

How to work remotely with an external team

The flexible nature of remote working means that an external team with a wide range of skills and experience can be a perfect solution to relieve pressure on a busy in-house communications team. But if you're used to working in an office with your team around you, it can seem daunting to outsource work to a remote team that you haven't met. Effective communication is the key to success.

Here are our top 10 tips for working effectively with an external remote team.

1. Discuss with the remote team how they like to communicate and agree the methods you'll use between you.
2. Decide whether the remote team liaises with just one person in your company (with a back-up if they're away) or with different people for each task or query.
3. Clarify deliverables and responsibilities before starting a project; it's important for everyone to know who's doing what and when it's needed.
4. Assign a regular time each week to share updates and discuss progress – two-way communication builds trust.
5. Use the right communication methods at the right time. If your message is urgent, make a call; don't rely on email for a prompt response.
6. Keep your communications with the remote team clear and targeted, but don't presume knowledge – be cautious and provide plenty of information.
7. Remote workers don't have to be strangers. Invite your team to join meetings by video call and to join informal chats with your in-house team via online channels like [Slack](#) or [WhatsApp](#).
8. Add your remote team as 'guests' to your project management software (e.g. [Trello](#), [Asana](#) or [Monday](#)) to help coordinate projects.
9. Consider using cloud-based services like [Google Drive](#) or [Dropbox](#) to share information seamlessly.
10. Speak up! If anything isn't quite working for you, talk to your remote team about it as soon as possible. When an issue is identified it can be addressed, but if your team doesn't know anything's wrong, it's unlikely they'll be able to put it right.

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