



**WEBINARS**

**CONTINGENT WORKFORCE  
STRATEGIES COUNCIL**



# Top 10 Challenges for Expanding your CW Programme in Europe

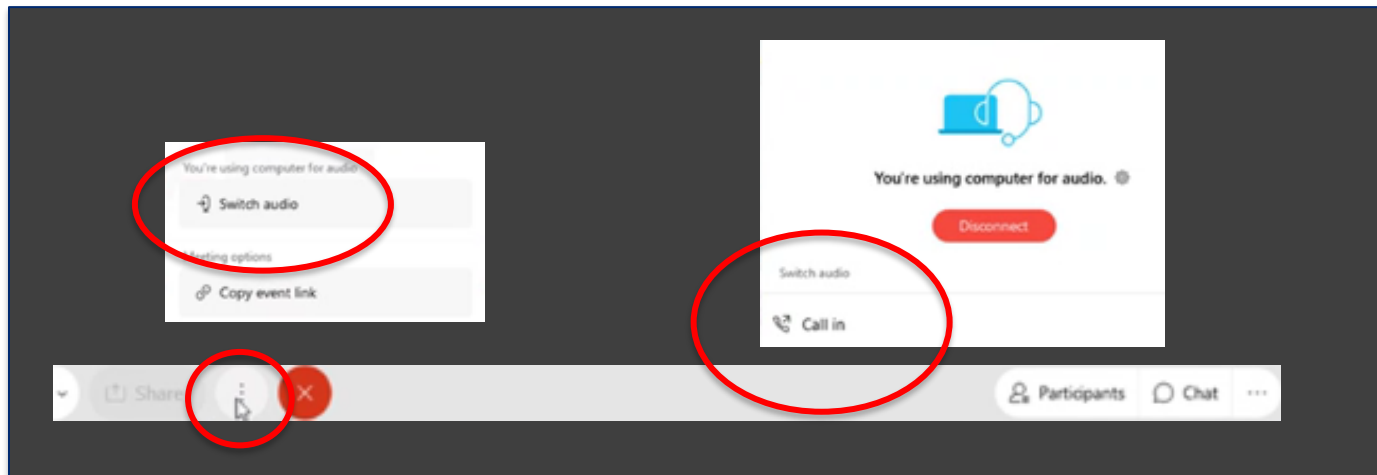
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**30 June 2022**

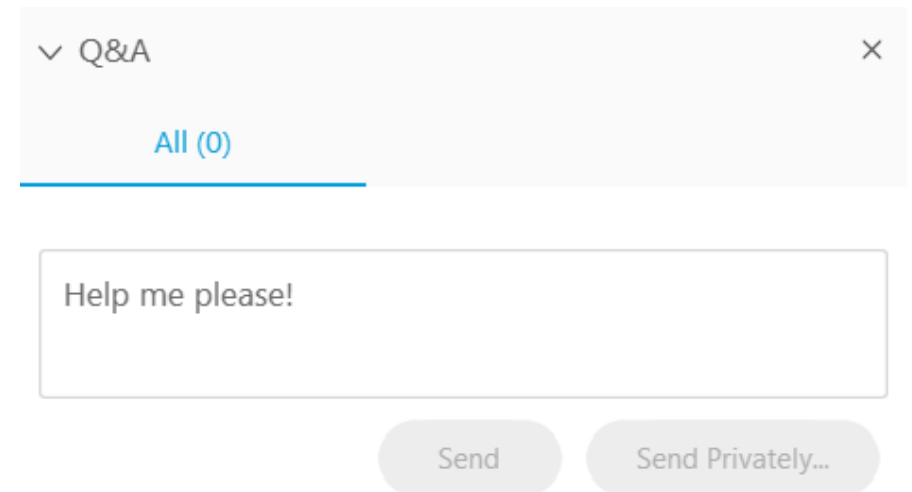
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Q&A ×

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Help me please!

Send Send Privately...

