



**WEBINARS**

**CONTINGENT WORKFORCE  
STRATEGIES COUNCIL**



# What CW Program Managers Need to Know in 2024

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**January 11, 2024**

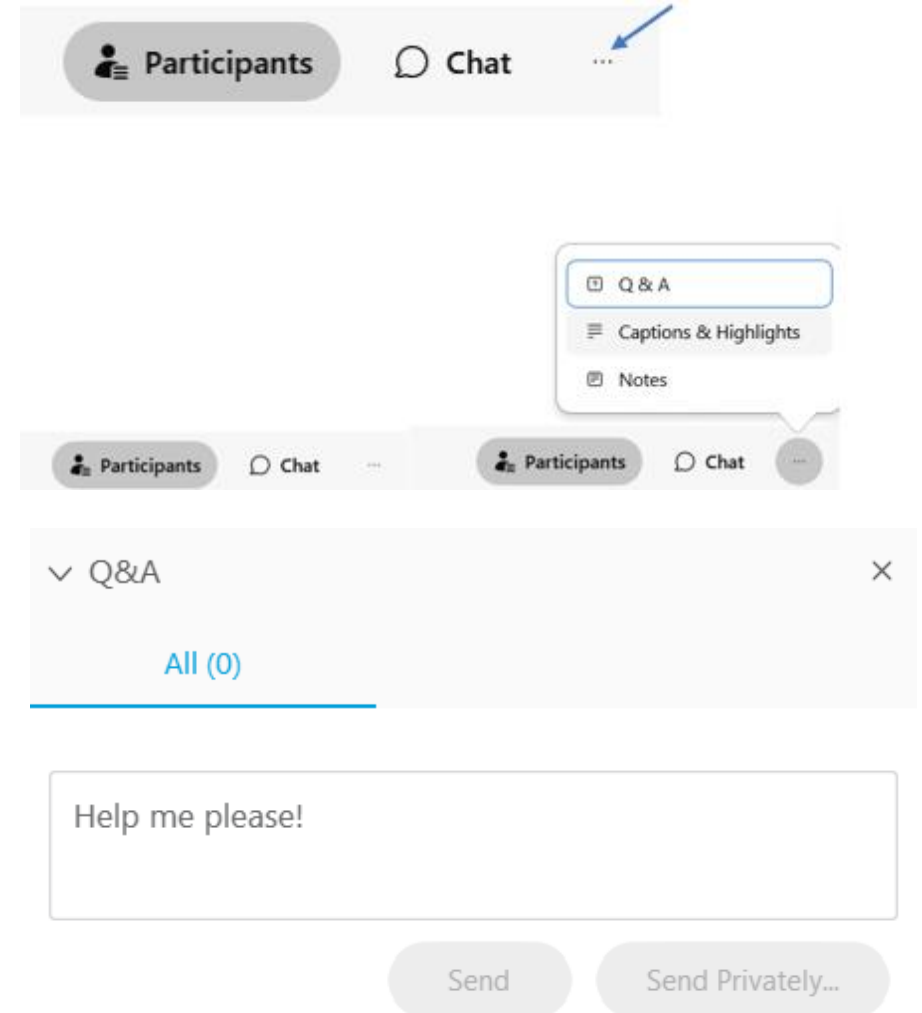
# Logistics

## Questions

- Questions may be submitted at any time.
- **Click on the 3 dots on the lower right to open the Q&A window.**
- Type your question into the small dialog box and click the Send Button.

## Audio

- **Listen on 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.
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# A Diverse Workforce Starts Here

Lori Crimmins: Owner & President

## TalentBridge Network

- Certified Women Owned Business
- WBENC Certified since 2010
- 35+ Years of HR & Staffing Leadership
- 2023 Run Rate: \$90M
- 74% Ethnically Diverse Contractor Base
- 57% Female Internal Staff
- 54% Diverse Management Team



# 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:



- **Cindy Chunn**, Workforce Solutions Technology Analyst, SIA



- **Stephen Clancy**, Sr Director, CWS Knowledge & Research, SIA



- **Matt Norton**, Workforce Solutions Research Director, SIA



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



- **Peter Reagan**, Sr Director CWSC, SIA



- **Lori Telischak**, Sr Manager, CWS Learning & Development, SIA



**Moderator**

- **Chris Paden**, Sr Director CWSC, SIA

# What to expect in 2024 and Beyond



30 Fast Paced  
predictions and  
guidance of what  
to plan for in 2024

## CATEGORIES

- Technology
- Program Operations
- Market Trends
- Talent Strategy
- Legal and Regulatory





