

Staff Augmentation:



WHAT TO CONSIDER WHEN YOU NEED TO OUTSOURCE.

Supplementing your workforce happens on a spectrum. From hiring an outside agency to bringing on a freelancer for a single gig, the amount of support necessary can change from year to year, or even month to month. Ruby has teamed up with Damien Filiatrault of Scalable Path, an expert in staff augmentation, to help business owners properly assess their outsourcing needs.

Questions to ask yourself:

1. Is this task/duty part of your core business?

NOTE: If so, you may want to consider keeping this in-house. For example, if you're a dentist, odds are you won't hire a contractor to fill cavities, but you may need help [answering your phones](#) or building a website. The more central to your business the task is, the trickier the question of "Should I outsource this?" becomes.

2. How easy is the work to do remotely?

NOTE: Rather than being confined to a specific geographic location, outsourcing for work that can be done from a distance can bring in a deeper talent pool. Looking for a freelance writer? Great! Cast a wide net and find the best fit possible, rather than the best in your area.

3. How senior is the role?

NOTE: More junior roles can be easier to augment in some cases, but not all! Consider the unique responsibilities and long term plan for the position. Are you looking to bring on a team member that you can grow? Or do you need someone with more experience who is ready to hit the ground running?

For more senior roles, you may find qualified candidates who are willing to come on part-time or on an interim-basis, but for high-ranking, impactful positions like CTO or CFO, a permanent hire is often a better solution.

4. Is the need short-term or long-term?

NOTE: When contractors charge an hourly or project-based rate that is comparable to the salary of an employee, it can be tempting to ask "Well, why don't we just bring this in-house?" While this thought process is logical, there is more to consider. Is there a need for this role long-term? If not, outsourcing may be a better route to take, considering the additional financial cost and legality tied to hiring new talent.

5. How easy is it to communicate what you need?

NOTE: Communication isn't particularly easy for anyone right now, but thinking through how you'll be collaborating with outsourced talent who work remotely remains important. Do you have the tools you need to communicate your ideas effectively? Is there a significant amount of company-specific information they'll need to be successful? If a contractor can do the work, you need to make sure you have sufficient technology to keep you connected.

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