



Talent on Tap: Getting the Best from Freelancers, Interims and Consultants

Emma Brierley

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Some of the best people in your industry don't want to work as employees. Sometimes you need specialised skills for a specific project or a finite period but you can't afford the commitment of taking on a permanent employee. Using freelance consultants can be a highly effective way to harness the finest skills and experience in the labour market - without committing yourself to meeting the expectations (and employment rights) of permanent, full-time employees. While freelance consultants can be employed on a flexible and results-oriented basis, they have to be managed differently to the way you manage your permanent workforce. How do you select, motivate and reward freelance consultants? How do you measure and manage their performance? How do you integrate consultants into a potentially resentful permanent workforce? How do you build productive, long-term relationships with the best freelance consultants when their skills are in such high demand? With case studies drawn from organisations that have been employing consultants over many years, as well as views from freelance consultants themselves, this book tells you all you need to know about taking advantage of this skilled, flexible and highly focused talent pool.

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