# Staffing Industry Analysts Product Overview



	Products & Services for <b>Suppliers</b>	Products & Services for <b>Buyers</b>
<i>Research &amp; Advisory</i>		
<i>Events</i>		
<i>Editorial</i>		
<i>Certification &amp; Training</i>		

# CWS Council (partial list)



# Today's speakers:

- **Laurence Kirk**  
Vice President, EMEA & APAC

**PRO**Unlimited



- **Tracey Pemberton**  
EMEA Category Lead for  
Human Resources and Legal

**3M**



## Moderator:

- **Dawn McCartney**  
CCWP, VP, Contingent  
Workforce Strategies Council

**SIA**  
STAFFING INDUSTRY ANALYSTS

# THE GLOBAL STAFFING INDUSTRY CONTINUES TO FACE MARKET DISRUPTION...

## Trends & Market Forces

- |  |                                       |
|--|---------------------------------------|
| <b>1</b> COVID-19<br>Mk III                      | <b>5</b> M&A Pick-Up                  |
| <b>2</b> The Great<br>Resignation /<br>Reshuffle | <b>6</b> Increase in<br>Cyber-Attacks |
| <b>3</b> Rate Rises /<br>Economic<br>Uncertainty | <b>7</b> AI Controversy               |
| <b>4</b> Mediterranean<br>Renaissance            | <b>8</b> Ongoing War<br>in Ukraine    |

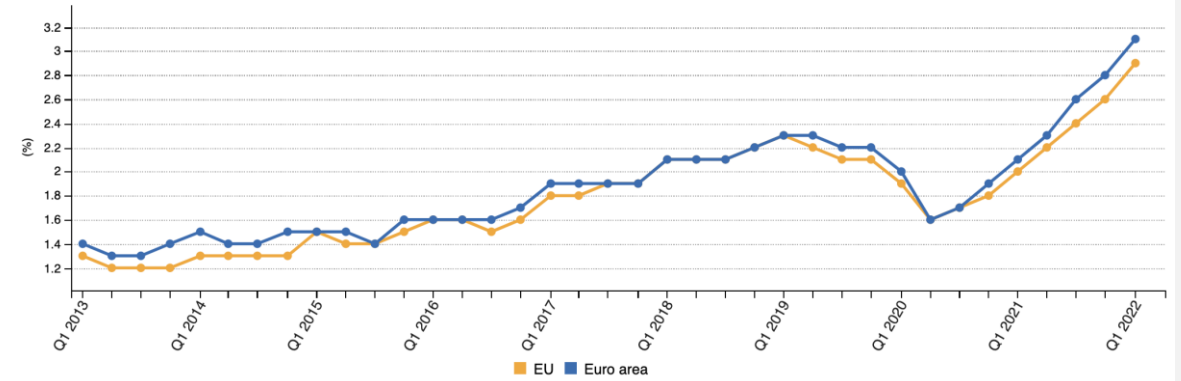
Source: SIA 2022 Staffing Trends

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Quarterly job vacancy rates, not seasonally adjusted, 2013-2022 (Q1-2022)



Source: eurostat

### No end in sight for the Great Resignation...

- Accelerated by the pandemic, workers continue to re-evaluate priorities leading to record quit rates globally
- According to a recent PwC survey of over 52,000 workers – 1/5 workers indicate they are likely to switch to a new employer in the next 12 months

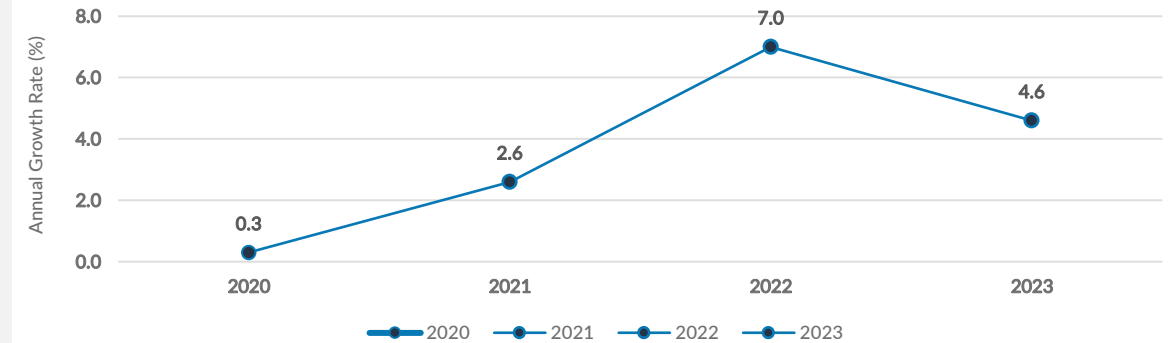


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## Trends & Market Forces

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Euro Area Inflation Forecast - Total Annual Growth Rate (%) 2020-2023



