

### 3 Tips for a Successful Outsourcing Experience

As outsourcing is gaining traction around the world, many enterprises are looking at outsourcing their application development. This might be an intelligent move since it allows businesses to leverage expertise and save costs.

What are some ways to outsource the work so you end up with an amazing app upon completion of the project? Here are a few to get you started.

#### 1. Ease Into It

You're not hiring an employee with full benefits, you're just outsourcing a part of the work you do. It makes sense to start small. Not only will this help you test the waters of outsourcing, but it will also help you get to know different workers to find people who are the best fit. Begin with one month of work or a couple of small projects. If they're a good fit, slowly ease yourself into more work with them until you feel confident in their abilities.

#### 2. Find Companies with Similar Values and Ethics

Business relationships are similar to any other relationship—if your values are too different, eventually you will clash. This is also important because you want the outsourced team to be passionate about the work they're doing for you. If they're not, then they may be unwilling to put in the time it takes to create things at the same level you would. In addition to similar values, finding people with a similar work ethic is essential.

#### 3. Create Clear Guidelines and a Process

This is huge! Imagine working for a new business without any proper guidelines in place. You'd have no idea what your new boss wanted. Before officially beginning work with anyone, put together a document with guidelines about the work you'll be doing together.

You might including things like:

- Background information about your proposed mobile app, so they know more about your business from *your* perspective.
- Goals you have for your app. How are they helping you work toward those goals? It's easier to do great work when you know that it's contributing to something even larger.
- Guidelines for the work they'll be doing. The more details you provide, the more often you'll receive work that mirrors the vision you have.

- Create a process and deadlines. It's much easier to manage other people when there's a clear process in place. This helps you both know what to expect. Deadlines or schedules also help, so that you both know when you'll be receiving new work.