

How To Innovate Faster With Freelancers: Lessons From NASA – Episode 14 with Klara Hrubá and Kristýna Pechová

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, he'll 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 that's been connected, top independent professionals with companies for over 20 years, and my guests. Clara Aruba, a leader who's been shaping the talent and investment landscape of Central Europe for nearly two decades.

From leading commercial strategy at Haze, to now serving as CEO of Neman. That creates a trustworthy connection between companies and. Freelancers that both sides can rely on. And Christina pwa, a seasoned professional with over 13 years in HR contractor and leadership, who is a commercial director for technology at Neman, where she builds new business divisions, drives growth, [00:01:00] and helps team and clients thrive, who's also a certified coach and member of Inspire and Impact and passionate about developing people.

So welcome Clara, and welcome Christina.

Klara Hrubá: Nice to meet you. Thank you for having us.

Yurii Lazaruk: Hello. Super happy to have this conversation once again. It's the first time that we have this conversation with three of us. It'll be a little bit of experiment, but let's play this game. And the first question goes to Clara.

So over 20 years, I know that Ensis is, uh, on German and dark market, and I'm curious, why did you decide to enter the check market?

Klara Hrubá: Uh, okay. That is a really important question, I would say. So going back to also telling my story, I would say that it was not only my decision, but actually it was, uh, the decision of, um, our mother company, um, ICA Homan, which is a German company that was established 40 years ago in, uh, German [00:02:00] market.

They're actually the one of the leaders. Um, the European market when it comes to, uh, agency or recruitment work and, um, they were deciding back then in 2020 to relaunch Nomans in Germany. And my colleague, my peer, CEO of Germany, uh, es uh, Benjamin Walker, he, uh, had done tremendous work with his team. So they've been really successful these days, having more than 300 contractors nowadays.

So as they were growing in German, Germany. Uh, the, uh, board of, uh, Hoffman, uh, Ika Hoffman Group, uh, was deciding, okay, what we can do Indian markets. And, um, as we also tell you that, uh, Hoffman also operates on the tech market. I know, uh, their CEO Gabrielle for quite a while. Uh, we were working together on, um, association of Foreign Investments, attracting the investors to the Check [00:03:00] Republic and also cultivating investors environment in here.

And back then she was telling me, just giving me this like slight note. Okay, Chloe, you know what? I would be looking for a CEO, uh, to launch a new company, uh, that will be part of Hoffman Group that said, wow, this is really interesting. And back then, it's actually, um, it's been quarter of a year that I started the conversation with, uh, Hoffman Group.

To start commence in the Czech Republic. So that is the story. Uh, and we just started the business officially in September, 2025, and I'm happy to tell you more about that.

Yurii Lazaruk: I, you definitely have to start business with some kind of vision because otherwise it's kind of like always good to, Hey, let's do it.

Let's have fun still. I believe that with all this professional experience that you have behind your back, you definitely, they have a lot of understanding of [00:04:00] how it has to be, or at least you might have some kind of a goal or something like that. So I'm curious. What is your vision? And once again, especially since we're talking behind the scenes, that check market is very, very competitive.

So how do, how do you see this vision for Neman check?

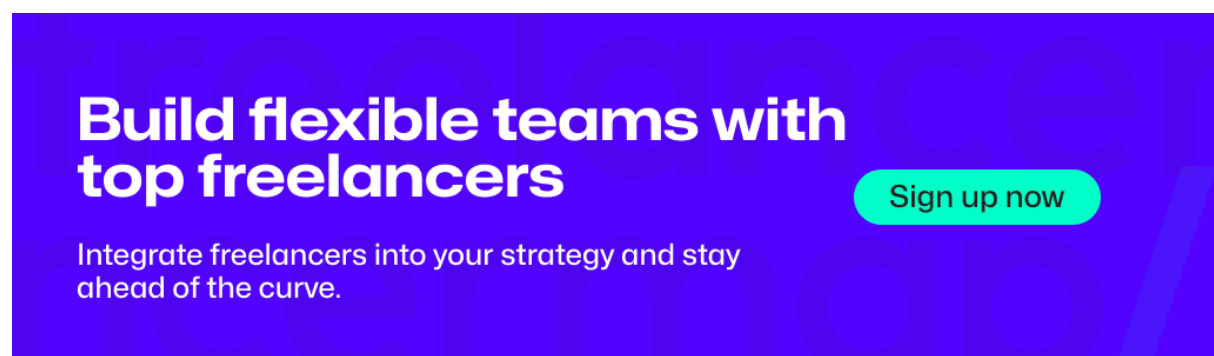
Klara Hrubá: Hmm. Um, the vision is to be a market leader, uh, in 10 years, um, in a freelancer business. Um, going back to what I have said and what you have already mentioned, that check market, it's been really competitive. We have so many, uh, companies that they claim they say and uh, that they do

freelancer business, but some of them are kind of, you know, the market's been really scattered.

