

# Getting It Done.

Get the Most  
Out of Your  
Contract Resources



## **A Checklist for Leveraging Temporary Resources**

You have many options for augmenting your marketing, market research, and corporate communications departments...from independent contractors to global staffing firms. Choosing the right supplier can be tricky. This checklist can help you sort through the choices and acquire the best resources available.

### **1 Choose a firm that truly understands marketing and communications.**

Big staffing firms grew up selling commodity resources in back office functions like HR, Finance, and IT. As such they rarely understand the nuanced needs of marketing or other market-facing disciplines. These firms rely solely on resumes in hopes of a match. In contrast, marketing firms understand the subtle differences between clients' businesses and their marketing skill needs.

### **2 Select a firm with multiple resources.**

One size does not fit all. That independent contractor may be a brilliant strategist but can she execute? Different tasks require different skill sets. Choose a firm that can match the resource to the task. A firm with diverse resources can help you manage a project from visioning to strategy to marketplace implementation providing the right skills at the right time without losing project continuity.

### **3 Look for resources with deep experience.**

Much of marketing and its related disciplines are learned on the job not in a classroom. Resources with broad client-side experience developing strategies, writing plans, and managing market-facing projects bring more value to your organization. More importantly, these resources can operate relatively autonomously freeing you to concentrate on other things.

### **4 Seek a firm that actively manages junior resources.**

Sometimes you don't need a lot of horsepower. Maybe a junior set of arms and legs to coordinate activities is all that's required. These resources can be attractive because they generally cost less. Low rates, however, are no bargain if your contractor requires a lot of hand-holding. The best firms assign senior thought leaders to supervise and add depth to their junior personnel...to coach and answer basic questions thus relieving the client manager of some of the supervisory burden.

### **5 Select resources that are flexible and effective.**

Some resources need face-to-face interaction to be effective in their roles. Others will only work from home, only work from 10:00 am until 2:30 pm or can't travel. You don't need to accept such constraints. Look for resources that are flexible...work location, hours, travel availability, etc.

### **6 Protect yourself from the IRS.**

The IRS dislikes 1099 contractors. In recent years there have been a number of high profile cases where the IRS has re-categorized contractors as employees resulting in a big tax liability for the client. Firms that utilize only W-2 employees withhold taxes and thus protect you from nasty IRS surprises.

## About IMPERATIVES

([www.imperativesllc.com](http://www.imperativesllc.com))

Headquartered in Minneapolis, IMPERATIVES is a mid-size consulting firm that can take you from strategy development to marketplace implementation. We have deep experience in:

- Identifying relevant consumer/customer/stakeholder insights
- Recasting those insights as opportunities
- Developing strong strategies/programs
- Crafting internal/external communications

Our practice links the disciplines of Marketing, Market Research, and Corporate Communications with General Management to integrate programming across your organization. We improve our clients' success in the marketplace by helping them:

- Develop achievable strategies that draw on their existing capabilities.
- Use **Strategy Activation** to translate those strategies into specific plans, processes, roles and responsibilities that align the organization.
- Drive successful marketplace implementation through our accomplished project managers and functional experts.

For more information please feel free to call our Minneapolis office at 952.591.8936 or write to us at [info@imperativesllc.com](mailto:info@imperativesllc.com).