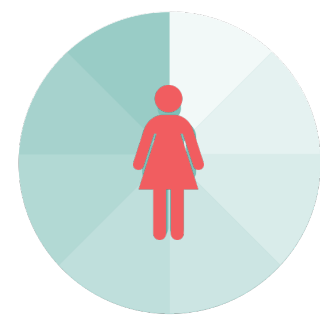




How to build a team



Top 3 considerations

ASHLEY CONNELL, CEO, PROWESS PROJECT

How to build a team

Top 3 considerations

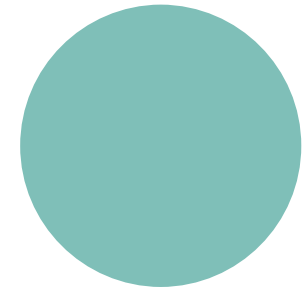
- What expertise do you need?
- What working-style fits YOU best?
- What type of hire makes the most sense?



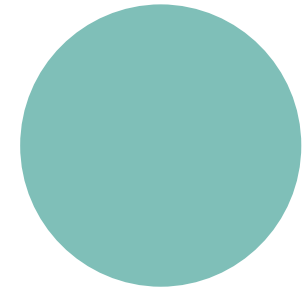
ASHLEY CONNELL

CEO & FOUNDER
PROWESS PROJECT

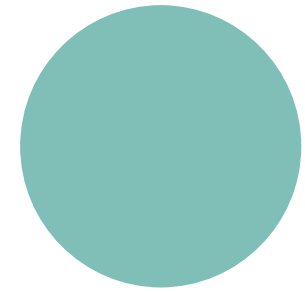
Tech marketer turned
Entrepreneur



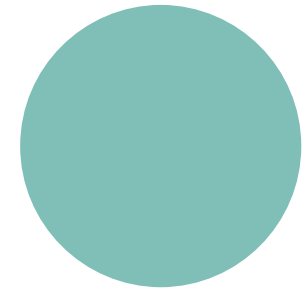
Started at a startup



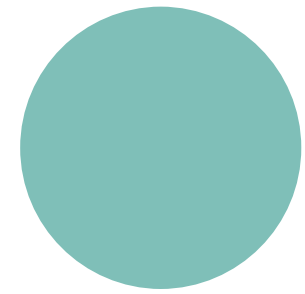
International satellite office



Management at Fortune 500



Owned marketing agency



Prowess Project

PROWESS PROJECT

“MAKING THE WORKPLACE WORK FOR EVERYONE”



Untapped
talent



IQ & EQ matching
algorithm

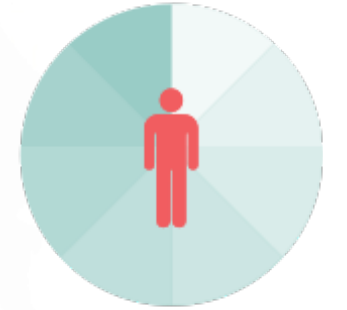


Employer

Prowess Project provides expert talent by certifying accomplished women who have taken a pause or want to pivot in their careers. Our technology then matches the underutilized (wo)manpower with employers based on skill, experience and behavior-style providing a natural fit at a lower cost.

CONSIDERATION #1

What expertise do you need?



Task/energy check-in

What tasks drain your energy or make you feel tired afterwards? What tasks never seem to get done? THESE are top examples of tasks your can outsource

Prioritize

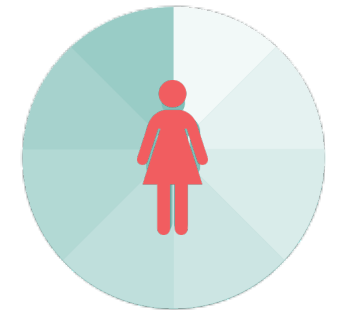
As a small business always be thinking, what gets me closest to revenue? And prioritize those tasks.

List skills required

What skills are required to get these tasks done?

CONSIDERATION #1

PROWESS SALES HIRE



Task/energy check-in



Tasks to outsource:

- Learning new tech
- Building financial docs
- Cold calling

Prioritize



Which task is closest to revenue?

- Cold calling

List skills required

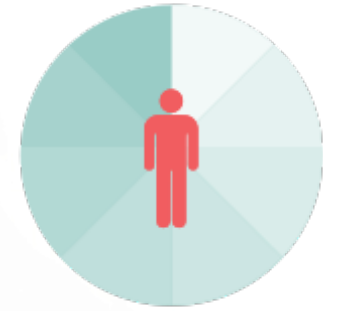


Skills required:

- B2B sales
- No fear of rejection
- Experience in a startup

RESULT: Salesperson hired within 3 weeks with applicable background, complimentary communication style and aligned priorities

CONSIDERATION #2



What working-style fits YOU best?

