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How to Successfully Manage a Thriving Freelance Workforce

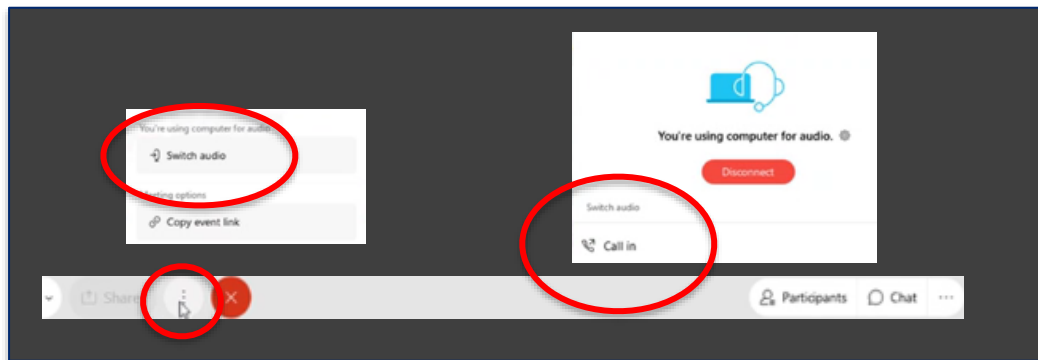
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July 13, 2023

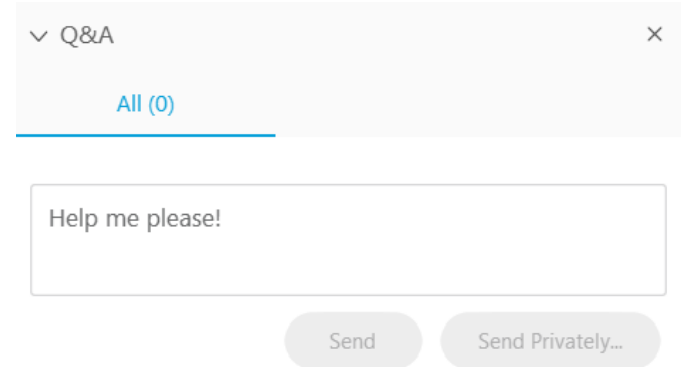
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Q&A

All (0)

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CWS Council (partial list)



Today's Speakers



**Dawn
McCartney,**
VP CWS
Council, SIA



Shahar Erez,
Fiverr
Enterprise,
CEO & GM



Market *Overview*

“

The alternative workforce: *It's now mainstream* .
For years, many considered contract, freelance, and gig employment to be “alternative work,” options supplementary to full-time jobs. Today, this segment of the workforce has grown and gone mainstream, leading organizations to *look strategically at all types of work arrangements in their plans for growth.*

”

Deloitte, [Global Human Capital Trends 2019](#)

“

I believe in 2023 we will finally start to see these systems (FMS) come together with the core HRMS. Why?

Because *the growth in hybrid, contract, and gig work is astronomical*. Most of the pharma companies, tech companies, and distribution companies we talk with have *40-60% of their workers on contract*. These individuals need scheduling systems, payroll, and various forms of onboarding, benefits, and information security. *Now that more full time workers want to work on a gig basis* (baby boomers in particular), this may be a year that this category collides with core HR. I know many companies operate this way now.