# Technology

# Talents' Use of AI



# Early Automation



# Platform Integrations and Ecosystem Partners



# Fraud and Identity Theft



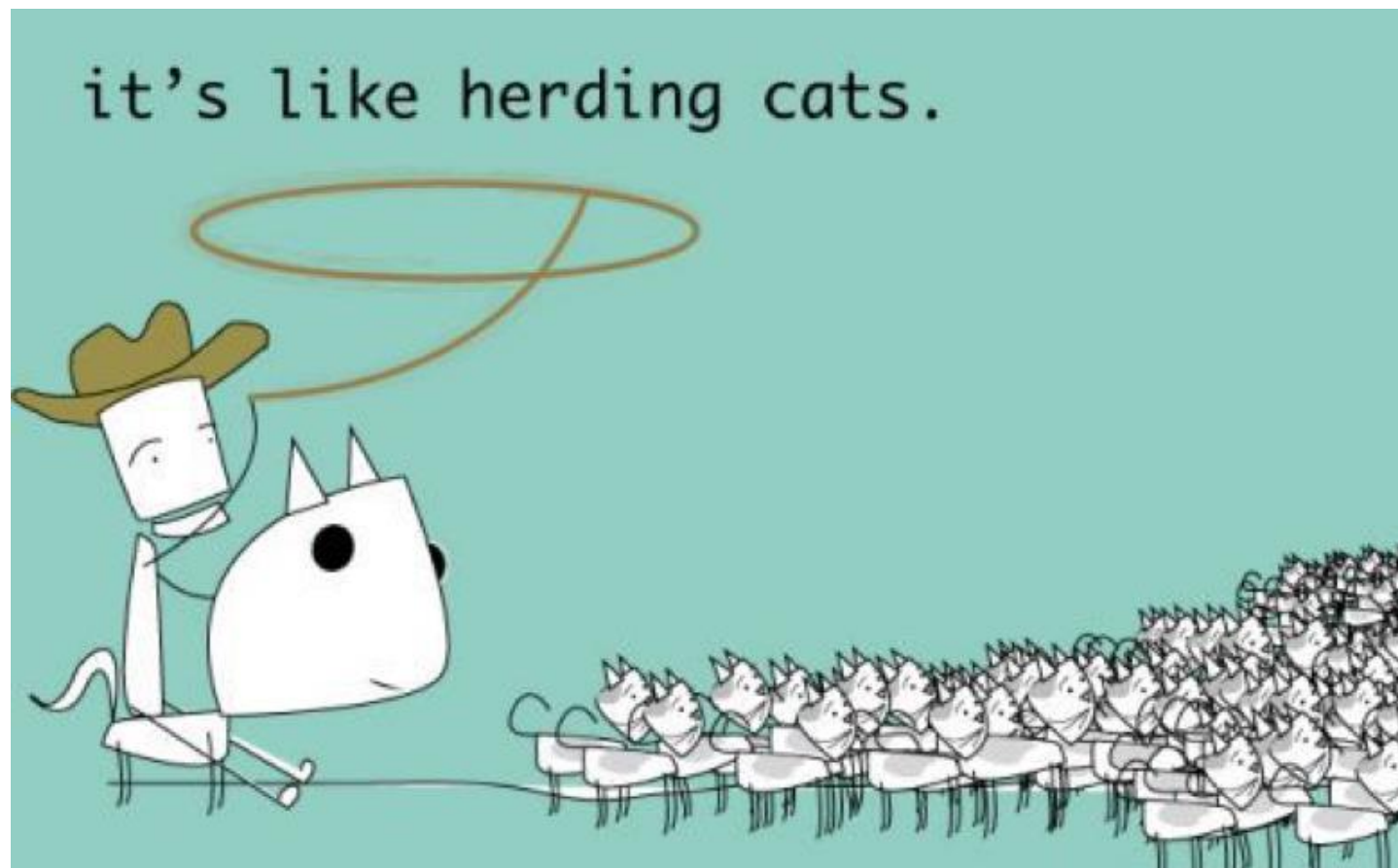
# 10 Things You Could Be Doing With AI Today!



