



WEBINARS

**CONTINGENT WORKFORCE
STRATEGIES COUNCIL**



Breaking Down Barriers: A Journey to Achieving Total Workforce Visibility

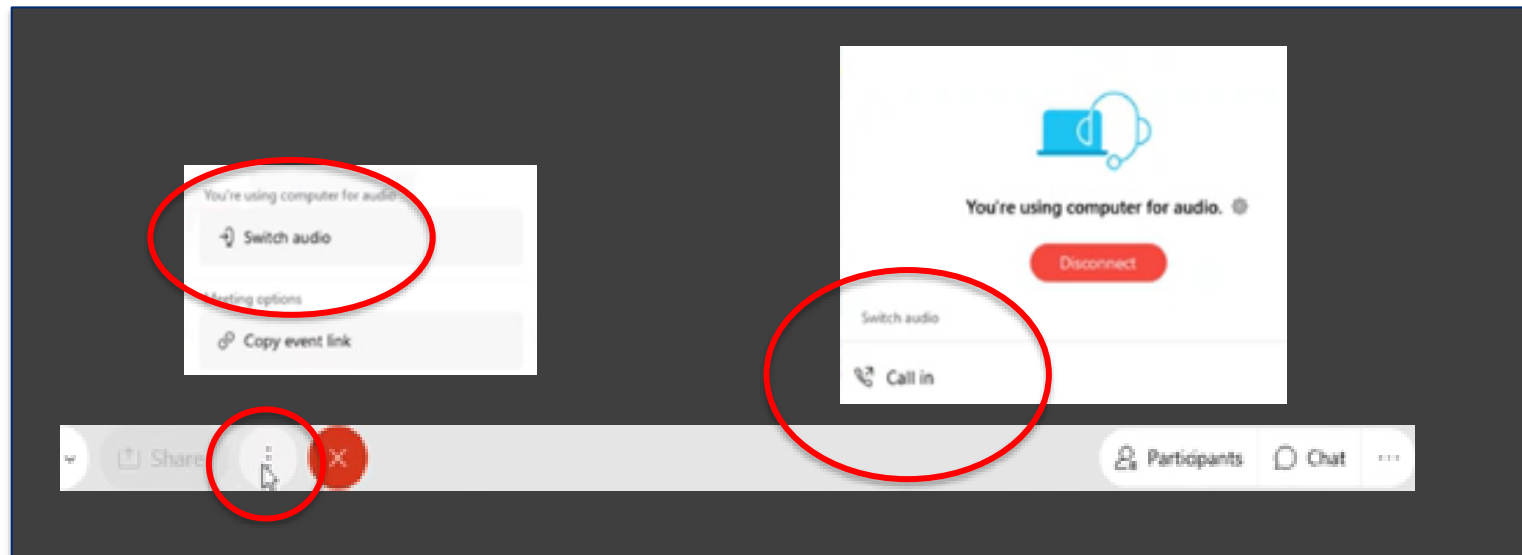
Sponsored by:

beeline[®]

April 13, 2023

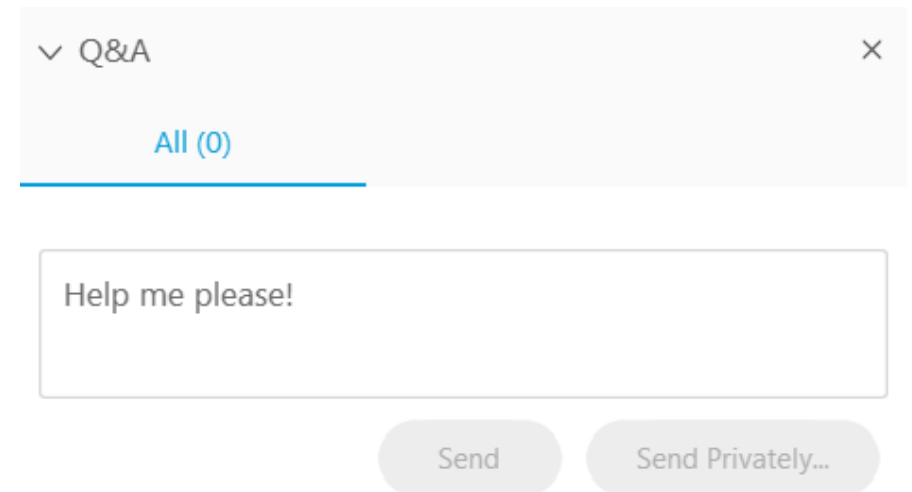
Audio

- **Listen through your computer** through your speakers after you log into the event.
- **Want to change your audio?** Click **Audio** options, click **Switch audio**, and then choose the option that you want to use.
- **Need assistance?** Please send us a message in the Q&A section or email memberservices@staffingindustry.com.



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.
- Questions? Please email memberservices@staffingindustry.com



Q&A

All (0)

Help me please!

Send Send Privately...

Staffing Industry Analysts Product Overview



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

CWS Council (partial list)



Today's speakers:



- **Will Dempsey**,
Global Talent
Acquisition
Director,
AstraZeneca



- **Erika Novak**, VP,
Executive
Management,
Beeline



Moderator

- **Dawn McCartney**,
VP, CWS Council

Total Talent

Enterprise Buyer Workforce

Contingent Labor / External Workforce

Internal Workforce

Staff Aug

IC's

SOW's

Full Time
Employee

Intern

Part-Time
/ Fixed
Term
Employee

Do you have complete visibility of your employees and all your non-employee workers?



