Yurii Lazaruk: [00:00:00] Welcome to the Independent Workforce, the podcast where we explore the now and the future of work through the lens of temporary employment such as freelancers, contractors, fractional experts, you name it. Here we speak with CEOs, recruiters, founders, and industry leaders about how they work with independent talent.

The wins, the challenges, and the lessons learned. My name is Yuri. I'm growing the freelance market at Freelancer Map and International platforms has been connected top independent professionals with companies for over 20 years. And my guest is Matthew Matta, the CEO of Cuban Cloud, who lives and breathes the future of work and helps global enterprises scale their fluence programs and make.

Flexible talent, a competitive advantage who also is a published author, venture partner, and host of the leading global podcast, human cloud in the freelance space. So, welcome, Matt,

Matt Mottola: Gary. This is, uh, years, years that we've had this. Now thanks for having me, man.

Yurii Lazaruk: It's always pleasure, you know, talking to you.

I'm. Learning [00:01:00] from every conversation, and I keep learning. I, I am still curious. I still have a lot of question and you know, even though I kinda already told what you are doing and like introduced, you still share with me your background and what role do you play in the freelance market?

Matt Mottola: Yeah, of course.

So, so good to meet all of you out there. Um, I'm Matthew Matola. I lead Human Cloud. We are a technology platform that helps companies scale a flexible workforce. We do that. By connecting them with the right flexible talent solutions. And these flexible talent solutions are the ones that build up the best freelance fractional gig, whatever you wanna call it, communities.

My background, as you know, uh, Yuri, is since 2012, um, sort of being ahead of this. I, you know, I don't know what we're gonna call it, to be honest. We call it the flexible workforce. I think it's simple to just say flexible. We can call it gig, we can call it freelance fractional. Increasingly, we're seeing AI agents become actually some of these workers as well.

And I think if it's flexible by nature, [00:02:00] then we're gonna call it flexible. So we've been ahead of that since 2012. I've been, you know, operating in both the startup and enterprise circles. Did it at Microsoft, was early at one of the first, you know, big platforms in this space. And so it's, uh, it's been 10 plus years in absolute journey.

A lot of white hairs because of it, but I, I'm sure we'll talk about this, Yuri. The benefits sometimes are so simple and even sometimes the challenges. So simple, but now it's an honor to be here. Yuri,

Yurii Lazaruk: you know, some full-time experts are also flexible. Should we call them flexible workforce? Ah, I don't know.

Let's, let's, let's see. We'll debate. We'll debate. Okay. So from, from your perspective, how has the independent workforce market evolved in the past few years?

Matt Mottola: That's a good question. Um, slowly. Surely with blips of acceleration and those accelerations actually creating more hype and problems than they did actual helpful.

So the, the flexible workforce, which the clear definition, I think this will make it easy. Let's just define it independent for now, because I do [00:03:00] agree that I actually think full-time work can be flexible, but there's some caveats. So let's, let's throw it away. We're gonna make it purely the independent workforce.

It has grown between 10 and 33% for honestly since 2016. And not to get too much of a history buff, but if you look at like the history of this space, I would say it started in 1997 and that's when you started to see the first job boards. So basically Craigslist for jobs. 2016 is when you see Elan and oDesk merge to create Upwork 2018.

You see Upwork IPO 2019. You see Fiverr, IPO. And from 2016 till now, you start to see these specialized talent platforms percolate to the point that now the space right now as we speak, it's really big. It's really large. It has full global coverage. Now we look at a couple different metrics to say, Hey, this is how we look at how it's doing.

The first is the cagr, which means compound annual growth rate. It's been at 15 to 20% [00:04:00] forever. And it actually got adjusted this year up from 16 to 19%. That is, that's a huge deal. The fact that that was adjusted up and not down, I would've expected it to adjust down. So that's one. The second is when we look at the full time, uh, independent workers, that also has grown by 15 to 33% through these terrible years, which if you look at 20 23, 20 24.

