

Hiring Freelancers: What Companies Still Get Wrong – Episode 12 Kaja Storbeck

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 to CEOs, recruiters, founders, and industry leaders about how they work with independent talent.

So 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 Kosh Tobe, a passionate recruiter at progressive recruiting part of S3, who is bringing the gap between companies that need.

Specialized experts and best talents and the professionals driving innovation forward. And also on a mission to bring skilled people together to build bright future of work. So welcome Kajan.

Kaja Storbeck: Yeah, exactly. Thank you Yuli, uh, for the great introduction. Uh, very [00:01:00] excited to be here today.

Yurii Lazaruk: Always happy to learn from you, to talk with you.

And I did a little bit of introduction. And still share with me your background and what role do you play in the freelance market?

Kaja Storbeck: Yeah, of course. Uh, so yeah, as you already introduced me, my name is Kaya. I am currently living in Berlin and also working here at the company S3. Um, so S3, um, basically is our.

Let, let's call it like, um, mother Company and S3 has a different brands that we work on. And my brand that I work on is called Progressive. We are focused in the engineering world, and I am more specialized into the trained business. So everything around, uh, train, uh, trains and, um, the, the companies that build the trains and, um.

That's where I place freelancers in. [00:02:00] Um, yeah, and it's a lot of fun and I'm excited to share more today.

Yurii Lazaruk: All people think that freelancers are just developers and that's it. But you are already proven them wrong. So tell me from your perspective, how has the independent workforce market evolved in the past few years?

Kaja Storbeck: So it's evolved, um, pretty good because I feel like that more and more people that feel like are very good and very skilled go into freelancing. Um, which is great because more and more companies get the understanding of, okay, we do have another option, this freelancer thing, you know, and, uh, we can place them into our companies for special projects or if they need any.

Special, uh, skill, uh, that they don't have in, in their company right now, and especially in my world. Um, so as I said, I am, uh, only taking care of the, the train business. So companies that build the train, and it's always project work, you know, because there's a train [00:03:00] being built. So the, so the level. Of, uh, workforce or workload goes up.

So of course they need more people and they cannot hire internally for long-term because that would result in long-term costs and, and, and so on. So that's why they decide for freelancers and really experts to place into the projects when, when it's going up, uh, the workload, and then you know when it's, when it's going down again.

Then they can also, um, uh, let the freelancers go out of this project again.

Yurii Lazaruk: You know, it sounds like Netflix, uh, when you're shooting a movie, you are not. They hiring. Like you don't have all the actors and all the crew like being employed in your company. You just invite them for the specific project, then the project is done, and then you invite another crew.

And I feel like it's a great flexibility. And for example, if we are talking about companies that, um, I don't know, Microsoft and, um, they have like [00:04:00] tons of people working for them full time. Mm-hmm. What is, what is the benefit for them of hiring freelancers?

Kaja Storbeck: Well, so it always depends, but of course it can be special skills, special knowledge that they don't have, you know, it's like the flexibility.

So for example, if someone, um, is, is getting sick or there's an important project or, um, for example, at the end of the year. They still haven't achieved the numbers that they should have. You know, they can place some people in

for like three or four months to really, uh, get on some, some pace and, uh, try to achieve those numbers that they haven't.

So there's, you know. So many options or cases where a freelancer can be, um, placed in. And, um, it's just an option that I feel like a lot of people still don't know. Um, a lot of people, uh, companies don't know about this option. So, you know, my job is also to bring some understanding [00:05:00] into the market and into the business world.

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Yurii Lazaruk: Do you think that they don't know or they don't want know?

Kaja Storbeck: Maybe little bit of both. Um, because they, I, I mean, I talk to a lot of companies that just don't know how this whole thing works, you know? So I'm there to really explain or to say like, Hey, let's do like a test for three months and we can try it out with a freelancer, you know?

Um, but uh, of course there's also some people that say. Why should we do it? It has been working for the last 50 years. Why should I place a freelancer in now? Um, because it, we, we didn't use them at all the last 50 years, you know?

Yurii Lazaruk: Yeah. When you hear that, what are your arguments for working with freelancers?

