



December 7, 2017 | 10 am PDT/1PM EDT



Future Shock: The State of Workforce Solutions

Speakers:

Karen Thrasher, Manager, People Department, Southwest Airlines

Brian Hoffmeyer, GVP, Marketing Strategies, Beeline

Dawn McCartney, Sr Director, Contingent Workforce Strategies & Research, CCWP
Staffing Industry Analysts

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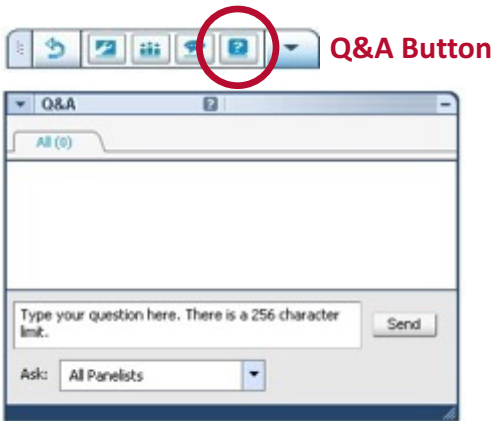
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The Contingent Workforce Strategies (CWS) Council is a business intelligence and advisory service for corporate buyers of workforce solutions.

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- VMS/MSP
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- RPO best practices
- SOW management strategies
- Workforce planning and talent management
- Program benchmarking

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Today's Speakers



Karen Thrasher
Manager
People Department
Southwest Airlines



Brian Hoffmeyer
Global Vice President
Marketing Strategies,
Beeline



Dawn McCartney, Sr Director,
Contingent Workforce Strategies & Research, CCWP
Staffing Industry Analysts

Polling Question #1

What corporate function or department do you represent?

- A. Human Resources
- B. Procurement
- C. Finance
- D. IT
- E. Other

Polling Question #2

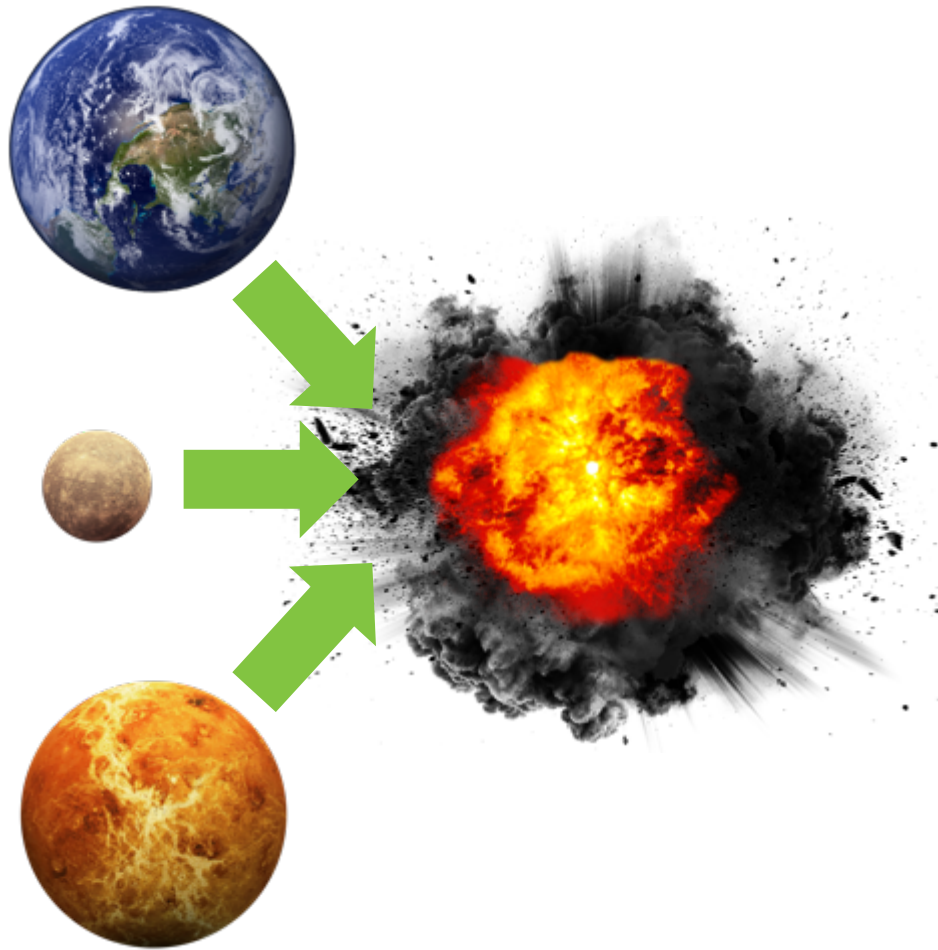
Where are you on the journey to workforce optimization

- A. We have implemented a Total Workforce Optimization solution.
- B. We use separate, unconnected systems to manage/optimize our permanent staffing and our contingent workforce
- C. We are planning to implement a VMS to automate contingent workforce sourcing and management
- D. We are reviewing various options to improve our permanent and contingent workforce management
- E. We are currently using manual methods, and no change is planned.



