



**WEBINARS**

**CONTINGENT WORKFORCE  
STRATEGIES COUNCIL**



# Expanding your CW Program Globally

**February 8, 2024**

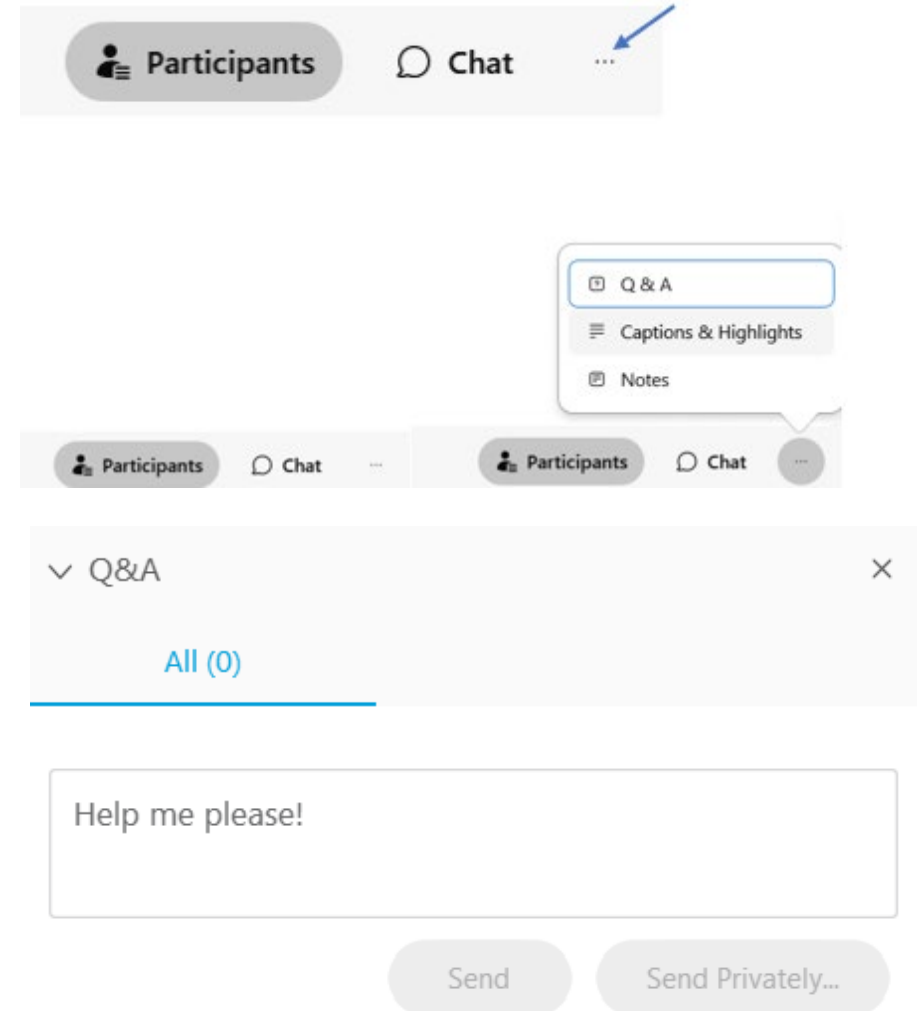
# Logistics

## 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.
- **Need assistance?** Please send us a message in the Q&A section or email [memberservices@staffingindustry.com](mailto:memberservices@staffingindustry.com).



# Staffing Industry Analysts Product Overview



	Products & Services for <b>Suppliers</b>	Products & Services for <b>Buyers</b>
<i>Research &amp; Advisory</i>		
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# Welcome to SIA's New Website!

- Our new website features full access to SIA's industry leading research, tools and information for our Corporate Members and CWS Council Members, along with complimentary subscriptions to SIA's award-winning publications and newsletters
- To continue accessing SIA's premier Corporate Membership, CWS Council or CCWP content, you will need to reestablish your existing SIA account
- We have reached out to help you get set up. Please be on the lookout for an email from us with a link to complete your account setup.





