SIA STAFFING INDUSTRY ANALYSTS

WEBINARS CONTINGENT WORKFORCE STRATEGIES COUNCIL

Elevate Your Staffing & Workforce Solutions Knowledge Now: Experience CCWP in 1 Hour

April 29th, 2020

Speakers:

Dawn McCartney, CCWP & SOW Mgmt Expert
VP, Contingent Workforce Strategies Council, SIA

Stephen Clancy, CCWP & SOW Mgmt Expert
Sr. Director, Contingent Workforce
Strategies, Knowledge & Research, SIA

Chris Paden, CCWP
Director, Contingent Workforce
Strategies & Research (The Americas), SIA

Frank Enriquez, CCWP & SOW Mgmt Expert
Sr. Manager, Contingent Workforce
Strategies & Research (The Americas), SIA

Peter Reagan, CCWP & SOW Mgmt Expert
Sr. Director, Contingent Workforce
Strategies & Research, SIA

Staffing Industry Analysts Product Overview

	Products & Services for Suppliers	Products & Services for Buyers
Research & Advisory	SIA CORPORATE MEMBERSHIP	SIA CONTINGENT WORKFORCE STRATEGIES COUNCIL
Events	SIA EXECUTIVE FORUM EUROPE · SIA EXECUTIVE FORUM NORTH AMERICA · SIA HEALTHCARE STAFFING SUMMIT · SIA COLLABORATION IN THE GIG ECONOMY	SIA CWS SUMMIT NORTH AMERICA · SIA CWS SUMMIT EUROPE · SIA COLLABORATION IN THE GIG ECONOMY
Editorial	Staffing Industry Review · CWS GLOBAL DAILY NEWS · CWS 3.0 CONTINGENT WORKFORCE STRATEGIES	
Certification & Training	SIA Certified Contingent Workforce Professional · SIA CCWP Statement of Work Expert	

CWS Council (partial list)

SIA | Staffing Industry Analysts Contingent Workforce Strategies Council
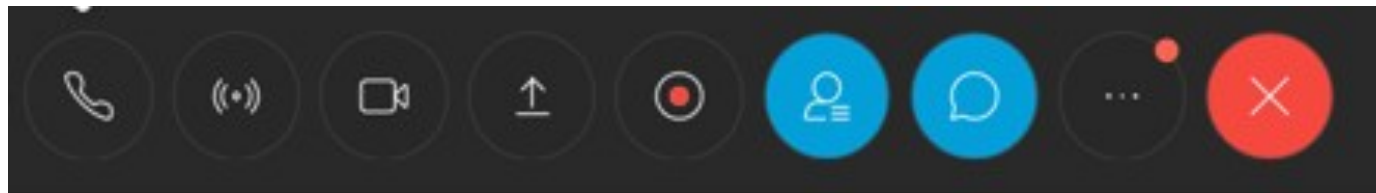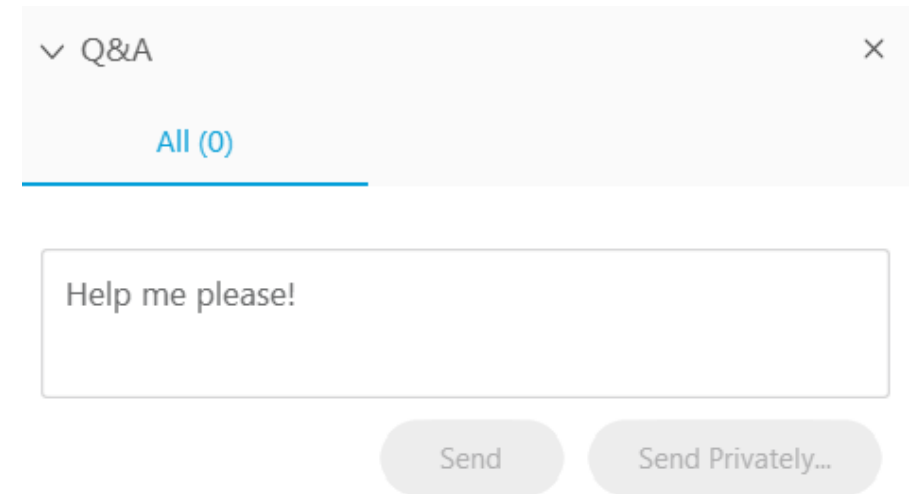
Audio

- **Listen through your computer** by turning on your speakers after you log into the event. Sound will be coming through the audio icon (below left).

