioritize them.

Any business with limited resources operates under the assumption that they are forced to address their goals sequentially. Because there is only so much time and talent to go around, the primary focus will be on the objective with the greatest financial impact. No matter how worthwhile priority #2 may be, it must be relegated to the “back burner” until the time is right to deal with it. The decision to prioritize objectives is evidence of the scarcity of resources that historically has forced achievement to wait its turn.

Until now, lower-ranking priorities languished as unrealized value and inactive benefit, not because they weren't worth achieving, but rather as a result of operating conservatively with perceived constraints.

We understand that there is another factor besides time and talent when considering whether to act on an objective – sufficient capital to fund the project. Multiple objectives can generally be managed financially based upon results that represent compelling ROI.

Utilizing the Power of Outsourcing

Now with the accessibility of infinite resources and the viability of contracting external experts, our operational prudence could end up costing us dearly.

Today we have the extraordinary ability to access business know-how, and to “buy” time.

What if decision makers had access to infinite resources? We would no longer be forced to prioritize based upon limited resources; we would be able to accomplish multiple objectives *simultaneously* to produce results as quickly as is possible. We could forever be empowered to constantly improve the quality of our organization and processes by utilizing access to this infinite resource.

Engaging Independent Contractors Buys Time & Results

Beyond corporate internal resources, lies a vast reserve of expertise in the form of business professionals, who work as independent contractors to expertly execute strategy and deliver results. Prudent use of this rented know-how enables decision makers to literally “buy” time.

While interim CEOs, shared financial expertise, and IT freelancers have been viable options for years, it is only recently (earlier acceptance in Europe) that thousands of available contractors, representing a wide range of functional expertise, can be accessed by tapping into what amounts to an **Experience Supply Chain**. This supply chain enables functional executives to implement strategies, without the challenge of coordinating resources. It avails just-in-time expertise on an as-needed basis, exactly to **imagine the possibility of optimizing performance at will, with no lost-opportunity cost, no diminishing asset value, no benefits burden, no fixed cost, and limited risk.**

Outsourcing Tempts Businesses to Try-Before-They-Buy

We have been referencing the preference to opt for contractors to do project work rather than hire full-time equivalents to do the work for a variety of reasons, *but* if the circumstances necessitate adding a new member to the staff, what better way to make a hiring decision than to actual evaluate the candidate in the

capacity of a project worker. In the staffing industry, this scenario is known as a trial hire, or try-before-you-buy option.

But be forewarned: customers are frequently tempted to make offers of conventional employment to project contractors because of their outstanding performance—but by doing so, you may be guilty of hoarding talent that inevitably leads to resource “bloat” and poor expertise utility (work force law: work expands to the number of workers). At the time the contractor was converted to an employee the expectation was reasonable to capture 100% utility. Inevitably that percentage eventually erodes to lower utilization as the role denigrates into work (that doesn’t align to the skill set) for work’s sake.

With the advent of an open business Experience Supply Chain, nimble companies are quick to identify opportunities that can be framed as discrete projects. These projects may include objectives small enough to effectively plan and execute, but with worthwhile returns to easily justify the success fee. More complex objectives can be broken down into smaller sub-objectives that are executed as incremental projects that lead to a result of grand design without further delay—and deliver outcomes that strongly indicate progress.

Project contractors reduce risk and concern by crafting project plans that align expectations and stipulate performance. Progress is monitored and measured against pre-established milestones and fees are paid upon deliverables, rather than hourly pay. Contractors are highly unlikely to disappoint simply because they perform in accordance to a plan they designed based upon experience and proposed in good faith. Why wouldn’t their execution be stellar?

Improve Performance by Outsourcing Work as Gigs

So, look around. What is it you’d like to accomplish sooner rather than later? How could your business improve performance immediately, without taking a toll on existing resources?

Keep in mind that in lieu of an Experience Supply Chain of independent business contractors, your options are somewhat limited:

- Use internal resources (finite time and expertise)

- Compromised results
- Performance erosion on other duties
- Potential for delays on other initiatives
- Prioritize the objective depending upon value
 - Negative impact is relative to action delay
 - Loose opportunity advantage
- Ignore the problem for the foreseeable future
 - Lost opportunity cost
 - Accept the liability
- Hire an employee to deal with it (hoard mentality)
 - Time it takes to find the perfect hire
 - Cost it takes to find the perfect hire
 - Less nimble
 - Commitment
 - Fixed cost
 - Diminishing utility as needs change
 - Stodgy in dynamic market conditions
 - Benefits burden
 - Chemistry issue

The alternative SOLUTION is to outsource the work to experts who focus only on the desired outcome.

- Leverage experience and wisdom—recycle it
- Experience Supply Chain of contractors (instead of inventorying talent)
- Attract right talent for task
- No long-term commitment
- Reduced risk
- No benefits burden
- Fixed cost
- Start execution without further delay
- Review a project plan before agreeing to action

- Determine project cost
- ROI
- Focus on Mission-critical objectives
- Preserve core staff for principal duties

No matter the desired outcome, the route to success can be planned and executed by knowledgeable boomers with the requisite expertise to focus and deliver results. When a challenge is identified within your business, don't procrastinate on the decision to act - delays are too onerous to accept.

The team at [The Gig Solution](#) can assist you in identifying objectives suitable to outsource, introduce appropriate talent, craft a project plan and efficiently execute strategy to improve operations, control costs, or increase profits.

Without the cost of full-time employees and the flexibility of knowing that a contract worker has a lot to prove, boomers provided by The Gig Solution can make your project a done deal. Boomers come from a time when "no excuses" was the way of life and a job well-done was the expectation from employers and the expectation that each person put on themselves.

We would not be where we are today without Boomers who built this country. And now they can build your company, one project at a time.

Learn more why the smart money is on business contractors and receive our free project planning guide by contacting Spunk today at 978-801-9010