When Worlds Collide

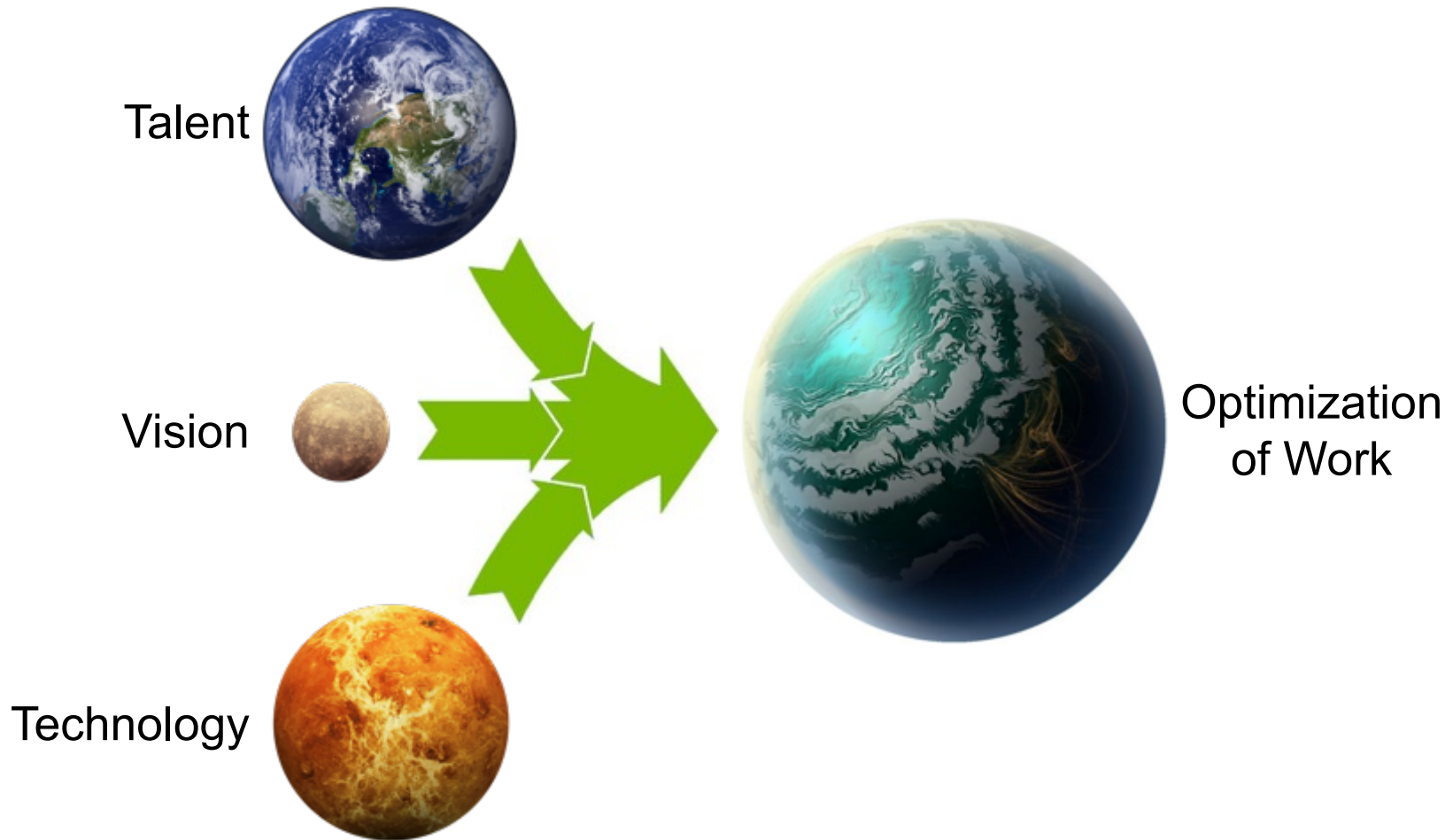
Is it a collision?



Or a convergence?



Or a convergence?



Agenda

- Factors converging to change the way we work
- What “change” looks like today: Southwest Airlines
- Which innovations will have the greatest impact in accelerating the rate of change
- What you need to do **now** to “future-proof” your workforce

Convergence: Talent + Vision + Technology



TALENT:

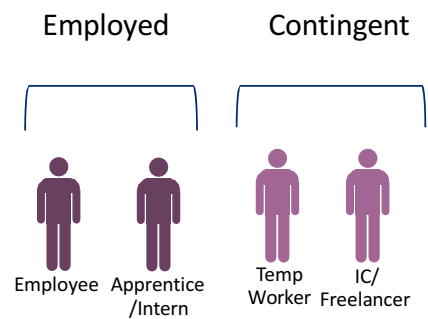
a changing workforce for
an on-demand world

Simple Question

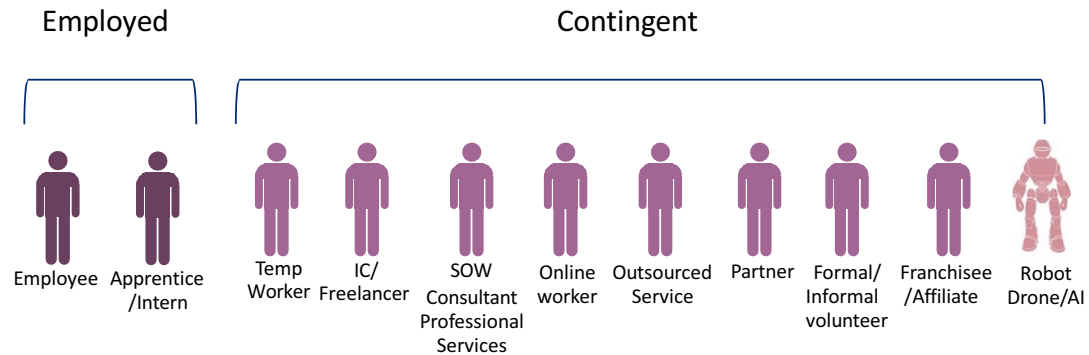
What does your
ideal candidate
look like?