- **DO NOT** close this audio broadcast box.

- Use the **sound bar** on the audio broadcast box to **adjust the volume**.

- **Need assistance**? Please let us know in the Q&A section.

Questions?

- Questions may be submitted at any time.

- Click on the **Question Mark section** to open the Q&A window.

- Type your question into the small dialog box and click the Send Button.

- The presentation will be shared with registrants.

Q&A

All (0)

Help me please!

Send   Send Privately...

SIA | Staffing Industry Analysts Contingent Workforce Strategies Council Webinar

Today's Webinar Objectives

- Our Mission

- What is CCWP?

- What's in it for you?

- Benefits of CCWP...

- Who participates?

- What's covered?

- *The CCWP Experience...*

- CCWP Quality...

- Event Calendar & Pricing

Our Mission

To inform, connect and elevate the workforce solutions ecosystem and practitioners.

To drive standardization, common language and to promote collaboration within the industry.

What is CCWP?

- Certified Contingent Workforce Professional (CCWP)

- Review and discussion of all aspects of Contingent Workforce talent and program management strategies and best practices

- Certify a minimum standard of professional knowledge on CW management, best practices

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What's in it for you…

- Professionalizing your contingent workforce (CW) knowledge and CW program and engagement management skills

- Demonstrating your value to key stakeholders and executive leadership in your organization

- Enhancing your success in the contingent workforce industry

Contingent Workforce Management Professionals Benefits

(Enterprise Buyer, Staffing, Workforce Solutions)

- **Legitimize** this professional practice

- **Create informed industry** practitioners and certified professional community

- **Build** expertise, professionalism and marketplace industry **knowledgebase**

- **Improve** business **capabilities** and professional **relationships**

- **Establish** standard business **practices, methodology** and **lexicon**

Class Hosts (partial)

List of Corporate Participant Brands (partial)

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Class Photos

London

NetApp

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Virtual Class Photo

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Class Proceedings...

- Live interaction

- Breakout room discussions

- Polling

- Q&A

- Live Discussion/Debate

- Cameras on (when possible)

- Knowledge transfer (content and peer Point of View)

- A little math

CCWP Curriculum

Day 1: Managing What Matters in a Contingent Workforce Program

Welcome, Day 1	CCWP Certification Program and Class Introduction	Designing an Effective Contingent Workforce Program Management Strategy	Defining and Managing Quality in a Contingent Workforce Program	Contingent Workforce Program Technology Design and Management	Contingent Workforce Talent Management Strategies	Identifying and Managing Contingent Workforce Program Risks	Closing, Day 1
	Introduction	Module 1	Module 2	Module 3	Module 4	Module 5	

Day 2: Measure, Analyze and Drive Contingent Workforce Program Performance

Welcome, Day 2	Pricing and Cost Management Strategies	Managing Change, Implementation and Contingent Workforce Program Adoption	Contingent Workforce Contract Management Best Practices	Managing Contingent Workforce Talent Sourcing Channels and Methods	Staffing & Supply Chain Partner Performance Management	CCWP Certification Program and Class Summary
	Module 6	Module 7	Module 8	Module 9	Module 10	Summary

CCWP Global Certification Reference Guide

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Key Topics Covered

- Sourcing Model Framework
- The Three Pillars of Quality
- Risk Assessment Matrix
- Policy Confidence
- VICA, Value Execution Check List
- Survey Strategies that Create Visibility
- Management Enabling Technologies
- Strategic MSP/VMS Management
- Optimization/Rationalization

- Eliminating Co-Employment Ghosts
- Direct Sourcing
- Implementation & Change Management
- Effective SLA & KPI Portfolio Management
- Alternative Talent Sourcing Channels
- Strategy Planning Development and Execution
- Staffing Partner Portfolio Management
- Managing the Interior of a Bill Rate
- Driving high levels of NPS & CSAT Levels

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CCWP is a Research Based Certification

The Contingent Workforce Ecosystem

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Poll Question

What do buyer organizations look for **<u>most</u>** in a staffing partner, please pick one?