# 10 Things You Could Be Doing With AI

1. Candidate Screening & Skills Assessment
2. Chatbots for Internal Support
3. Compliance & Risk Monitoring
4. Data Analysis & Reporting
5. Document Management & Automation
6. Email Management
7. Predictive Analytics for Demand Forecasting
8. Presentation, Story Boards & Graphics
9. Talent Matching and Sourcing
10. Virtual Assistants

# Program Operations



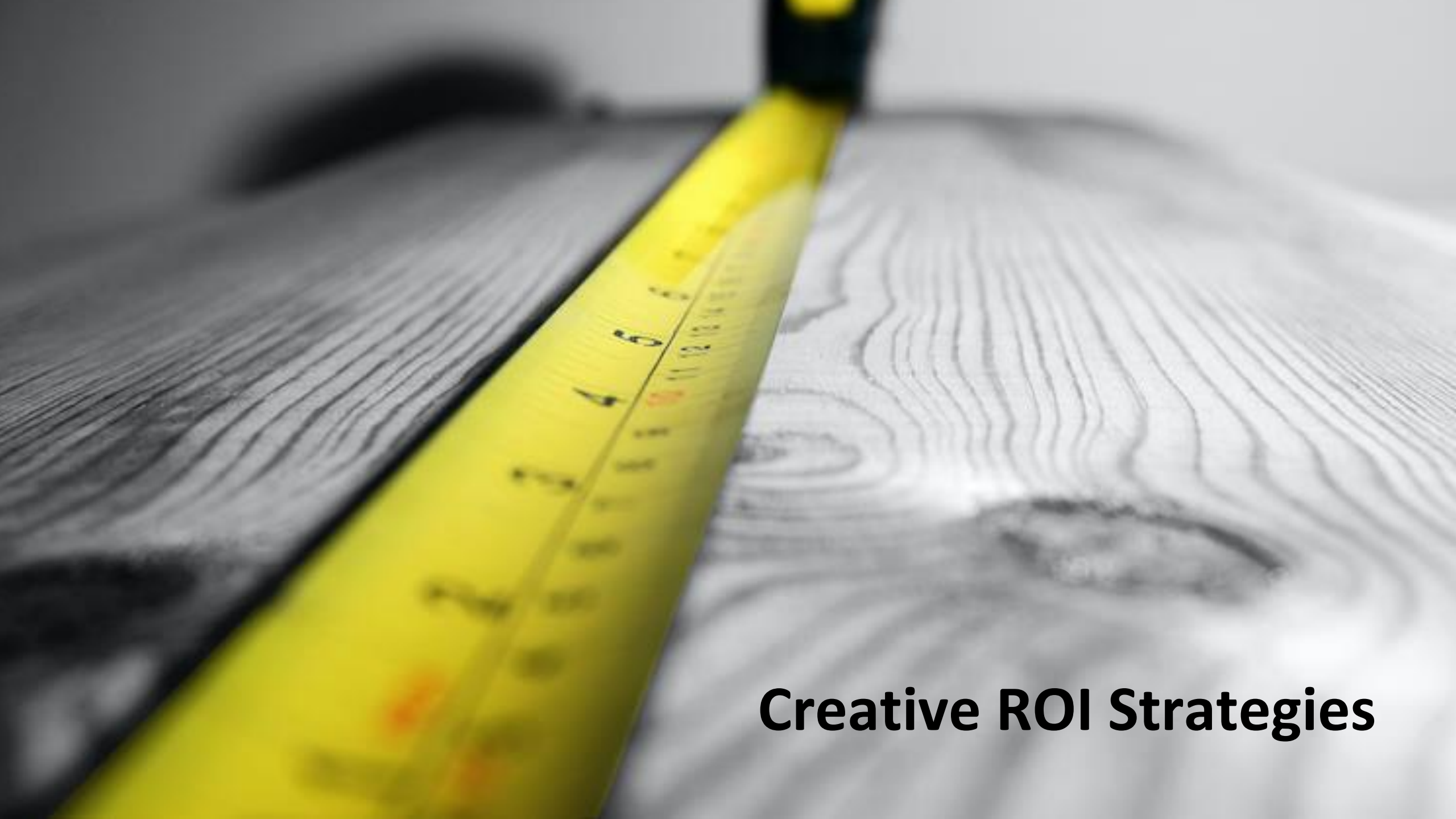


# Internal Program Management Shift

INSOURCE

OUTSOURCE





**Creative ROI Strategies**

# Partner Audit Management

Executing partner auditing best practices after tough biz year...