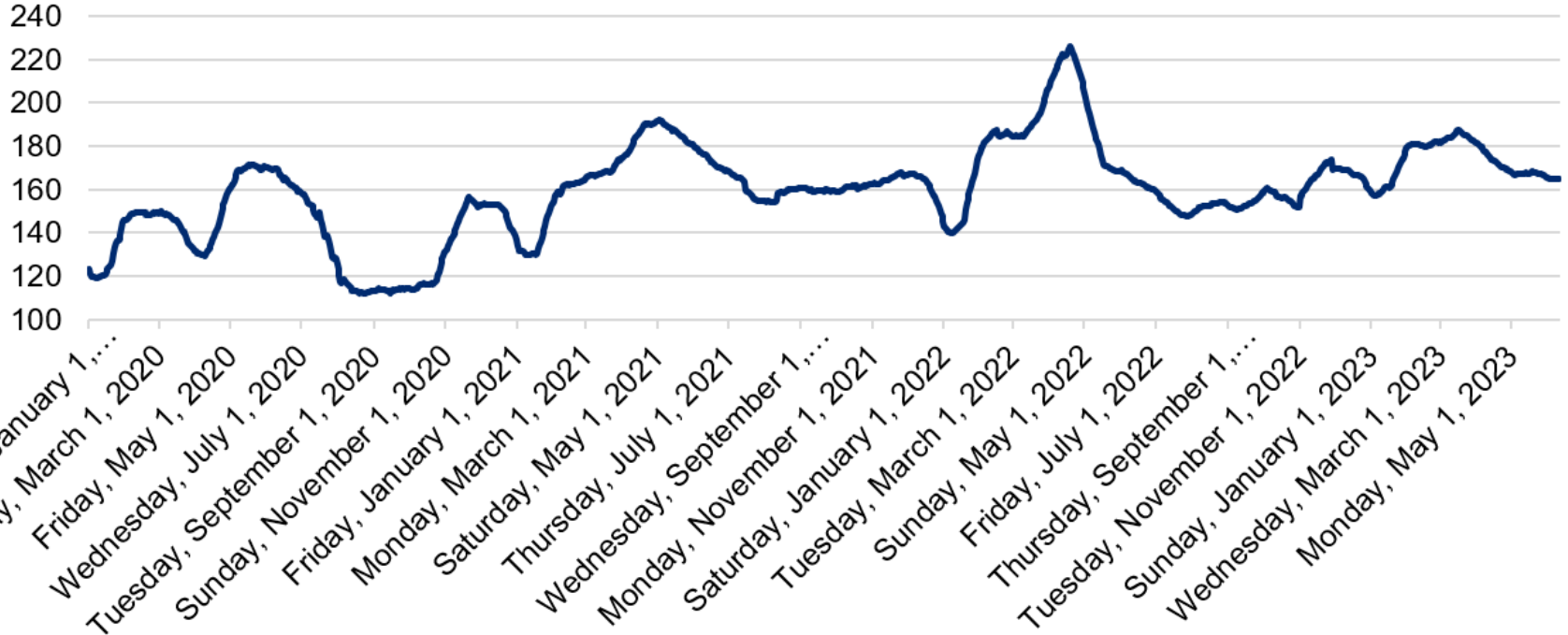
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Josh Bersin, January 11, 2023

Trends in Global Freelancing



Online Labour Index: 28-Day Moving Average 1 January 2020 to 11 June 2023

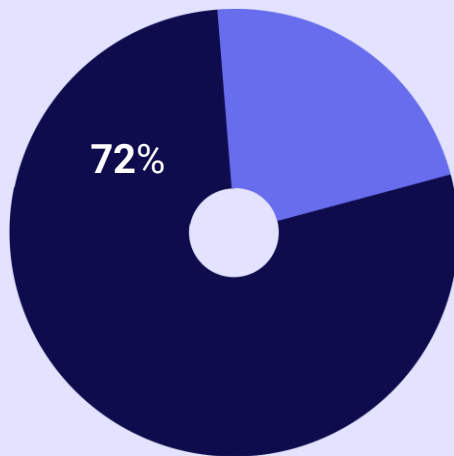


Source: SIA, European Employment Barometer (Oxford Internet Institute), 11 June 2023