Source: OECD (2022), Inflation forecast

### Euro zone inflation hits yet another record high...

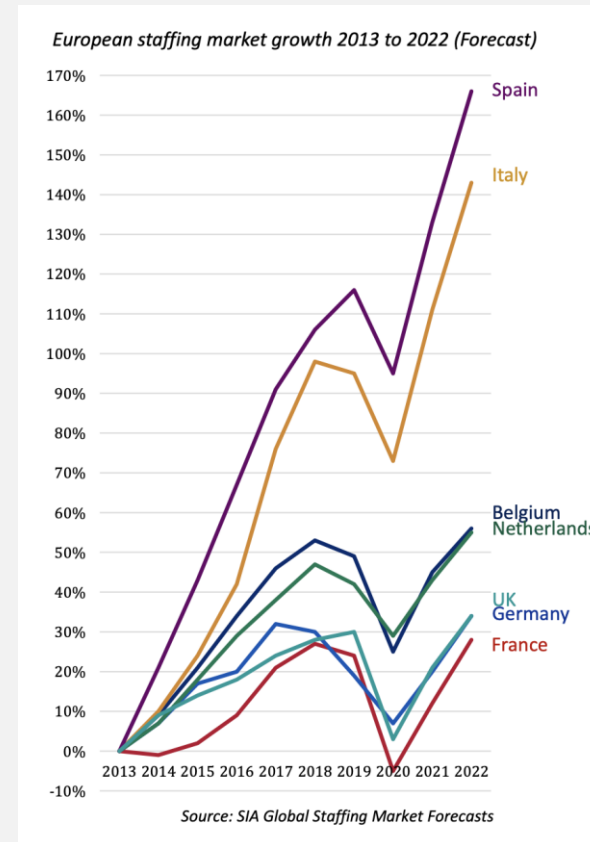
- Inflation came in at 8.1% for the month of May, up from April's record high of 7.4%<sup>1</sup>
- As workers respond to soaring energy and food prices a recent survey found more than a third are planning on asking their employer for a raise<sup>2</sup>
- Other workers may opt to go on strike (see National Rail & London Underground strikes)

<sup>1</sup> Eurostat <sup>2</sup> PWC

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Source: SIA 2022 Staffing Trends

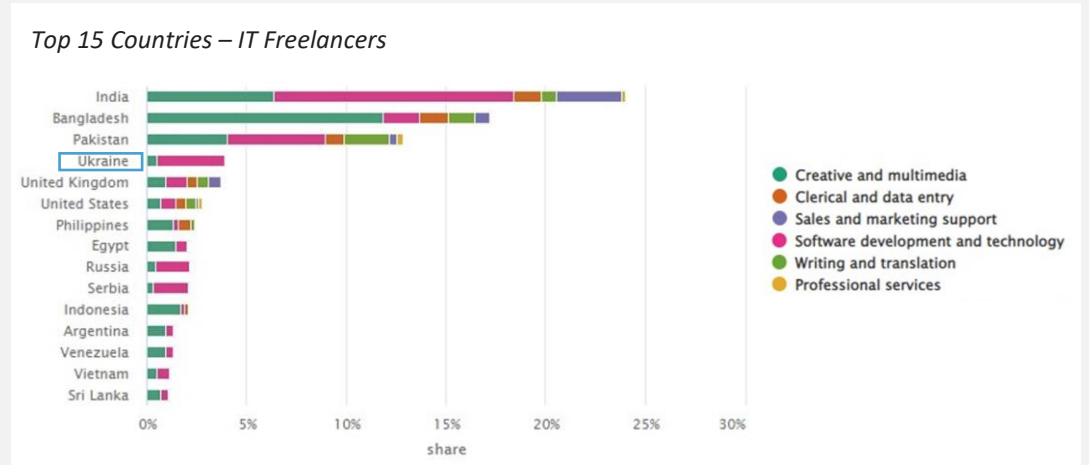
### Mediterranean Offering a Bright Spot of Growth...