- Altman's Z-Score Model Financial Assessment
- Contract Adherence Review
- Marketplace Statuses Compliance
- Insurance Policy Check-Up

***\* Take Supplier Optimization Actions to Enhance HIGH Performing Partners' Opportunity!***



# Environmental, Social and Governance Goals



# Flat Line Growth & Preparing for a Downturn



# Nearshoring/Offshoring



**Onshoring**  
(Same country)



**Nearshoring**  
(Neighboring country)



**Offshoring**  
(Distant country)

# Earned Wage Access & Quicker Pay Cycles for CW

A close-up photograph of a hand holding a yellow pencil, pointing at a calendar grid. The word "Payday" is written in red cursive on the grid, underlined. The grid shows dates 4, 15, and 22. The background is a blurred calendar page.

Payday



# **Getting Good at Independent Contractors**



# Refresh of Mission/Purpose

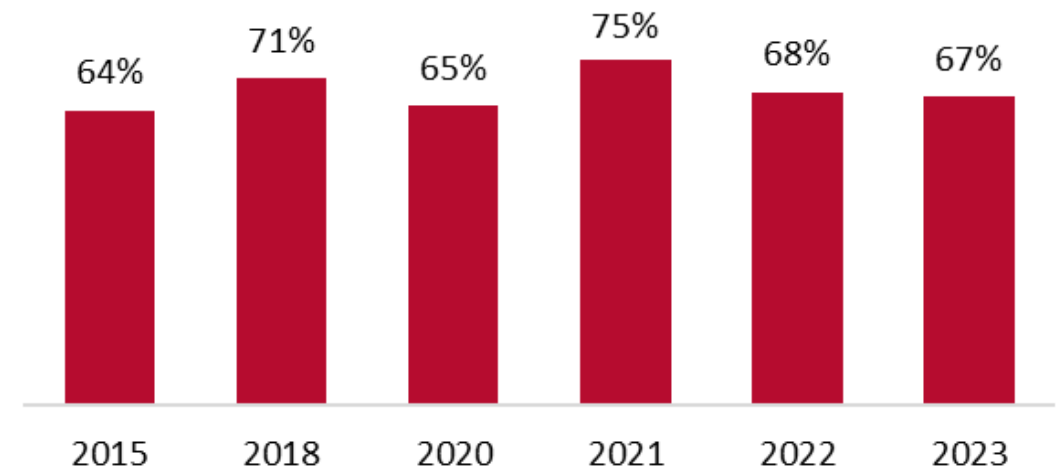


# Disappearing Act? Tenure Policies and Why?

Presently, 33% of buyer organizations have no Tenure Limit Policy!

- **Reasons for setting limits:** co-employment fears; enforce retention/conversion; enforce long-term discounted rates.
- **Reasons for not setting limits:** tenure limits are NOT a major factor in courts' co-employment rulings; are difficult to enforce; can lead to increased recruiting and training costs; and CW resources are increasingly important in the current tight labor market.