The Future of Work

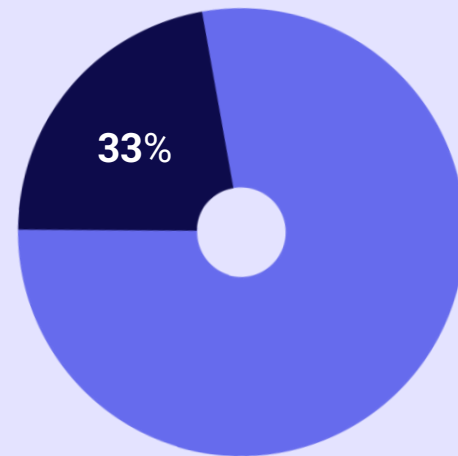
Remote

72% of the workforce demand workspace flexibility



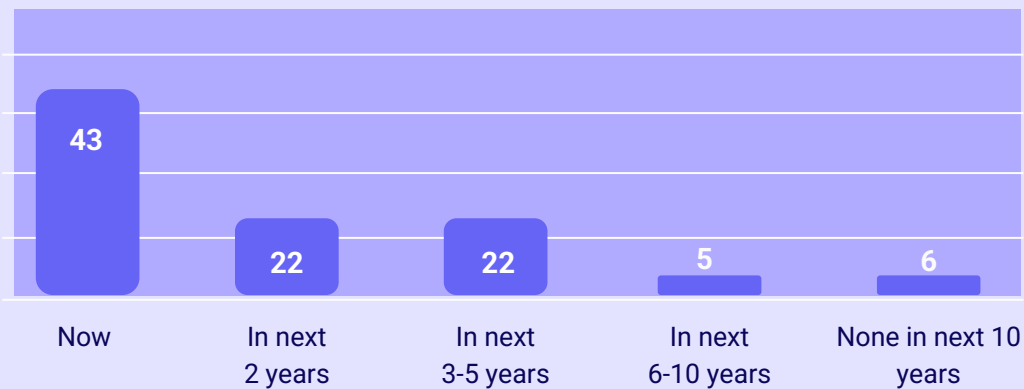
Freelancing

More than a third of the workforce wants to be their own boss



The Future of Work

When skill gaps are expected to occur within organizations, % of respondents



In Place Today/ To be Explored (Strategies)



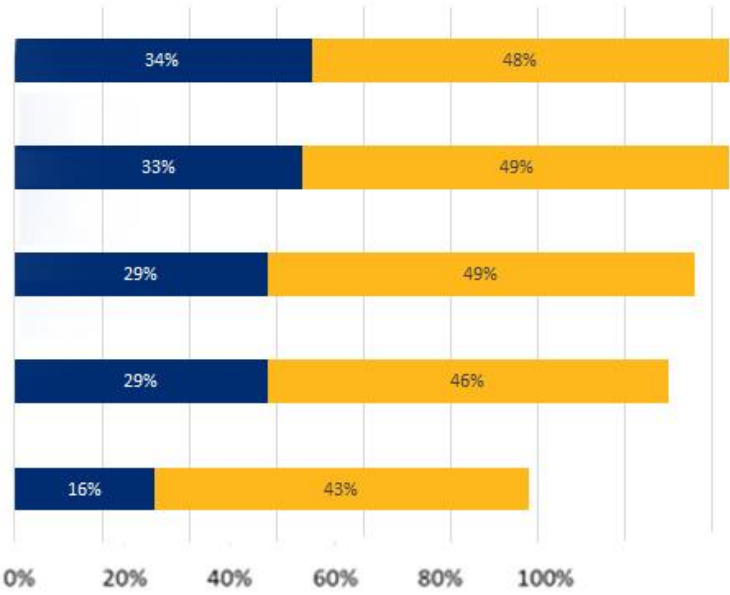
Program to align contingent workforce to the organization's employed diversity goals