Some companies are kind of, um, small companies of like five employees, for example, providing service influencer business. Some companies we can say that they are, um, system [00:05:00] integrators that also develop the software, implement the software, and they do also freelancing, uh, besides like along, uh, side with their core business, but it's not their core business.

And actually in the Republic, um. There is only really few companies you can account them on one hand that has the background of an international company that are on the level that they could be really partners to provide high level quality service to the corporate companies. So the vision is that in mens, also in the Czech Republic is, uh, becoming a strong partner in freelancing, um, business to the corporate partners, to the corporate work, to the co corporate companies.

And this is the background that I had from, uh, my previous employment and also, uh, my colleague Christina. [00:06:00] Um, so. This is, this is what we are, uh, aiming for. Yeah.

A blue rectangular banner with white text. The main headline reads 'Build flexible teams with top freelancers'. Below it, in smaller white text, is 'Integrate freelancers into your strategy and stay ahead of the curve.' To the right of the text is a red rounded rectangle button with the text 'Sign up now' in white. The background of the banner features a faint, stylized illustration of people in a meeting.

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Yurii Lazaruk: Got it. Christina, I'm curious, how do you feel about freelance market in Check and also what is your current role at ENSs?

Krystina Pechova: Mm-hmm. Thank you. Uh, the current market, uh, looks, uh, much more difficult than it used to be.

When I started, when I started 10 years ago, because 10 years ago it was a jungle. Yeah. Like everyone could buy a freelancer, like every manager, every everyone who has a budget. Could buy a free answer. So it was like a jungle, but it was like easier if you can access, like anyone in the company, if you're skillful, uh, in business development, you could do it.

But the, uh, 10 years later the market has developed and the procurement, um, like centralized, has centralized the processes. Not everybody. I'm talking about mid-size companies and. Particular companies that are corporate. Mm-hmm. Uh, they centralize their, [00:07:00] uh, they, they put some vendor management in place.

They centralize it, but I can see it. It's, it's much more difficult to get there because they don't know how to work with the suppliers and they have in place like 30, 40, even. I met company that has 60 suppliers for freelancers. So, uh, it's kind of impossible, uh, even to hunt for. It's, it's a small market, you know, in the Czech Republic.

So like, uh, yeah. Uh, so it's much more difficult. But, uh, I would say we are brave because we have a clear vision that we know what we can offer. We know our staff. We are, uh, seniors on the market. We are HR people who know how to develop people, how to talk to people, uh, also in like business terms. And we are brave to really take a lead with, uh, companies that are international, that are corporate, that we could be.[00:08:00]

Relevant and, uh, adequate partner for their businesses. We are not small company, not the garage company. Uh, we know our stuff. Yeah. That's why we are so brave, because we have also, uh, on our like, or there, there is back behind us or scenario support. Yeah. From Iman, also from our, um, sister company in, in Germany.

Mm-hmm.

Yurii Lazaruk: Christina, I'm curious, how does it feel to enter in total new market while still having this. Kind of like good name behind you. Mm-hmm.

Krystina Pechova: Mm-hmm. It's kind of amazing. I love it. I, I love it. I'm, I'm, you know, I'm pro business developers, and I, I also will answer your question that I did, didn't finish.

Uh, my role is to build a new division at the same time, to, uh, hire people, hire recruiters, hire account manager, senior one with the high quality of work, uh, with the, with the same values we have. [00:09:00] And, uh. It's been a, a journey and I really, when I'm doing bd, I always remember and, and, and carry with me the whole bunch of people.

They are experts that they are doing it for years. I always think of Ben, I always think of Clara and uh, also people in Ika Hoffman that, uh, they are with us and

they're experts. So doing BD with this mindset. It's easier for me, but. Yeah. But they can feel it. I think it's, uh, it's the magic. Yeah. That you know it what you can offer.