Kaja Storbeck: Because it's just how the market works in, in today's society, I would say, you know, um, people want more flexibility. They want more options, you know, also. Um, of course [00:06:00] salary is a big point, you know, as a freelancer, if you go into different projects, of course you can, um, talk about your salary there and, and, um, it's, it's, um, more flexibility that people just want.

And, um, I think it's good for the managers to know that very, very good people that know, that are skilled are most of the time going into as a freelancer now. You know,

Yurii Lazaruk: I, I hear a lot about skills shortage on the market, and it's getting harder and harder to find specific skills that you need on, on like a full-time market because either people are already employed in some companies or they understood that they can work and not be limited to one client, and they.

Turn into freelancing, they're independent businesses and then they can deliver the same amount of work and sometimes even more and more effective, more productive to different clients. So why should [00:07:00] they ever be owned by companies? So that's, that's to your point of like skills and getting the access to, to this bigger pool.

And I'm curious, you also told that, um, companies are. Telling you that we were doing it for like 50 years, and when you explain them what are the free answers, how to deal with them, and they're like, oh, okay. We're ready to start. What's the next thing that is blocking them from starting actually working with?

Kaja Storbeck: So when we speak of objections, uh, that, that's how I call it. Um, there's, there's a couple ones, you know, it's like the, the budget. They don't have enough budget. Maybe that blocks them or they don't know really where to place the freelancers. Where should the freelancer, um, work on what, what kind of like access?

Does he, uh, is he allowed? To be getting. Um, also, um, one question or one blocker that I got was like the, [00:08:00] uh, NDA, you know, they, they were scared that the freelancer would go to a different company, but in the same industry and like tell all the secrets, you know? Um, so those could be some blockers. Um, just because they have.

Not gotten the experience yet with freelancers.

Yurii Lazaruk: I feel like it's super hard to start something new and you know, for example, even people who are starting exploring ai, for them it can be like, oh my God, it's like rocket science, even though it sounds much easier than it looks like. So for a company to start with working with a freelancer, like what is step-by-step process, what they should do to hire a freelancer?

Kaja Storbeck: Yeah. So, um, to hire a freelancer, basically you need, you know, some, some budget left. Of course. I mean, that, that's important. Uh, you need to have like a need, right? Something maybe that's very urgent. Something where you need to have a lot of knowledge in, or like some kind of [00:09:00] project where you really say, Hey, from my people intern, there's no one that could deal with that.

Um, or maybe a new process should be built. So. There should be a need while you need someone of course. And, uh, then it's pretty much very easy. You can talk to us. Um, I explore the market in regards of what the person or the company needs, what, how much budget they have. So I really look into those, uh, requirements.

Then I find some people, most of the time my goal is to really present three cvs to the company, uh, within 48 hours so they can check on those. Um, and then have some interviews and um, some, some feedback, uh, talks with them, and then they decide for someone and then really go into like a test, right? So where we say, okay, let's do full-time, three months, we test it out.

And if there's anything that the company doesn't like or is unsure [00:10:00] about, they can talk to us. Of course. Um. But then also we have very, very flexible, uh, termination, um, periods, termination terms. Um, so it's very easy to get a freelancer in, but the same way, also a freelancer out, because a lot of companies are also scared, you know, having then a contract and being then, uh, oh my gosh, now we have this freelancer in, and now we cannot get him out and have to pay so much.

It's, it's always like a blocker in their head, you know, because if you. Don't give the freelancer a task, they're not getting paid, you know? Yeah. And that's very, very important to know that only, um, that only work is paid nothing else but for intern. You know, if they go on vacation or they are in home office not doing anything, they still have to work.

For, uh, uh, they still have to pay for their work. Right?

Yurii Lazaruk: Yeah. And it's also something that what is really frustrating [00:11:00] from freelancer side, when companies kind of ready to start, you already signed some agreements, et cetera. Mm-hmm. And then it's like weak is going on and there is no person who can like onboard a freelancer who can bring them on a project because they're busy or whatever, also to a point of accesses.