Contingent workforce planning included as part of corporate strategy

Company career site for attracting contingent workers

Talent pools/Self-sourcing of contingent workers

Total talent acquisition

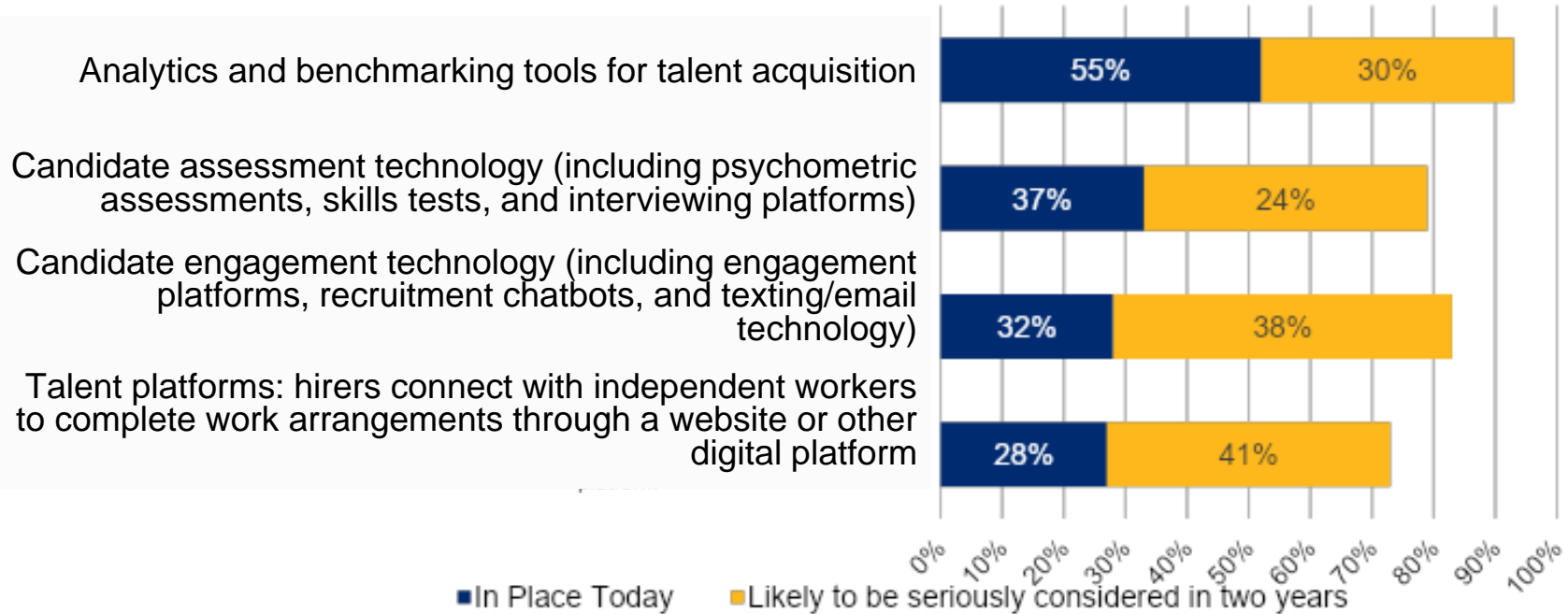


■ In Place Today ■ Likely to be seriously considered in two years

Source: SIA Workforce Solutions Buyer Survey Global 2023

SIA | Staffing Industry Analysts [Contingent Workforce Strategies Council](#) Webinar

In Place Today/To be Explored (Technology)