It's been probably the worst time to be an individual worker looking at things like inflation, macro uncertainty. We're now sitting in a place of downsizing layoffs. You would expect that freelance would, would go away, right? You'd say, okay, this is, this is too insecure, this is too unpredictable. Just go get it.

Go get a job. That that's not the case. So the actual full-time has stayed growing. 15 to to 30, uh, percent plus. Now the last one that we look at, this one to me is the most important. The rise of, uh, of individuals that are [00:05:00] making over a hundred thousand dollars that grew, I think it was by 19% from last year to this year.

Um, that's huge. And the reason I love that metric is actually because it's a second degree order effect of looking at the company spend, because the problem in this industry historically has always been. Everyone will do it. So the supply side is, is huge, right? If you think about, hey, do you want to be able to work, you know, where you wanna work with, who you wanna work with at when you wanna work?

And the reality is you do usually make more money doing it. Um, but so that, that pitch, right? Like most people, most people would do it. Not everyone, but most would. Now the demand side is where it's been small. And so if you look at also where we stand today. Startups, they totally get it. Um, startups, SMBs, it's a little mix, but startups fully, fully get this.

You're seeing a lot of companies right now, a lot of startups, they'll be like five to 15 full-time people and then everything else will actually be, and we would call it [00:06:00] elastic to startups. So they've fully gotten it. Um, the enterprises is where, if you look at most of these large companies, let's say more than a thousand employees.

They're already spending on what we would call flexible talent adjacent. It's just that they don't know it and they're calling it rogue spend and they don't want it. And so you're seeing this like chicken and egg situation or like what's that? Um, that thing where things keep popping up and everyone keeps bopp it down.

Yurii Lazaruk: Yeah. Where

Matt Mottola: in these large companies now you have like CMO saying, Hey. I want flexible talent. And then you have procurement, hr, finance coming down being like, we're legal going, Nope, you don't want it. They still do it, right? So, so that number's a little shady, but, so we look at cagr, we look at growth of full-time independent, and we look at the a hundred thousand plus club, and those three metrics are, are doing really well.

Um, the last thing I'll mention here, I apologize for being so long-winded. Is, if you look at what happened from, from 2021 to 2023, you and you see this a couple times and we'll probably this will keep happening again. And [00:07:00] this is not unique to flexible talent. This is how technology grows is you see these blips and accelerants and if you think about it like you literally, if like if the people are watching this, imagine like you start to get 80% the way up the curve and then that 20% above the 80.

That's actually gonna fall really quickly. So you see like, okay, there's been a hundred new solutions happening. Well, 20 of those solutions are actually pretty crap. It's just that there was a, a hype and a wave and they, they grew because of that hype in wave. And so we did see in 2021 to 2023, we saw a lot of.

Not lasting models related to this space. And so that, but that's how technology happens, right? Um, but overall, those based off three metrics talking about before, it's a really, really healthy, uh, market.

Yurii Lazaruk: You know, coming back to what you've said that freelance, um, um, might be disappearing, but it's like it's running a business, you know, it's being an entrepreneur.

So entrepreneurship, entrepreneurship is not disappearing. So every, every freelancer who is, I mean, I'm not talking for a person who is like [00:08:00] working full-time and doing some small gigs here and there, just like one hour per week or I dunno, something like that. But more of these people who are like really living on that, who are like.

Finding clients who are, uh, building their personal brands and who are really running a business, running a freelance business. And, um, you also talked about this, uh, enterprises who doesn't know that they're working with freelancers even though they're working. And um, I totally get it so much easier.

When you are a startup, you don't really need to think twice. You know that there are experts, you pay them money. Maybe a little bit higher than for a full time, but you save time, you get a lot of experience, and you do things fast, super fast. What are the blockers, what are the biggest concerns that enterprises rise while working with freelancers or before working with freelancers?

Matt Mottola: Yeah, I, I think the number one challenge, um, and this, this is consistent across all of them actually, whether it's startups, small, large. Is really just status [00:09:00] quo. Mm-hmm. Um, that is always the biggest blocker and the simple, simple statement of, but we've always done it this way. That Right. That is always usually the core of it.