They cannot give them access. So Freelancer can't really start and it's like really frustrating because you are not getting paid because you are not working and you are kind of blocked because you kind of already have a contract. So it's like very, very, very, I would say, shitty situation for freelancer.

And I feel like companies have also has also understand this and ensure that when you are. Hiring a freelancer, you have to have everything in place. You

have to know how to do onboarding, how to do, how to give them access. You have to have a person who will guide them through, um, specific information they need to really start working on our project.

And also to a point of like objectives. [00:12:00] Um, you told about like NDA access, I believe there is also like compliance. So what is, uh, administrative stuff that companies need to do from their side? To hire a freelancer. And what do you do as someone who helps to hire a freelancer? Like what, what administrative part is from you on the freelancer side?

Kaja Storbeck: Well, basically if you work then with us or through us to get into projects, we do everything that, uh, needs to be done in. For you to just go into to the company and work there as a freelancer. So we, um, teach everyone about, you know, those, those tech situations. Um, if you are a new freelancer or it's your first project we teach you about.

The laws, the regulations, everything about compliance. We have our contracts that we do with freelancers, but also then with the client. And we have a whole legal team in our company at S3 that really, um, pays [00:13:00] attention to all the compliance there is in regards of putting a freelancer into a project at a client.

So that's everything that we do. Um, in regards of administrative, uh, work. So it's, um, I would say easier for the freelancer, um, because they can be sure that everything's secure. And also the client, of course, right. Um, but if you are on your own as a freelancer, of course you need to do, would, uh, need to do that by yourself and, um, yeah, that can be tough sometimes.

Uh, we all know the law situation in Germany, so there's a lot to pay attention to.

Yurii Lazaruk: And I believe it's also a huge blocker for companies because they immediately start to think of how many things they have to do to hire just one person and then like, ah, no, I won't do that. But I also believe that if they sign a contract with you, they have access to like huge pool of talents.

And then each time that you are hiring that they want to hire another freelancer. They don't already have to go through this [00:14:00] procedure. They just reach out to you like, Hey, Kaya, we need person for this project. Here is a budget. And then I believe that they just get freelancers. And I'm curious, how long does it usually take from the moment that companies coming to you with a need of a freelancer?

Mm-hmm. Till you. Finally, two free answers finally start working.

Kaja Storbeck: Mm-hmm. It depends. It can be two days, it can be one week. It, of course, it always depends on the response that I'm getting from the client, but if the client is very, very committed and they respond within five minutes, I can place their, someone today, for example, Friday, I can place someone on Monday.

You know, uh, depending on how fast you, you need someone, how flexible you are, um, what the requirements are. But we can be very, very fast just because we have a huge data bank. Um, it's, it's huge. We have over 1 million, um, CVS in there, uh, from all different industries and [00:15:00] all kinds. Um, also I have my network on, on LinkedIn, for example, over 10,000 contacts.

Just from the rail and train industry. Um, so it's crazy there. And of course we also know our freelancers, right? That's what we do every day. We talk to the market, we talk to the people. And you know, if you name some stack right now, I could tell you who, who would be available like, uh, from, from November on.

You know?

Yurii Lazaruk: Yeah.

Kaja Storbeck: Because it's my job and my job or my goal is to make it as easy and simple as possible. It can be for candidate, but also the client of course,

Yurii Lazaruk: you know? And also what I hear, that there is a lot of flexibility from your side too. Because let's imagine if we are hiring full-time, HR won't work on Saturday or Sunday.

And uh, also like people full-time, they're kind of untouchable on weekend. And I feel like that's the beauty of free. And because if you are, as you've said, to receive a project on [00:16:00] Friday, which usually on Friday nobody works. Like, let's be honest, nobody works on Friday. Like after, after 12:00 PM everyone like, yeah, I'm already in a holiday mood or like weekend mood, whatever.

And then I believe that you can message freelancer at like 7:00 PM Friday and they can answer you on Saturday, on Sunday. Or maybe you can even catch up on a quick call because once again, freelancers don't have fixed time work. Mm-

hmm. And they may like work on Saturday and then they have Monday off, or like they can have like part of Monday off and work part of Sunday.

