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CONTINGENT WORKFORCE
STRATEGIES COUNCIL



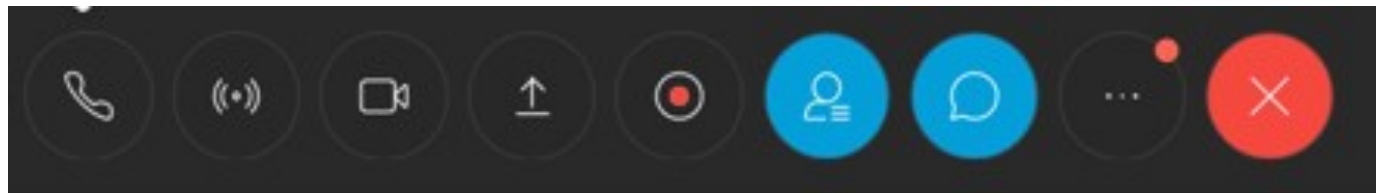
Betting on the Power of Your Brand to Get Great Talent

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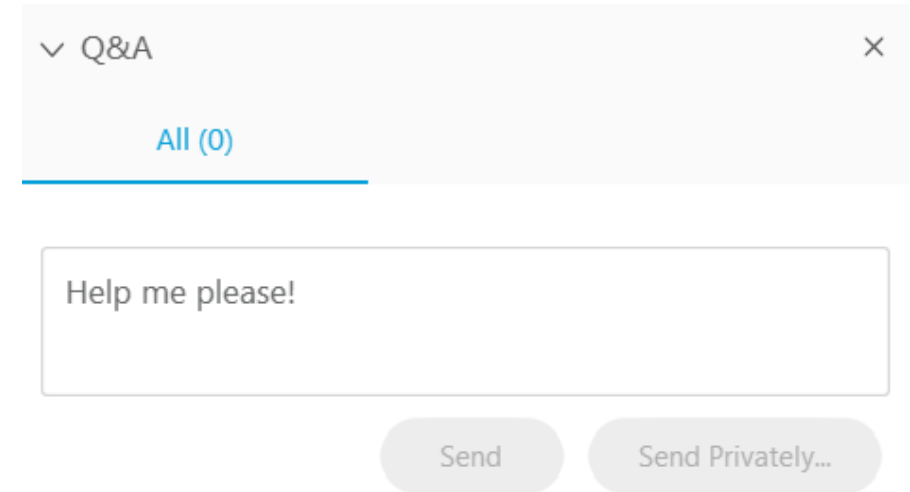
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Q&A ×

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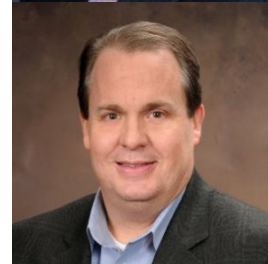
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Speakers:

- **Sabik Enayet**, Associate Director - Business Strategy & Operations Leader, EY
- **Mark Jones** EVP, Alexander Mann Solutions
- **Adam Luther**, Head of Talent Acquisition- Global Strategic Programs at Johnson & Johnson



Moderator:



- **Dawn McCartney**, CCWP & SOW Mgmt Expert, VP, CWS Council, SIA

Staffing Industry Analysts Product Overview

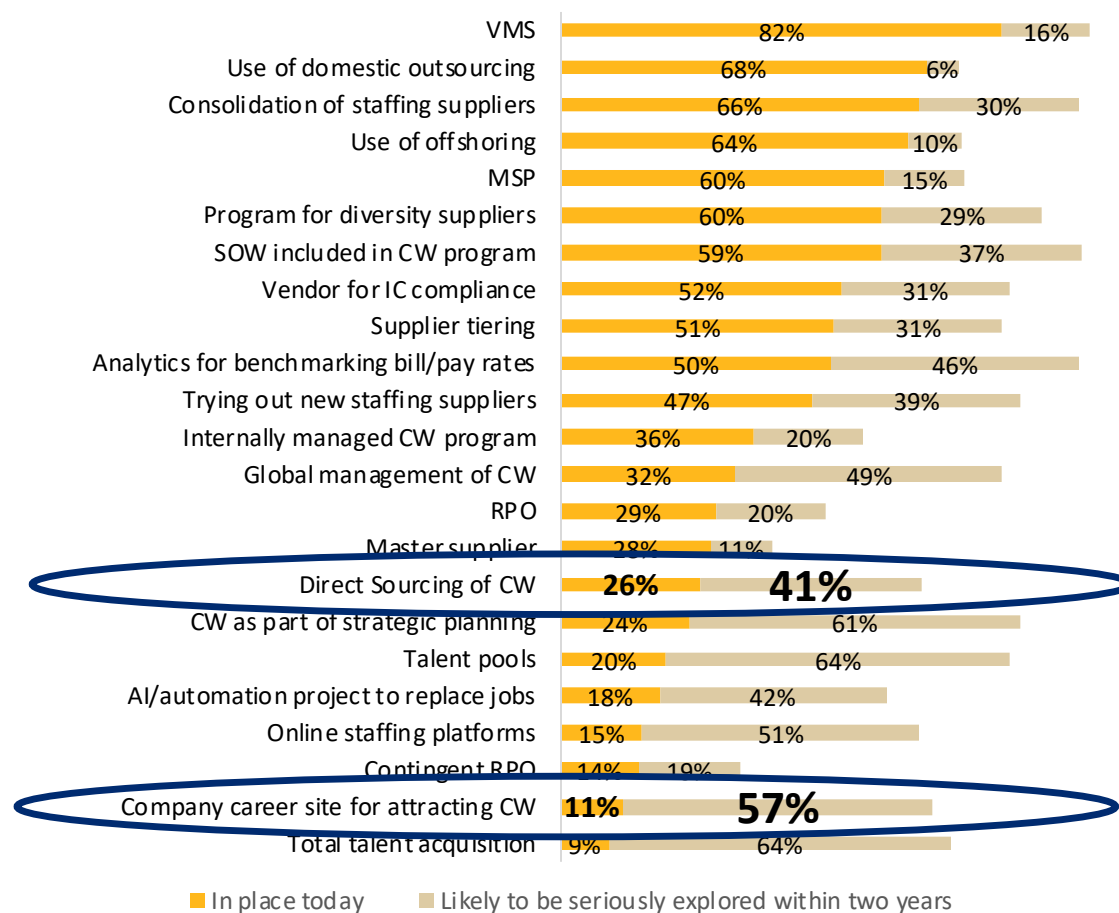


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CWS Council (partial list)



Which of the following are currently in place in your organization, or are likely to be seriously explored within two years?





Mark Jones
EVP
**Alexander Mann
Solutions**



Adam Luther
*Head of Talent Acquisition -
Global Strategic Programs*
Johnson & Johnson



Sabik Enyet
*Associate Director -
Business Strategy &
Operations Leader*
EY

Introduction to Alexander Mann Solutions



28,300

Directly sourced
workers



180,000

Permanent hires



8,400

Campus hires



90+

Countries we deliver
services in



10

Global Client
Service Centres



\$2m

Invested in
Innovation



40+

Languages



180

Outsourcing
Clients



10

Specialist
Consulting Services



1996

Year AMS
was established



45,000

Training Hours



4,700

RPO, CWS &
Consulting Specialists



If you are interested in a branded direct sourcing solution, where is your organization in the journey?

1. We already have a solution implemented
2. We are implementing
3. We are interested and researching
4. This is not something we are considering
5. We have discussed it and this is not something we would ever consider

Branded direct-sourcing drivers and objectives

- Candidate identification, attraction and engagement
- Better talent - ability to source against talent shortages
- Speed to qualify and hire
- Combined talent strategy across all channels
- Cost savings

Legacy model deficits

- Impersonal nature of vendor neutrality
- Employer value proposition missing, inconsistent or misrepresented
- Employers and suppliers at mercy of “market rates”
- Further commoditization impacting quality

What are your drivers for pursuing a branded direct sourcing solution?

1. Combined talent strategy across all channels
2. Leveraging brand
3. Faster engagement
4. Better talent – ability to source against talent shortages
5. Cost savings

Brand for contingent vs. permanent

- Rapidly expanding Gig Economy
- Greater interest in “experiences” vs. “careers”
- Insignificance of work engagement when defining value proposition
- Emergence of need for “Contractor Value Proposition”

Challenges of branded direct-sourcing

- Is your brand a natural attractor?
- Organizational appetite to change
- Optimizing your CWS ecosystem
- Prioritization of internal projects against ROI

With the idea of branded direct sourcing in mind, what are you most afraid of?

1. Risk
2. Brand and Marketing buy in
3. Disrupting the supplier base
4. Business adoption
5. Competition with full time hiring and HR

Branded direct-sourcing success factors and risks

- Capitalizing on brand assets and CVP
- Alignment between TA and Procurement
- Unilateral strategic commitment
- Co-employment
- Supplier relations

The background of the slide is a teal color with a faint, large-scale pattern of interlocking gears. A vertical teal bar is positioned on the left side of the slide.

Collaboration between Procurement and Talent Acquisition

- Alignment of goals and objectives
- Prioritization of quality and cost
- Synergy with FTE engagement and hiring strategies
- Clear role definitions of each sponsor grouping

Final thoughts and advice



Time for Your Questions...



SIA CWS Council Member Resources



- [Workforce Solutions Buyer Survey: 2019 Full Report](#)
- [Coronavirus \(COVID-19\) Resource Center](#)
- [Talent Acquisition Technology Ecosystem](#)
- [Total Talent Acquisition Developments](#)
- [The Human Cloud, the Gig Economy & the Transformation of Work](#)
- [The Gig Economy and Human Cloud Landscape: 2019 Update](#)

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Thank you to our sponsor...



alexander mann
solutions








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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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