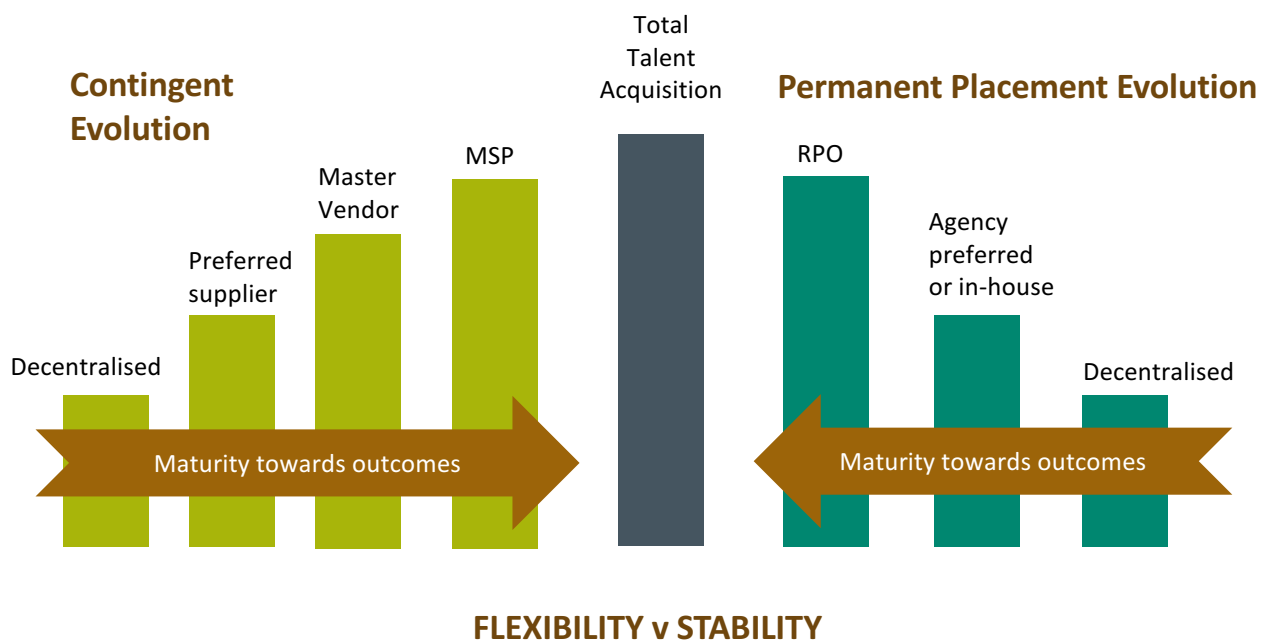
One of these?



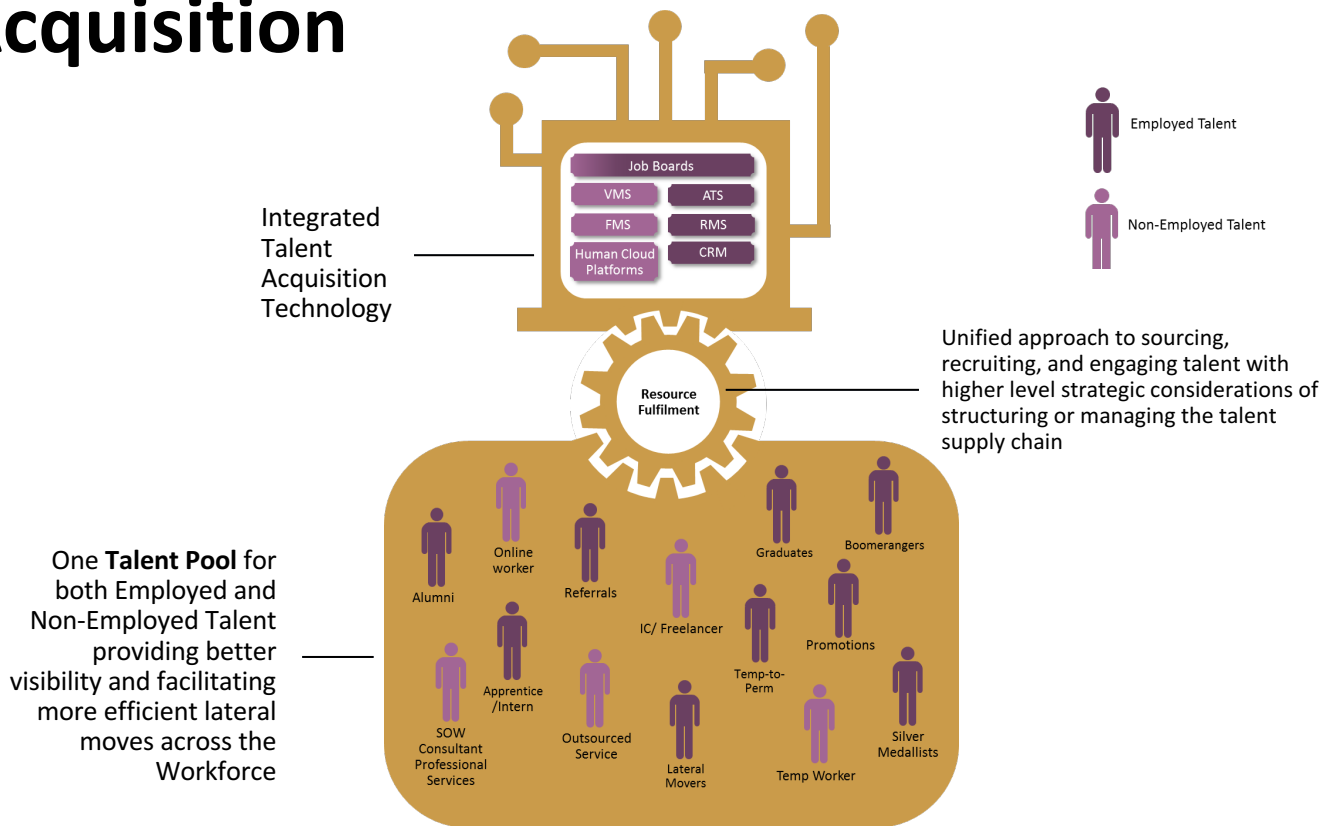
OR one of these?



