

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
Share this tool! 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
Example Scope of Staff-on-Demand Initiative	Outsourcing marketing, administrative and maintenance staff, etc.	External firm provides specialized staff, embedded in company	Company staff are a seamless mix of full-time employees & SoD	SoD is core to creating and/or fulfilling demand for your offering at-scale
Task or Service - to achieve the desired growth, what specific task or service could you outsource or <i>crowdfund</i> ?	<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>
Talent Pools - 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>
Value Proposition - 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>
Metrics - 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>
ExO Attributes - 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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