# CWS Council (partial list)



STAFFING INDUSTRY ANALYSTS



# Today's speakers:



- **Andrea Girke,**  
Global Procurement Head -  
Corporate Prof. Services at  
Mars



- **Lisa Zak,**  
Contingent Labor & HR  
Professional



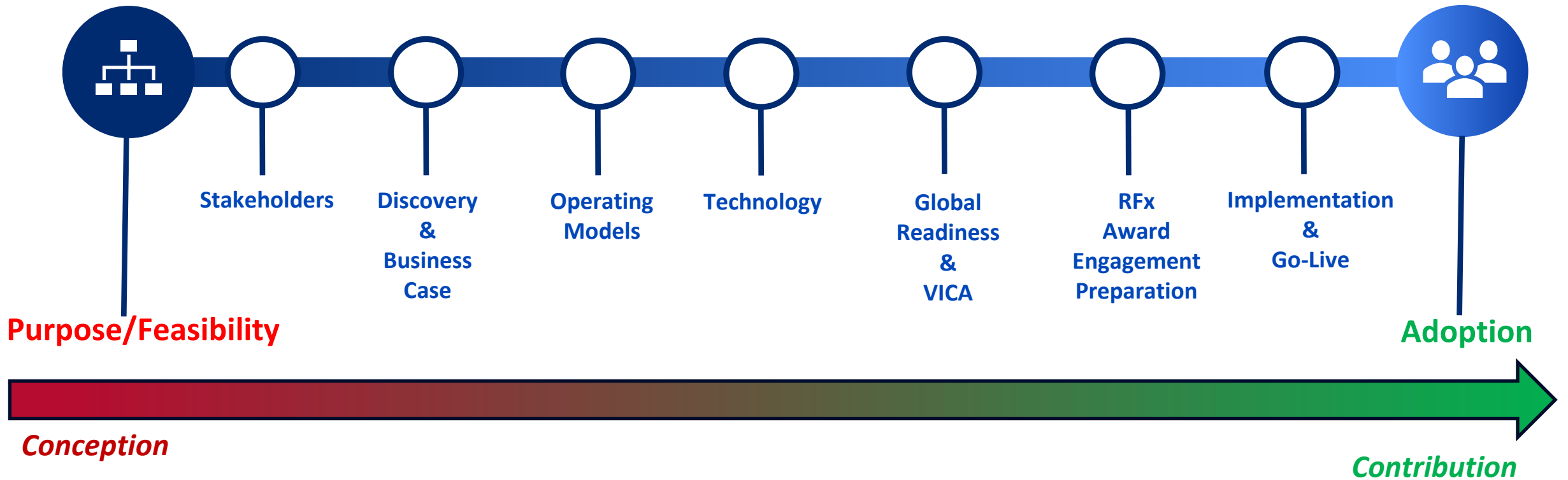
- **Karl Whelpdale,**  
Global Talent Acquisition  
Leader & Contingent  
Workforce / RPO / SOW  
Procurement Professional