- Speed
- Service Quality
- Low Cost
- Geographic Coverage
- Relationship Focus
- Skills Breadth
- Industry Knowledge
- Worker Quality
- Risk Avoidance
- Diversity
- Workforce Strategy
- Consulting Expertise

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Breadth vs. Intensity: Buyers' top Staffing Partner Selection Criterion
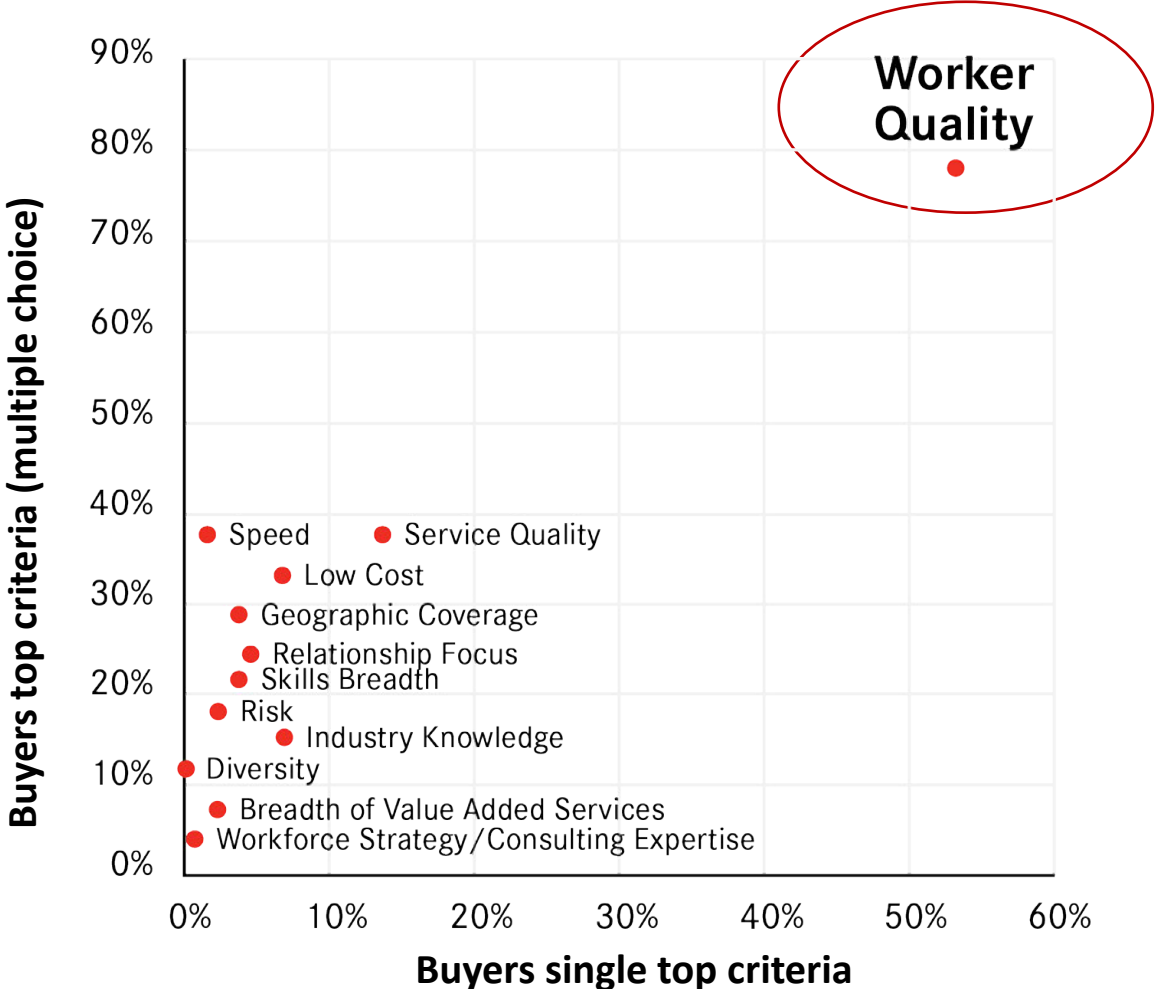
# Certification Candidate Introductions

Supply Chain / Process Manager   Security Gate Keeper   HR   Procurement

Procurement Expert   Project Management / Implementation Expert

VMS / Technology Expert   Financial Analyst

Risk Manager / Mitigator   Business Advisor

Contract Negotiator   **Contingent Workforce SME**   CW Program Manager

Team Leader / Administrator / Report Generator

Staffing Supplier Relationship Manager   Legal Advisor/ HR Expert

Category Manager   Change Communicator / Agent

The QECR Performance Management Framework

QECR Performance Management Framework helps guide Contingent Workforce program performance improvement initiatives.