Um, then if you sort of peel that onion, right, we're like, okay, well what is it that's blocking you? Then you start to hear another couple of patterns, and one of those patterns is, well, I want them to work for me. Right? Like, that's usually the second biggest blocker related to that. Um, and, and usually like the status quo, they don't say it usually that one, they just, it's what's driving everything.

But they don't, you know, actually explicitly state it. The, the things they'll always usually state is, well, I want this worker to be mine. And then related to that, it's

Yurii Lazaruk: only mine.

Matt Mottola: And only mine, right? Yeah, exactly. And only mine. And then related to you hear things like, well, what about their loyalty? Right?

You'll hear things like, oh, we have such a strong culture here. Like, why? Like, are they gonna, are they gonna, you know? And so. That, that is like, by far the biggest [00:10:00] one. Um, when, and that's with startups. When you start to get up the large company realm, you do start to deal with just like structural things.

And so there is a lot of risk. Um, I I always say like, this, this scenario is real and this scenario will happen. And it's a question of how not sort of when meaning, how, you know, how you, you deal with it. And this scenario that I'm talking about is. An individual, if you're hiring a thousand plus, you know, freelancers, independent workers, whatever, an individual will go into a system that they're not supposed to, and they will steal a file and they will really f stuff up.

And they might do it intentionally or not intentionally. They might write code that ends up becoming, you know, a bug. They might write code that ends up attacking your whole system, like things will go terribly wrong. Now, with that said. That'll happen with employees, that'll happen with agencies. That'll happen with absolutely everyone.

And here's the crux of the problem, Yuri, that that usually honestly [00:11:00] is where we start to get to the solutioning is the problem is not that things will go wrong. The problem with, with freelancers and, and an independent workforce is that there's no one that you can sue. Now, this is such a boring, and I'm gonna try to say it in the most, like, not boring way I can, but think about it this way, okay?

You are a company that's making, let's say, a billion dollars plus, right? And you're, you're in risk mitigation mode for most of your life. Now you have two suppliers that are also billion dollar plus companies. They have massive business insurance protocols and all these things. So when they f up they, you know, you sue them and they give you the money that you just lost.

Now we have a million individual freelancers out there, and let's say like, oh, use me, I, IF up the code base. The company loses a hundred million dollars. They, what? Are they gonna sue me for my, my checking account? Like, here's $20,000. Like, how, you know, good luck with that. So, so that is a core, that is a core challenge.

[00:12:00] Um, and I would say usually what happens is that these, these, these executives and these companies, uh. The coming back to the status quo, they'll kind of inherently feel like, Ooh, no. Like I, I don't even wanna step into knowing what this risk is. And so a lot of times it actually is helpful when you bring up this risk and you bring up worst case right from the start so that they know that you're not like trying to pull a rug under them, right?

So when you start from like, oh, this is all perfect, right? It's better, faster, cheaper, you're gonna save 60%. Look at how smart they are. That that's true, but also it, you know, there is significant risk. But, so let's say that that's the number, the number one thing that we consistently see for everyone is that status quo usually related to, Hey, I want this person to be mine.

Mm. There's that feeling that they won't f up if, if, you know, it's, it's, it's your job that you have power over them. But I'm sure we'll talk about that's, that's not exactly the strongest argument right now.

Yurii Lazaruk: It, it kind of sounds like, uh, [00:13:00] in case of having a full-time worker, you have someone to blame, but in case of working with freelancers, there is no one to blame except for yourself.

And it's like the hardest part.

Matt Mottola: And if you yell at the freelancer, they have other clients. Right. I think the, one of the biggest, uh. I just, I, I think it's a societal shift to be honest. Um, and I, and I, this is where, I mean, you're, you know, I, I, in being and, and having the CEO hat, I actually feel for a lot of the executives in this, because I'll be honest, like in the, in the ruthless executive, you know, head that I have, yeah, it actually makes more sense for everyone to be full-time employee.

