![elb LEARNING logo]

THE ULTIMATE STAFFING GUIDE FOR
LEADERS

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

Table of Contents

Introduction

Growing organisations 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.

Do you have the time, money, and resources to realise this plan? The answer is unanimous and irrefutable—No!

Today, every growing organisation's business continuity plan should include staffing solutions to address this hiring pain point. Staff augmentation and outsourcing feature prominently for all modern businesses aiming to stay ahead in dynamic environments and competitive markets. A variety of industries have embraced talent outsourcing since the early 90s. As the gig economy has picked up steam, contractors have become not only increasingly available but also more knowledgeable and professional. And as businesses take a hard look at how they can be more efficient, outsourcing is a great tool to fill the gaps.

Whether you have a short-term requirement or long-term need, talent outsourcing has proven to offset challenges associated with finding the right skills for the job at the right time, in addition to saving costs. Contract resources are highly skilled and experienced, and if vetted and hand-picked correctly, they can produce results from the get-go. Such resources are pre-trained and understand L&D needs and requirements to meet objectives. Talent outsourcing is a guaranteed fast track to achieving all your L&D goals and requirements.

Did you know **70%** of full-time freelancers participated in some kind of training, and a majority (**51%**) of freelancers say no amount of money would persuade them to take a traditional job?

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 specialises 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

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.

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 solutions partner and get on-demand access to top L&D talent. Hire an outsourced project management team including developers and designers, 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—maximising the budget between resources, scoping, and proper utilisation 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.

What Is Right For Your Organisation—

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.

What Is Project Outsourcing?

Project outsourcing is when you rely on an external vendor to lead and execute your project independently for you.

Outsourcing is ideal for any Learning & Development department that tends to experience fluctuating workloads, busy seasons, and ongoing staffing changes. Instead of hiring more staff (which adds long-term overhead costs), seek help from outside resources for a short-term solution that can also free up internal teams for other priorities and assignments.

eLearning project outsourcing can help you:

✅ Meet an aggressive timeline and provide flexibility with scope changes

✅ Foster more innovation and more objective input

Project outsourcing delivers great benefits for many L&D teams. In order to make it a successful solution, we recommend you do the following when meeting with your outsourcing vendor:

✅ Communicate a clear vision to define your project's deliverables

✅ Avoid too many review cycles as this can exceed your budget

✅ Ensure your timeline is accurate and includes deliverables and milestones

In sum, outsourcing is a great solution for those teams with a clear vision of their project requirements and objectives.

# 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
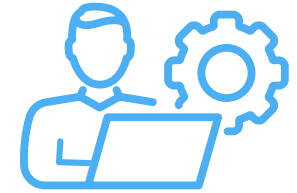
Staff Augmentation

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 specialised L&D staffing firm.

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

	Big Talent Marketplaces upwork fiverr.	Experienced L&D Resource Partner itcLearning
Competitive rates	⊘ (offshore)	⊘ (local & offshore)
Corporate L&D experience	–	⊘
Seasoned project managers and advisors	⊘	⊘
Expert L&D developers and designers, 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 specialised 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 organisation and your business. When looking for a learning partner, consider their track record in helping organisations 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.

CONTACT US to learn more about our on-demand talent and learning team, and let us walk you through the process of developing a staff augmentation services partnership.

Questions to Ensure a Positive Outcome:

? What are their years of experience in the staffing industry overall, and L&D specifically?

? What is their focus of expertise in learning and development?

? What does their vetting process look like?

? How does the cost work? Upfront, hiring, or ongoing?

? What is the average turnaround time for candidates?

? How do they find the perfect candidate for your culture?

? How do they help you with onboarding?

A Final Checklist for a Successful Partnership

✔ Ensure you have a clear vision of your project timeline, budget, and the skills required to complete it to your standards

✔ Monitor the budget along the way, be careful of too many review cycles

✔ Constantly communicate with your outsourcing vendor to alleviate issues if the project scope changes midstream

✔ Understand how your vendor vets and selects the professionals you need to ensure quick onboarding and the right culture fit

✔ Be open-minded to new and innovative approaches

Staying on top of these main points will help you stay informed, increasing your productivity and project goals. **Explore how ITC Learning** can be your ideal L&D staffing solutions partner.