So it's like, not that like they have this boxed, uh, work workforce and um. So we were talking a little bit about like the client side, about the company side and from the freelancer side. So you definitely talk to them a lot. And what are the most common frustrations they face when working with companies?

Kaja Storbeck: The most calm frustrations. Yeah. One point that you already mentioned, if there is no one that can, can onboard them or, you know, the, the project's not [00:17:00] going or there's not enough work for them to do, especially when they are, um. Uh, hi, let's call like hired or placed into the project for full-time, but then all of the sudden there's, uh, not enough to do and, uh, they're part-time only working because then they are not receiving the amount of money they expected, of course.

So that can be like frustrations that I dealt with in, in the past. But then of course, again. We are the ones that are calling the client then, and really taking care of this issue, you know, because we are also, uh, expected that the person will be, uh, taken for full time and that's how we calculated our prices to the client.

Right? Yeah. So, um, we are the, the, the ones. Let's say in between. If there's any issues or anything that's, uh, happening, which was not, um, discussed, uh, before then uh, we will of course, uh, try to find solutions there for, for the [00:18:00] freelancer.

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

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In a perfect world. How is the best collaboration from company side looks like with a freelancer and, and what I'm talking about to, to I give you a little bit of context. So you have a project, you signed all the contracts, like everything is clear and freelancer is like ready to start on Monday. Like what should company provide right away on Monday?

So freelancers can just go and do their job.

Kaja Storbeck: So I have one client who's my, let's, [00:19:00] let's call a perfect example for a perfect way. How to work with, uh, freelancers, because my freelancers go in there and on Monday the laptop is ready. Um, all the um. Ev everything's working on the laptop. They have the access because they have prepared this before.

And I, um, of course also had a lot of projects where, uh, my freelancers came in and they had to wait for a laptop and so on, which takes a little, um, but we. We were able to find solutions for that as well, of course. But, um, yeah, perfect scenario is, uh, when the client is also preparing, you know, and they talk to the team and prepare everyone, like, Hey, there's someone coming on Monday.

And, and really also be welcoming them and, uh, try to give them a very warm and, and good welcoming because then this collaboration will be. Amazing. You know, if everyone's communicating, everyone knows from each other and they have everything they need for their [00:20:00] work. Um, so that's the best, um, best, uh, the client can prepare.

Yurii Lazaruk: Talking about communication. So when you hire a full-time person, they usually have like. I don't know. 1, 2, 3 months is onboarding period, and they're getting to know colleagues, so they have a lot of time. Freelancers in the same amount of time can already finish working on the project. So it's like fast forward, like super fast onboarding, super fast meeting with the team.

So what, what do companies need to create, like how they can create this? Um, friendly environment for freelancers to join.

Kaja Storbeck: Yeah, so basically laptop is ready, everything's installed there. Um, they get some paper or some, um, things they have to read through, maybe also in advance. You know, that's, that's also something that I always, um, tell my clients.

Like, Hey, if the freelancer need to read through something or needs to prepare something for the first day, you can already send them some stuff so they are prepared, [00:21:00] you know, so they can get started right away. And there's not a lot of. Back and forth, which, which I really like because of course for the freelancer is also the goal to get the project, uh, to get on the project very fast and to be able to work, um, on there and not to handle or deal with some

administrative stuff and, and, uh, onboarding, you know, because it's not a lot of time for that.

Of course.

Yurii Lazaruk: Where do you see the biggest misalignments, like misunderstandings between client's expectations and freelancer realities?

Kaja Storbeck: Um, so basically, yeah, there is some, wait, let me think about it. Um. So clients, okay. Can you repeat it again? Sorry.

Yurii Lazaruk: Yeah, so clients have something on their minds. They have some expectations, and there are freelancers, freelancing realities, and then client's expectation does not meet freelance realities.

So what are those misalignments between expectations and realities of working [00:22:00] with freelancer?

Kaja Storbeck: So, of course I used to have, um, some, some projects where the client says, what the freelancer is not, not done yet. You know, we would've expect, we would have expected it to be, uh, going faster than it is going right now.