- Quality
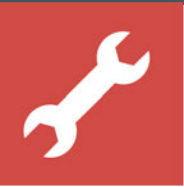
- Efficiency

- Cost

- Risk
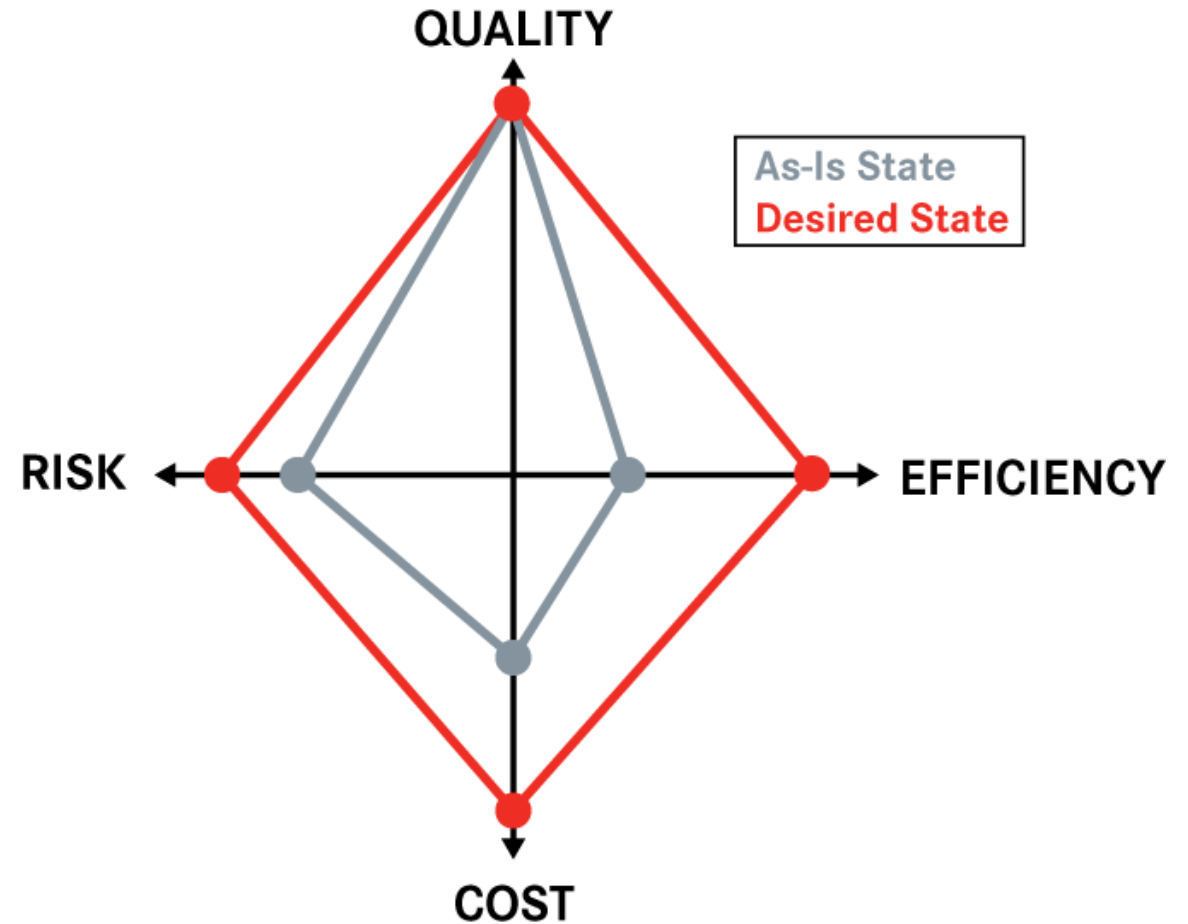
The Contingent Workforce Program Maturity Model

Key strategy questions that can assist in determining "As-is State" and "Desired State":

- Where are we now?

- Where do we want to be?