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 organisation.

1	Higher than expected cost	**5**	An inability to find the ideal "Jack-of-all-trades"
2	Miscommunications about expectations	**6**	Fear of commitment
3	A lack of expertise with specific tools or systems	**7**	Compliance concerns
4	An unfavorable realignment of internal resources	**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 organisation, has helped some of the world's top businesses and leaders with their staffing needs.

Understand Key L&D Titles and How They Can Help You

We've established why talent outsourcing is critical for L&D success and how a vendor can support your needs. Now, it's time to understand the different L&D titles, and what each role entails so you can make an informed decision and augment your team with the right L&D expertise.

A clear understanding of L&D professionals will also put you on equal footing when it comes to discussions with your staffing partner on your needs. Getting acquainted with titles and job descriptions will go a long way in understanding how they can contribute to your L&D goals.

Here are common roles within learning and development:

- Instructional Designers
- Learning Experience Designers
- Learning Strategy Consultants
- Advisors / Consultants
- eLearning Developers
- LMS Support
- Technical Writers
- Visual Designers, 3D Designers, and AR/VR Developers
- Quality Assurance Specialists
- Learning Coordinators
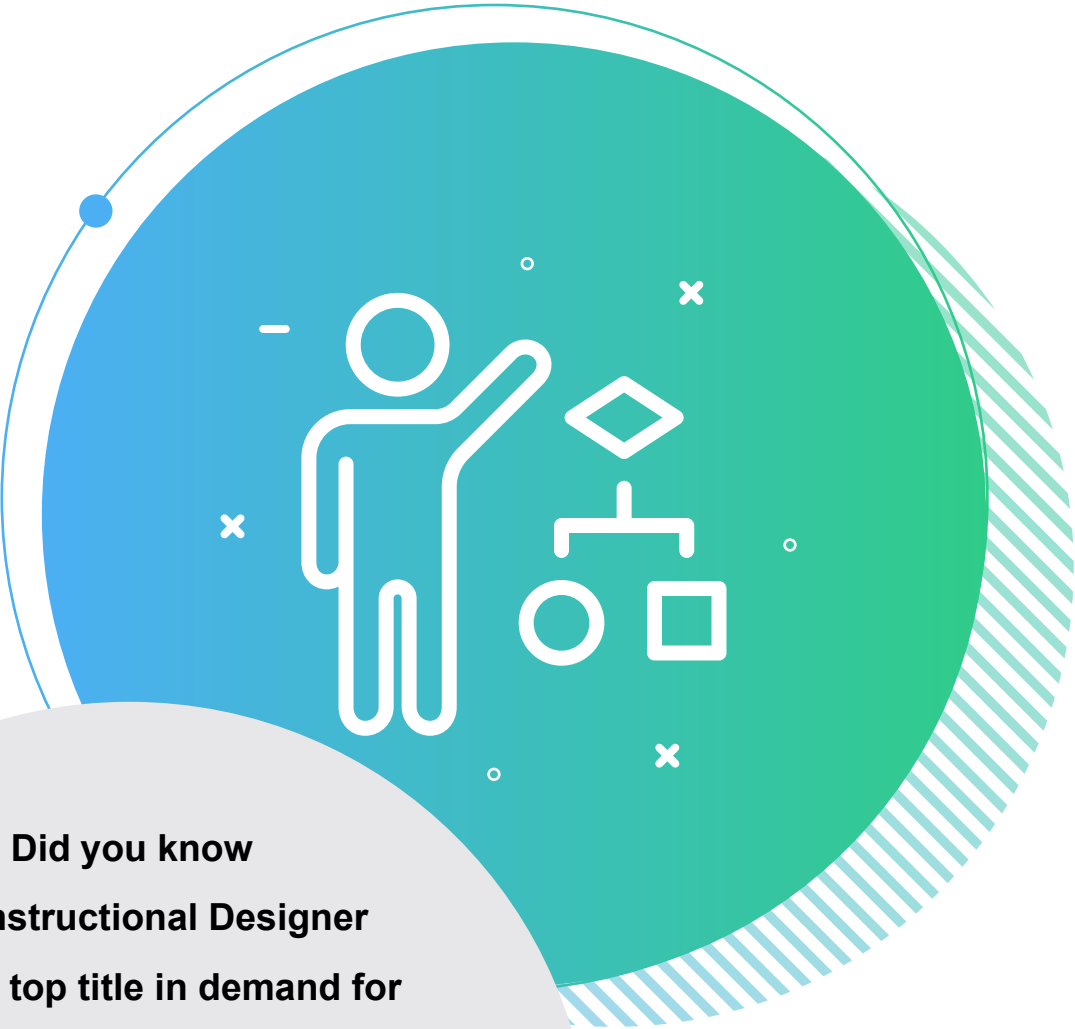- Project Managers UX/
- UI Designers