Moderator

- **Peter Reagan,**  
Sr. Director, CWS Council, SIA

# The End-to-End Process

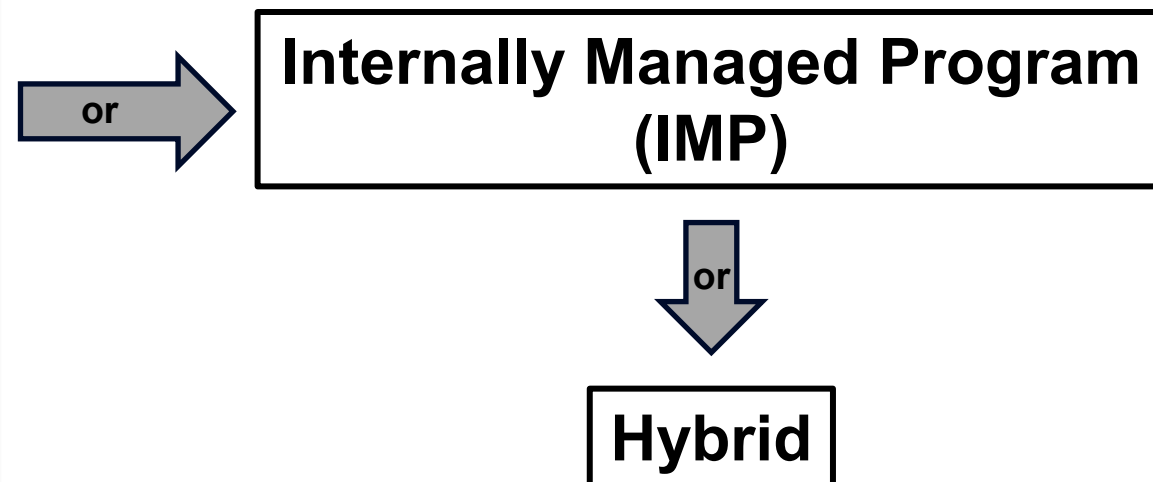


# Operating Models

## External Managed Service Provider (MSP)

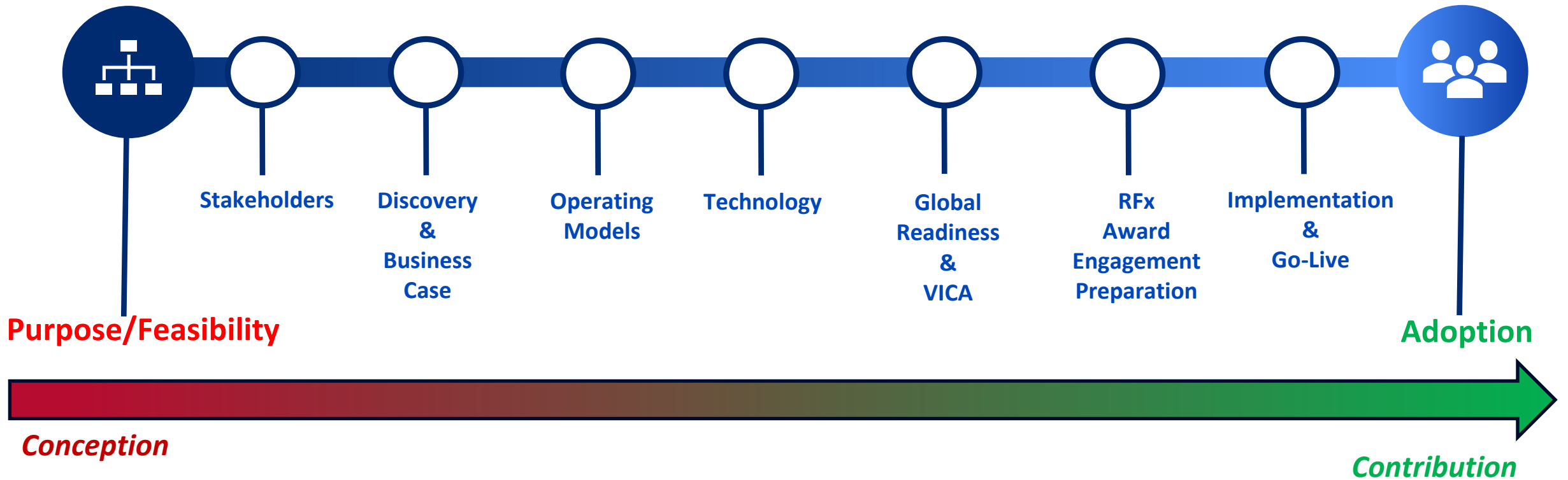
- A company that takes on primary responsibility for managing an organization's contingent workforce program.
- Typical responsibilities:
  - Overall program management, reporting and tracking, supplier selection
  - Management, order distribution and often consolidated billing
  - Many MSPs also provide their clients with a Vendor Management System (VMS)
  - Can also be responsible for the client's Direct Sourcing
  - May or may not be independent of a staffing supplier.

