

PILOT PROJECT FOR OUTSOURCING

TIPS FOR A SUCCESSFUL TAKEOFF & LANDING

BALANCE RISK VS REWARD

Companies new to outsourcing require a test of faith. The uncertainty is understandable given the risks of time, money & resources. A pilot project tests the outsourcing vendor, plus new methods, platforms & audiences. The results help a company to learn & grow.



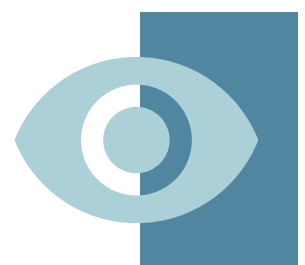
BALANCING ACT

Outsourcing should be based on clear objectives of a business strategy. The pilot project process & results should be aligned with these objectives. It should be small enough to minimize risks and large enough to accurately test the outsourcing provider.



BEFORE TAKING OFF

A pilot project needs to be clear what it is testing for and how it will be evaluated. This ensures that both parties understand the desired goals and how to best approach the project. The goals should be aligned with solving a major business challenge.



AIRBORNE & CRUISING

A pilot project requires working “in synch” with openness of communication. Both parties are responsible for this process and its success. The parties need to be transparent & honest of their strengths & weaknesses. Both will learn from each other & benefit.



FASTEN SEATBELTS

If the pilot project achieved its goals, present the results, give recognition and upscale activities. If the pilot project did NOT achieve its goals, do a post-mortum to learn from the experience. What was good - continue. Things needing change - adjust. What was bad - stop.

