

Slide Text Handouts

Harnessing the Power of the Human Cloud

Business Innovation in Changing Times
N6 Conference
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tinybriefcase
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Agenda

- ▶ What does 'The Cloud' mean?
- ▶ What is the Human Cloud?
- ▶ Advantages of the Human Cloud
- ▶ Why the Human Cloud matters to you
- ▶ How to Use the Human Cloud

What is “The Cloud”?

- ▶ ‘The Cloud’ can be simply defined as the Internet
- ▶ “Cloud Computing” refers to both the applications delivered as services over the Internet and the hardware and systems software in the datacenters that provide those services.
 - ▶ “There is a clear consensus that there is no real consensus on what cloud computing is.” – anonymous blog post

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Software-as-a-Service (SaaS)

- ▶ SaaS is a rapidly growing part of the Cloud Computing ecosystem, particularly among consumers and businesses
- ▶ Traditional model: buy software on CD, install on one computer, maintain with updates, then eventually renew license or buy upgrade
- ▶ SaaS model: Software is accessed from any device with an Internet browser – there is no software installed on the device itself.
 - ▶ User pays monthly fee for using software
 - ▶ Data is stored remotely, and therefore accessible anywhere there is an Internet connection (home computer, work, iPhone, tablet, etc.)

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Software-as-a-Service (SaaS)

Examples of typical desktop software and their SaaS equivalents



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Software-as-a-Service (SaaS)

- ▶ **Advantages:**
 - ▶ **Flexibility** to access specialty software as you need it
 - ▶ **Lower total cost** of ownership (many tools are free!)
 - ▶ **No barriers** to access: simply signup and start
 - ▶ **Try-before-you-buy:** most systems allow you to try for 30-days without purchasing
- ▶ With secure passwords, data is more secure than if on an office computer
- ▶ Many resources available to migrate data into the Cloud (speak to us for more details)

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Defining the “Human Cloud”

- ▶ A virtual labour force that performs work without a physical presence.
- ▶ The Internet is used to find, review, hire, manage, and pay for this labour.
- ▶ Your browser becomes the interface for completely managing these human resources in the Cloud.
- ▶ Human Cloud can be used to complete a broad array of tasks – no job is too large or too small, as long as it is structured properly

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Some Tasks That Can be Outsourced to the Human Cloud

Promotional Contests	Speech Writing	Product Catalog Design
Grant Writing	Manuals	CAD Drawings
Market Research	Presentation	Travel Planning
Corporate Identity	Development	Email Marketing
Print Ad Creation	Human Resources	Campaigns
Translation	Search Engine Marketing	Enterprise Resource
Software Design	Document Management	Systems
Answering Service	Budget Preparation	Article Writing
Newsletters	Legal Contract	Help Desk Support
Patent Search	Templates	3D Graphics
Ad Campaigns	Benefits Administration	Audio Post-Production
Financial Analysis	Social Media Marketing	Press Releases
Reference Checks	Bookkeeping	Mobile Applications
Document Formatting	Competitive Analysis	Survey Research
Blog Writing	Viral Marketing	Package Design
Network	Office Management	Copywriting
Administration	Voice-overs	Cartoons and
Telesales	Data Entry	Illustrations
Trademark Applications	Desktop Widgets	Recruiting
Primary Research	Flash Animation	E-Commerce Store
Business Plans	Strategic Plans	Video Post-Production
Online Community	Event Planning	Database Development
Building	Brochure Design	Project Management
Sales Forecasting	Usability Testing	Display Materials
Technical Support	24hr Call Centre	Social Media
Image Editing	Staffing	Applications
E-book Writing	Policies & Procedures	Architectural Drawing
Web Content	Engineering Consulting	Animation
Lead Generation	Transcription	Online Applications
Public Relations	Programming	Website Design

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Advantages of the Human Cloud

- ▶ **Similar to Software-as-a-Service, Human Cloud offers:**
 - ▶ **Flexibility** : add resources as you need them, when you need them
 - ▶ **Cost** : compared to hiring someone full-time, the Human Cloud can save you 50-80%
 - ▶ **Speed** : identify, screen, and hire Human Cloud talent in hours vs. days in a traditional human resources model
 - ▶ Work can be turned around in 24 hours or less – allows your business to be more flexible and agile
 - ▶ **Transparency and Accountability** : outsourcing marketplaces rank and review contractors, post work samples, and let you screen on specific skills.

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Where is the Human Cloud ?

- ▶ Human Cloud is not just outsourcing to lowest-cost providers overseas
- ▶ Stay-at-home Moms, Semi-retired, Full-time contractors all engage in the human cloud
 - ▶ Allows many highly-skilled people to work casually or half-time on their schedule
- ▶ Many talented professionals in Canada willing to provide expertise to your small business for fraction of the cost because they are free of heavy corporate overhead

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Why the Human Cloud Matters

- ▶ Your time is scarce, fleeting, and very valuable
- ▶ Imagine what you could do with an extra hour each day to focus exclusively on your business
- ▶ Recaptured time = time with customers, employees, prospects, family
- ▶ Use the Human Cloud to recapture time taken up by tasks that are not vital to your business



Growth plateau

- ▶ Entrepreneur's instinct is to take on more and more tasks trying to conserve cash
- ▶ Wake up to find 80% of time is managing your business – focus comes off customers, sales, & growth
- ▶ As owner / entrepreneur juggles more tasks, growth is harder to achieve, and eventually stops or declines
- ▶ Burden leads to personal dissatisfaction, unhappy customers, and stress at home



How To Use the Human Cloud

- ▶ Accessed through outsourcing websites such as Elance, oDesk, Freelancer, Crowdfunder, etc.
- ▶ Sites can be specific to design (99Designs), data collection (Smartsheet), or something completely frivolous (Fiverr)
- ▶ Highly detailed job description, accompanied by scrutiny of contractor's credentials is very helpful in making hiring decisions
- ▶ Human Cloud project management services like Tiny Briefcase are available to guide businesses into the Human Cloud

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5 Pitfalls to Avoid Using the Human Cloud

1. **Not Choosing the Right Tasks:** Select tasks that deliver the highest return on your time.
2. **Job is ill-defined:** Focus on attaining very specific outcomes
3. **Choosing price over quality:** You get what you pay for, especially outsourcing.
4. **Insufficient oversight:** monitor work early and often to ensure the right results.
5. **Relying too much on one contractor:** spread your work out, and have a backup plan.