- How do we get there?

Balancing Quality, Efficiency and Costs Activity

In groups, please discuss:

What are some potential conflicts specific to speed, price and quality associated with filling CW program positions?

Why is it difficult sometimes to achieve all three elements of this CW engagement management constraints triangle?

The Iron/Constraints Triangle

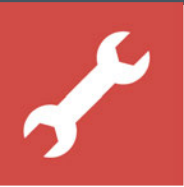# Major Contingent Workforce Talent Sourcing Channel Options

Traditional Staffing Partner Channel

SOW / Services Delivery Channel

Direct Sourcing Channel

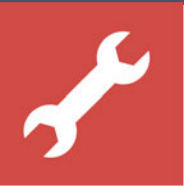On Demand Sourcing Channel

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Class Group Activity
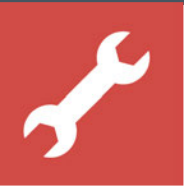
Talent Sourcing Channel Mix Table

	Current Utilization (%)	Future Utilization (%)
Traditional Staffing Partner		
SOW/Services Delivery		
Direct Sourcing		
On Demand Sourcing		
	= 100%	= 100%

Group Activity

Which Channel provides the highest value across each QECR Driver Element?

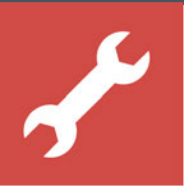|	Traditional Partner Staffing	SOW/Services Delivery	Direct Sourcing	On Demand Sourcing
BEST COST OPTION				
MOST EFFICIENT				
HIGHEST QUALITY				
LOWEST RISK				

Assign Value Rank from 1 (lowest) to 4 (highest)

Use value rank only once in any row

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Myth or Reality - Class Activity

Polling Question

Please select the option you believe is true.

1. Placing term limits on length of assignment for contingent workers will eliminate most forms of co-employment risk.

   - Myth
   - Reality

2. Proper corporate, fringe benefit plan wording can define contingent workers' access to entitlements and prevent costly litigation or compensation.

   - Myth
   - Reality
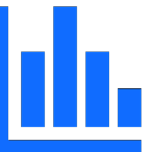
Myths and Realities of Co-employment

- Placing term limits on length of assignment for contingent workers will eliminate most forms of co-employment risk.

Myth

- Proper corporate, fringe benefit plan wording can define contingent workers' access to entitlements and prevent costly litigation or compensation.

Reality

Remote Worker Readiness

Sourcing Framework → On-Boarding → Communication & Tools → Trust & Productivity

Source: Toptal, LLC

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Remote Worker Perspectives & Feedback

"We believe that if we have hired the best talent, it doesn't matter where or how they work, because they are the best of the best."

"I don't think hiring for a remote employee is inherently different than hiring for an in-office employee: in either case, companies want to hire the best people."

"The #1 characteristic that I look for when hiring a remote employee is accountability. It is important to hire someone who will take responsibility for their actions, cares about the end result, and does what they say they're going to do. If you have an employee that's accountable, it means you can take their word as truth."

"Being deliberate about our company culture, and what our goals are with a distributed team, has influenced decisions we've made around hiring, around what technology we use, about our employee benefit policies, and also about how we set up our client relationships for success as well."