Yurii Lazaruk: Exactly. Exactly. And also, also to a point of bravery. Uh, I'm, I'm talking to many different, um, experts, many different CEOs, and, um, usually there are men and, uh, it's like even, even, even we're talking about Germany, it's like Ben there. Yeah. Uh, so I'm curious how. Women [00:10:00] leadership fits into this kind of like man technical world.

So, um, since, since Christina you started this topic, let's start with you and then would like to jump to Clara and hear her also her, her ideas.

Krystina Pechova: It's very interesting. Um, I'm happy to be kind of special but, and to take some advantage of it. But it's, uh, it's also level how you balance it, because you can use like women weapon, but it's not professional, like, you know, or where is the professional line.

So, um, in mes I think we are on the same page with Clara, that we are firstly professionals and, uh, we like to deliver high quality service and to build a really strong relationship with our, uh, clients that they can rely on us, and then we can have some like conversation, you know, about life and to really build like nice conversation and relationship.[00:11:00]

And like, that's it. But sometimes I can feel it. It's challenging because sometimes men just don't give up. Like they challenge me, they challenge me, so, uh mm-hmm. Sometimes I, I have the like, uh, exam, examination, so I got like, uh, 3, 4, 5 questions like a tech, you know, in a technic technical AR area to prove myself that.

I really understand it. Yeah. And then we are fine, and we can like, cooperate

Yurii Lazaruk: and then, and then speak the same language. I, I totally get it.

Krystina Pechova: Yes. Yes.

Yurii Lazaruk: Clara, how do you feel about that?

Klara Hruha: I think that Chrissy, uh, Christina has just, uh, named it, uh, well, I feel that it, for me, it's been an advantage. Uh, we both, uh, been on the like, recruitment market actually myself.

It's been like 20 years. Well, I started as a like it recruiter. And recruiting freelancers. It's been, um, really so much similar to like classic recruitment to, [00:12:00] you know, clients that are looking for employees. There are some certain differences when it comes to speed, when it comes to talent attraction, when it comes to some other, um, you know, marginalities, I would say.

But it's been the same. And for me, it's been so much interesting to launch new company, uh, with, uh, the background that we have. So we are not a startup and being, uh, in predominantly, uh, man, uh, because none of our competitors. As women in their management roles. I'm asking myself like, why is that? But the feedback that I'm already receiving, it's been great.

It's been great to see the support from my, uh, ex clients, from the colleagues, from the market itself. Uh. And at the, at least I [00:13:00] find one, uh, major Plus, which is we are not the same. We are here to transform the market and we want the market to know that Neman is here. And yeah, that our approach being, uh, a different, we possibly can discuss later, but the niche that we, uh, can offer, uh, to our clients that I really believe that there is a high added value.

It's not, uh, having, like only given. Okay. Um, women. Uh, like, uh, it or what is that? Right? But still, uh, we are, uh, supplying high quality service in hr. Well, we, we are in a people business. We are, uh, not, uh, in really technical world, even though we are, um, having the contractors. That are predominantly focused on it, but it doesn't mean that we need to understand that in depth.

Yurii Lazaruk: Yeah, exactly. I mean, like, you know, I, like long time ago I was [00:14:00] working in the bank and I was risk analyst. So basically I was not usually as a person who talks to clients. And then, um, I was working a lot with, um, front office department who are always going to meeting clients and speak with them. And then they told me this, um, kind of like trick that if they have, uh.

Decision maker, man, usually there is a person, there is a woman who is working with men and vice versa. Mm-hmm. And I was like, why? Why do you do that? Like why, why? Does it make any sense? They're like, yeah, because like usually like it's easier to make deals when men are speaking with women and vice versa.

And I was like, huh, interesting. So they had this rule, I have no idea if it works or not, but they have this rule. And also Clara told that it was. You, you feel like, uh, good feedback and you feel kind of advantaged. Do you, do you feel

that it's easier for you to, um, speak to men, CEOs or women's CEOs? Is there any difference?

I mean, like from professional side?

Klara Hrubá: Mm-hmm. Let me think about that. Well, for me personally, [00:15:00] not really, because I'm used to deal with like really frequently with both. Um, and, um, how I always lead the conversation is that I, um, really focused on the person. To know the person, to build a kind of a rapport at the first stage and then to understand, okay, um, how we can, um, if there is a, if there might be a path, how we can do the business together, but.