Evolution of Procurement Models Supporting Talent Outcomes



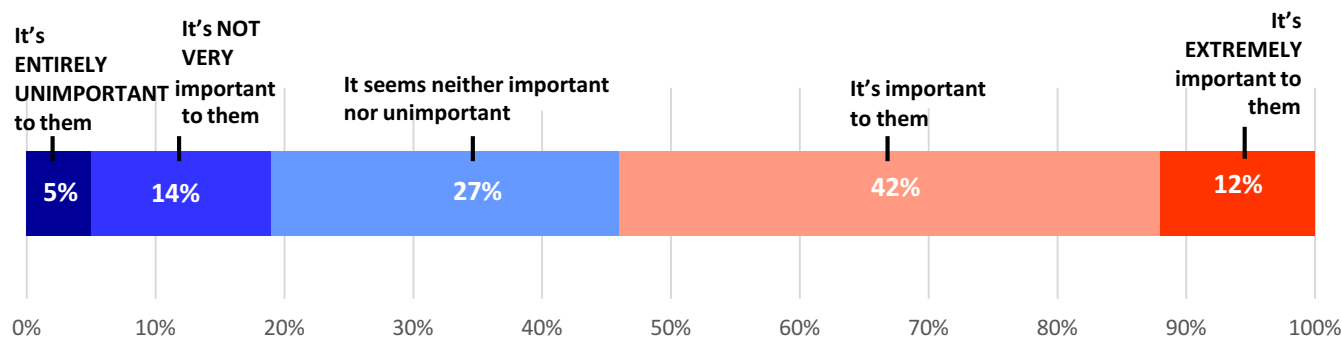
Total Talent Acquisition



Source: Staffing Industry Analysts

Total Talent Management: A Combined Workforce View of all Talent

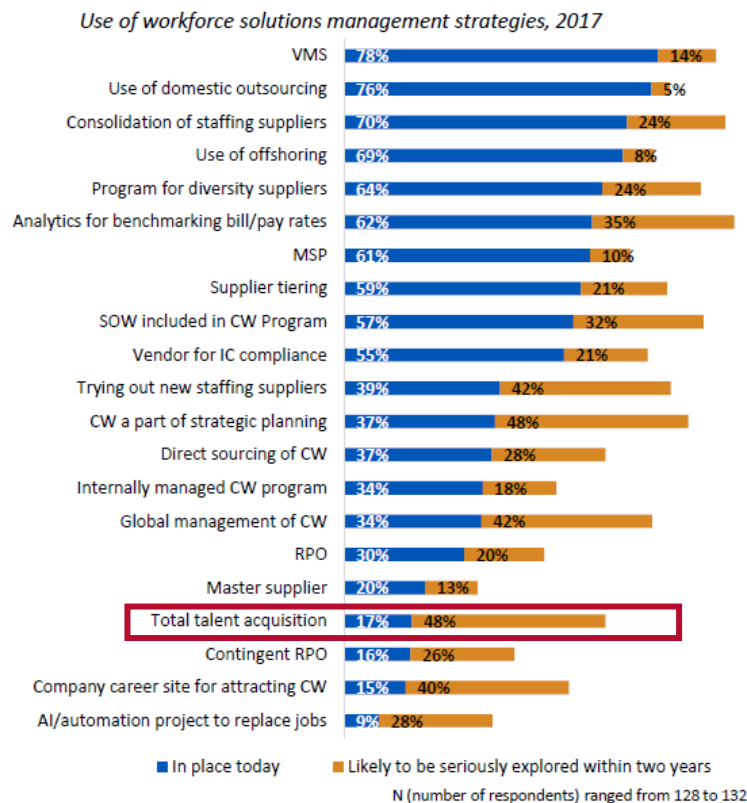
Perceived level of importance HR and business leaders give to obtaining a combined workforce understanding/view