- While the European staffing market is dominated by the large UK, German, French and Dutch markets (66% of total) – the growth in Spain & Italy has been striking
- Organizations continue to adapt and incorporate cross-boarder talent fulfillment into their strategies
- For suppliers, expanded coverage of growing markets is a must – as organizations seek scale and consolidation

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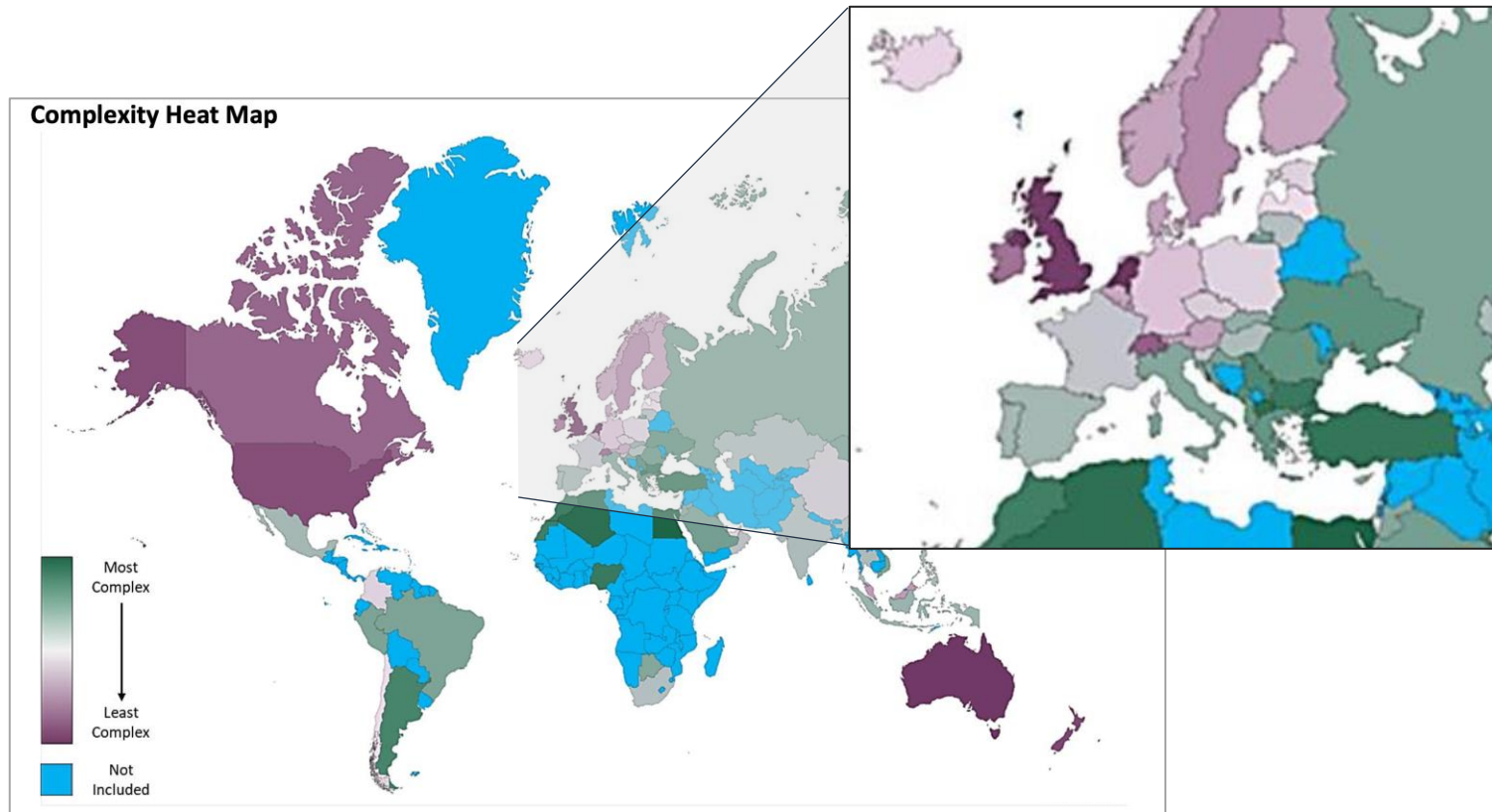
Source: SIA – Online Labour Index