So then I talked to my freelancer and I said, Hey, what's going on? You know, the client already thought you, you finished it. But then he was like, yeah, I would've finished it, but I didn't have access to this, I didn't have access to that. So, and he told my client, of course. And, um, so, so there it was an issue with the accesses, for example, you know, and of course then he couldn't have finished everything.

And so that's something, um, that's, that's missing. So if the client expects. The freelancer to be working very fast, then of course he or she needs to have all the accesses and there shouldn't be any blockers to that, you know? Um, [00:23:00] another thing I had was, um, that they expected, um, the freelancer to have a knowledge.

That he didn't have because they also didn't ask him in the interview. Right. And, um, I always tell my clients, Hey, if there's anything very, very special, I would suggest you doing like a small test round. Or also take an expert from your team into the interview and ask very specific questions to really see if this freelancer is able to do that.

You know? And, um, if you have those expectations. Then you need to challenge those so you're not, uh, deciding for a freelancer and then you see he's not able to do it, you know? So that's something I had in the past as well. Um, but we were able to find solutions for that as well.

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Yurii Lazaruk: And it also sounds like a little bit of miscommunication when mm-hmm.

Clients are not communicating properly with freelancers for some reason. I don't know, [00:24:00] maybe they do not think that they should spend time talking to freelancers, or maybe they are, don't understand like all the, all the needs that. It's still, it's still kind of person on your team. So even though it's like an independent, it's still like the parts of your team, at least for the time that the project runs.

And you have to give all the information needed to dance a project because freelancer cannot like get it out of their mind and just. Deliver you whatever you have on your mind without you telling them about it. So, uh, it's, it's also like a lot about the communication. And we talked with you a little bit before the recording, that companies are not changing their mindset and that all those companies who are not changing their mindset and.

Are, they can miss out on the best talents, on the best skills, on the best experience. So I'm curious from your perspective, if companies, let's say for those companies who are still not working with [00:25:00] flexible talents, what are risks that they face in the near future?

Kaja Storbeck: So I definitely see risks in, yeah, as you said, missing out on very good skills, very good talents, experts, knowledge that there is outside of the market.

Sorry. So, so let me start the sentence again. Um, so they're missing out on, uh, on Very good. Oh my God. Let me start again. Sorry. I

Yurii Lazaruk: can't hear him. You know, like, it's totally good. I mean.

Kaja Storbeck: Yeah. So crazy. Okay. Okay, let me start again. Okay. So I feel like that companies are missing out on knowledge, on, on skills, on really experts that have very good experience from different projects, you know, that can really do the same in your company that they, uh, have done in the past few projects.

And, uh, also. If you're just working with your intern people, everything's, uh, everyone's so [00:26:00] blind after a time, right? That's what, that's what they say. So it's this blindness. We have some kind of sentence in Germany we say, um, this, uh, this company blindness you have, and sometimes it's very, very great to have someone come in.

Have new experience, other ideas, new ideas, because this person is always at the top of the market, knows the new trends, uh, knows how it works. He has seen different companies where it has been working. So it's um, very, very good to sometimes just get someone in and get some new perspective. What there is and what kind of options there is on the market.

Yurii Lazaruk: You know, it sounds like when there is a junior expert and they're working on some kind of project, and then they come into their manager and say like, oh, I've been spending like two, three hours already on this task and I have no idea how to solve it, and manager like, looks like here. And then like, oh.

Really, [00:27:00] so manager sees this right away and it's of course, yes, they have experience. And not just that, to your point of this being blind, because if you are focusing on one thing, you might not know other ways on how to do it. Right. And you might just simply miss the single point and to a point that are really bringing this like huge market expertise, not just.

Like something that you have inside of your company, and I feel like the companies are really, really, really missing out on that. Mm-hmm. And how do you see the role of freelancers evolving in the global workforce?

Kaja Storbeck: Um, so I of course hope that more and more, um, companies have the understanding of the options there.

Uh, there is, and uh, also that freelancers are really people that are, um, a part of our solution and are not just people that we place in if we have a problem, but we can also place them in, in case of thinking of the future and thinking of how

do I, um. [00:28:00] You know, develop this company and really increase the knowledge that we have in the company.