Source: SIA Global Lexicon



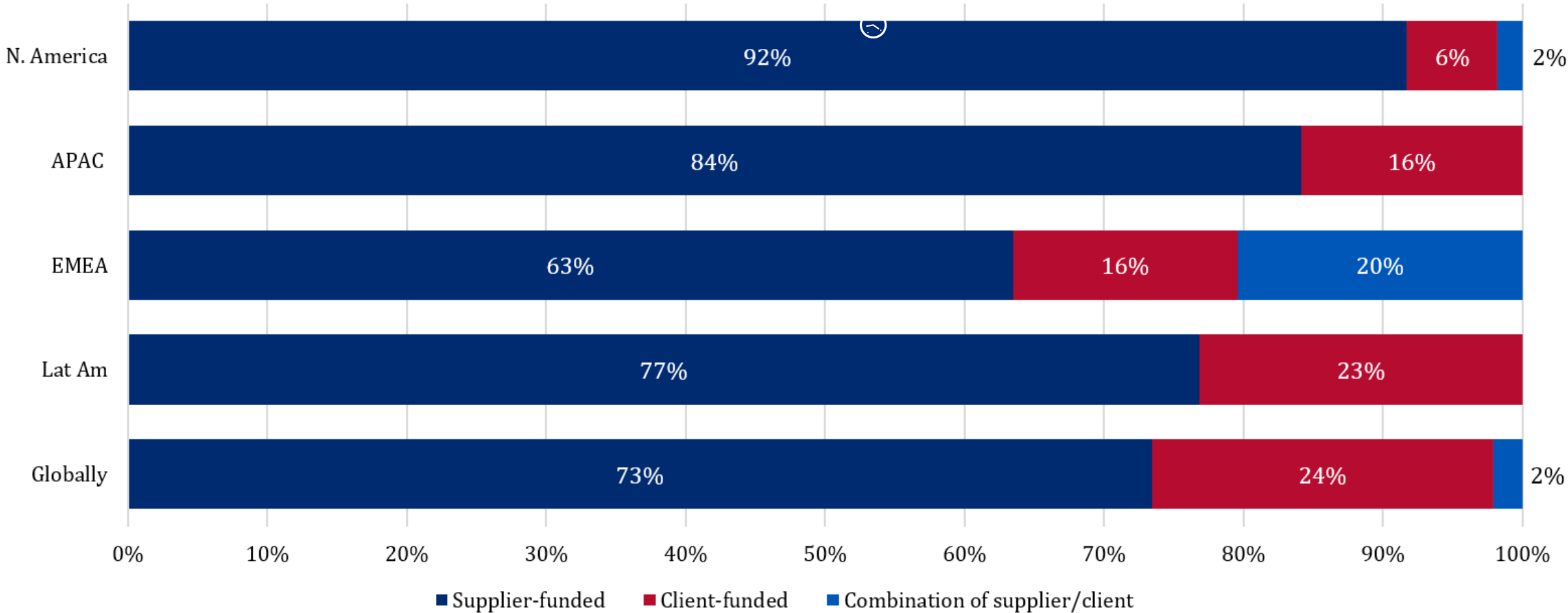


# The End-to-End Process