## Nearly 5 Million Jobs Lost - Labor Markets Disrupted in Neighboring Countries

- Ukraine has historically been #4 on the top countries for IT Freelancers<sup>1</sup>
- Since the invasion began on 24 February, more than 5.23 million refugees have fled to neighboring countries<sup>1</sup>
- ~23% (1.2 million) were previously working and have lost or left their jobs<sup>1</sup>

<sup>1</sup> SIA

## REGIONAL COMPLEXITY



Source: SIA - Most Complex Contingent Markets Globally 2022

While the European labor market is mature it is further complicated by:

- Employment / Temporary Agency Regulations
- Political / Legislative Environment
- Pricing / Currency
- Language

# WHAT DOES IT MEAN FOR MY BUSINESS?

## LEGAL

- Regional Complexity
- Finance/ Billing/ Taxation/ Competition Law



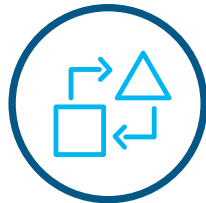
## FINDING THE RIGHT PARTNER

- Partner dependent delivery?
- Competency to mitigate risk
- Agility to accommodate future unknowns.

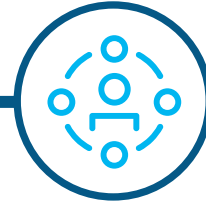


## IMPLEMENTATION APPROACH

- Big bang or not to big bang?
- Which service line / all service lines...VMS first vs. VMS & MSP vs. MSP & SOW



## Top 10+ Challenges for EMEA Program Implementation & Expansion



## SECURING ORG ALIGNMENT

- Snr Programme Sponsorship
- HR vs People & Culture
- Departmental interference!



## END-TO-END VISIBILITY

- What if you haven't got the full picture today?
- 1 challenge, hundreds of suppliers and even more solutions



## DESIGNING FOR THE FUTURE

- My 2025 needs
- Preparedness for headwinds
- Its not all one direction
- Whats else?

# TIPS & QUESTIONS TO CONSIDER



## KEY QUESTIONS TO ASK

- ❑ Why are we going global? What do we hope to accomplish? What ROI should we anticipate?
- ❑ What sponsorship do I need? Do we have the support in-place for a successful programme?
- ❑ How will we best identify and proactively communicate to all stakeholders?
  - Procurement, HR, IT, Facilities, Legal, Finance, Key Business Users, Suppliers, Partners, etc.
- ❑ How should we prioritise and approach implementation?



## TIPS

- Document Business Case
  - Programme Goals, Scope, Alignment, Effort & Resources Required, Value Realisation Plan
- Formalise Governance, Change Management, and Communications
  - Executive Leadership Alignment, Change Management Plans by Location, Communication Strategy
- Consider Complexity, Risk, Supply & Demand & Other Factors to Segment & Prioritise Expansion
  - Proactively Build Flexibility Into Your Plan
  - Programme term will likely expire in 2028! How different will the world be ???

# Time for your questions...



Thank you for your sponsorship...



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# SIA MEMBER RESOURCES

- **International Talent Mobility**
- **Workforce Solutions Buyer Survey: 2021 Europe Results**
- **Workforce Solutions Buyer Survey: 2021 UK Results**
- **Workforce Solutions Buyer Survey: 2021 Americas Results**
- **Lexicon of Global Workforce-Related Terms (complimentary)**

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Contact the SIA Council team: **[enterpriseservices@staffingindustry.com](mailto:enterpriseservices@staffingindustry.com)**



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For more information: [www.staffingindustry.com](http://www.staffingindustry.com)

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"Can I have an MSP?"