Source: SIA Workforce Solutions Buyer Survey Global 2023

From Fiverr's Research *

***77% of laid off workers
in the U.S. want to switch industries***

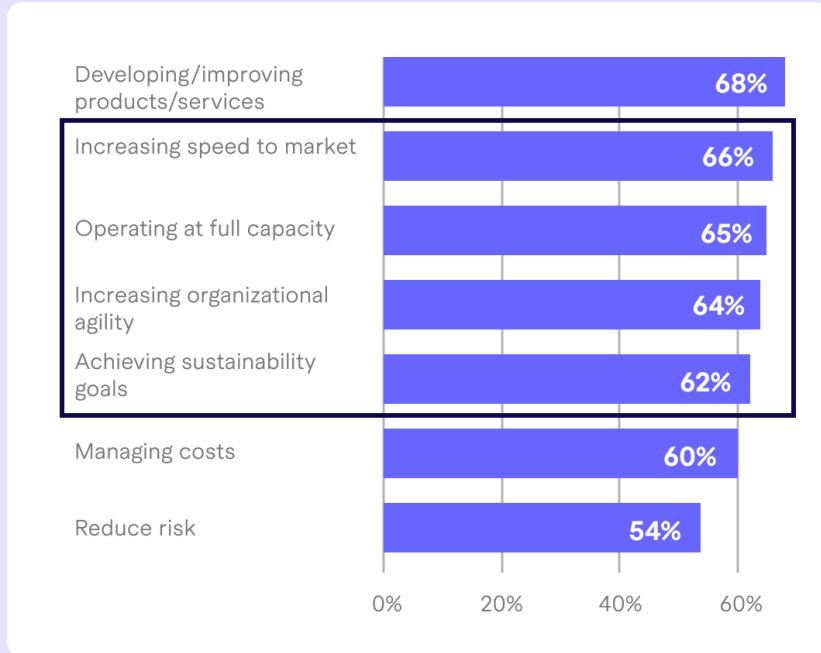
57% said they plan to freelance or start their own business while looking for a new job.

[The full research >](#)

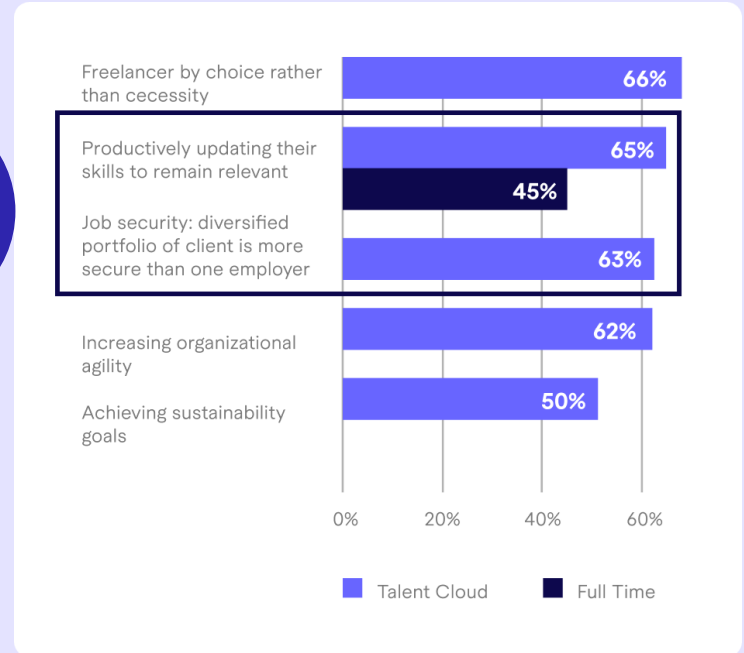
fiverr enterprise.

Talent cloud is primarily a way for companies to access needs expertise quickly.

How important is external workforce in meeting following business goals?



Expertise & scale rather than cost



[Source 1](#) [Source 2](#)

From Fiverr's Research

***78% of companies will rely on
freelancing in 2023, rather
than add new staff***

[The full research >](#)

fiverr enterprise.

The way
it looks today.



fiverr enterprise.

What happens *today.*

- Need to deliver faster
- Talent shortage
- Organizational frustration
- Need to execute

But we're facing two realities...

1. Today's workforce is evolving and market trends show that more freelance talent is available than ever before.
2. Companies are looking to fill skill gaps and onboard talent, but traditional processes just take ***way too long.***





Company Bio

1. Multinational corporation (30,000+ employees)
2. Experienced multiple M&As over the past few years
3. Retains substantial contingency workforce (freelancers)
4. Traditional Enterprise Procurement workflow

Amdocs *The Problem.*

The Problem

As a result of multiple M&As, a new population entering the company would require a smooth transition into the organization's traditional processes.

