



# HOW TO MAKE THE CASE FOR ADDING CONTRACT RESOURCES

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Molly goes on maternity leave early, Dan goes on medical leave, and the CEO and sales team throw a couple new projects in your lap. You definitely don't have the staff bandwidth. Oh yes, and you have that brand refresh coming up. How will you get the work done without burning out your team and yourself?





# 1

## STEP 1

**Say yes – and don't say no.** Communicate that, yes, you can get that done and this is what that means: hiring a freelance writer, designer, digital marketer, production artist to fix layouts, missed deadlines, etc.



## STEP 1 WORKSHEET

When asking leadership for resources, always tie it to the business need and future impact on the business.

**Step 1** – What is the gap you are trying to fill? Use data to justify what the “current state” is costing you.

Check out some of our examples below:

Current State	Resource Add	Future State
Workload overload resulting in slow response to requests/deadlines missed and low employee morale	Temporary, specialized contractor help	<ul style="list-style-type: none"><li>• Improved response time</li><li>• Deadlines met</li><li>• Improved morale</li><li>• No long-term commitment</li></ul>
Team in regular “Drinking from a Fire Hose” mode, consistently working long hours with no end in sight	Contract to hire, long-term contract (part time or full time), direct hire	<ul style="list-style-type: none"><li>• Improved quality of work</li></ul>

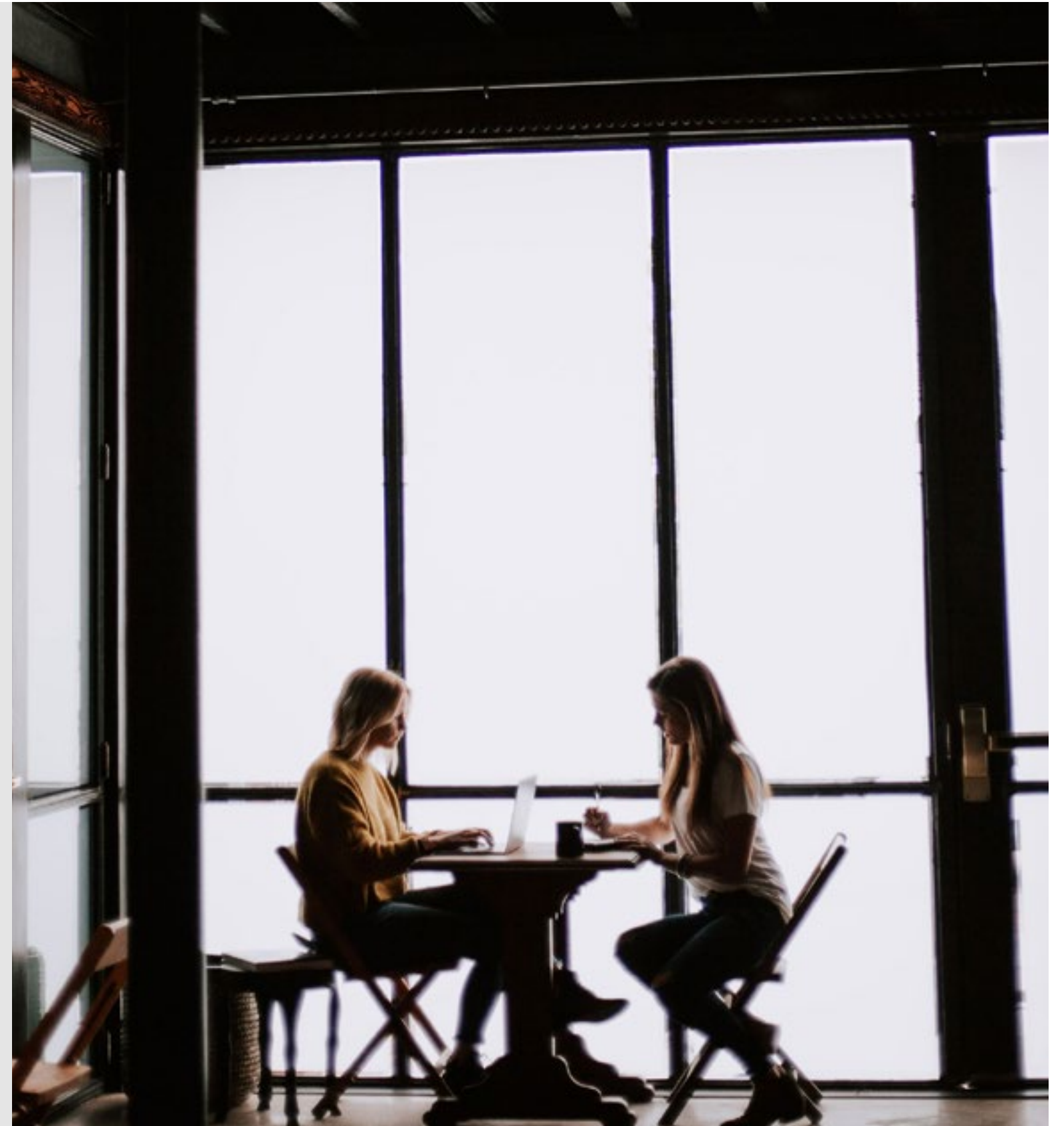


# 2

## STEP 2

### **Determine the type of resource you need.**

These days talent works in all types of ways including interns, contract, contract to hire, direct hire (full time or part time). There's no "best" way, it's what's best for you in your current situation.





## STEP 2 WORKSHEET

Determine the type of resource you are needing. Short term or long term? Junior or senior?

Here are a few things to think about:

Employee Type	Cost	Pros	Cons
Intern	<ul style="list-style-type: none"><li>• \$15-\$20/hour</li><li>• Benefits: None</li></ul>	Cost efficient, willing to learn, smart	Takes time to train, needs a mentor, availability may be short term or summer
Contract Talent	<ul style="list-style-type: none"><li>• \$50-\$150/hour</li><li>• Benefits: None</li></ul>	Immediate, vetted, skilled, specialized. No long-term expense. Takes minimal time to learn new systems or onboard	Fewer contractors to choose from due to low unemployment. Not a long-term solution
Full Time	<ul style="list-style-type: none"><li>• \$50-\$250K</li><li>• Benefits: Yes</li><li>• Running about 30% of salary for medical, dental, 401K, etc.</li></ul>	Skilled, committed, excited team member	Expensive. Hard to find. Sometimes not as specialized. Is the full-time work there?



### STEP 3

**Few areas have more immediate and lasting impact on organizations than having the right people.** If you don't get the right people in the right jobs, you're much less likely to accomplish your organizational goals and objectives.

Today's challenging market has made it difficult but not impossible. Helping problem solvers with executives via storytelling and offering solutions (cheap and expensive) is likely to obtain a positive response.

Remember to use words like ROI, speed, cost, business goals and competitive advantage when presenting your case to leadership.

Last but not least, having the resources you need to deal with the challenges of an ever-changing environment will go a long way to making you highly effective in your job, and who doesn't want that?

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