

LESSONS
LEARNEDWhat is the
most difficult
aspect about
outsourcing?**ALLAN STEINMETZ,**
Inward Strategic
Consulting

The potential culture clash between the client and service provider. If they are not aligned in regard to goals, the engagement is likely to fail.

**MARIE PEELER,**
Peeler Associates

The leaders that I coach struggle most with how to ensure a continued high-quality experience for their clients and end-users. In addition to careful selection, successful outsourcing requires great communication, both of expectations and feedback.

**KARI MURPHY,**
HengTian Services

The most important aspect of outsourcing is communications. Good communication between the client and the vendor creates an environment where both partners are equally vested in the success of the overall relationship.

Next week's Lesson Learned: What is the worst advice you received as an entrepreneur?

Send your answer in 25-30 words to cmahoney@bizjournals.com. Be sure to include a high-resolution headshot.

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