Source: Staffing Industry Analysts

Contingent Workforce Buyer Priorities

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



Source: Workforce Solutions Buyers Survey 2017 – North America

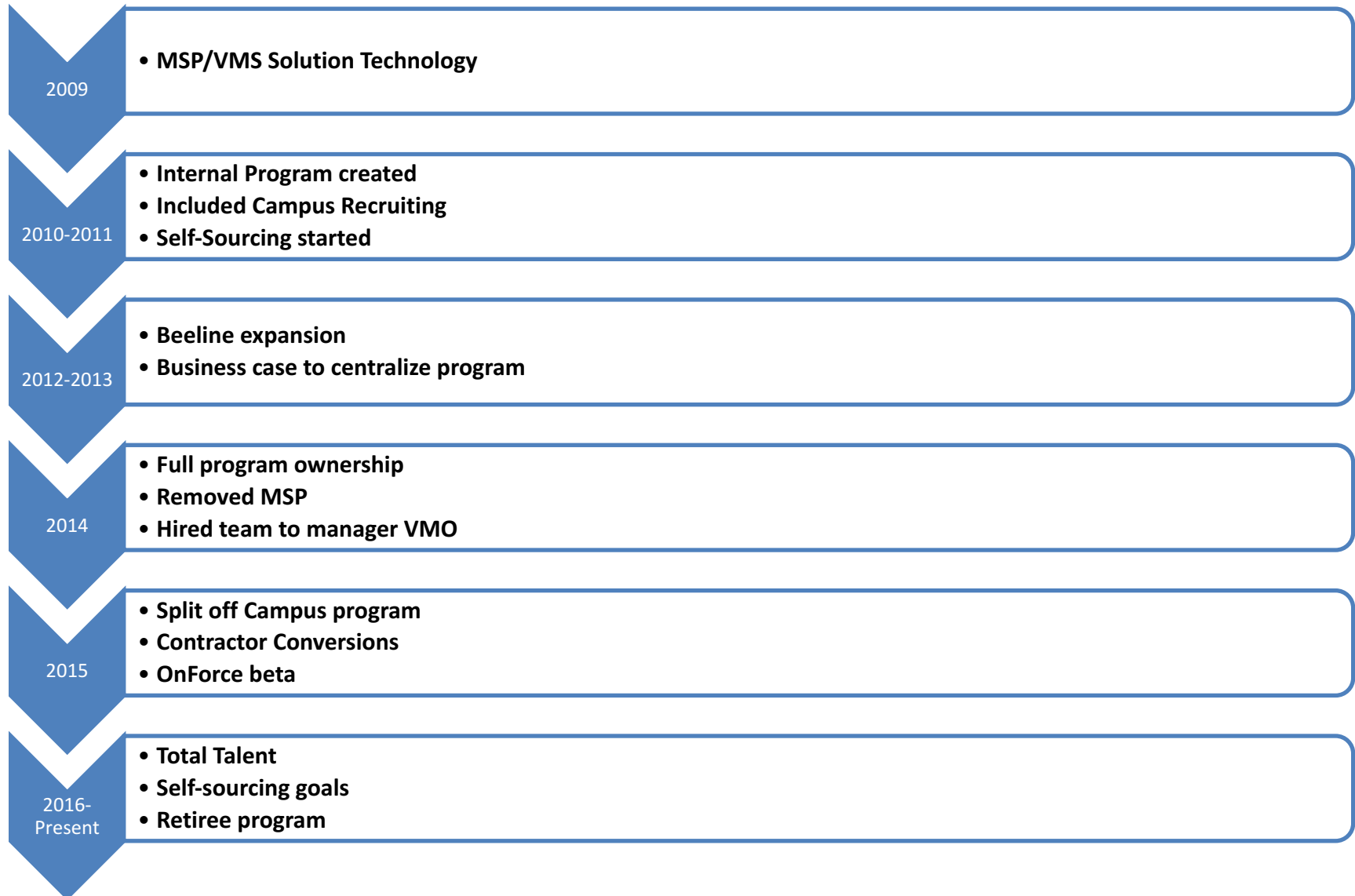
Convergence: Talent + Vision + Technology



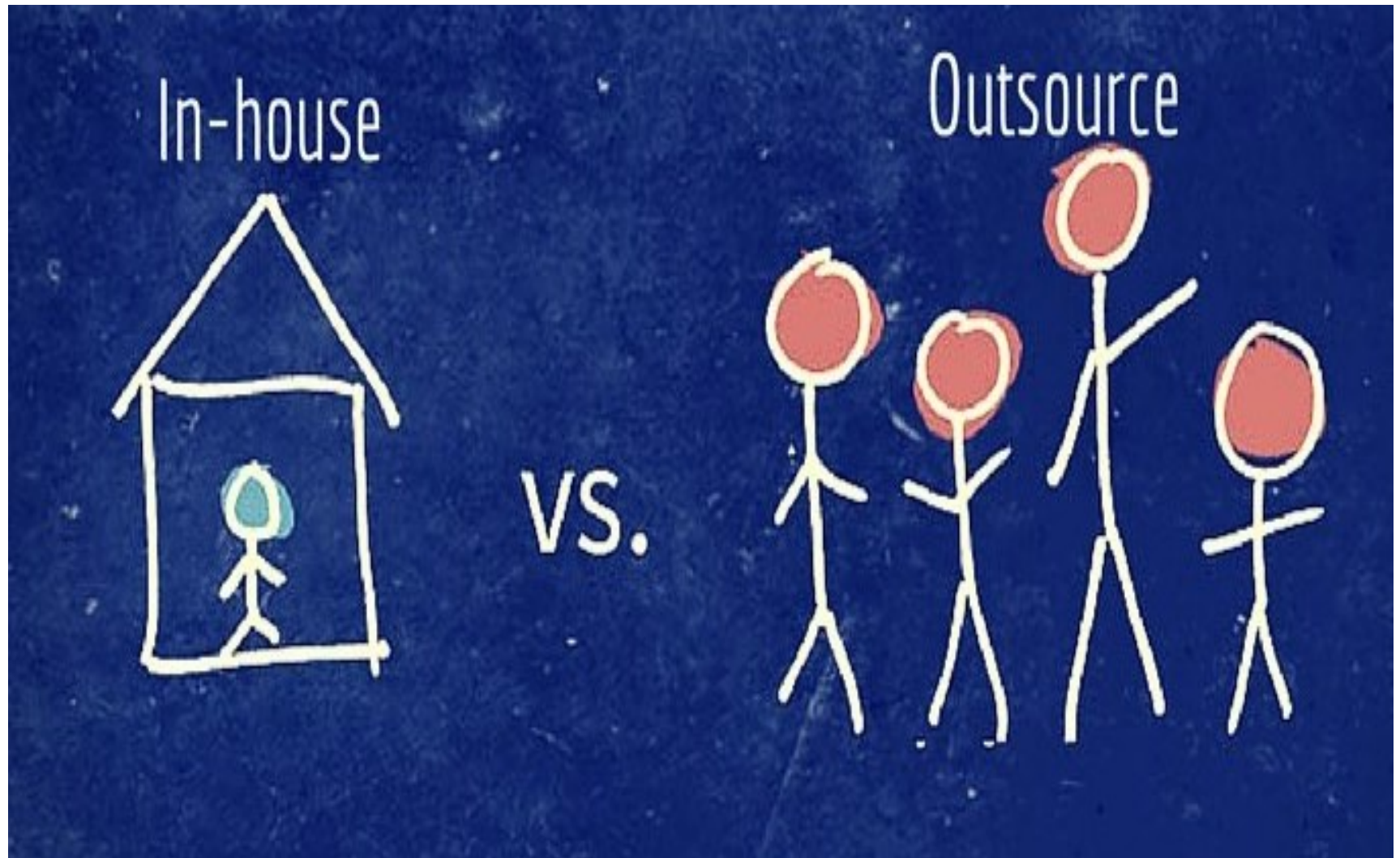
VISION:

