Identifying which digital tasks should be outsourced

Many digital tasks seem simple to start with. There are plenty of useful resources online and it's beneficial to learn new skills. However, these tasks can take longer than expected and end up sapping valuable time, plus there's no guarantee of success when you're teaching yourself as you go. It's vital to learn when to hold onto digital tasks and when to outsource.

- **Effort:** Medium
- **Impact:** Medium

Actions:

Look at the existing digital skillsets in the business to understand which tasks your team could deliver effectively and where your talents fall short.

- **Impact:** Medium
- **Suggested duration:** 7 days
- **Why this will help:** Mapping out the skills and experience you have in-house will show you where your strengths and weaknesses lie.

Determine whether your tasks are time-sensitive and need to be completed quickly to succeed.

- **Impact:** Medium
- **Suggested duration:** 5 days
- **Why this will help:** When success is dependent on a tight deadline, it can help to free up time internally by outsourcing certain parts of the project.

Run a cost analysis to compare what it the price would be to do the work in-house with the fee of outsourcing it.

- **Impact:** High
- **Suggested duration:** 10 days
- **Why this will help:** Businesses often assume that outsourcing tasks costs more, but there are a range of factors to consider. If the task requires specialist equipment or you need to spend a lot of time researching and learning before you get started, the costs could mount up internally. A cost analysis will give you better visibility over potential expenses.

Action plan

Check that the tasks you're planning on outsourcing aren't core strengths of your brand or something your business is known for.

- **Impact:** Medium
- **Suggested duration:** 5 days
- **Why this will help:** Outsourcing should be utilised to allow your company to focus on what it does best, so try not to outsource something that's an important strength.

Identify which digital tasks should be outsourced, using your skills gap and cost analysis to inform the decision.

- **Impact:** High
- **Suggested duration:** 14 days
- **Why this will help:** By now, you should have a clear view of your team's core competencies and the tasks you'd benefit from outsourcing.

How will I know if my action plan is working?

Way to measure success
Success rate for outsourced tasks

Why this metric?:
Looking at whether outsourced tasks have been completed quickly and to a high standard will tell you whether you've made the right decision.

How do I start tracking?:
Assess the success rate of outsourced tasks after three months and determine whether you've had better results from outsourcing.