

Faster. Leaner. Stronger

Key Takeaways

BeenThere  DoneThat



For Brands

1. Open Talent (OT) complements permanent roles with agile, senior talent on demand. It is particularly helpful for accessing hard-to-find skills and deep experience when disruptive, diverse thought is required, at speed.
2. Build a team around a problem rather than throw a problem to an existing team. The best OT come at the problem without an agenda, solution-agnostic. Be a learn-it-all, not a know-it-all.
3. For OT to identify out-of-the-box solutions, you as the leader must “define the box” and spend time on problem definition. You get the work you deserve.
4. To access the full potential of these OT communities, leaders must create an ego-less environment of empathy, openness and trust where internal and external teams own the beneficial outcome for the brand rather than seeking credit or reinventing others’ work.
5. Remuneration structures need to recognise this approach rather than being structures that drive scope creep. Compensation should reward better ideas and outcomes, not simply more outputs.

For individuals considering joining an Open Talent collective

1. Have a crystal clear value proposition, know what your craft or passion is. Be open and egoless; revel in doing amazing work rather than taking credit for it. Be happy in playing in a great orchestra rather than being a soloist.
2. Be fearless in bringing innovative, fresh thinking and strategically injected disruption.
3. Embrace the potential of the nonlinear career path, what you can do, what you can learn from others and how you can advance your career.
4. As in life, what you get out of an OT collective is a function of what you put in.

If you would like to understand how Open Talent can work in practice in your organisation, email david.alberts@beentheredonethat.co and we can start by talking you through some case studies explaining how other organisations have started tapping in to Open Talent.

