



# THE ULTIMATE STAFFING GUIDE FOR LEADERS

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Scalable, On-Demand, and a Proven  
Roadmap for Success



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# Introduction

Growing organizations bank on one irreplaceable aspect all through their journey—an agile workforce. The success of the business model rests largely on having the right staff with the right skills and knowledge. In some cases, retraining and upskilling existing employees is a viable option—but it takes time. In an age where change is the only constant, time is a luxury we can't afford. Finding skilled professionals can be the most effective way to fill talent gaps and increase the capabilities and productivity of your teams. However, this is no small task either.

Did you know that it costs on average **\$4700** to hire a full-time employee? And, it can take **36-42** days to fill an average position in the United States. Furthermore, it takes about 12 weeks for a new hire to become fully productive at work.

Along with these grim numbers, consider another fact—about 40% of new employees quit within six months. That's roughly about the time an organization needs to make up the money it spent on a new hire.



# Here are the **TOP 5 MERITS** of choosing to augment or outsource talent:



## IT'S LESS EXPENSIVE

The statistics elaborated in the section above say it all! Further, full-time employees require salary, benefits, additional taxes to the employer, insurance, training, equipment, and more. Of course, over the long term, contract workers may not be able to fulfill every need of an organization, but in a challenging economic environment, they will definitely save you money.



## WORK GETS DONE FASTER

Sometimes deadlines crop up that aren't possible to hit. And, if your team is getting smaller due to budget cuts, it's even tougher. Whether it's an overhaul of an existing program, creating new content, redesigning a website, training your team, or something else that has to be done fast, contractors can help. By bringing on more workers, managers can get large volumes of work done in a fraction of the time.



## EXPERT HELP WHEN YOU NEED IT

Our world is evolving constantly, with new technology, tools, and techniques. Learning every single one of them would be a waste of time for the average worker. Luckily, there are experts available to hire on a short-term basis.

Experts can consult on everything from software to investing, but it's important to take time to find the right expert with enough experience to truly work through your problems. It may help to find an outsourcing agency that specializes in your specific industry to ensure that your needs are met.



## NEW THINGS ARE WITHIN REACH

Branching out into new ideas and bringing new products and services into your business can be risky, but without innovation, there is no growth. In a tough economy, CEOs are looking for ways to cut costs, not take on new projects.

That's where outsourcing comes in. Bringing on contractors in the short term can help your business explore new markets and develop interesting new concepts without investing in more full-time employees.



## MORE FLEXIBILITY

The bottom line is, when the economy is uncertain, businesses need options in order to stay competitive without ballooning their budget. Through outsourcing, companies can bring on workers when they need them, and cut back when they do not. This allows the business to take on new projects without worrying about maintaining a team of full-time employees.

Staying agile is the key to surviving a downturn, whether or not it becomes a recession. Outsourcing is one way to remain flexible, save money, continue getting everything done, and explore future possibilities.



# How 2023 Can Be Your Big Ticket L&D Opportunity

Did you know that in 2022 Walmart (the largest employer in the US) dropped its hiring total by a whopping 73% from the previous year? And, more than 650 startups and tech firms laid off over 110,000 employees in 2022. Layoffs, the hiring freeze, and “quiet-quitting” were the talk across town in 2022.

Learning and Development (L&D) managers are feeling the pressure. L&D goals remain unchanged, despite severe staffing gaps and no new talent entering the company. And there’s no sign of L&D needs slowing down!

During this challenging time, **outsourcing and staff augmentation** are a beacon of hope and flexibility for organizations looking to steady the ship. Outsourcing provides an opportunity to rethink recruitment and talent strategies and enables HR to do more with less. Almost all leading brands have embraced this phenomenon and stepped into 2023 with vigor and positivity. The future looks promising for growing organizations who follow suit.

With L&D goals remaining lofty, whether you have too many projects and not enough time, or not enough hands or the right resources, don’t waste your time in lengthy recruitment processes. Outsourcing and staff augmentation services offer more bang for your buck than you think. Engage with the right staffing

It’s estimated that **91%** of companies use outside talent to fill in vital gaps, and **76%** plan to increase the use of freelancers to give them the additional expertise, flexibility, and resources needed.

solutions partner and get on-demand access to top L&D talent. Hire a consultant, rapidly scale your team, meet project deadlines, and get the job done. Your training vendor should be able to find creative ways to meet your unique needs—maximizing the budget between resources, scoping, and proper utilization of resource skills.