1. Yes, all employee and non-employees
2. Partial visibility of non-employees (contingent workers, but not outsourced service contractors)
3. Limited visibility of non-employees
4. No visibility of non-employees



Global



Market Information and Forecasts

Workforce Solutions Buyer Survey 2023

Initial Findings Global

March 20, 2023 | Curtis Starkey, Senior Research Analyst | cstarkey@staffingindustry.com

What, if anything is preventing your organization from pursuing a total talent strategy (combined talent recruiting for contingent and non-contingent workers)? (select all that apply)

	Response %
Organizational silos	58%
Lack of corporate consensus	50%
Absence of technology to support total talent strategy	45%
Legal concerns	22%
No perceived advantages (happy with current supply chain)	19%
Already have a total talent strategy in place	10%

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

	In place today	Likely to be seriously explored in 2 years	Not planning to do it	Don't know
Statement of work (SOW) consultants (i.e. project-based consultants) incorporated into the contingent workforce program	63%	31%	4%	2%
Employer branding: attraction, retention, and engagement initiatives to enhance employer brand	50%	39%	4%	7%
Global management of contingent workforce program	39%	40%	20%	1%
Direct sourcing: sourcing contingent workers without a staffing firm/from an internal pool	37%	42%	14%	7%
Contingent workforce planning included as part of corporate strategy	33%	49%	7%	11%
Company career site for attracting contingent workers	29%	49%	10%	12%
Talent pools/Self-sourcing of contingent workers	25%	16%	11%	14%
Total talent acquisition: combined talent recruiting for contingent and non-contingent workers	16%	43%	24%	17%

Breaking Down Barriers: A Journey to Achieving Total Workforce Visibility

Will Dempsey
AstraZeneca

Erika Novak
Beeline

Key Takeaways

Mindset

- Workforce visibility solves executive level problems
- Your ability to impact your organization is bigger than time-to-fill
- Understand your organization's ability to change and key motivators - carrots vs. sticks

Tactics

- Current state metrics + hypothesis = more credible business case
 - Track and measure current state behavior before mandating a new process
 - Create measurable hypotheses
- Use technology to embed and enforce principles across the organization
 - Technology should always simplify a User's experience
- Recognize the journey and anticipate its stages
 - Create an externally facing 12-24 month roadmap
 - Match problem statements with measurable behavioral changes
- Continually manage leadership expectations
- Always tie it back to how it's better for the Bottom Line

Time for your questions...



beeline® Global Workforce Intelligence

We've made total talent intelligence a reality.



Visibility and Control over your entire workforce

- Gain real-time visibility for all global talent sourcing and compliance needs
- Identify compliance risks and ensure your workforce is audit-ready anytime, every time
- Source with confidence: empower your teams with decision guidance for accurate classification

Imagine: You have 20,000 workers across 20 countries. But you can only accurately report on 20% of those workers in 4 countries. Until now, this has been the reality for most companies. With Global Workforce Intelligence (GWI), you can see and compare data from your entire workforce – employees and non-employees – all in one platform.



Scalable Right-Size Sourcing

"Global Workforce Intelligence helps us take advantage of the increase in new flexible talent (nearly half of the total workforce), evolve our program, and do so in a scalable way."
– Global Manufacturer

beeline®

What our clients are saying:

Procurement and HR Alignment

"We now think about talent more proactively to strategically consider what we need to get work done...expanding visibility for all populations, for cohesive strategic thinking."
– Leading Cyber Security Corporation

Reduced Costs

"We gained total visibility of all classifications of workers linked to the organizational hierarchy and significantly reduced HCM and third-party system costs."
– Life Sciences Company

beeline.com

For more information...

Download our fact sheet to learn more about how Beeline can give you visibility and control of your entire workforce.

Read now at <https://bit.ly/3ZDxZAf>

Thank you for your sponsorship...



beeline®

SIA MEMBER RESOURCES



- [Workforce Solutions Buyer Survey 2023: Initial Findings Global](#)
- [Workforce Solutions Buyer Survey 2023: Initial Findings Americas](#)
- [Lexicon of Global Workforce-Related Terms](#) (complimentary)

Not an SIA member?

Contact the SIA Council team: enterpriseservices@staffingindustry.com



**CWS SUMMIT
EUROPE**

9-10 MAY 2023

**Royal Lancaster Hotel
London, UK**

in  **#CWSSummit**

Register at www.cwssummitwe.eu



**CWS SUMMIT
NORTH AMERICA**

18-19 SEPTEMBER 2023
The Omni | Dallas, TX

in  **#CWSSummit**

Register at www.cwssummit.com



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

For global coverage across the workforce solutions ecosystem, follow us and connect via



PROPRIETARY DATA, DO NOT DISTRIBUTE OUTSIDE YOUR ORGANIZATION. Your company's use of this report precludes distribution of its contents, in whole or in part, to other companies or individuals outside your organization in any form – electronic, written or verbal – without the express written permission of Staffing Industry Analysts. It is your organization's responsibility to maintain and protect the confidentiality of this report.

Staffing Industry Analysts | 1975 W. El Camino Real, Ste. 304 | Mountain View, CA 94040 | 800.950.9496 | www.staffingindustry.com