

# Staff-on-Demand - Tap Global Talent for Exponential Growth!

**Staff on Demand (SoD)** are people who work for you on an as-needed basis. SoD is similar to the ExO attribute: **Leveraged Assets**, but leveraging pools of talent rather than physical assets and resources. Contract a home-based knowledge worker with a personal computer and you benefit from *both* attributes!

**Adaptive Growth:** Businesses growing exponentially (ExOs) must continually iterate and improve their offerings as they scale, at a pace conventional talent management processes cannot match.

- Today's technology makes available a whole world of talented people with the knowledge, skills and fresh points of view you need, all on-demand.
- Grow without the overhead of a large permanent workforce.
- SoD allows you to rapidly focus the talent where and when it's needed.
- For 'Platform' businesses (Uber, Airbnb), SoD may be *fully automated with Interfaces* - application, onboarding, management and compensation *all self-serve*.

*"The half-life of a learned skill used to be 30 years. Today it's down to about **five**."*

*~John Seely Brown*

## Examples:

- Augment design, marketing and creative services through 99designs.
- Outsource a portion of IS/IT functions to keep skills current and thinking fresh.
- Run a machine learning algorithm competition through kaggle.com, managed by a contractor from topcoder.com.
- Have your new IKEA office furniture assembled by taskrabbit.com.
- Build a fully-automated platform for hosts to join, then post accommodation

99designs



kaggle



## Tips for getting started:

- Companies that are successful with Staff on Demand over time create a culture where external collaborators are treated as a valuable part of the company.
  - Create a strong [MTP](#) that attracts quality staff-on-demand.
  - Treat and compensate staff-on-demand fairly, or risk eroding your brand and running into regulatory challenges. (*Uber...*)
- Look for ready pools of resources for the roles you are thinking about shifting to SoD. Review "Community and Crowd" diagram for ideas, or consider owners of underutilized assets.
- Staff-on-Demand does not have to be on the scale of Uber and Airbnb to be of strategic advantage. Start with small [experiments](#) to prove out your concepts, *and get crystal-clear on outcomes, requirements and incentives*.
- From the start, design in 'knowledge capture' so experience and insights developed by an outsourced worker are not lost to the organization. For outsourced admin and knowledge work, aim for a 1:3 ratio of internal workers to staff-on-demand.

See **Chapter 3 - The Exponential Organization** in *Exponential Organizations* by Salim Ismail, Michael S. Malone & Yuri van Geest. The Exponential Organizations Master Business Course is a part of the Growth Institute MBD Program. To learn more, visit [www.growthinstitute.com/exo](http://www.growthinstitute.com/exo)  
Share this tool! [blog.growthinstitute.com/exo/staff-on-demand](http://blog.growthinstitute.com/exo/staff-on-demand)

## Staff-on-Demand – Exponential Multiplier Worksheet – Tips!

**Instructions** – REVIEW THIS TIPS SHEET FIRST. Select desired business growth multiplier (2x, 3x, 5x or 10x). Read Example Scope of Staff-on-Demand Initiative Working *down* the column, answer questions. See example in '2x' column. We suggest you complete at least two of the columns (2x, 3x, 5x or 10x). TURN TO WORKSHEET.

**Company Name:** \_\_\_\_\_ **Your MTP:** \_\_\_\_\_

Desired business growth	2x	3x	5x	10x
<b>Example Scope of Staff-on-Demand Initiative</b>	<b>Outsourcing marketing, administrative and maintenance staff, etc.</b>	<b>External firm provides specialized staff, embedded in company</b>	<b>Company staff are a seamless mix of full-time employees &amp; SoD</b>	<b>SoD is core to creating and/or fulfilling demand for your offering at-scale</b>
<b>Task or Service</b> - to achieve the desired growth, what specific task or service could you outsource or crowdsource?	<i>Example: Moderating our community forums on social media.</i>			<i>Think: uber and airbnb. Transaction is between 'producers' and 'consumers' on a fully-automated platform. E.G. 'Driver transporting passenger'.</i>
<b>Talent Pools</b> - What sources of talent are available?	<i>Example: Enthusiastic 'super-users' on our forums, who are already helping others out.</i>	<i>UAssist.Me, topcoder.com, upwork.com, company alumni?</i>	<i>upwork.com, wipro.com?</i>	<i>Your user community? Local universities? Owners of underutilized assets?</i>
<b>Value Proposition</b> - how will you attract and retain the best talent? (Autonomy and flexibility? Challenging work? Community? Compensation?)	<i>Example: Flexible work schedule. Provide company email and access to customer support desk ticket system. Fair pay.</i>			<i>Rethink models of compensation and recognition for SoD to incent employee-like behavior, absent direct employee benefits.</i>
<b>Metrics</b> - How will you know your SoD strategy is successful and achieving healthy, sustainable growth?	<i>Example: NPS score from community members they have assisted.</i>			<i>Which metrics help every member in the system know they are doing a good job? Dashboards are essential for tracking performance of automated, rapidly-scaling platforms.</i>
<b>ExO Attributes</b> - How will this initiative (2x, 3x, 5x or 10x) your business? What other attributes might you combine to multiply impact?	<i>Example: Improved brand and social license to operate. Community and Crowd, Engagement, Autonomy, Interfaces.</i>			<i>For a platform business: interfaces, algorithms, dashboards, leveraged assets, community and crowd, experimentation + PlatformRevolution.com</i>

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