

Kantata



Reactive Resourcing is Holding You Back. Here's How to Take Control.

Reactive resourcing creates a cycle of project delays and misaligned workloads. Leadership is left trying to make sense of inconsistent utilization numbers that rarely match financial goals. Teams burn out from being overutilized one month and underused the next, while contractors are brought in at premium rates to fill urgent gaps – even when the right people are already on the payroll.

This cycle can feel impossible to break. But it isn't.

How Big Is the Problem?

The data tells a clear story: reactive resourcing is a widespread challenge that's holding firms back.

According to a Forrester Consulting study commissioned by Kantata and Salesforce, 56.9% of professional services organizations struggle to forecast the roles and skills they'll need for upcoming projects. Meanwhile, 58.5% cite visibility gaps that make optimizing capacity nearly impossible.

Without the right tools to connect your data and teams, opportunities slip away.

The True Cost of Reactive Resourcing

	FROM	TO	RESULT
Admin Time (per resource per year)	157 hours SPI Level 2: PILOTED	142 hours SPI Level 3: DEPLOYED	+\$750,000
Non-Billable Project Time (per resource per year)	144 hours SPI Level 2: PILOTED	99 hours SPI Level 3: DEPLOYED	+\$2,250,000
Bench Time (per resource per year)	110 hours SPI Level 2: PILOTED	93 hours SPI Level 3: DEPLOYED	+\$850,000
Every year this business sticks with "good enough," they're missing out on:			+\$3,850,000

Let's put the cost of reactive resourcing into perspective. Consider a 250-person firm with a \$200 blended rate. When you account for missed billable hours, inefficiencies from mismatched staffing, and lost deals due to unclear capacity, the financial impact can reach into the millions every year.

The hidden costs are even more damaging: overreliance on contractors for roles that could have been filled internally, projects turned down due to poor visibility, and the erosion of both client and employee satisfaction.

Taking Action: How to Turn Resourcing into a Strategic Advantage

Reactive resourcing thrives in uncertainty. But with the right systems, processes, and mindset, you can shift from constant scrambling to proactive precision.

Here are three ways to get ahead of the chaos:

01. Standardize Project Scoping and Intake

Last-minute project scoping leads to last-minute staffing. A standardized intake process – complete with clear timelines, required skills, and approvals – gives resource managers the lead time they need to allocate talent strategically rather than reactively.

Proactive intake turns staffing from a bottleneck into a competitive advantage. Resource managers gain time to match the right people to the right work before kickoff.

02. Build Your Skills Inventory

Knowledge is power, but only if it's accessible. A real-time skills inventory provides a searchable view of your team's capabilities, certifications, and availability.

This single source of truth helps managers identify who's ready for new work, spot development opportunities, and determine where external hiring is truly necessary.

03. Forecast Demand With Real-Time Data

The key to proactive resourcing is anticipation. Historical project data, combined with real-time pipeline visibility, helps organizations see what's coming and staff accordingly.

“The longer the forecast visibility is, the more options that you have at your disposal to solve that particular problem, whether it be in-house, resources, external resources, or so on.”

Greg Hensley, Resource Management Institute & RTM Consulting

By integrating sales and delivery systems, you can connect the dots between what's sold and what's staffed. Resource managers gain forward-looking visibility, while finance teams can project revenue and utilization more accurately.

51%

do not have a formalized process for forecasting resource needs



75%

of organizations still use spreadsheets to forecast resources



75%

of resource management tools partially or don't have integration abilities



97%

believe their resource forecasting abilities have opportunities to improve



Stop Reacting. Start Leading.

Proactive resource management isn't about working harder – it's about working smarter, with full visibility and confidence in every staffing decision.

Kantata empowers organizations to make this shift. With connected insights across sales, delivery, and resourcing, firms can confidently forecast demand, optimize capacity, and deploy people where they'll make the greatest impact.