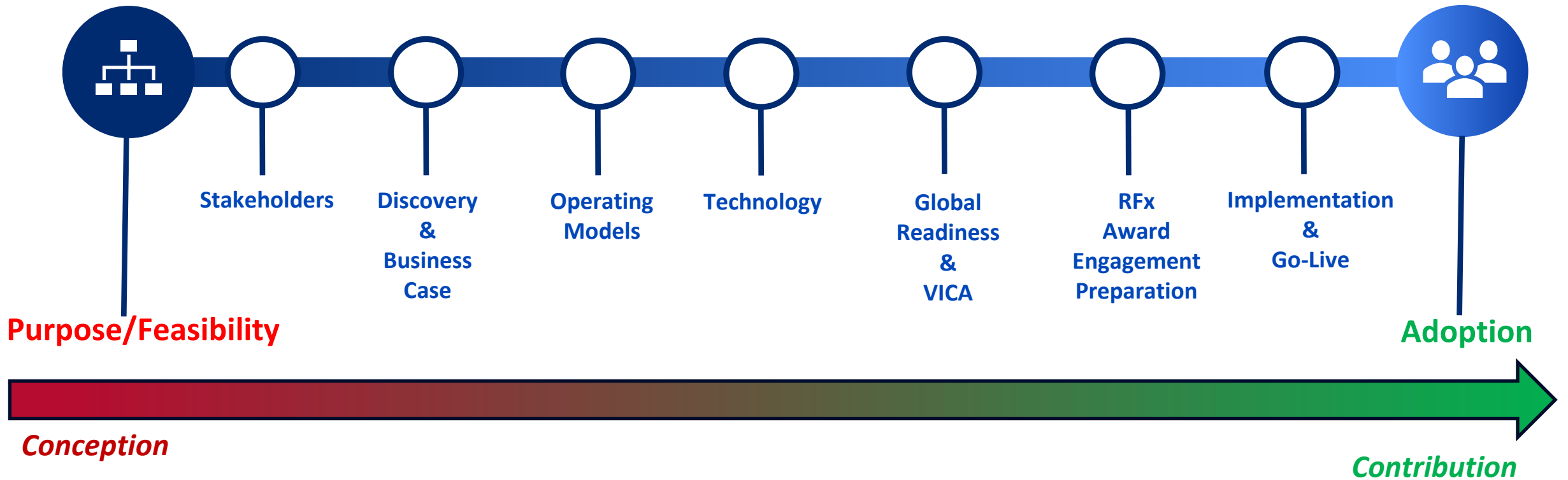


# 2022 VMS Spend by Funding Model

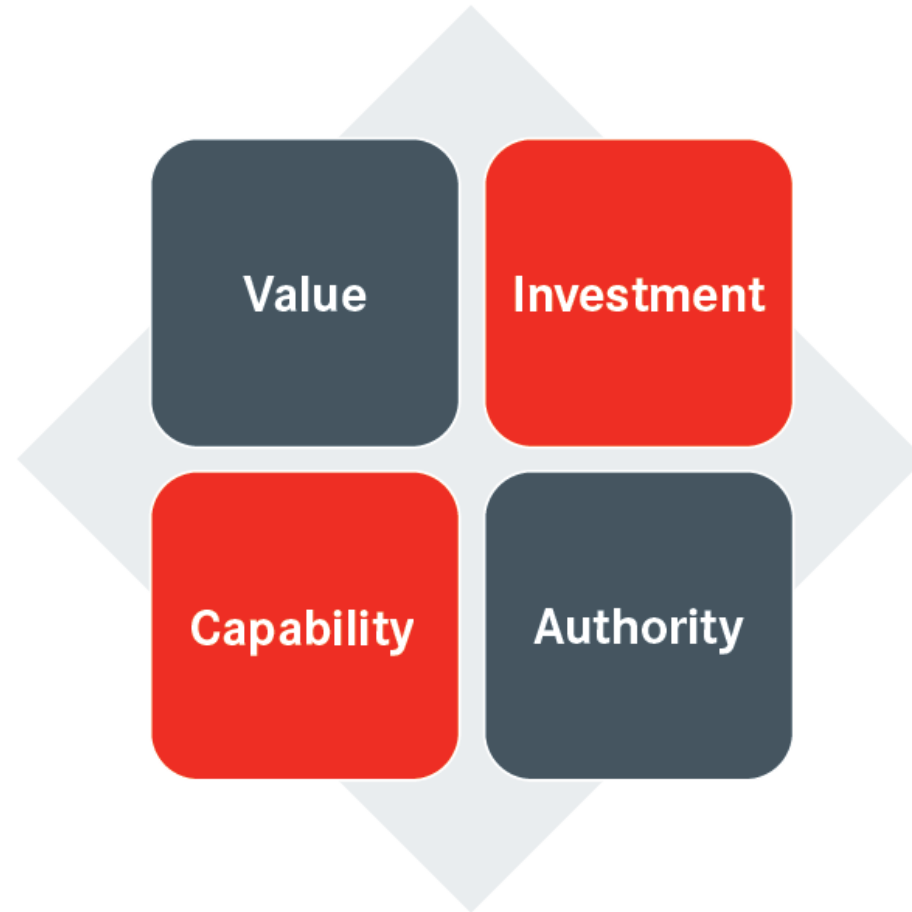
(share of spend)