Let's look at the detailed job descriptions of three titles that were in top demand by organisations in 2022.

Instructional Designers

From conducting a thorough needs analysis, designing documents to address knowledge gaps, and developing training materials, instructional designers are key contributors that determine the success of your training curriculum. Training and rapid program development technologies are evolving faster than ever, and an instructional designer will help navigate your platform options and choose the right ones for your content. The responsibilities of an instructional designer include:

- ✓ Creating learning methodologies and programs for Instructor-Led Training (ILT), Web-Based Training (WBT), or Virtual-Instructor Led Training (VILT)

- ✓ Having expertise in adult learning theories and instructional system design models, ADDIE, 70/20/10 models, and rapid development

- ✓ Building storyboards that ensure the course will deliver its intended learning objectives

- ✓ Utilising needs analysis and proven learning techniques to develop engaging and effective learning programs from scratch or update existing content

- ✓ Collaborating, consulting, coaching, developing and evaluating strategies, learning paths, and competencies

- ✓ Practicing systematic thinking to connect all identified components of learning and performance management using training tools and methodologies

Did you know

that Instructional Designer

was the top title in demand for

contract resources in 2022? How does

their expertise differ from a Learning

Experience Designer, and how do they

both contribute to better learning design?

LEARN MORE

eLearning Developers

Hiring the right eLearning developer can dictate how effective and successful the final training project will be. Having an eLearning developer on your team working alongside the project manager and instructional designer means content development can happen faster since they fully understand your needs. This combo also makes the process more agile. The responsibilities of an eLearning developer include:

- ✅ Effective use of digital media, eLearning development tools, and other emerging technologies to create and deliver computer-based training

- ✅ Proficiency with authoring tools of the client's choice (Lectora, Articulate Storyline 360, Articulate Rise 360, Captivate, HTML5, etc.)

- ✅ Proficiency with LMS systems

- ✅ Maintaining, updating, and modifying existing course content to reflect development and changes in the procedures or technology discussed in the courses

- ✅ Developing new modules to be incorporated into existing courses

- ✅ Working with graphic artists to create audiovisual and other training aids

UX/UI Designers

A well-designed UX/UI in your eLearning can greatly influence training effectiveness. Simply put, UI and UX have the potential to make or break your eLearning. The expertise of a UX/UI designer includes:

- Proficiency in conducting and/or referencing user research, wireframing and prototyping, interactive design, and visual communication to deliver an exceptional user experience and user interface.
- Awareness of the latest trends and ability to analyze user feedback to improvise interface and experience
- Proficiency in conducting design experiments and A/B testing
- Experienced using tools such as Sketch, Invision Studio, Proto.io, Webflow, Balsamiq, Axure, and others
- Following principles of typography, visual hierarchy, colors, and imagery
- Ensuring the highest standards of navigation, accessibility, and responsiveness with eLearning modules and curriculum