Um, so I do not see the difference, uh, how I, you know, interact. However, the feedback that I'm receiving is that, um, the stakeholders that we are predominantly doing the business with, who are it leaders? That, um, they, we, we are kind of a different, it's been different for them rather than for us, right? This is going back to what Christie [00:16:00] has, uh, has said.

So yeah, it's been more for them, different than for me personally.

Yurii Lazaruk: We are talking a lot about freelancers and usually, uh, when I speak to people, for example, in Poland or in some markets that are not. Really, um, understanding what freelancing is saying. Like, oh, freelancer is this person who make you a logo, or who creates you some pictures for your, um, media post?

And I'm like, yes and no. There are still much more to the word freelancer. You can call them independent and flexible workforce. Interim experts also are like professionals with years and years of experience who ready to jump on a project, ready to deliver you Great job and. They not always feel it. So I'm curious, since you've just opened the market and um, I, I, I would love to start with you Christina, like, how do you feel?

How do you feel people getting this word of freelancers? Or maybe, what other words do you use while talking [00:17:00] to clients? Mm-hmm. And talking about this independent workforce. Mm-hmm. Mm-hmm.

Krystina Pechova: It's also a topic in the Czech Republic and it depends on who you talk to. If you talk to IT leaders, team managers, CIOs in IT world, they know it.

Well, freelancer it, freelancer, it's someone I hire for a project. Through agency or directly, and I pay him for invoice for against time sheet. Uh, but the rest of the world, I think they don't have a clue. Like some of the hr, uh, if they are involved in the process, smaller companies, they know it. Hmm. But if, for example, I had so many experience, uh, like I, I called so into to so many companies.

I talked to HR director, Hey, do you use freelancers in it? No. At all. Zero. And then I went to [00:18:00] CIO or the. At a OT manager, and he told me like, yes, I have like 40 of them working in five different teams. So, uh, it's kind of, uh, yeah, it's not, it's not connected in the company and for the like, uh, public, I think it's, uh.

It, it's unknown or they don't know what, what to imagine. And we use Body Shop in the Check of Lake. It's, uh, it's common word body shopping time and material, uh, cooperation and mostly are external or freelancers. The like, if you are asking about the words how, what we use the most common word,

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Am I hearing correctly that sometimes, uh, CEOs and founders of companies may not even know that their other team members are working with freelancers?

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Krystina Pechova: Yes. Yes, yes,

Yurii Lazaruk: yes. How, how do you choose whom to talk to?

Krystina Pechova: Uh huh. Um, I always look how big is the company and, uh, what is the, uh, owner if it is international company or check company because there is difference.

If it is check company, I go for CEO or CIO If it is a corporate. It depends. Usually we go for procurement, but I can, I go always to search information for team leaders. Project managers are the best to talk to because they're talkative. So I love talking to project managers. So if you're, uh, this is a secretive.

If you want to know, uh, what's going on in the company, you know what team is hiring, project [00:20:00] manager is usually a good choice. Mm-hmm. And then I discover some information, and then I go to procurement. And, uh, who is really hiring, it's hiring manager, but they're very busy and they are most busy, uh, like the suppliers calling them all the time.

So they're really a bit pissed off and, uh, they don't have time. So the best way is to go to CIO, like from the top. Mm-hmm. My, my basic question, or, or like a short answer would be. On from the top.

Yurii Lazaruk: Clara, I'm curious, what is, what is your experience since you are CEO most likely are also focusing on CEOs and founders.

And as Christina just mentioned, they might not even know that some of the people inside the companies are working with, uh, freelancers. So how, how do you start a conversation?

Klara Hrubá: Mm-hmm. Um. Well, for me it's definitely from the top, uh, speaking to CEOs or, uh, it, uh, [00:21:00] leaders, uh, CIOs mostly. I am, uh, rarely talking to the, you know, team leaders as when we are opening the client together.

I am more having the role when it's. If it's an like bigger organization or a corporate or international organization, I am, as Christina is naming it, like opening it from the top, getting us listed, uh, on the board. And then I am, uh, handing over to Christina and her team. So they are then, uh, having the conversation.

And this is like. Uh, actually by the real job begins to be honest, because they need to, uh, build relationships with all of the managers that are possibly having

or might be having, uh, freelancers in their, um, organization or team. Uh, and they need to achieve that. They are the first ones who's being addressed.