"The best remote workers are ones who inherently take ownership of projects and value the trust they are given to get the work done."
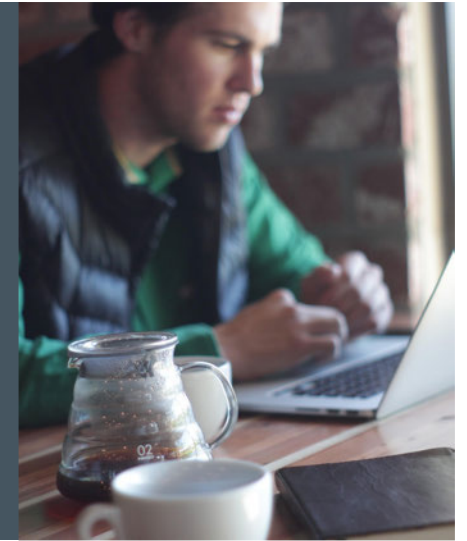
Source: Toptal, LLC
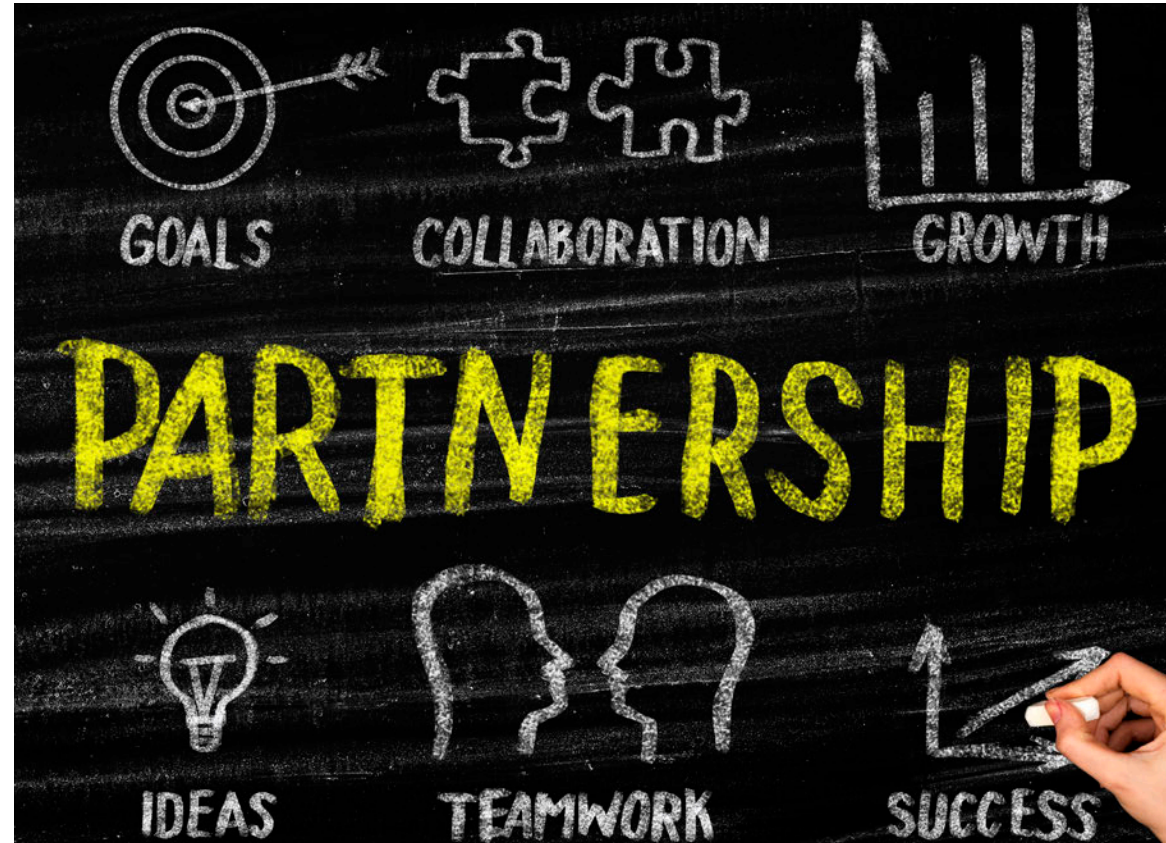
Poll Question

Please select a single choice.

1. Providers of contingent workers are most commonly referred to as what?

   - Agency
   - Supplier
   - Vendor
   - Supplier Partner
   - Provider
   - Temp Agency

What do buyer organizations call providers of staffing talent?

True Cost of Turnover/Attrition

Cost of Training

+ Assimilation to Productivity

+ Length of Assignment
_____

= **Cost of Turnover**

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Emerging CCWP Certified Professional Community

2550+

Participants
(and counting)

1300+

Certified
(and counting)

CCWP Certification Candidate Type Segmentation

Who is participating?

Buyers 50%	Solution Providers 36%	Staffing Providers 10%	Other 4%

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Class Event Evaluations

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## Typical, In-Person/Virtual Class, Net Promoter Score:

+65 SIA
In-Person

+60 SIA
Virtual

Given the NPS range of -100 to +100, a "positive" score or NPS above 0 is considered "good", +50 is "Excellent," and above 70 is considered "world class." Based on global NPS standards, any score above 0 would be considered "good." This simply means that the majority of your customer base is more loyal.

