

Title:

Your Very First Steps To Outsourcing

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353

Summary:

Eventhough the concept of outsourcing has been around for years, its implementation often incorrect and misled.

Outsourcing is NOT about having jobs done by other parties.

Outsourcing is about having the best talent and resource to do some tasks, so you can concentrate on more strategic ones.

The distinction is obvious. Your strategic tasks is the most important things you need them to be done to grow your business. You do not want to be distracted by other repetitiv...

Keywords:

Article Body:

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The distinction is obvious. Your strategic tasks is the most important things you need them to be done to grow your business. You do not want to be distracted by other repetitive tasks you can outsource to third parties. However, if you select those parties carelessly, you may jeopardize your business entirely. On the other hand, if you put your outsourced tasks on the hand of the best expert you can find, you may even increase your productivity.

If you have no experience in outsourcing, you can follow these steps:

1. Determine which task is strategic and which one is not.

2. Outsource non strategic tasks.
3. Do your research to find third parties with the best talents and resources.
4. Don't be cheapy. You always get what you pay for.
5. Do some testing and observe the outsource results. If you find those third parties are not what they have told you, fire them.
6. Consider to use media to attract talents.
7. You may need to write 'help needed' ads to attract talents.
8. Outsource that copywriting task, too.
9. Do your strategic tasks to find the way to win your business
10. Once you find the way, find best talent and resources to do it.

With that process, sooner or later you will find the difference between outsourcing and out tasking. The later is when you get your tasks done by other parties regardless of their capability and talent. They just do what they have to do. Sure, you get your tasks done. But the results do not give any contribution to your productivity.

One thing you should understand about strategic thinking. Thinking strategically is about finding any possible ways to win. So, your strategic tasks are activities in finding ways to win. Once you find the way, find the best talent and resources to do it and make it happen. That's outsourcing.