Rethink how to work with their existing freelance workforce, as well as the new ones they onboarded.

New population = New challenge

1. Individual life cycle
2. Labor compliance
3. Rapid payments and small transaction
4. Establish new vendor /EE
5. Company DNA

Now, you have three choices

1

**Ignore the
change**

2

**Enforce the
old system**

3

**Embrace a
new process**

What the New Process *Could Look Like.*



What You Gain & What You *Don't* Lose.

What you gain working in a new process (FMS)

- Agility - move fast as an organization
- Autonomy (but supervised)
- Mitigate workforce misclassification risks
- Endless global talent pool
- Full visibility and control of budgets and payments
- Fully compliant contingent workforce

What values you keep from the old process

- Signing contracts
- Compliance
- Risk assessment
- Budget control

7 Key Takeaways *from* *the process.*



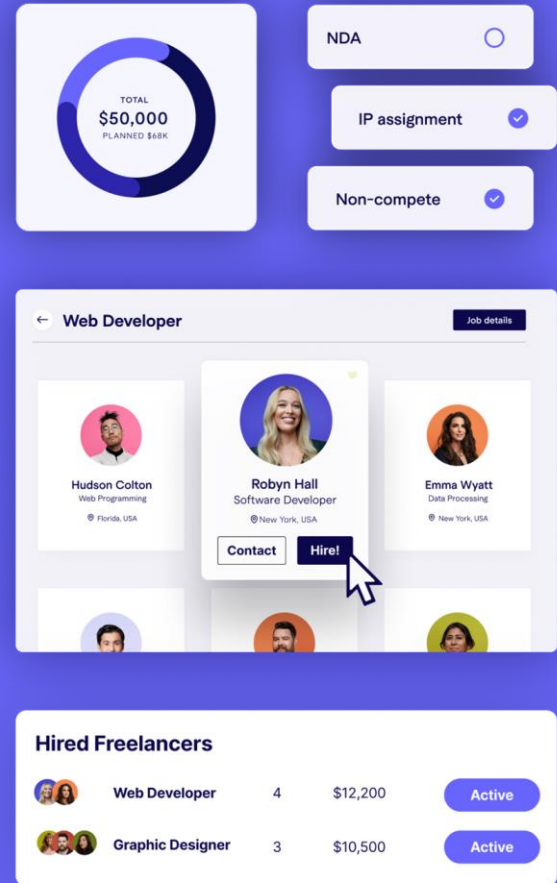
1. Keep it simple with a stand-alone solution
2. Identify key stakeholders & get them involved early
3. Identify the early adaptors
4. Start with one business unit
5. Choose a dedicated owner
6. Data is King - know your numbers
7. Build a Procurement workflow

Summary.

Adapt a new process - Freelance Management System (FMS)

Positive Outcome:

- More agility
- **Zero risk** of worker misclassification
- More autonomy for your teams
- Endless pool of compliant, expert talent
- Quick and professional sourcing
- Full visibility of entire external workforce (budget spend, payments, milestones, etc)



Time for your questions...



Thank you to our sponsor...



fiverr enterprise.

Shahar Erez, CEO & GM at Fiverr Enterprise
Shahar.Erez@fiverr.com

SIA MEMBER RESOURCES



- [Workforce Solutions Buyer Survey: 2023 Americas Results](#)
- [Workforce Solutions Buyer Survey 2023 Europe Results](#)
- [The Future of Diversity, Equity, and Inclusion in the Contingent Workforce](#)
- [Best Practices in Contingent DEI](#)
- [MSP Global Landscape Report 2022](#)
- [Developments in Data Privacy: 2022 Global Update](#)
- [Workforce Engagement Decisioning Tool](#)
- [CW Program Business Case Template](#)

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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.

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