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"I was impressed with the option to "break-out" into groups, the technology worked well. The team did a fantastic job in adapting quickly to requirement to change to virtual training. You made lemonade out of lemons!"

"The instructors were very engaging and knowledgeable, and did a great job leading a virtual training."
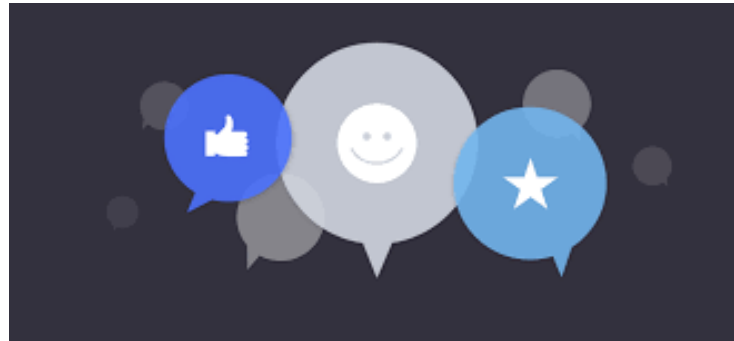
"The content exceeded my expectations & the breakout groups were a nice way to ensure discussion & collaboration."

CCWP Certification Class and Exam Support Materials

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Class Materials

- Participant Guide

- Class Presentation Slides

- Optimization Roadmap & Program Maturity Model Pictorials

- CW Program Action Plan and Notes

- Class Evaluation Form

- CCWP Class Agenda

- CCWP Class Prework

- Sample Question Quiz

Online Materials

- CCWP Global Certification Reference Guide (Global CRG)

- Multi-Media Exam Prep Support Tools

CCWP Global Certification Reference Guide

The CCWP certification exam includes numerous questions that will test your knowledge of best practice information found in the CCWP Global Certification Reference Guide (Global CRG) materials. Use this reference guide as a key exam preparation support resource.

CCWP Certification Exam

- 100 Question Item Exam

- 180 Day Testing Period

- Two Test Attempts Allowed

- Online Exam

- 2.5 Hour Time Limit
  per Exam Session

- Multiple-Choice/True or
  False/Scenario/Matching Questions

- Three Year Certification

CCWP Base and SOW Certification Classes

May 5 & 6	Virtual North America (CST)
May 19 & 20	Virtual North America (EST)
June 2 & 3	Virtual SOW NA (CST)
June 16 & 17	Virtual International (BST London)
June 24 & 25	Virtual North America (CST)
July 7 & 8	Virtual North America (PST)
July 21 & 22	Virtual North America (CST)
September 16 & 17 Dallas, TX	In-Person*
September 29 & 30	Virtual International (BST London)
November 29 & 30	Virtual International (BST London)

Pricing

Non-Member Price	$2,120/ £1,820
Member Price	$1,480/ £1,280

Click here for more information

Contact Enterprise Services for more information:
Phone: +1 800-950-9496 Or Email: enterpriseservices@staffingindustry.com
Or Visit: WWW.Staffingindustry.com/certification

Special Webinar CCWP Discount Code: CCWP150

Thank You CCWP Partners!

Time for Your Questions…

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- Copies of the slides and a link to the audio recording will be distributed to all attendees within 48 hours following the webinar.

A replay of this webinar will be available for all registrants at:

www.staffingindustry.com/webinars-buyer

www.staffingindustry.com/webinars-staffing

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About Staffing Industry Analysts (SIA)

Founded in 1989, SIA is the global advisor on staffing and workforce solutions. Our proprietary research covers all categories of employed and non-employed work including temporary staffing, independent contracting and other types of contingent labor. SIA's independent and objective analysis provides insights into the services and suppliers operating in the workforce solutions ecosystem including staffing firms, managed service providers, recruitment process outsourcers, payrolling/compliance firms and talent acquisition technology specialists such as vendor management systems, online staffing platforms, crowdsourcing and online work services. We also provide training and accreditation with our unique Certified Contingent Workforce Professional (CCWP) program.

Known for our award-winning content, data, support tools, publications, executive conferences and events, we help both suppliers and buyers of workforce solutions make better-informed decisions that improve business results and minimize risk.
As a division of the international business media company, Crain Communications Inc., SIA is headquartered in Mountain View, California, with offices in London, England.

For more information: *www.staffingindustry.com*

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