If there is a need for a free freelancer. So, uh, I'm opening [00:22:00] it, uh, from CEO or CIO level usually, uh, and talking also to procurement if it's a corporate organization. Um, what I see is that. The hr, HR people, they, um, shouldn't actually care about freelancers. Mm, because there is speaking to about the legislation, um, it should be kind of a separate, separate process.

They shouldn't, uh, at all treat freelancers as employees sometimes. So this is the reason why they do not have full visibility or visibility at all. How many freelancers the companies having in their kind of portfolio on in the project? Uh. So yes. Sometimes as the managers, project managers are having their own, uh, suppliers and preferred lists, uh, [00:23:00] the companies sometimes doesn't know how many freelances do they have in their portfolio.

So, uh, this is. Not convenient. Convenient at all for the procurement and optimizing the cost. For example. Yeah.

Yurii Lazaruk: If someone from the end client side who is hiring, who wants to hire freelancers, but they never done it, they don't know it. For example, some CEO or CAO or HR person is listening to their conversation, like what's in it for them?

Like Clara, what would you say to them? Why should they care about freelancers? Why should they care about this flexible workforce?

Klara Hrubá: Mm. What I see, um, when having a conversation, I meant seeing like really how the business of the client goes. They often face, um, challenge that they are looking for a person, uh, to be employed for really long time and therefore they are having, uh.

Difficulties to deliver the projects in [00:24:00] a, a timely manner. So they are, uh, having those, you know, um, okay, I should have delivered, but I do not have the personnel, da da dah. But they need to be open for a different kind of approach. If there is a, for example, like a project that is, um, that is dependent on.

A skill that it's really difficult to acquire through standard methods as, okay, I'm looking for a candidate to be employed in my company. So then this discussion begin. Okay, so let's go for a free enter that is able, that it's like really senior that

is bringing the. The skill that you need. He or she is able to start within one month or two months at the latest, depending on the project of free.

That is like up and running obviously. And then they can be still like looking for how to acquire the skill in-house, right? In a long term. Or [00:25:00] how to think, okay, how do I transition from a freelancer to an employee long term? So this is like the. Um, typical scenarios that we are having, that we are discussing if the company doesn't have a experience with the freelancers or if they are having their short of headcount, for example.

Right. And they need to still deliver their own internal stuff and projects. Okay.

Krystina Pechova: Mm.

Yurii Lazaruk: Yeah, some, I feel like some parts of organizations and companies, um, they are, they get used, get used to working with full-time employees because it's kind of like, as we've always done that. Mm-hmm. Uh, and sometimes it, um, it's very hard to switch this mindset and especially, uh, to both of your point that, uh.

When you speak to some people, they might not know that, uh, freelancers are working with them even though they're working. So, Christina, I'm curious, when you are [00:26:00] speaking to someone who doesn't know that their company already work, working with financiers, like how do you spark the interest? Like, how do you, how do you kind of like motivate them about why should they care about working with freelancers?

Krystina Pechova: Hmm mm-hmm. Um, you need to understand, uh, what is their situation first. If they are project based company, then, then the answer is easy. Uh, you need flexibility because your projects, uh, are like, you know, the number of projects are floating. So you, you need to have a flexibility. We have a client who has a r and d center, and he's using 30% of his, uh.

Uh, capacities of, yeah, like capacities. Capacities in terms of, uh, IT experts for a project. And he's, he is using 30% of external, uh, employees, or, sorry, uh, uh, external capacities, uh, and 70% of internal employees. And the reason is very [00:27:00] simple because if the projects are, uh, if the number are going down. Then he has, he just let go the external, um, freelancers and they're fine with it.

They, they should come with this option as well. It's not like that he needs to let go the internet employee, which is also very difficult in the Czech Republic to

let go internal employee. Um, so it's. Like a flexibility. It gives you flexibility. Uh, if you are lack of budget because the seniors in the republic are getting higher and higher, then it's, uh, wise to use.

Freelancers because it goes from another packet. Usually it goes from another packet, not from like a headcount, it goes from another, and it's, um, so you can like afford to give him more money from these different packets. Yeah. So you get seniority in your team and you can have it, it's like another option.

Yeah, if you are lack of options, this is another [00:28:00] option. And, um, thinking, uh, sooner, flexibility, money. Yeah. I think this is like the main reasons, but you need to always discover the situation, what's going on in their company. Sometimes they tell me I don't want to have a freelancers because I want to have them long-term.

