

SMALL BUSINESS

GROWTH TOOLS

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LESSONS LEARNED

What is the most challenging aspect about outsourcing?



Rudi Scheiber-Kurtz
Next Stage
Solutions

Knowing what to outsource and what to do myself. I rate some of my tasks. Which ones do I take care of right away and which ones get put on the back burner? For example, writing is difficult for me – it takes a lot of time. I chose to hire a freelance writer and it got the juices flowing.



Dani Nordin
The Zen
Kitchen

For me, the most difficult thing about outsourcing is finding the right pool of talent – for me, designers, Web developers and copywriters who love working with food – and keeping them in the loop when a project comes in.



Tomeeka Farrington
Spotlight
Communications

Management. Devise a realistic timeline and strategy with your outsource partner that will prioritize your client's expectations, while also enabling your partner to continue to serve their own customers.

★ **Future Lesson Learned:** How has your company revised its summer outing plans with the economy? Send your answer in 25-30 words to cmahoney@bizjournals.com. Be sure to include a high-resolution headshot.