# The End-to-End Process

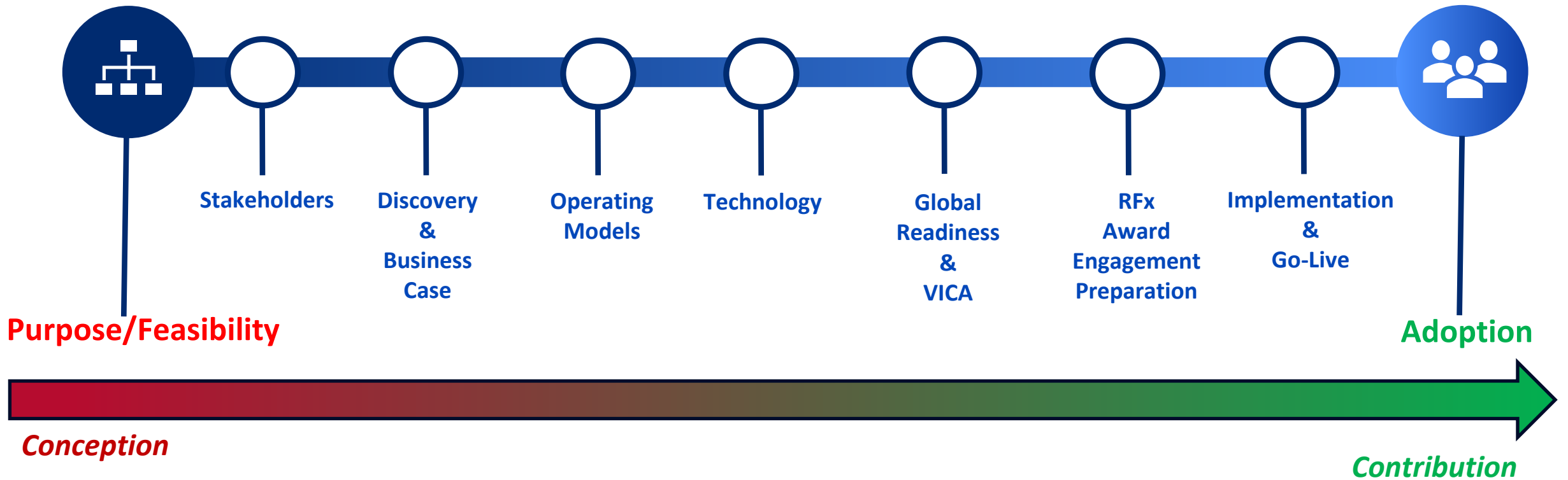


# Value Execution Check List Tool



**Value | Investment | Capability | Authority (VICA)**

# The End-to-End Process





# 10 Things You Should Know

1. More time spent preparing internally before going to market will pay dividends(KW)
2. Successful deployment in one country doesn't guarantee the same in another - one size does not fit all! (KW)
3. Flexibility is key...be open to different solutions (LZ)
4. Be clear on objectives. Honest with execs...don't rush...success milestones...adapt (AG)
5. Focus on value not savings as your primary driver (KW)
6. Stay in your lane and trust your partners (KW)
7. Be clear on partnership expectations (AG)
8. KPIs/SLAs and other reporting via technology...get it right (AG)
9. Always stay customer (internal) focused (LZ)
10. Prepare for failure! (PR)

# Time for your questions...



# USEFUL RESEARCH

- [Direct Sourcing Platform Landscape](#)
- [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](#)
- [Pricing SOW Engagements](#)
- [Building a Supplier Performance Scorecard Guide](#)
- [SOW for Projects or Services](#)

**Not an SIA member?**

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



- Copies of the slides and a link to the audio recording will be distributed to all attendees within 48 hours following the webinar.
- A replay of this webinar will be available for our CWS Council and Premium Corporate members at: [www.staffingindustry.com/webinars-buyer](http://www.staffingindustry.com/webinars-buyer)

# 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](http://www.staffingindustry.com)

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



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