

What is stopping the work?

Identify the gap before choosing an agency, freelancer or in-house role.

What is preventing completion?

01 No accountable owner

Need ongoing internal leadership?

Consider an in-house owner when close product and sales involvement is central.

Need outside program leadership?

An agency or experienced consultant can plan and coordinate if that work is in scope.

02 Owner, but no capacity

A clearly defined production task?

A freelancer can handle the assignment; your owner manages review and publishing.

Several connected delivery tasks?

An agency may coordinate research, writing, media and publishing. Check the handoff.

Knowledge changes constantly?

Keep core research and editorial judgment in-house; add external help where useful.

03 A specialist skill gap

A bounded technical or measurement task?

Use a qualified freelancer, consultant or specialist agency with a clear finish line.

A continuing core capability?

Consider an in-house role or training; define any expertise still needed outside.

EVERY ARRANGEMENT STILL NEEDS

An internal decision-maker, product expertise, access, quality review and a publishing owner.
Agree the management load, documentation and a date to review the arrangement.