Like in a perfect world, every single person would be my full-time employee. We would all be at one office. I could come in, I could watch, I could make sure they're doing everything. And so. To act like that isn't like this perfect utopia, I think is also just ignoring reality. But with that said, it's not realistic.

It doesn't get you the best talent. The best talent doesn't live 15 minutes away from you. The best talent doesn't need to be babied [00:14:00] like they will, you know, give you immense value if you let them. So there's a lot of just kind of status quo disconnects that you do have to break down.

Yurii Lazaruk: So if we call green, green, and red, red, where do you see the biggest misalignments between company's expectations?

Something they think, how freelancers looks like, and freelancers realities?

Matt Mottola: I think the biggest, the big I, I, I actually love that framing. Um, I think the biggest disconnect is two things. One. They think that, oh, this is gonna be so hard, and two, they think this is gonna be so different. And so they don't step in it.

And so, so hard meaning, oh, there's gonna be so many processes that I have to adjust everything from, oh, we have to have a new job description. We have to have a new interview process. We have to have new onboarding, new management. Right? This is gonna be so hard. And then second meaning this is so different things like, oh, they don't look like our current employees [00:15:00] or vendors or agencies.

Oh, they, they talk a different language. They're Elian, Elian, and, and, and in both of those cases, actually the answer is no. That's just totally wrong. They actually look identical to your best employees. And it's actually. 10 times easier than the current hiring process. So, and I love that framing area of like green, green, but it's like green is what employers are looking for.

Other green is what, you know, freelancers want. And the reality is they want the same thing, right? They want to get worked on as quick as possible, what the highest amount of income, meaning they want to get paid the most and they want to have this person make them the most. Um, but what usually happens is they.

The employer comes and says, wow, this is so different. This is gonna be so hard. Or this is this, you know, this individual so, so, so different. So, and they just, they just clash. And usually what happens is the employer does nothing. Um, yeah. Which coming back to that status quo, they just go, okay, go with the same vendor.

Um, yeah.

Yurii Lazaruk: Since we're in the [00:16:00] same market, like how do we break the stigma?

Matt Mottola: Ooh, we just have to show wins. Growth, growth wins, revenue beats everything. And so I think this is where, this is where you do such a good job of literally just sharing, you know, how well things are going. Um, at Human Cloud, like when I, when I think about what we really are is we're literally just a massive flashlight trying to have the largest amount of reach, but also the most impactful, you know, uh, type of reach.

And for us, I mean. What gets anyone to move an example of what they could be if they moved into this direction. And so when you look at like how. As an industry, do we reach our potential? Um, and let me clearly define our potential. Our potential is $10 trillion. By 2030, we're sitting even, I would argue less than a trillion dollars, but so how do we get there?

Is we literally just have to quantify all the big wins that we're having and make it so easy to get started. Now, I'll bring up one of the quick challenges here that [00:17:00] I do think is. A lot of times in industry, we get so into ourselves about things like terms and, hey, people should be thinking this way. We make it as simple as this.

Whatever the client says, whatever the client wants, they can call it whatever they want. At the end of the day, they want growth, profitability, and efficiency. Right. We believe independent work, flexible talent is the better way to get there when they look at how to source, how to, how to, how to, you know, hire and source for their company.

That's it. Um, and I'll bring up like some, some big wins really, really quick. One is, if you look at here in the us, anyone, if they're doing their taxes, TurboTax Live has a. As a, a expert feature where you can in seconds be connected with an expert CPA, that's a freelance network. Um, if you look at some of the best companies in the world, how they're shipping software right now, in a lot of cases, they have a massive gig network to train the data.

They have a massive network of fractional, you know, developers to structure infrastructure. So [00:18:00] I just think sharing these wins, um, is by far the best thing we can do. And, and part of that, the last thing I'll say is showing how good the solutions are. We have, I mean, there are such incredible talent platforms out there doing incredible things.

They're not competing with each other, they're competing with the traditional incumbents, not anyone related in the. Flexible talent space. So that's my take. What do you think, Gary? How, how do we, uh, get these people? Spending?