"Why doesn't he/she just...?"

In a moment of frustration, stop and examine what action your colleague is or isn't doing that is triggering. That may tell you about your communication or learning style. Ex. Text vs. email; Multiple one-off emails instead of one with a list of actions.

Personality & Learning style

Personality – behaviors regarding how you interact with your environment

Learning – How you best absorb information

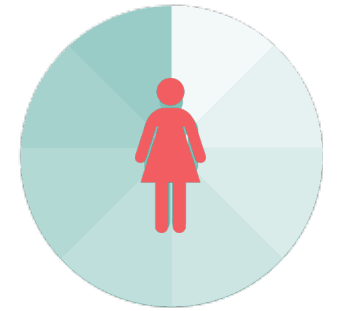
Find people with complementary styles

Consult the experts

Not sure where to start? There are companies like Prowess Project who can help you identify the ideal behavior-styles to make your team more productive thus profitable.

CONSIDERATION #2

PROWESS & HEALTH TECH CASE STUDY



Personality Style

Employer: Dominant - problem solver, a list maker, task crosser out,

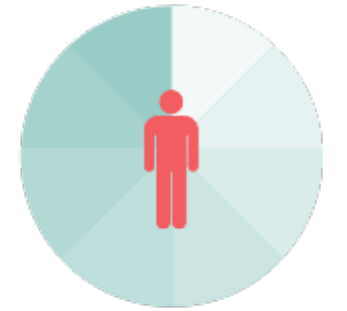
Talent: Conscientious - analytics, reads into things, looks beyond first glance

Scenario: On daily huddles, Employer would hop on and rattle through the to-dos. Talent could have thought that he was mad, but instead she realized he was efficient. Their styles complemented each other.

GOOD MATCH

CONSIDERATION #2

PROWESS & HEALTH TECH CASE STUDY



Employer: *Visual learner – needs to read info to process*

Talent: *Kinetic learner – needs to do the task before it processes*

Scenario: *On daily huddles, Employer would forget to complete his action items. After a weeks worth, Talent realized that he needs to see as. That was easier for the employer to scan and complete.*

GOOD MATCH



Learning Style

CONSIDERATION #3

What type of hire works best for you?

Employee

Agency

Contractor

Intern

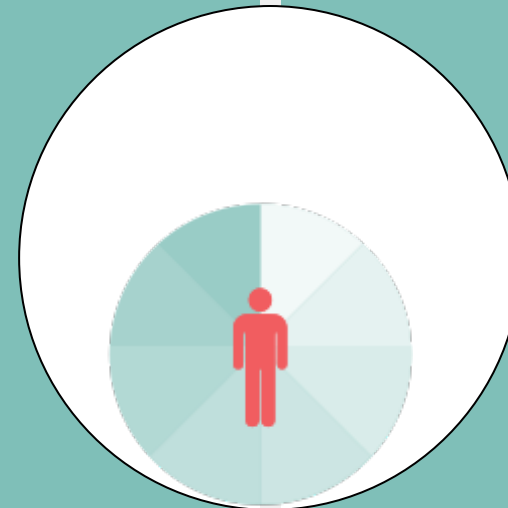
Employee



Do you have 40 hours worth of work?

PROS

- **Pride in the company** - your best marketing is what your employees say about you
- **Lower hourly wage**
- **Dependable bandwidth**



CONS

- **Payroll taxes**
- **Benefits expected** – Paid vacation, medical insurance, etc
- **Consistent pay regardless of business's growth**
- **Employee training and licensing costs**

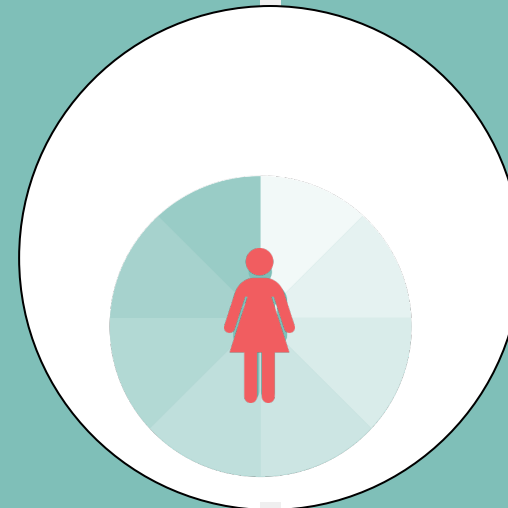
Contractor



Do you need less than 40 hrs or is this project-based?

