LEADERSHIP DECK

Why We Need To
Invest in the Human Cloud

Matthew Mottola, The Human Cloud Book

Join The Human Cloud Community

Customize this deck for your unique situation

Use this as a foundation to drive the discussion.

You're fighting the good fight, use
these slides to accelerate
your ability to lead.

[JOIN Human Cloud Leaders Today](#)

With the power of the Human Cloud, you can **create, innovate, and invent whole new products** and markets for your ideas.

-   **Daniel H. Pink**, **#1 New York Times Bestselling Author of When and Drive**

JOIN Human Cloud Leaders Today

There's no more waiting

> ## $1t

Spent on freelancers in US in 2019

35%

Percent of US workforce today

predicted to be over half the workforce by 2027

Companies embracing freelancers

JOIN Human Cloud Leaders Today

Morgan Stanley, Upwork, Upwork

Large Tech Company

"The future of work is now.

We launched our Gig Economy pilot to deliver for our customers, **increase the speed of our innovation**, and provide different resource models to allow us to scale with speed, agility, and specialized expertise – online and on-demand."

-       First Ever Freelance Program Manager

JOIN Human Cloud Leaders Today

North American Motorcycle Manufacturer

" For a beloved North American motorcycle manufacturer, **they didn't have the budget, gravitas, or time to go and recruit a top-notch, full-time development team**, but needed to provide their riders a digital experience.

Instead of an agency or full time headcount, **they tapped into the best freelance engineers and product experts around the world**.

The results were mindblowing. In the course of a few years, this project evolved from an idea, to a plan, to development, **resulting in a mobile app with an estimated 150,000 downloads** with a 5-star rating (over 8.8k reviews) at the time of writing this.

[JOIN Human Cloud Leaders Today](#)

Context

➔ What is the freelance economy

➔ Why freelancers are a must

➔ How do we get started

➔ Who we need

JOIN Human Cloud Leaders Today

Sam Mason
Project Manager
ex software VP

J Cheema
Presentation Designer
ex Nike Chief of Staff

Noel Arellano
Outbound Sales
Student

→ # What is the freelance economy.
Independent contracting made simple through software

Various terms:

Direct-to-talent
Independent talent
Contingent talent

It's simply a technology shift that makes digital, remote and project based work **better for top talent and top leaders**.

[JOIN Human Cloud Leaders Today](#)

→ **Why we need to hire freelancers.**

"Traditional consulting firms are expensive, lack agility, and have considerable talent restraints. The solution for enterprises if they need scale, agility, and top talent is to foster distributed software networks."

Brandon Bright, Software consultant

Better.
Specialized expertise vs. generalists

Faster.
From ~30 days to 2

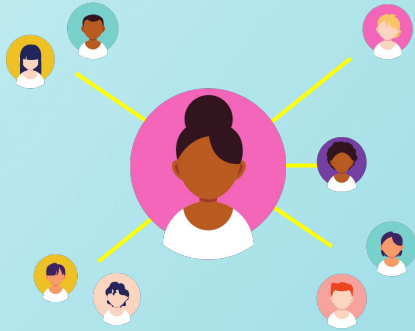**Cheaper.**
50-90% cost savings

Compared to temp staffing and agencies

JOIN Human Cloud Leaders Today

→ **Why we need to hire freelancers.**

Empower our employees through **augmentation**.

Better serve our customers through **agility**.

Tap into new and diverse types of **global talent**.

JOIN Human Cloud Leaders Today

→ **How we'll scale sustainably.**

Q1

Test small
projects

Worksheet 3.1

Q2

Launch Pilot

Worksheet 3.2

**FY
21-22**

Lead Cross
Company Team

Worksheet 3.3

**FY
22+**

Scale across
organization

JOIN Human Cloud Leaders Today

→ **How other companies do it.**

Scale

Branding
Mobile App
Ad Campaign

Projects greater than $30k

Grow

Book
Website
Whitepaper

Projects between $1-30k

Test

Article
Research
Landing Page

Projects less than $1k

JOIN Human Cloud Leaders Today

→ **Who needs to be involved.**

Procurement

Enabling us to sustainably, compliantly, and cost-efficiently source talent

HR

Ensuring the Human Cloud has a positive impact on culture

Product

Enabling us to better serve our customers through hiring the right talent at the right time

Legal

Ensuring we engage and scale usage legally and compliantly

Program Team

Launching, piloting, and scaling the freelance program

Owns the program

Next Steps

LEARN

- [What Is The $1.2 Trillion Dollar Freelance Economy](#)
- [Why Your Return To The Office Plan Needs Freelancers](#)

ACT

*Resources below for members
Not a member? **Apply Today**

Step 1: Hire Your First Freelancer ([Worksheet](#))

Step 2: Build Your Freelance Program ([Deck](#), [Worksheet](#))

JOIN FELLOW LEADERS
HUMAN CLOUD COMMUNITY

JOIN