

Outsourcing Misconceptions of Businesses Hiring People Outside Their Own Staff for Short Or Long-term Projects

A common misconception about outsourcing is that it is a relatively new phenomenon and that it's only about huge corporations trying to trim their bottom line. Whilst this may be true in some cases, outsourcing has been around since the dawn of capitalism. For centuries, small business owners have been hiring people outside their own staff to ease the workload. Any time a business owner hires someone to fix the plumbing they are outsourcing jobs. Outsourcing is not necessarily about spending less dollars but finding the best possible talent to fill productivity and skill shortages. Often it's about a small business not having the particular talent in-house to fulfill a work requirement and then sourcing the talent 'outside' of the firm or agency. Today's trend is to hire service providers or freelancers who work from home and contract jobs online. Uncommon is the fact that outsourcing is something a lot of people already do.

Outsourcing is a dynamic and interesting new industry, involving many factors. Outsourcing services may be temporary but specific (e.g., creating a logo design) or long-term and general (e.g., virtual assistant). What outsourcing should not be confused with is the ever-expanding practice of moving jobs to overseas facilities. Simply put, being able to bring the best person or company for a particular job is what outsourcing is at its purest without the added expense of a full-time employee. Business owners who might have been disadvantaged by financial or technological limitations now can more readily compete on the world stage, which opens up a world of opportunities for them and their business.

Out of all the types of companies available, small business owners are the ones who benefit the most from the trend and opportunity to be able to outsource. Small business owners can source expert and capable talent at sometimes the fraction of the cost of hiring someone locally, and without needing the necessary human resources department whereas a larger company can easily afford to hire a person for every job. For these business owners, outsourcing is key and is by no means a new concept and this capability may favor an agile and entrepreneurial small business owner. While larger corporations may have the financial clout to hire anyone they want, smaller business owners can, with a little help and experience, always find the hottest skilled properties and utilize their services for themselves. It's a misconception to think that outsourcing is a new thing but it's probably only recently that people have discovered its true potential.

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