

Case study: *Flexible resourcing is smart resourcing says start-up*

Our client is building a platform to become the one place for every event, calendar and schedule. It's a US-based start-up with 16 employees and launched a beta product in Minneapolis, Minnesota mid-2015.

The COO and Founder decided to recruit differently yet strategically for the new role of Senior Digital Marketing Manager for its UK office. 'As a start-up, not only did we have to look closely at the budget, we realised that we did not have enough work for a traditional full-timer but we required the expertise. We could have hired a full-time school leaver but quickly realised that we would have had to spend precious time to train them up. We needed someone with the experience and the independence to join the company and hit the ground running.'

His strategic approach to resourcing flexibly put him in touch with Workpond.

'The hiring process can be tricky. We tried a few unsuccessful methods before we found Workpond, such as LinkedIn and freelance platforms, but I found it all too time consuming. I had to trawl through lots of CVs that were mostly no good.'

'My consultant at Workpond was fantastic - just what I needed. From day one, she took over, which was so refreshing after months of trying to do it myself. I felt that Workpond's commitment fee was a low-risk option but you certainly get great value. Her communication skills were fantastic; she kept me up to date; the speed at which she sent me CVs was impressive but even more so was the quality of the candidates - clearly Workpond have a good database.'

As soon as the new recruit started, we reaped the benefits of hiring flexibly. 'We particularly

noticed how sleek the on-boarding process was. As he was experienced, we saved so much in training time. He was able to work independently very quickly. We had little lag time in productivity'.

This client are a superb example of smart resourcing, that typical early stage start-ups should adopt. They took time to analyse the resource they needed and soon identified the value in hiring flexibly. They concluded that saving time and getting expertise on budget are the key benefits of hiring flexibly.

Delighted with the service he received from Workpond he has 'been recommending Workpond a lot!'