And I feel like a lot of companies know already. And also when I look at our neighbor countries, for example, the Netherlands, they're very, very at the top of the game when it, when it comes to freelancers. And I feel like every company knows about this concept and about the option. So I think Germany is still a little behind.

But I hope it's, it's getting better and better, especially also when we have, you know, people like you or, um, events like, uh, freelance Unlocked and all these things to really get this, uh, out there and, uh, show the companies that, um, there is some options and there's so many good people out there that can really support and, um, yeah.

Yurii Lazaruk: And we also need to mention an elephant in the room. So we have all this automations, all this AI stuff coming. So I'm curious from your perspective how AI and automation changes the [00:29:00] freelance market and the global workforce overall.

Kaja Storbeck: Uh, of course it's interest. It, it will be very, very interesting. And, um, there is, uh, a lot of freelancers that are already getting specialized in these kind of topics with AI and automation.

And I talk to a lot of clients and they of course are also curious, Hmm, what is this? You know, what is this all about? And um, they already told me that they wanna automate. Some processes internally. So that's where I say, Hey, that's perfect, because I do have some freelancers that are perfect for that.

And they have the knowledge because they, uh, uh, also are learning, um, how to deal with that, you know? And, um, no one from their intern, um, uh, employees, uh, have this knowledge. So why not play as a freelancer in there for a couple of months?

Yurii Lazaruk: And how do you use AI in recruiting process?

Kaja Storbeck: So we are also, um, developing a lot of cool stuff with ai.[00:30:00]

Um, currently what, uh, we are actually, uh, using right now is, for example, we have, uh, CV screening with ai. Um, we have. Um, the, the best profiles, um, popping up that we, when we put like our key terms in, um, and sometimes, but

we are working on cool things, you know, where we can also have someone call you and it's AI and really get first your data if you are available, uh, what's, what's your budget and all these.

Things. So a, a normal person or a real person doesn't have to do this anymore. Um, we have a lot of automated processes, emails, uh, all these kind of things to really, um, help us of course, uh, get rid of the administrative task to really have a focus on. The people behind it and, uh, behind their cvs. And um, [00:31:00] also to the client to really understand the industry I'm working in and to really understand, okay, who's the freelancer?

What can he or she do and who's the client? And really connect those, uh, those people and really understand those connections. And I feel like ai, um, is not able to replace that at all because that's all about. Understanding really the, the human being behind that and then really connect to parts. But everything that's administrative, I feel like I can also give, uh, give to ai.

Um, 'cause then I can focus more on important things. And that's people,

Yurii Lazaruk: you know, it's, it is all about, like, AI can definitely go through CV and find some pieces of information about like the hard skills, about the experience, et cetera. And still it's all about the. Human connection and, uh, how can you make this human connection?

How can you know if the person is responsible, if the person is like answering to a communication, if the person is, if the person takes things personally [00:32:00] and, uh, really, really invested into the project and what they're doing. I, at least as far as I know, maybe I don't know everything, most likely. And most likely, there are some systems that are already doing that.

But as long as I know there are not, and we still need humans and we need still to have this conversation. And that's by the way, you are building like connections, relationships with other humans. And I feel like that's, that's, that's the best thing that when you have relationship with a client, you have a relationship with a crew answer, and if anything arise in between.

You can easily talk to them, you can easily solve this because you know those people and they will definitely, most likely, they're not like really bad asses. Most likely they won't be doing some stuff to like, make you sad or like make you like do your work best. So definitely they will try to, uh, to work and AI is not there yet.

We'll see what will happen in the future, but not yet. If you could design the perfect system for [00:33:00] integrating freelancers into the company, what would it look like?

Kaja Storbeck: Uh, actually it would look like, um, it's, uh, right now at S3 because I feel like, no, I feel like we are very pushed into the direction of building those relationships that you just mentioned and really have everything made easy for our freelancers and clients so that they can focus on what's important for them, and that's.