a mindset for
workforce optimization

Program Timeline



CW Program in Talent Acquisition



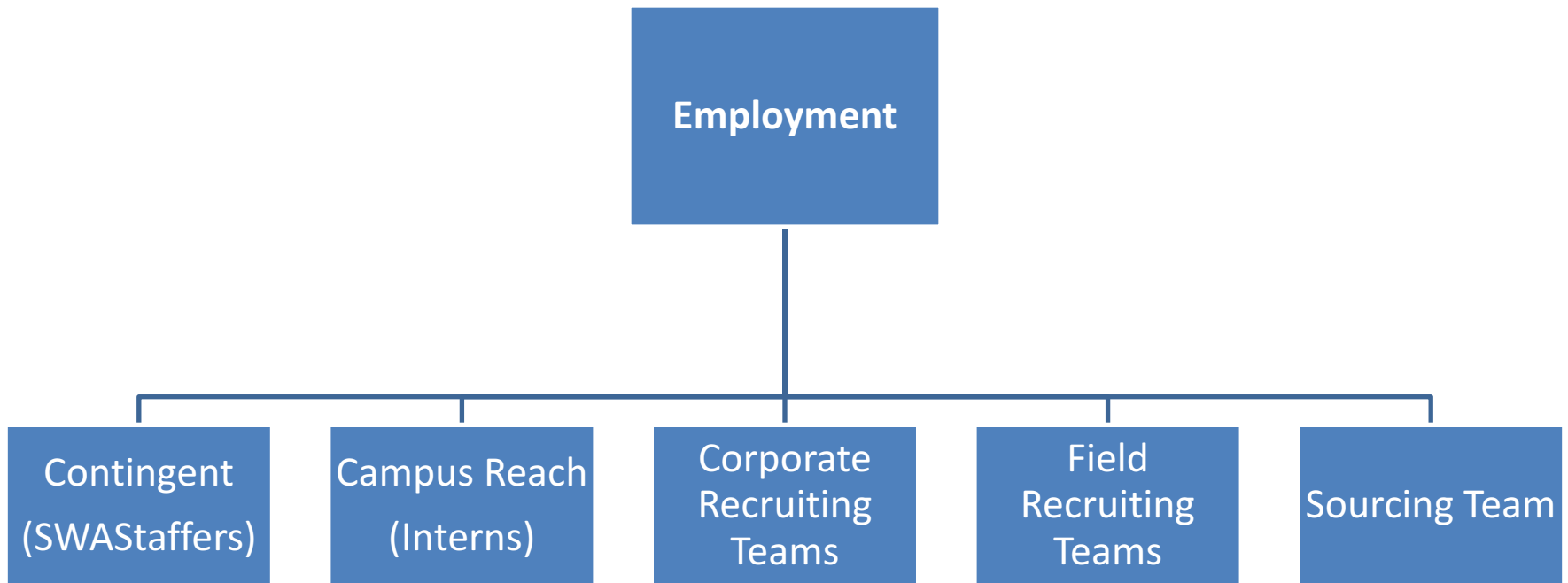
Who owns it?