So you can explain that. We can find long-term external, uh, worker for you. You can have it as well. Yeah. So it depends really on the situation.

Yurii Lazaruk: I feel like the main difference between, uh, freelancers and, uh, long-term or full-time employees is first of all, fast access to skills. Yes. Because you just have this person right away and they can start working with you within like, I don't know, sometimes days and sometimes weeks.

Yes. Compared to full-time who, yeah.

Krystina Pechova: I have, uh, one amazing experience from us today. We had an interview, uh, sub developer app developer. Uh, with clients online, uh, I participate because this [00:29:00] is the how we do it, and they agreed on the call that they start cooperate today. So this developer is starting right away this afternoon for some debrief.

Uh, but it was like a, it, it never happened to me in last 10 years. And this is like the fast access to skills. It just remind me the, the, the story from yesterday, because they really did, they're in an urgent, urgent situation. Yeah.

Yurii Lazaruk: Yeah. I I, once again, to your point, I think that clients who are hiring freelancers, they need a freelancer yesterday.

Exactly. And also I feel like. We've just set a record. I've never heard about someone starting working like right after interview because usually it's all about some days, sometimes weeks of this process, agreements and stuff. Yes. So, yay. Congratulations. Yes,

Krystina Pechova: thank you. But I have to say it was also good the work of Clara because she opened up the client, she.

Took her some time to get us listed, you know, to [00:30:00] get the paperworks done. And once the paperworks are done, it's a big corporate, we are ready to be like quick. Yeah. So this is the second part of it.

Yurii Lazaruk: Yeah. So, jumping jump into you, Clara. Yeah. Since, since Christina just mentioned this paperwork part and agreement part.

So tell me from the client side, how does it work? I understand that if you are a corporate client, you can't just work with one by one freelancer. You have to work through some company who helps you because you have just one agreement, and then you have access to like hundreds and hundreds of freelancers.

So, Clara, how does it work? Like what agreements, what, what is the process of, uh, making this agreement with the client so they can have access to the pool of talents?

Klara Hrubá: Hmm. Um, again, it, uh, differs I would say, uh, depending on how powerful is the procurement. Right. So if the power, uh, procurement, uh, the like vendor management is, uh, strong, um, [00:31:00] and having, uh, a strategy how to work with, uh, suppliers that are supplying the contractors, uh, it's been far more, uh, easier.

I would say that it's about negotiation with procurement, namely telling them, uh, what they can, uh, have from us. How do we like differ from the competitors? And, uh, when we are getting onboard, when we are getting listed, uh, then it's about the interaction with the hiring managers. The option B is, which is a bit more, um, like difficult I would say is that, um, the procurement, it's just processing the pos, uh, purchase orders and the contract.

So we need to really, um, monitor all of the structures, uh, from the client side. Uh, what are the stakeholders that might be, um, possible buyers, [00:32:00] uh, of, uh, contractors. And then we are, you know, trying to, uh, negotiate with them, uh, understanding, uh. What we can offer and possibly having no agreements, like no framework agreement in place with the company.

But when there is a contractor that is, uh, able to start, then we are having the purchase order only and in the long term are like more contractors, which is something that we are aiming for. Then we are being, having, uh, cards in our

pocket. To the procurement, and then we can really start, uh, cooperating on the larger scale.

This is how I would like, describe the situation. What I also, uh, would like to, um, kind of point out or point out is that. Mm. Some of the companies, uh, that I am, uh, having an interaction with, uh, for example, the CEOs or with the ISTs, uh, that are being responsible for the companies. [00:33:00] There's so much cautious about the legislation, uh, mm, contracts, how to deal with them, how to have the contracts, uh, return.

And how also to interact with the freelancers in the practice. And this is something that is the niche, niche, uh, and unique ability of Noman. Uh, in general and in Czech Republic, we are on the top. Uh, we are having the knowledge how to, uh, get this, uh, paperwork done with the, and also we are guiding through the hiring managers and the leaders of the company how to, um.

What's the best practice? How to interact with the freelances, not to have any risks, uh, speaking about legislation, which is, uh, a topic in check as well. In Germany,

Yurii Lazaruk: I feel like it's everywhere. You ever have to be compliant with laws and to ensure that you are not, uh, going through like some. Tech schemes and stuff, because otherwise you can have really, really bad problems.