**Percent of buyers with assignment limits, 2023**



Source: SIA Workforce Solutions Buyer Survey 2023

# Advice For New Program Managers



# Market Trends



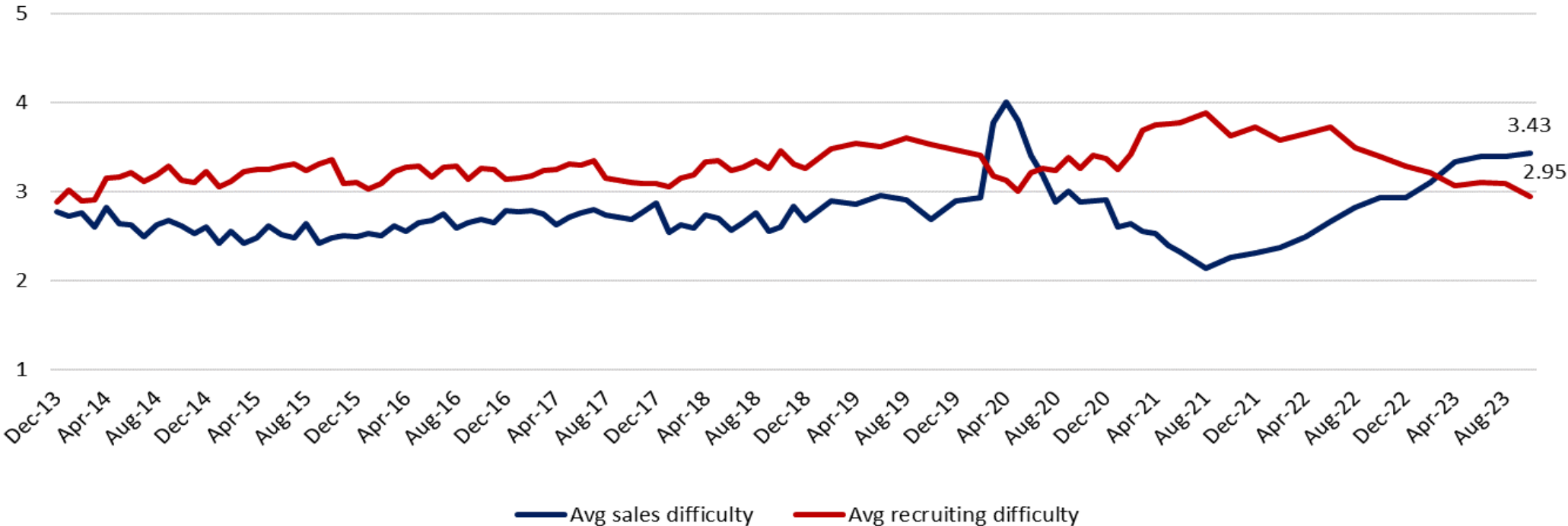
# Election Year - Flexibility is Key



# Macro CW Marketplace Trends That Matter



## Sales vs. Recruiting Difficulty, Long-Term Trend



Source: SIA Pulse Survey, Nov. 2023

# Where is the Talent vs Where is the Talent Needed





Diversity, Equity,  
Inclusion, &  
Belonging

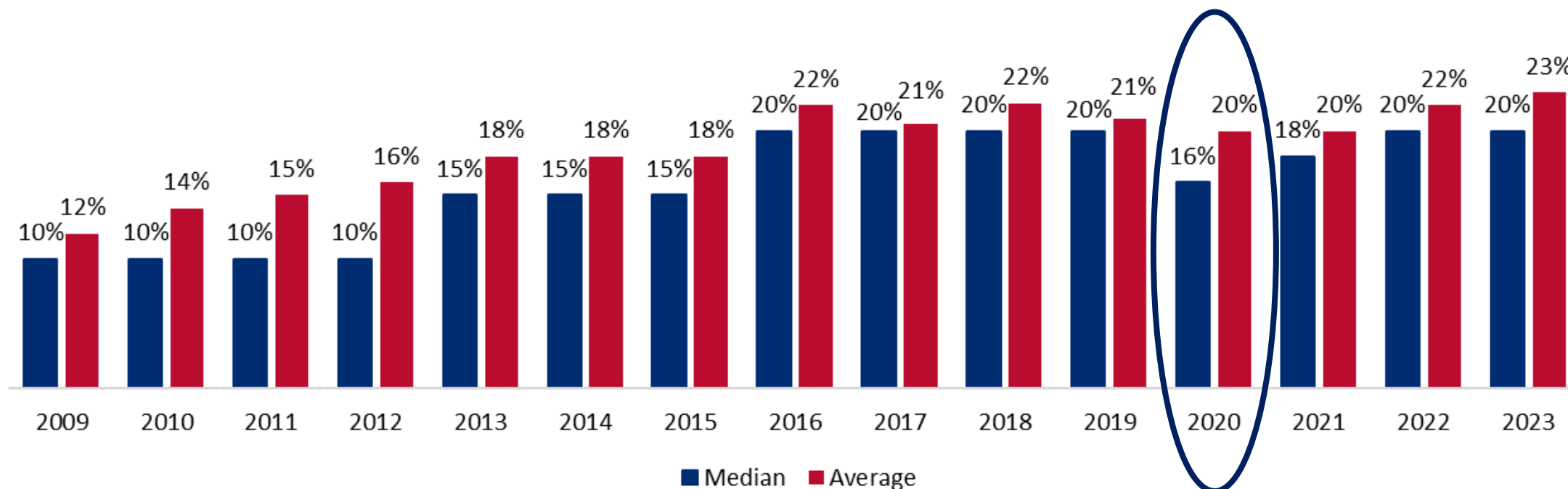


# Talent Strategy



# Enterprise CW Talent Percentage Trends

## Reported contingent talent share of workforce, 2009-2023



Source: SIA Workforce Solutions Buyer Survey 2023