## FINDING THE RIGHT PARTNER

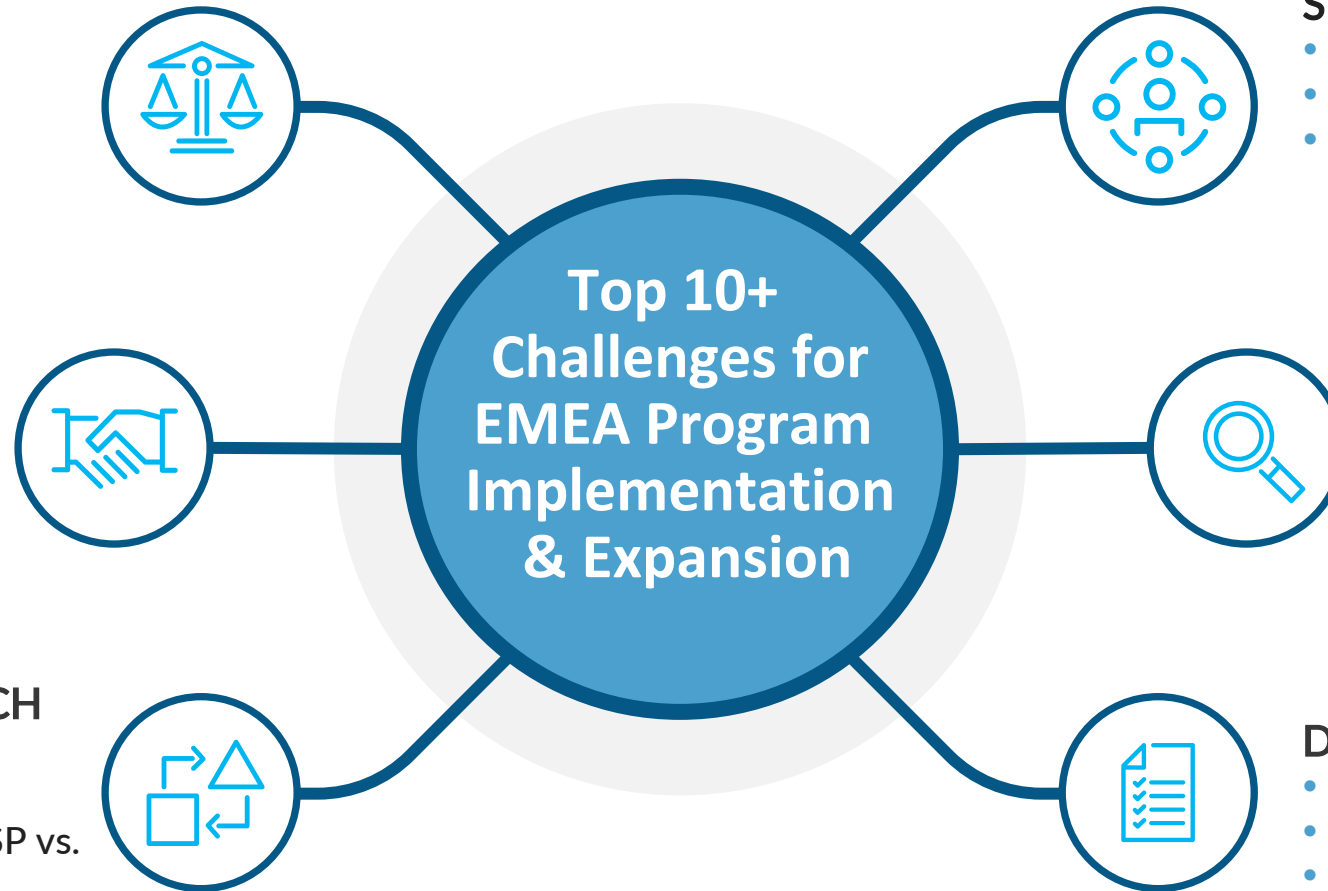
- Partner dependent delivery?
- Competency to mitigate risk
- Agility to accommodate future unknowns.

"How experienced is my solution provider in the Med?"

## IMPLEMENTATION APPROACH

- Big bang or not to big bang?
- Which service line / all service lines...VMS first vs. VMS & MSP vs. MSP & SOW

"How do I prioritize?"



## SECURING ORG ALIGNMENT

- Snr Programme Sponsorship
- HR vs People & Culture
- Departmental interference!

"How do I gain endorsement?"

## END-TO-END VISIBILITY

- What if you haven't got the full picture today?
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"Is my data giving me the full picture?"

## DESIGNING FOR THE FUTURE

- My 2025 needs
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- Whats else?

"Is my solution provider considering my future needs?"