Learning and development is one business function that can continue undeterred during this economic slump. A proactive approach will ensure rapid skill development to plug any talent gaps is continuous and constant to accelerate business growth and profitability. Without a doubt, the top 5 merits as detailed in the section above are amplified further for 2023 and beyond. **Organizations that leverage this phenomenon will certainly dominate global markets.**

# What Is Right For Your Organization— Project Outsourcing Or Staff Augmentation Or Both?

While this guide aims to comprehensively address L&D staff augmentation, we want to ensure no shades of gray. Project outsourcing and staff augmentation can easily be mixed up, and it's important for organizations to understand how they differ and which is the right approach to take. Plus, you can always choose a hybrid approach.



# How Staff Augmentation Differs from Project Outsourcing

Staff augmentation is ideal for those looking to fill important gaps in their team as opposed to helping to complete a specific project. Staff augmentation provides long-term support and helps manage ever-changing workloads. Consider it an extension of your current staff.

Similar to project outsourcing, staff augmentation comes with some pros and cons. **Staff augmentation helps you:**

- ✓ Preserve your current talent resources and allows your team to shift their focus to more strategic internal projects
- ✓ Add external resources who are experts in their field and require very little training
- ✓ Stay flexible and adapt to the changing scope of a specific project or projects
- ✓ Source on-demand resources who are pre-qualified, adaptive, and can join your team quickly

## Project Outsourcing



## Staff Augmentation



## Hybrid Approach

A combination of outsourcing and staff augmentation may be the best fit to accommodate your needs. This option can provide you with the flexibility to work on critical projects and have additional resources to help with less urgent training goals. The structure is similar to project outsourcing but without strictly defined timelines and goals. The vendor typically manages the teams so you may lose a little control with a hybrid approach.

# Finding The Right Staffing Solutions Partner

When you need talented, experienced, and vetted L&D pros, not just any staffing agency will do. Can you read between the lines and find a staffing partner who can assess your L&D needs?

Hiring someone with experience is vital to making sure your project runs smoothly. Based on the chart illustrated here, you are more likely to find a better fit at the time of need when working with a specialized L&D staffing firm.

Below is a chart that compares Big Talent Marketplaces to what Experienced Learning & Development Staffing Partners offer:

	Big Talent Marketplaces 	Experienced L&D Staffing Partner 
Competitive rates	✓ (offshore)	✓ (local & offshore)
Corporate L&D experience	–	✓
Seasoned consultants	✓	✓
Vetted resources, quality solutions	–	✓
On-going customer support and resource guarantee	–	✓

When looking for a staff augmentation vendor, it's critical that they can provide you access to talent that not only has the highly specialized skills you need but also the skills to function remotely. As well, your vendor should be a learning partner to help you scale your learning strategy. The right vendor will support your learning transformation and help you address short-term and long-term growth for whatever your hybrid workplace looks like in the future.

Having a partner that understands your change management challenges is also critical to help drive adoption, gain buy-in, and encourage strong collaboration between your L&D organization and your business. When looking for a learning partner, consider their track record in helping organizations embrace innovative learning strategies and technologies.

In the end, not all staff augmentation vendors are cut from the same cloth. While many can provide you with quick fixes and short-term talent, you are likely going to need to lean on a partner who understands your long-term business and learning needs.



# Check Your Blind Spots

Implementing a new approach to solving your human resource challenges can be intimidating; it involves trusting others to understand your vision and goals. Zides has identified eight common blind spots that you can avoid to make staff augmentation a seamless and impactful strategy for your organization.

1 Higher than expected cost

2 Miscommunications about expectations

3 A lack of expertise with specific tools or systems

4 An unfavorable realignment of internal resources

5 An inability to find the ideal "Jack-of-all-trades"

6 Fear of commitment

7 Compliance concerns

8 A previous fall-out or bad experience with another partner

The good news is that all of these issues can be mitigated—IF you choose the right partner.

**"Before you adopt talent outsourcing as a viable solution for your organization and enlist a staffing solutions partner, it's critical to check your blind spots. Whether it is the first experience or otherwise, many organizations make assumptions about vendors that cause them to stumble in the long run and end up hurting productivity."**

- Mark Zides, Chief Commercial Officer ELB Learning organization, has helped some of the world's top businesses and leaders with their staffing needs.

For a deep dive into how to resolve each of these blind spots, download this [free ebook](#).