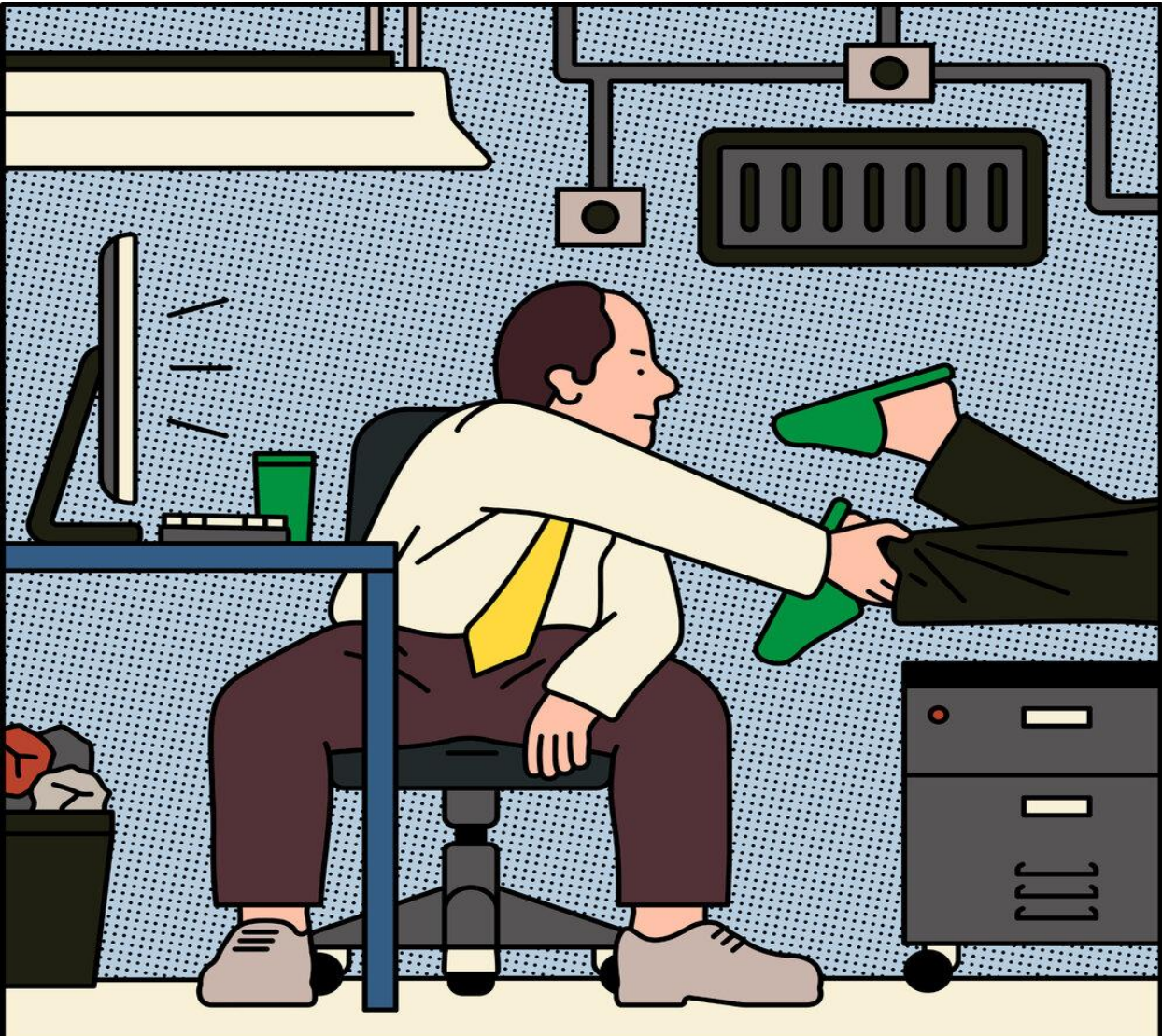
# Skills Based Hiring



# Upskilling / Reskilling to Tackle Talent Shortages



# 2024 and the Great Return to Office



# Top Purple Squirrels in 24' to Plan for



# Workforce Dynamics – More Gen Z Than Boomers



# Legal and Regulatory





# Workers Rights Mitigation

- ✓ Equal pay and transparency, including cost of benefits for similar FTE roles
- ✓ Limits on CW industry practices and new staffing agency certification requirements
- ✓ Illinois and New Jersey, more to follow?