Yurii Lazaruk: This episode of the Independent Workforce is brought to you by Freelancer Map the home of Freelancing.

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You know, um, I, I truly believe that is also freelancers jobs, not just companies, that they have to do [00:19:00] their best and they have to represent yourself, not as an individual, but as a, as the whole freelance market. And every time that you're doing a good job, you must. Do a good job in educate clients still, who cares?

I mean, clients doesn't care about what freelancers say. They care about what others companies and people like them are saying. What other CEOs are saying, how other companies I'm using. And that's exactly what I'm trying to do with this specific podcast. To talk to experts who are hiring freelancers, who are helping companies to hire freelancers.

To kind of share, like, share. No, we are not freelancers. We are sharing. How our experience and our client's experience of working with freelancers, you can learn from us. That's exactly what you've told about telling the stories. So I think that it's a lot about telling the stories and once again, not just from freelancer side, but specifically with company sites, with corporate, from corporate side, from startup side.

Can you imagine that some unicorn startup is coming like to some kind of like huge. Scene, conference, whatever, [00:20:00] and they start telling about how they grew because 90% of their workforce were independent talent. Like, boom, here we are. That's what we need. But once again, I hope that it'll happen. You know, at least, at least that's, that's what, once again, I'm trying to do, uh, specifically with you to help them understand it and to be vocal to talk about it, not just to keep all the benefits of independent on for themselves, but I can like, share it with the world because that's, that's how you grow.

You know, like you can't. Keep everything for yourself. You have to let others do the job, you know? So,

Matt Mottola: yeah, I, I would propose, URI I would propose, I think this will make it very easy, is whenever someone is talking about this industry, it's never a no. It's always a yes. And, and what I mean by that is if you have a startup founder that says.

Man, we really got to that next level because we had such a good contractor pool. Who cares if they call it a contractor pool, right? Or if they say, oh, we had, we had [00:21:00] 15, we had 15 people like Yuri, and it was awesome. Okay. Who cares what they call it? The reality is, and this is where, this is where freelance models and flexible talent models.

They're so fricking simple in that rather than having to go through payroll and having to go through all these processes in most countries, it's literally as simple as send me an invoice, rather than me paying you like an employee. That's, that's the fundamental difference. That is really it. Now when we talk about startups, they can get away with a lot more stuff.

So I won't get too technical. Don't you worry, but I'll give you some, some, you know, very tactical, um, how this looks. So if you're a, if you're a, let me start with large company. If you're a large company executive. And you have an individual working, and this is in the US working more than 30 hours a week for you coming onto campus and coming to your Christmas party, then you are screwed five years down the road when they, when the government realizes you've misclassified [00:22:00] this individual and literally, not to get too extreme, but you actually probably will get fired in the next two to five years because procurement.

Or legal or HR will see this and be like, what? What the hell? You're not allowed to do this. Now, if you're the startup founder, to be honest, probably nothing will happen to you if you are hiring contractors in a, in a non-classified, you know, properly classified way. But with that said, there are solutions to all of this.

And so let's say that you meet, you use you, let's say someone meets you Uri and you're like, Hey, I would. I would love to help. I don't want to be your employee. Okay? I'm gonna do this work. It's gonna be 2000 per whatever you want to call it, and you send the invoice and they pay it. Now, let's say this company or individual loves you, and let's say that you're starting to work 60 hours a week for them, right?

It's going incredible. There's now classification risk. But guess what? There's a solution for this. It's called an EOR. And so no matter what [00:23:00] challenge you run into the core principle of, Hey, I just wanna work with the people who I like to work with, who are really the most impactful. They can always stay flexible and independent.

It's just about structuring your solution environment to be able to, to fit for that. So that all comes back to your first question of biggest challenge and being status quo. There's a solution for everything in this space right now. From a business leader lens, it's all about growth, profitability, and efficiency.

Everything else is pretty much solved for in this space.