Finishing or working on the project, right? Mm-hmm. That's what, what they need each other for and everything else that's on us, and that's what we are there for. Um, so basically I would say, um, yeah, just, just work with S3 because, because, uh, I feel like, uh, we are, or what I receive as a feedback, we're doing a great job and, uh, that that's what we are there for.

And, um, yeah.

Yurii Lazaruk: And I mean like when you are doing this, when you are new to freelance world, when you have no idea [00:34:00] how to start or even if you know how to start, you still have a lot of things to do and sometimes it's good to delegate. And that's exactly because you are professionals, you are doing what you're doing for like many, many years, and for you it's like super easy.

And for someone, I feel like it's also like a huge blocker for many companies to start working with independent talents. They, they, they, they are not even starting the process, but they just think about of all of those potential blockers that they see in their minds, and they're already afraid of doing this.

Mm-hmm. Even without starting doing. And it's exactly, it's, it's very good to go to professionals, to someone who already done that many times. At least consult, at least ask how does it work? So it doesn't mean that you have to go and like work, you can't do it yourself, but still you need some help, some support.

You need to talk to someone else and hopefully to do it like in the easiest and the best way. And you know, Kaya. I wish to have. The sky is the limit, but time is the limit to the conversation. So what advice would you give to [00:35:00] companies just starting to use freelancers and to freelancers entering the market?

Kaja Storbeck: So first of all, to companies really work with, you know, uh, those with, with us, you know, people like us because as you also said, we are professionals. We are doing this for many, many years. So we, we know what we're talking about and we can really help the companies to decide for the best options that are on the market.

'cause, 'cause we have those insights. Um, and, uh, what I would give, uh, for freelancers as an advice. Um, so I am a huge fan of LinkedIn. Um, that's, uh, one thing that a lot of freelancers are not using, uh, still, um, to get some projects or to, um, get some contact. But network, um, is so, so important. So, um, don't underestimate that.

And, uh, yeah, also come to [00:36:00] us, um, to, to companies like us. Um, if you have any questions or you are unsure about the tech situation or whatsoever. Um, because also there, um, you know, we have legal teams, uh, we have professionals on board, so, uh, we can answer any questions there are.

Yurii Lazaruk: You know, you just mentioned LinkedIn.

It's just a question popped up in my mind. So when you want to expand your network of freelancers mm-hmm. What tools, platforms, or communities, like where do you go? What tools do you use in addition to LinkedIn?

Kaja Storbeck: Yeah, LinkedIn is my number one. Uh, then I use, uh, freelance de freelancer map. Those are my favorites, but there's also smaller ones and of course our own, uh, data bank.

Um, because it's filled with so many talents, um, it's, it's crazy. So, um, freelancers can of course also send us, um, their cvs and then we can place them into our data system. So then they will also receive some, [00:37:00] uh, offers or inquiries there.

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

Kaja Storbeck: So, um, then I would, uh, um, recommend my colleagues, uh, as, uh, actually, because. They are, um, those two colleagues that I'm, uh, saying are in different, uh, industries, which can be also very, very interesting. So, um, Sue is one, uh, she's in the e-commerce industry and then Robin, he is in the, um, IT industry. So, um, also very, very interesting, um, to talk with them.

Yurii Lazaruk: Got it. And what is the best way to connect with you?

Kaja Storbeck: Uh, basically, uh, everywhere. So, uh, LinkedIn I think is the number one. So it's just Kay do. But if you wanna reach out to my email, it's k do at Progressive de.

Yurii Lazaruk: Got it. Got it. Kaya, thank you so much, first of all, for what you are doing, for growing the independent talent market and for helping freelancers and [00:38:00] companies to finally find each other and to become more productive, to deliver projects faster, to get more experience and to learn to teach each other and to, I don't know, just to, just to become better.

And also thank you so much for sharing. Your experience here and like creating this knowledge base for companies and people who want to start working with freelancers or who are already working with freelancers and want to become even better because you have super valuable experience. And once again, thank you a ton for giving it away.

Just like that.

Kaja Storbeck: Yeah, thank you too for those amazing questions. Really had a fun time.

Yurii Lazaruk: And, um, yeah, see you in the freelance world. 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, [00:39:00] and share it with your colleague.

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