Contact us for an obligation free discussion

Contact Us.
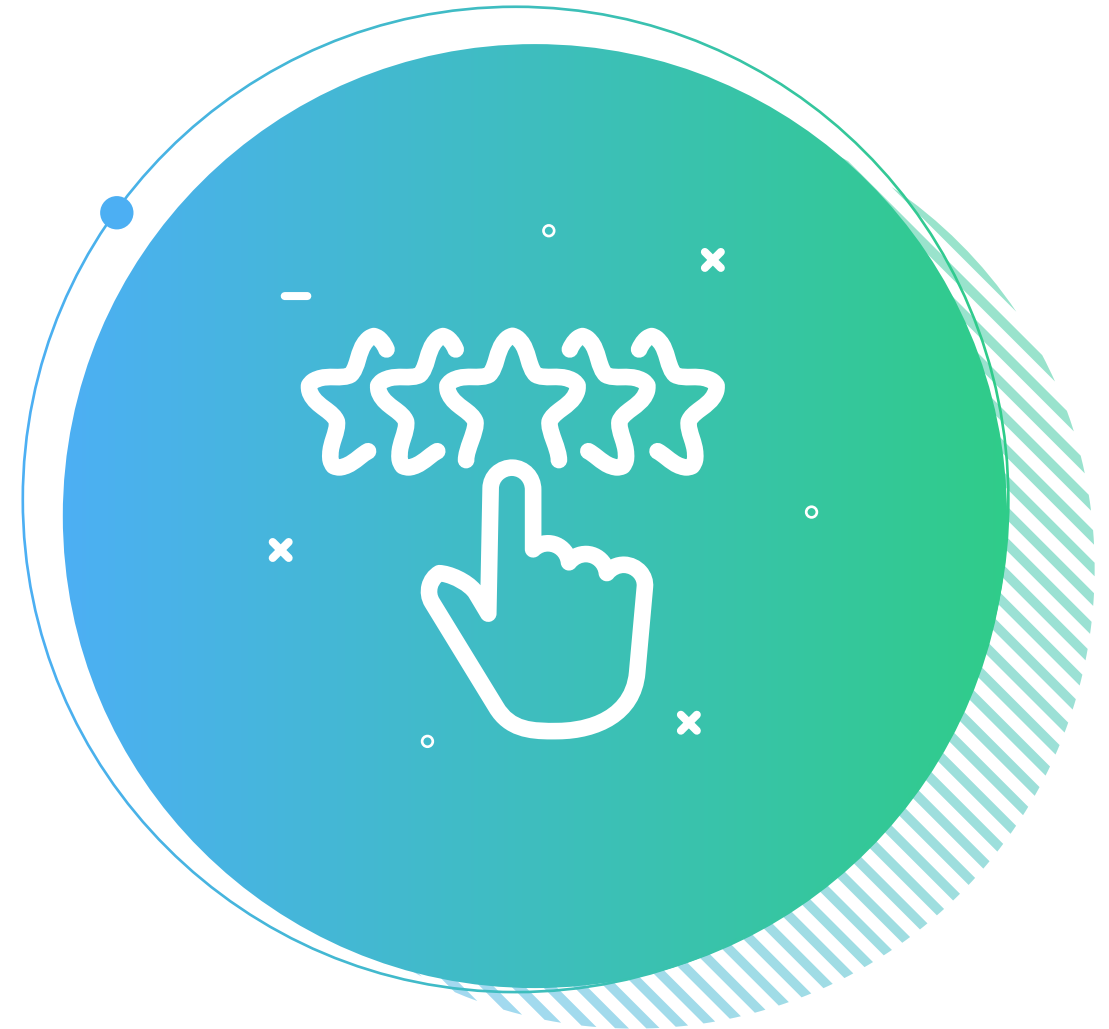
Our Reel: Design & Development Projects

itcLearning

Click to Watch.