Yurii Lazaruk: And I know that the best person to ask for the solutions is you. Since you know all the tools on the market, you know all the platforms, you know, every specific individual who does different services, who helps companies do that. So any any questions, if you have any challenges, go ask Matt.

He knows everything. I mean, like almost everything.

Matt Mottola: Little

Yurii Lazaruk: bit so close to everything.

Matt Mottola: Lot of time to build on a database, right? It's all, it's all taken. Yeah.

Yurii Lazaruk: So. If you could design the perfect system for [00:24:00] integrating freelancers, what would it look like from the company side?

Matt Mottola: It would start by being ruthless.

Uh, around the outcomes or the inputs that you would like. Now, it would also not be too, uh, tight around what, uh, massive contradiction around what outcomes are required. Now, there's two, there's two questions that you, there's two directions that you can go when working with. Any freelancer, flexible worker, you name it.

And that is, Hey, I have this massive problem, can you solve it? The other direction is, Hey, this is what we need to get done. Can you get this done? Those are two mutually exclusive directions, right? Um, and they have different, uh, workflows. The I have this problem. My biggest advice actually to startup founders, enterprise executives alike is the fractional individual, the interim individual, the expert executive level, you know, independent worker.

They're better at you than solving the problem. And so [00:25:00] it's kind of dumb to tell them what they should do when they are better. Now, be ruthless in terms of what you're willing to give up. So don't just go hire these people right away. Come up with the tiered milestone approach and have them tell you what the metrics for success are.

And so let's say we're having a massive i'll, I'll use a human cloud example. So we need to integrate. Our platform to be SEO friendly for everyone listed on our platform. Now, I can spend hours working with the LLMs to try to learn it myself, or I could simply ask one of our SEO fractional experts, what should we do?

This expert will say, in one month, this is where we should be at. In two months, this is where we should be at. Vice versa, we frame the contract like that, right? So we protect our backside of spending too much money. Wasting too much money because the individual clearly states what success is gonna look like.

And we go based off that. So [00:26:00] that would be the first thing is be ruthless around which direction you want to go to in that hiring. The second thing I would say is allow that individual to lean in or not as much as they want. Meaning if you have a slack environment, get them in slack. If you have an office, bring them to the office.

If you have quarterly offsites, bring them to these quarterlies. I would say treat them no differently. Then you treat your employees. Now, if you're a startup, you can get away with this. If you're an enterprise executive, like I said, procurement, legal is gonna come down on you pretty hard, but that's okay 'cause there's solutions for all of this.

The last thing I would say is be okay with giving up responsibility. But document ruthlessly what's working and what has happened. So the worst thing you can do is bring on, and this is the same thing here with employees, the worst thing you can do is bring someone on and say, okay, talk to you next week.

And I'm gonna expect the world. [00:27:00] That's the worst thing you can do. And so the more that you can document everything within your organization, and this comes down to. You know, some little hacks that we see that work pretty cool is, let's say every single person on the team has to have like a personal PowerPoint presentation around who they are, how they like to work, what they do, fun things about them, right?

It's cheesy, but it's actually really, really helpful. Um, another one is within our Slack environment, and I'd give kudos to one of the best, you know, executives of a talent platform I've seen. 'cause he was the one who taught us this. In Slack, have everyone have an individual channel that says Name diary.

So for me, it's like Matthew diary, and what I do is every Sunday night, I lay out my three responsibilities for the week, what I want to get done, and then I actually use that as kind of my brain. And what it's, what it's replicating is when you're in an office. And you're just walking up to your buddy and being like, Hey, I had this idea.

Or like, Hey, what do you think about this? Right. It's [00:28:00] better, I believe, because you're not annoying people. They can answer when they want. But so having like very, being very intentional around that async versus remote and, and that, that is crucial. Um, but besides that, you're, I always go back, it's like they're no different than your best employees.

What do your best employees need? Replicate that.

Yurii Lazaruk: What is one small change do you think would accelerate trust and adoption of freelancers worldwide?

