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TALENT LANDSCAPE IS CHANGING...  
ARE YOU READY FOR THE GIG ECONOMY?!

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THANK YOU FOR BEING HERE



- Human Capital is Professional Passion
- "Lens"... 3,360 meetings
- Gig job...

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TODAY'S OBJECTIVES



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MY GOALS... WHAT ARE YOURS?



- Learn something new
- One idea to implement either organizationally or personally
- What about YOU?

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Barriers for the Gigsters

- Benefits
- Access to tools, infrastructure, and more
- Finding work & the cycle of selling and delivering
- Inconsistent income
- Self-employment finance challenges – accounting, billing, taxes, etc.
- Globalization and laws



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ORGANIZATIONAL READINESS FOR THE GIG ECONOMY

- Can you make your existing jobs more appealing by applying certain Gig attributes?
  - Flex work arrangements and remote
  - Job sharing
  - Internal gig team to flex – utility players
  - Different work categories with an hourly workforce
- Determine what jobs are the right ones for Gig's
- Managing contractor status requirements (IRS Independent Checklist)
- Cost impact(s) – benefits and drawbacks
- Impact on diversity and inclusion



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### THE PROS AND CONS...

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| <p><b>Opportunities</b></p> <ul style="list-style-type: none"> <li>■ More flexible and agile workforce</li> <li>■ Project-based work</li> <li>■ More accommodating workforce</li> <li>■ Experts on Demand</li> <li>■ Avoiding Bad Hires</li> </ul> | <p><b>Challenges</b></p> <ul style="list-style-type: none"> <li>■ Legal ambiguity of workforce classifications</li> <li>■ Less control over workers</li> <li>■ Managing Gig Performance</li> <li>■ Less team Cohesion</li> <li>■ Less financial certainty for workers</li> </ul> |
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### POWER IN SHARING!

Take a few minutes and think about a role or two that might be a good fit as "Gigs"

- Workforce Planning
- Expertise
- Projects
- Hard to Fill Roles




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### POWER IN SHARING!

- Discuss these with your neighbor and evaluate what are the pro's and con's
  - Why might these roles be good candidates?
  - What would you need to adjust in the work environment and work itself?
  - What challenges does it pose?
  - How might you manage cultural impacts within in your organization?




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### TRENDS IN GIG ECONOMY



- Group insurance programs
- Increases in benefits offered by temporary workforce providers – power in numbers
- Online sourcing and billing for resources
- Global access to talent – challenges and positives
- Developing your own Gig talent pool – let's discuss this

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### KEY TAKEAWAYS FOR EXECUTIVES

- Cutting costs should not be the primary goal of utilizing gig workers
- Establish balance in terms of needs, control and maintaining culture
- Create a strategic plan for utilizing temporary & contract firm workers
- Communicate a compelling EVP for alternative workers
- Define a clear acquisition, retention and account leadership strategy to manage and maximize your workforce
- Select managers that are excellent facilitators, culture collaborators and communicators to lead Gig Workers
- Not all Gig workers are the same – understand their purpose & lifecycle

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### HANDOUT / GIVEAWAY / THANK YOU / NOVO

- Handout: Organizational Readiness
- Did you learn something new or bring back an idea to your organization?
- Give Away
- Thank you!

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Project-Based Recruiting

Recruitment Program Outsourcing

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