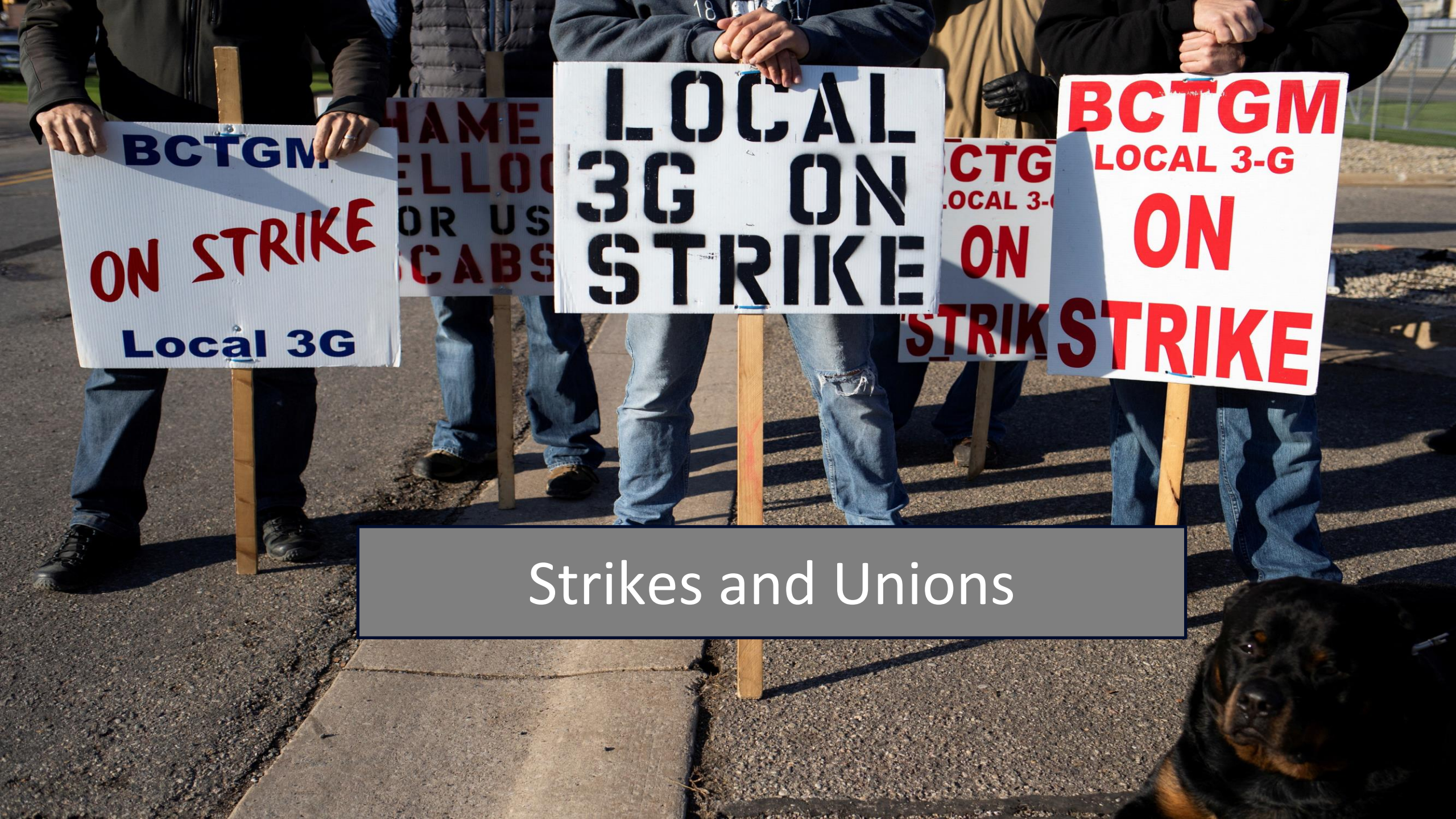
## **Mitigation Action:**

- Understand the new legal environment and execute with these new requirements
- Source admin/tracking support from MSP
- Relocate business practice
- Automate, use less CW resources





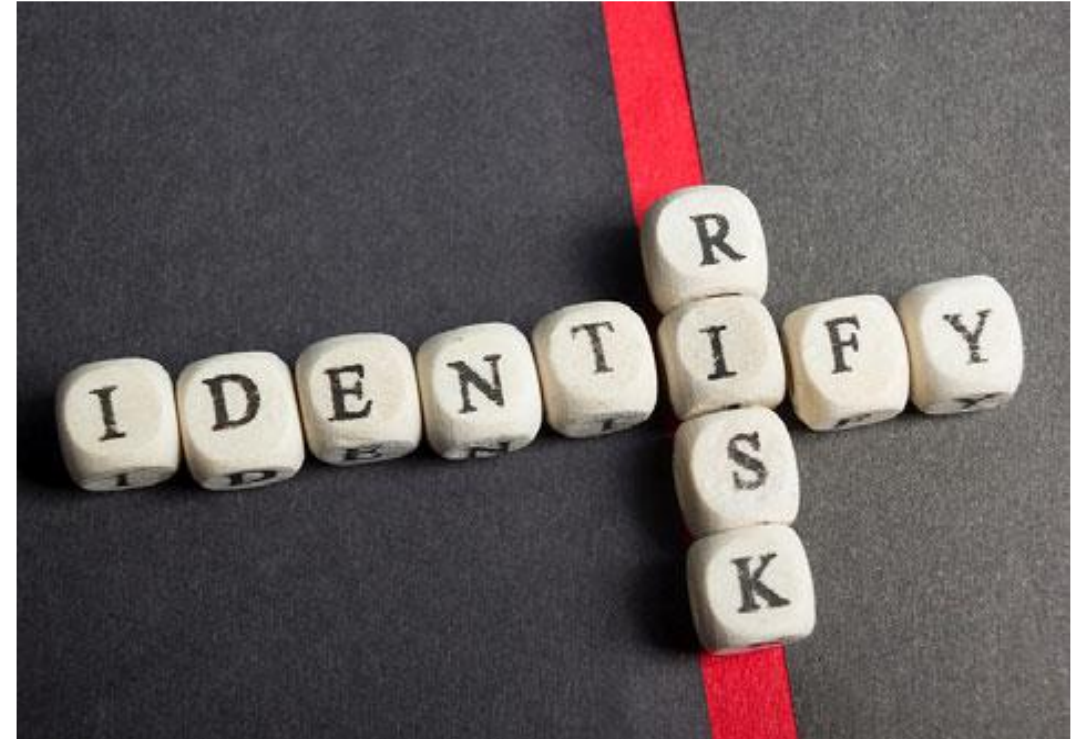
# Planning for Pay Transparency



## Strikes and Unions

# Top Risks for CW Program Managers

- Pay Transparency Adherence
- Naked No Poach Agreements
- Emerging Worker Rights Statues
- Ghosting w/Remote Work
- IC Statues (ABC Proliferation) & Biden Final Rule for IC Classification
- Alternative Talent Sourcing Channels creating CW Program Disintermediation (long term)
- AI Disruption, both Pro & Con



# Time for your questions...





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- [VMS Global Landscape 2023](#)
- [Independent Contractor and Employer of Record Compliance: Global Legal Overview](#)
- [Global Licensing Laws: Temporary Work Agencies and Employers of Record](#)
- [Global Pay Transparency Laws](#)
- [MSP Global Landscape 2023](#)
- [RPO Global Landscape 2023](#)
- [EOR and ICEC Landscape 2023](#)
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**21-22 MAY 2024**

**Royal Lancaster Hotel | London, UK**

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