Matt Mottola: Uh, I just think it's giving up control. You know, is it real? Is it real? I really do. I I, I, I would, uh, I would say it's giving up control, but then all that control that you give up, replace that with being ruthless about accountability.

And so let's say you have a. Like five direct reports right now. And you like the fact that you see them every second and you have more of the control. Well, what if you gave up telling them what to do? Right? Like start with that. Like give up telling them what to do and go back to like, have them draw up the project plan, have them draw up the [00:29:00] milestones, have them whatever you're doing.

But then second. Is don't, don't be too nice in terms of if they said they were gonna get this done in two weeks and it's not done. Alright. You know that saying like, hire fast, fire faster. That's okay. Um, I think one of the other big myths, and, and listen, this, this world I would say is way more personalized than a typical corporate world.

Um, there's people that you love working with related to, you know, little quirky things that in like a corporate environment probably isn't as. Cool. But, so the, the reason I bring this up is because a lot of times we all feel bad about firing, right? Like it's, it's not a pleasant experience. I hate firing.

Um, absolutely hate it. With that said, in this world, you're doing a disservice if you're not firing someone because you're forcing them to work on something that you don't like them working on and vice versa, you're hurting their long-term economic se security, I believe. So it's, it's. I think it's okay to [00:30:00] fire fast in this world.

Um, don't just like zing them, like don't wake up and be like, you know what, I'm firing a hundred people. That's just stupid. Um, but be ruthless around what is the success criteria look like and, you know, if, if more than three times they don't hit it. Yeah, it's, it's okay to quit the engagement

Yurii Lazaruk: and it's so easier to do with freelancers.

You know, it's easier to start and it's easier to finish. So basically you don't risk anything. You don't have to deal with governmental stuff when you are talking about the full-time because when you are hiring, it's kind of like hiring for life, at least in Europe. Um, I believe in the US it's a little bit easier.

You can just send a message. Hi, he off. Fired and still similar.

Matt Mottola: Still similar, yes. Still similar and

Yurii Lazaruk: endless free answers. You're totally like, you agree on the shore and then like if something go wrong, you're like, Hey, here is the moment where we pass our ways and then just everyone goes where they want go and um, it's totally go.

Good. And you go and. Work with another freelancer and try and see and find who are the best experts you continue working with. And [00:31:00] usually the best thing, the best thing is this great experts, usually they have network of other great experts. So basically finding one person, you unlock in the whole world, the whole network of other experts.

And it's like, then it, it just keeps going on. You know,

Matt Mottola: you, you know what I love Erie about. Um, and, and I, and I bring this up because you've. You've seen it. Um, what I love about the mindset shift in this, and, and this is purely on, you know, the hiring slash executive side, is that it's, it's a mindset shift in terms of you're not giving someone a job, you're giving them opportunity.

Now, the hard part about that is that you, you aren't just taking, you know, a job rec that HR gave you and just like interviewing candidates for that. Like that's, that's not this world instead. You're saying, here's an opportunity of value that we need, and if you can deliver that value, there's gonna be more of it for you.

I'll give you a perfect example. Like one of the things that I struggle with as, as founder, and, and this is where like I'm more of [00:32:00] a founder than a CEO, is I freak out about people not getting paid. That is my biggest fear ever. Right? Because of that, I look at every. Job and every person we bring on as is there a clear path for their ROI, because if there's not, then we're not gonna be able to afford them in three to six months.

Right? Yeah. And you've seen this directly, Yuri, when I'm like, Hey, jump into the community, check this out. If you see opportunity, let us know. But it's a two-way dialogue of, Hey, I think I can add opportunity here. And then the employer. Being like, wow, okay, let's do it. Signed today. Here's the retainer.

Right. Let's get going. So that's a big, big mindset shift. Yeah.

Yurii Lazaruk: You know, Matt, I wish to have the sky is the limit, but time is the limit. So the final question, what advice would you give to companies just starting to hire freelancers?

Matt Mottola: Oof. Um, pick, pick one of your fastest rising employees and give them five to [00:33:00] $15,000 and don't put any restrictions behind it.