And that's exactly, I feel like sometimes [00:34:00] if you are not working with freelancers, that's exactly why it's better to go and go and work with specific company like Neman says, who knows how it done, say you have a lot of experience like with your mother company, with your German company, with your previous background experience.

So basically you are experts, you are professionals who can guide people and help them to easily access this market. And also to a point that you've mentioned that sometimes. You have like strong procurement and they like have easy, smooth process with work for working with talent independent talents and sometimes it's not.

And I'm curious if you could remove just one barrier from client side to this smooth freelance collaboration, what would it be?

Klara Hrubá: Christina, go ahead. If you have any. Yes.

Krystina Pechova: Uh, I would remove procurement.

Yurii Lazaruk: Yeah. It's a cheat, cheat answer, I guess.

Krystina Pechova: Okay.

Yurii Lazaruk: It's, it's like in a perfect world, uh,

Krystina Pechova: yeah, I, I would be very happy if the procurement has, I would not remove, I would add, I would add. Qualified quality [00:35:00] process of selection. Companies that they can supply it.

Contractors, it's really big problem in the check market that they don't know, even though the strong one, the strong procurement, they usually don't know how to treat suppliers. Who to list it, who to delist it, how to evaluate, uh, the suppliers. And it's also difficult to get rid of some suppliers. For example, maybe there were some expectation to deliver more.

They deliver two free answers. But you can't delist them because you have, uh, running two freelancers through this company. So, but you need to, to have some kind of system, okay, this is the company we work with, but we don't want to send the request to because they didn't prove themselves. And I think that they don't work with the targets, with some expectations, some evaluation.

So I would go for this. [00:36:00] So then there are no 30 companies delivering everything to everyone, to every role. But I would really appreciate like quality, uh, check evaluation of suppliers that this is mine. Yeah.

Yurii Lazaruk: Got it, got it. And, um, Clara, what is, what is your ideas? What is, what are your thoughts? And I'm not talking just about procurement, but overall, if it would be like mm-hmm.

Just one barrier to remove from, to make it easier for clients to hire freelancers, what, what would it be?

Krystina Pechova: Hmm.

Klara Hrubá: Uh, well, I, I hope, I wish that the companies that are in need to acquire a talent. That are struggling with, okay, how do I acquire this? Like niche scale or senior expertise being more like open to a different approaches. Sometimes for them it's difficult because they are being, uh, sometimes scared. Mm, because it's being new for them or they are scared.

Of legislation to be compliant. So they need to really choose, uh, like trust for [00:37:00] partners supplier that is having the expertise that is able to guide them through how to deal with them, right? So I just wish if there is a barrier, I think it's a mindset. It just, okay, I need to deliver this. Well, what are the approaches can I implement?

And speaking to, uh, just giving the feedback to what Christie has said, uh, I really, uh, feel that if there is, uh, and we know some of the companies, right Christie, the procurement that it's having this processes. For them, it's so much easier to evaluate the performance of the suppliers. So much easier to achieve their targets on the savings, right?

So we see that if the procurement, it's not having this processes in place. Hmm. Usually the companies are just, uh, having so many expenses. Uh, yes, that can be kind of cut. So I just, uh, wish that the procurement's [00:38:00] becoming, um, sometimes like stronger, powerful.

Krystina Pechova: Mm-hmm. A to us, yes. And this is also what we, uh, wanna do in Menis.

When I'm talking to procurement, I always try to be a more like in advisor role as well. I don't want to be like, you know, arrogant when I'm talking to them, like, yeah, can you list it as, uh, as a supplier and, hey, by the way, I can tell you how to do it better. It's uh, not the way how, how, how we do it, but if we build trust.

Which we are at the beginning right now, but I am sure that we will shape some procurement processes in our clients' site. I'm sure that we can help them.

Yurii Lazaruk: What I hear is kind of like give value first.

Krystina Pechova: Yes. Yeah.

Yurii Lazaruk: It always goes a long way. You know when you just build this relationship instead of like coming, I feel I have this picture in my mind.

When you come into someone's home and you are a guest, you are not usually trying [00:39:00] to bring your own rules with you. So you are following the rules that you are having from your host, and then sometimes you can just. Help them. You can ask like where, like what are the challenges that you are dealing with?

What, where do you need some help? Do you need some help? Sometimes they'll tell you like, yeah, I'm okay. I don't need any help. Just do what you do. I will do what I do. And sometimes like you can have a, this really, really great collaboration and you know, I really wish to have this. Sky is the limit to our conversation, but time is the limit.