PROS

- **Bandwidth flexes with your needs**
- **Saving on benefits**
- **Specialized talent-** Easier access to experts
- **Contractors cover their work permits and licenses**



CONS

- **Higher hourly rates than FTE**
- **Oversight limitations** – businesses have less control over contractor's time/actions
- **Copyright ownership** – Ensure that the work the contractors do belongs to the business, not contractor
- **No fixed rates – Could fluctuate by project, season, etc**

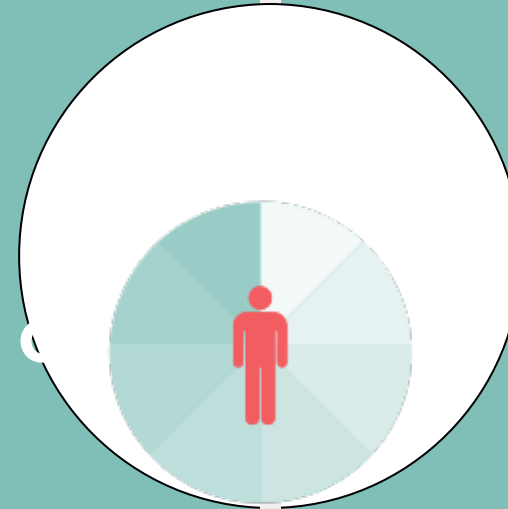
Agency



Do you need several specialized skills?

PROS

- **Access to a full team with a variety of skill sets**
- **Experience** – Agencies have done what you're asking for before
- **Presented with a plan for ROI**
- **An outsiders look and fresh perspective**



CONS

- **Higher hourly rate** – B/c of overhead
- **Establishing trust with an out of office team** – your business isn't their top priority
- **No control of turnover**

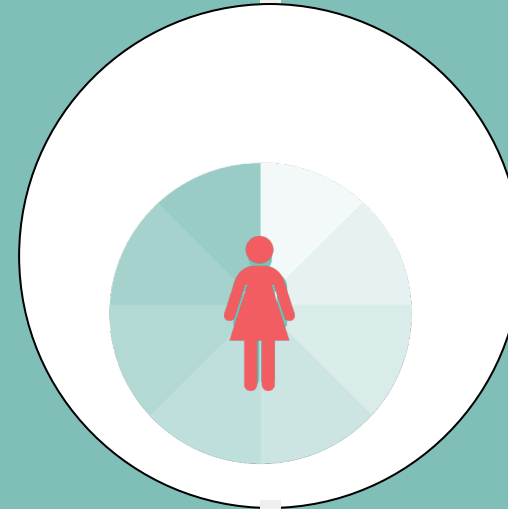
Intern



Do you have time to train?

PROS

- **Inexpensive**
- **"Try before you buy" hire**
- **Providing opportunity for growth** – by giving someone their first chance, they will be loyal to you



CONS

- **Inexperienced** – with project and professional manners
- **Time-consuming** – Must teach them the task at hand, how business works, how what they are doing fits into overall business, etc
- **Benefits of a FTE**

Hiring plan



	40 hours/ week?	Specialized skill?	Need a team?	Can you train?	Budget ?
Legal					
Operations					
Sales					
Marketing					
Development					
Accounting					
HR					

Hiring plan – example: Development



	40 hours/ week? <i>FTE</i>	Specialized skill? <i>Contractor</i>	Need a team? <i>Agency</i>	Can you train? <i>Intern</i>	Budget?
Development	?	Y	Y	N	\$3K/mo
Reasoning	Not sure if this is a 40hr/wk job, some weeks will be, others are not	Yes, definitely	Yes, I'll need many complementary expertise	Ha! Coding is Greek to me, so no.	
Conclusion	Since we need multiple specialized skills, the bandwidth needs will fluctuate and our budget covers a monthly retainer \- we are going with an agency .				

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PROWESS PROJECT

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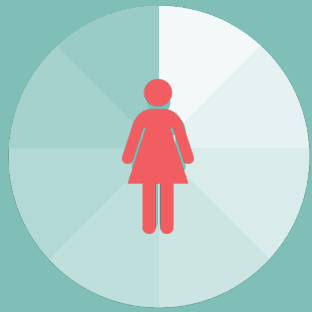


website

prowessproject.com

Content URL:

www.prowessproject.com/how-to-build-a-team



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