Um, I would even add, don't force them to hire a freelancer, actually. Um, let them go, you know, purchase a Claw and Gemini subscription, but then also realize. That, Ooh, you're, you're gonna need the, the human to really get there going. Um, we've, we've seen that usually be like the biggest, biggest, biggest low hanging fruit slash massive impact is find that, and usually it's an individual that's between the ages of 25 and 40.

They have been at the company for a little bit. Um, they really just wanna make an impact, right? They're really, really ambitious. And to be blunt, you don't have enough budget to give them to open up headcount or what you traditionally give, you know, the next promotional class. But give them five to $15,000.

Tell 'em there's 2000 plus flexible talent platforms out there. Go spend it. Um, and even give 'em a limit. Say like, you have to spend this in 60 [00:34:00] days. People have done that to me, Gary, and it was one of the best experiences for both parties. So that's my one piece of advice. Um, don't, don't, don't make it anything below 5,000.

It's also a piece of advice, you know, keep it over five, under 15. Um, 'cause then if you give 'em like, you know, 500 bucks, it's like what? They're gonna edit a PowerPoint for their kid's birthday. Like, then you don't get something real. Um, but that'd be my advice here.

Yurii Lazaruk: And last but not least, name two people I should reach out to to talk about the independent workforce.

Matt Mottola: Oh, Yuri. Good salesman. That was Yuri, that was, uh, props. Props on that. Um, that's a good, so, uh, I'll do a, I'll give you three 'cause 'cause I'm gonna have do a selfish plug. So I think you should definitely talk with one of our co-founders, Tony Buffum. Um, he, yeah, he's been ahead since 2018. On getting flexible talent into these enterprises.

So that one gotta do that. I think there's a couple other really exciting founders, um, that I'll, I'll recommend because we have all of them in our network. I can't say [00:35:00] one or else I look like an a-hole. Um, but I can name, I can name some clients, um, or I can name some on the company side, I think. You're gonna be talking with Mina.

Go talk with Mina. Um, there's a guy named Steve Rader over at nasa. Go talk with Steve, um, a Saul Ngi over at a DP. Go talk with her, uh, Sandra over at Hydro and Struggles, go talk with her. So I'll, I'll send you those after the show, but you almost got me to step into naming my favorite platforms, which would,

Yurii Lazaruk: looks like we're already, uh, talking about making some introductions, but we'll talk about it later.

And what is the best way to connect with you?

Matt Mottola: Yeah, go to, uh, human cloud.com. Um, for those listening, boy do we have to spend so much time to get the.com, uh, presently. But, um, yeah, human cloud.com. If you wanna use our platform, it's app human cloud.com. Reach out to me on LinkedIn. As you know, Yuri, I'm, I'm pretty lazy, um, but I'll probably reach out, uh.

Don't spam me. Like, don't be like, Hey, you know, are you looking to increase your [00:36:00] video production? No, we have a team. Um, but yeah, reach out to me on LinkedIn,

Yurii Lazaruk: but you never know. You might spam just in the right way. Maybe something very, very valuable. So you never know, but

Matt Mottola: you can, if you can make us money, we'll pay you money.

It's, it's a really simple transaction.

Yurii Lazaruk: That's how it works. You know, Matt? Yeah. Every time I'm talking to you, I'm learning something new. Every time I'm talking to you, I'm having a lot of. Fun. We have a lot of love. I have a boost of energy. I don't know how you do this, but I totally know that you are a great expert in this field.

Thank you so much for all the things that you are doing to grow the independent market, and yeah, thank you so much for sharing your experience openly. Let's continue building this market

Matt Mottola: to many more, Yuri, to many, many more. Thanks for having me, my friend.

Yurii Lazaruk: Yeah, see you on the freelance market, and for listeners, thank you for joining us on this episode of The Independent Workforce.

I hope you've taken one step closer to working smarter with freelance talent. If you enjoy this conversation, subscribe to learn even more, and share it with your colleague. And remember, the future of work is now.