So the final question, what advice would you give to a company considering hiring freelancers for the first time? Christina, let's start with you.

Krystina Pechova: Mm-hmm. Make research on the market and choose the right company. Choose the lenses for sure. It's just, and, and just give a try to, like, uh, as Clara said, uh, try.

Ask, uh, and try find a trusted partner who is expert on the market. Yeah. And be [00:40:00] open to some other possibilities. Mm-hmm.

Yurii Lazaruk: Clara, what is your approach?

Klara Hrubá: I would say the same as Christina and I would add, I would add, um, try, evaluate, give feedback, um. Because it's about partnership, it's about trust, it's about long term run.

Possibly. If you decide that your experience with a free freelancer and with all of like this, it's good. It's adding you a value that you need. Then, uh, just, um, partner, the supplier that you choose. It should be becoming your long term partner. Uh, so give feedback and just.

Krystina Pechova: Give it

Klara Hrubá: a try. It's, it's, uh, an excellent, uh, way how to access talent in like short term that you do not need to look for the right scale long term, like for the employees.

Yurii Lazaruk: I feel like it's not that hard. It's not that scary because you definitely have some experts on the market. You don't have to do everything by [00:41:00] yourself. Mm-hmm. You can reach out to different people, to different companies, and of course, yeah. People might say, oh, I, I will pay money. Why would I pay money?

But like, you are buying shortcuts. You're not paying money just for the, for the wind, and you are just not throwing them there. Asking for help. You're asking to help you with your procurement process. You are asking to help to get the

access to this talent pool. You are asking to share dozens of years of experience, and it's totally great exchange.

You know, because you are saving so much more on the speed, on the productivity, on the knowledge on this. Skills that you bring because of the independent talents. And I have this final question that I usually say that like, name two people, I should reach out to talk about the independent workers. But since we are having this conversation with three of us, it'll be just one person for each of you.

So Clara, what is one person I should invite to this podcast conversation?

Klara Hrubá: Mm-hmm. Well, [00:42:00] I was thinking that we had, um, obviously some conversation before. And, uh, one of my, it was actually my, uh, manager, uh, back then, uh, that started, uh, his own company that is running the Wire that I know for sure that he focus on, uh, freelancers as well.

Not only, but also so I can introduce you to him if you like.

Yurii Lazaruk: Please do. Of course. We are basically connected with him already, so it'll be really, really great to talk to. And Christina, who is your one person?

Krystina Pechova: He is actually his colleague. Uh, it was my mentor, uh, Nick Makovsky, uh, from Poland. I really loved his style.

Uh, he taught me a lot about, um, account management, uh, like, uh, managing account managers. Uh, and it's Nick Koski, and I think he's working with Michel in, uh, his company, so

Yurii Lazaruk: that, that's how it works. The, the world is connected. Everyone is knowing everyone, and it's like [00:43:00] intersected and it's like there are one big village.

So especially with the, with the internet and with the opportunity to talk to each other from different countries, from different continents. And what is the best way to connect with both of you?

Krystina Pechova: Uh, for, uh, for me, you can write me on LinkedIn,

Yurii Lazaruk: Clara.

Klara Hrubá: I am reachable on my phone, on my email, on LinkedIn, so yeah, just get collected.

Happy to talk to you.

Yurii Lazaruk: Got it? Got it. Clara, Christina, thank you so much for, first of all, for doing this brave thing and entering the new competitive market. And secondly, of course, for. Bring in the knowledge, like your personal knowledge, your experience and experience of like the generations into this and growing this freelance market to making sure that it's not just one way to be right, but there are many different ways that you can access the best talents on the market.

And sometimes you can do it pretty fast when you know how to do it in the right way. And thirdly, of course, thank you so, so much for coming to this conversation. It was like [00:44:00] first experiment for me to have in a podcast conversation with like three. Two guests, like with three people. And uh, I can tell you it went pretty good.

You know, I really enjoyed our conversation, so thank you so much for doing that.

Klara Hrubá: Thank you Yuli, for having us. It was a great experience and everything, uh, sometimes is, uh, happening the first time, right? So, yeah. And fingers crossed with your podcast and with your business.

Yurii Lazaruk: Thank you so much. It's just like hiring freelancers.

Sometimes it happen for the first time. And uh, yeah. See you in the freelance market. Thank you very much. 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.

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