

How Crowdsourcing Is Transforming the Workplace

Crowdsourcing is the process of obtaining needed services, ideas, or content by soliciting contributions from a large group of people, especially an online community, rather than from employees or suppliers.

The idea of crowdsourcing is fairly new, with the term only being coined within the last decade. Because it is so cutting edge, millennials have comfortably taken on the idea as part of their daily lives.

"Millennials value the opportunity to connect, collaborate, and create content for rewarding crowdsourcing opportunities like Doritos 'Crash the Super Bowl Campaign' and Apple 'Shot on iPhone Campaign,'" stated Chelsea Krost, Millennial Lifestyle Expert at ChelseaKrost.com. "These interactive and experiential opportunities

only enhance the chance of consumers creating User Generated Content on behalf of the campaign, all while building brand loyalty amongst consumers."

Among the most successful crowdsourcing companies are Uber and Airbnb. These companies have had wild success because they ballooned the supply to users beyond their employees to meet the demand they receive in the app and to ensure customer's needs are met and exceeded.



How Businesses Are Crowdsourcing

While crowdsourcing has become easily successful in the general marketplace, it has not always been present within a more traditional workplace. That was, until Reflik entered the arena.

I heard from Ashish Vachhani, CEO of Reflik, on how the company works. “Reflik crowdsources talent – we find top candidates in half the time and for half the cost, through our extensive network of recruiters and industry professionals. We cast a wide net, which increases the chances of employers finding their dream candidate. Our proprietary algorithm and dedicated account managers filter and rigorously screen the most qualified candidates. We pick the ten most qualified and ready-to-interview candidates in less than ten days.”

Reflik benefits both the hiring company and the referring party. Most hiring companies spend significant dollars on hiring traditional headhunting companies or hiring their own recruiters, who usually take weeks to return any qualified candidates, let alone to onboard them. Reflik uses crowdsourcing to gather a wider pool of candidates, then carefully and quickly narrows that list to excellent candidates.

On the flip side, independent recruiters or folks who join just to refer someone, receive a cash reward if their candidate is hired. The cash reward averages \$10,000, depending upon who is hiring.

With the advent of millennials taking on side jobs or side hustles, it’s no surprise they’re jumping in with both feet when it comes to referring candidates through Reflik. Vachhani weighs in, “We see millennials and other industry professionals referring their connections on Reflik as a ‘side hustle’ to supplement their day jobs – but we also see many with strong networks become full-time independent recruiters on our platform.



Crowdsourcing with OneSpace and Upwork

As jobs become more fluid and traditional workplaces transform to demand only contracting, freelance work has risen. In 2014, Freelancing in America: A National Survey of the Workforce found that 34% of the U.S. workforce was working as freelancers. Millennials have embraced this trend with open arms.

“It’s a wonderful time to be a freelance designer,” stated Olivia Herrick, Owner of Olivia Herrick Design, a full service graphic design studio. “There has been such a shift in the demand for contract work. I always knew that I wanted to run my own studio and the current market made it even more appealing to start sooner rather than later. Clients

want quality work delivered within budget and I am able to deliver that without the overhead of a traditional employee.”

Freelancing has naturally led to a crowdsourcing trend, with many companies stepping up to provide that platform, such as OneSpace and UpWork.

OneSpace and UpWork provide online marketplaces where freelance work is posted and skilled individuals can pitch themselves for the work. Since the online marketplace allows a selection from a deeper pool of talent, the work is often completed at a higher quality and a lower cost.



Stephanie Leffler, CEO of OneSpace

According to Stephanie Leffler, CEO of OneSpace, "Working with freelancers/contractors from across the globe gives companies the advantage of recruiting the best talent for the project and are not limited to talent that resides in the four walls of a traditional office."

On the supply side, Leffler states, "Freelancers are given options. They can pick and choose the projects they wish to work on and in return enjoy what they do while producing a higher quality output for the hiring party."

The recent availability of freelance crowdsourcing has made it possible for some millennials to become self-employed. The ease of locating demand for their skill makes self-employment attractive compared to answering to an employer. It's also a win for companies hiring out work, as Herrick stated above. Companies can pay for the work done instead of hiring on their own staff to pay whether the need is great or small.

As trends like crowdsourcing become commonplace in the working world, we shouldn't be surprised to see millennials riding the wave of change. Work may not look how it always has, but it often leads to faster, more efficient, and improved performance in companies.