

5 Keys for Managing and Retaining Gig Employees

You've created your dream team, now what? Managing a business can be a tricky task, but you can level up with the right squad! Put on your captain's hat, and prepare to raise the sails—here are our five tips that'll help you make sure that reaching new limits with your employees is nothing but smooth sailing!



1

Compensation—Put Your Money Where Your Mouth Is!

Let's face it, people are motivated by money. If you want quality work on behalf of your business, you have to pay for it. According to Payscale.com, while this step may seem obvious, 46% of workers feel they're underpaid. Remember, you were in their shoes too, once. Making sure that your employees are well compensated is just one way to demonstrate their value.



2

Prioritize Inclusion and Community

Even if their employment is based on a contract or as-needed basis, they're still on *your* team! Make them feel included by inviting them to company events or meetings. Everyone appreciates feeling like they're part of a community, and you would be surprised by how something that might seem small to you will do for your employee. Let them know that they're welcome!



3

Talk With Your Team

Get to know who is working for you! Even if they're not employees in a traditional sense, they're still human. Having conversations with them about their interests, finding out common interests, or even something small like talks of hobbies. Your relationship does not have to be transactional.

4

Ban “Bossy” From Your Vocabulary and Let Them Know Exactly What You Need

Women often shy away from asking for what they need—in fear of coming off as aggressive or “bossy.” An easy way to appear competent and professional is by letting your team know what you need and your timeline. As long as everything is said clearly and concisely to leave no margin for misunderstanding, they should be able to provide you exactly what you're paying for. That being said, make yourself available and approachable for requesting clarity.



5

Offer Feedback

Demonstrate a willingness to invest your commitment to your team. Now that we have expectations out of the way, it's time for feedback. Let them know how they're progressing on what is expected of them. Need something reworded or revised? Go about it respectfully. Let your employees know that you care for their diligent work, but it can be improved upon if needed. Get back to them in timely ways; let them know what is superb and what could use work. As long as there's a warm atmosphere around you, everything should go smoothly.