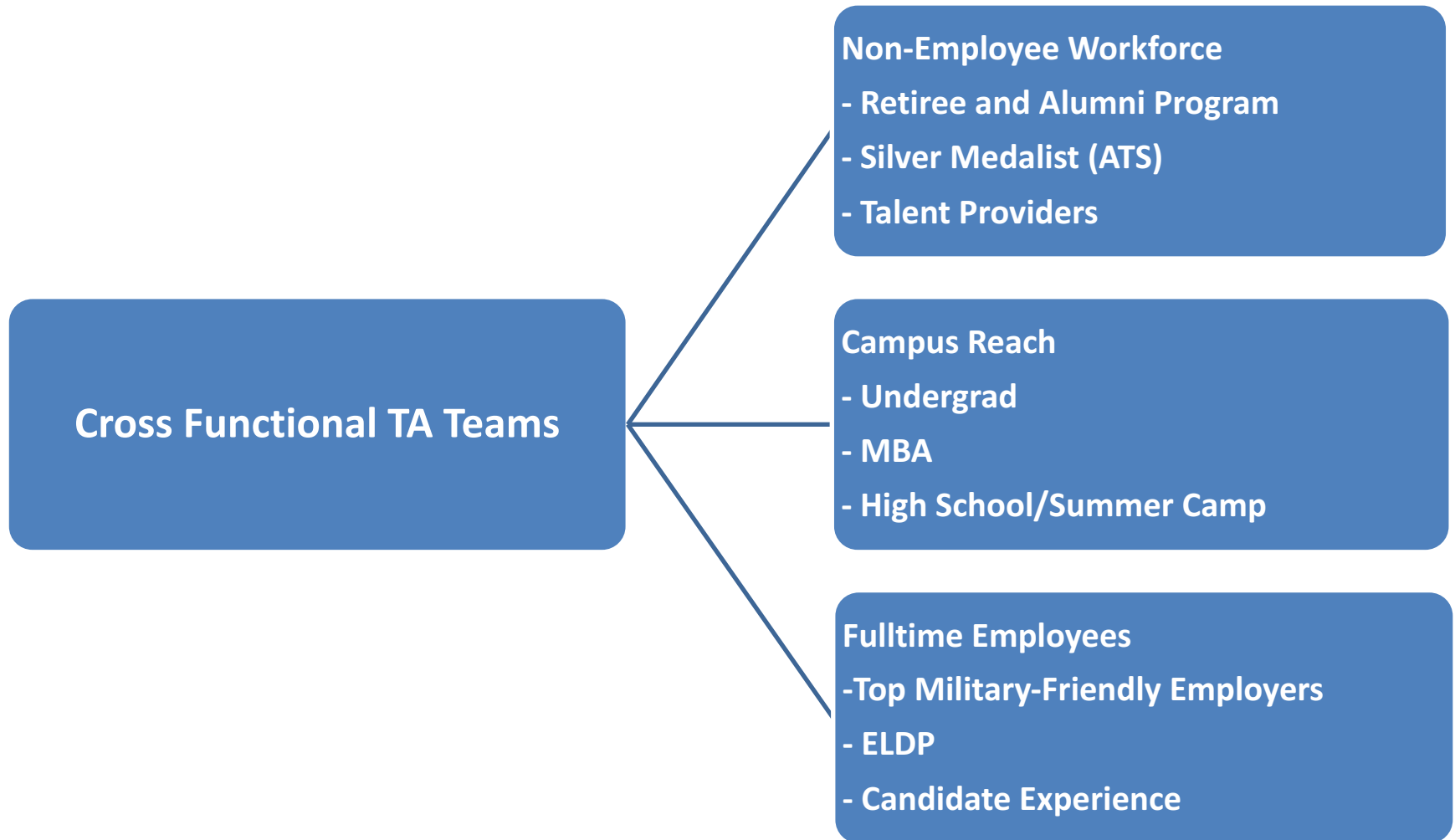
Better Together



Employment Org



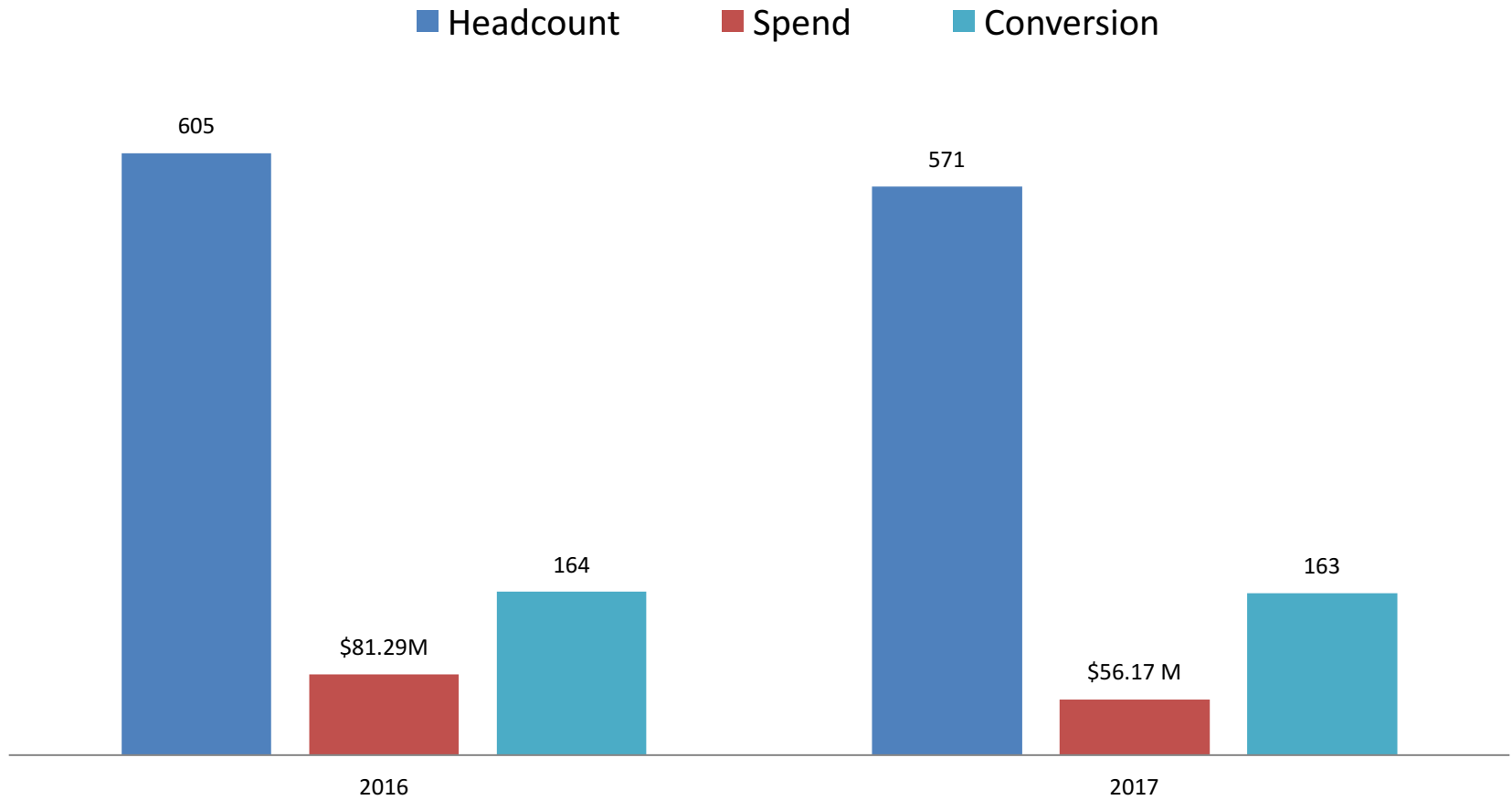
Total Talent Approach



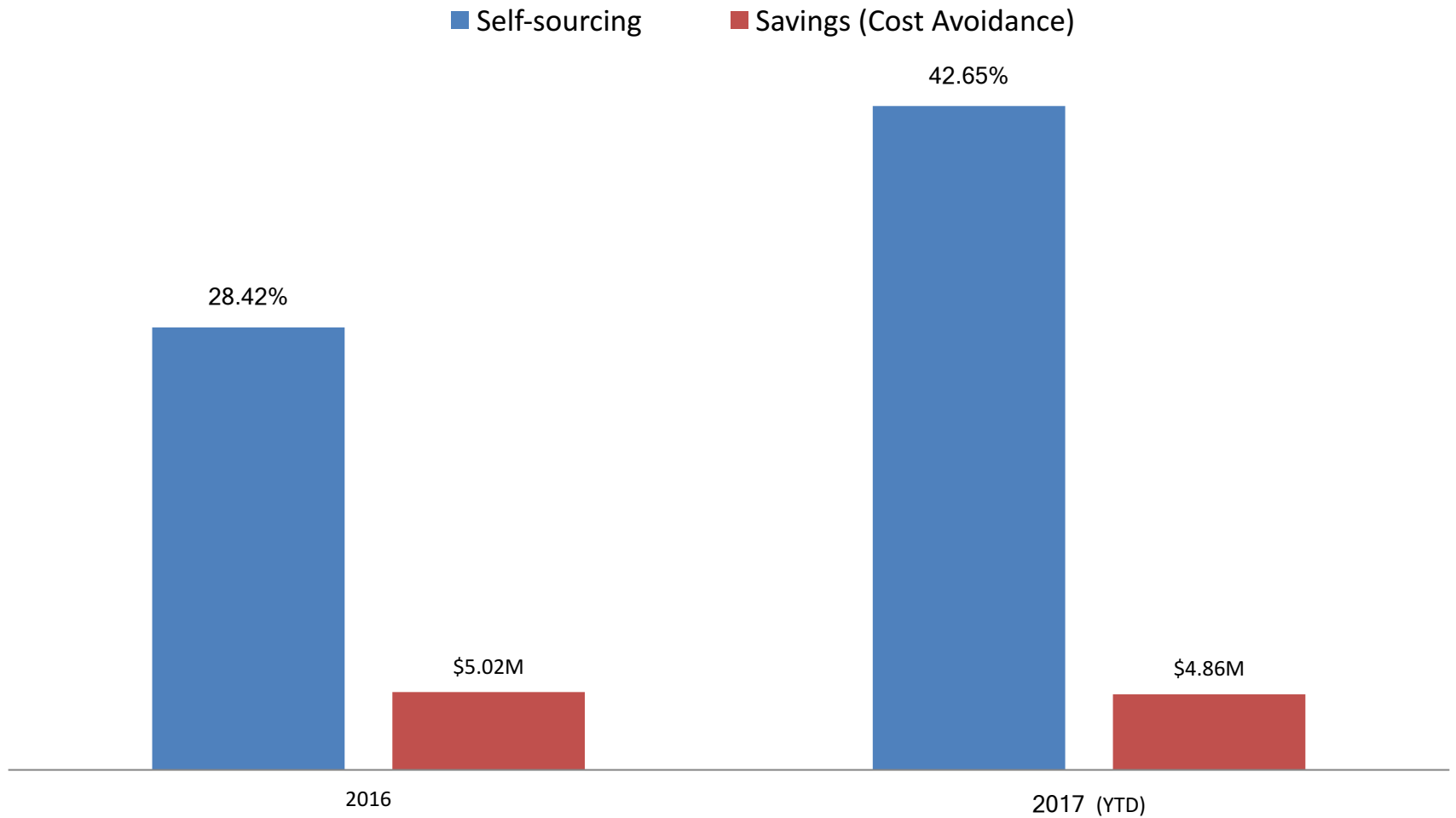
Living the Southwest Way



Headcount, Spend, and Conversion



Self-sourcing and Savings



One Team. All Heart



What's next?

- Integrated Self-Sourcing Solutions
 - Retiree/Alumni/Interns
- Contractor Governance
 - Companywide
- Supplier Automation
 - Search by category/focus
 - Supplier diversity tracking
- Alignment with Company Battle plan
 - Focus on low cost
 - Reliability
 - Hospitality
 - Trans(fare)ncy

Convergence: Talent + Vision + Technology



TECHNOLOGY:

a new set of tools that
is changing the rules

Top 10 disruptive technologies

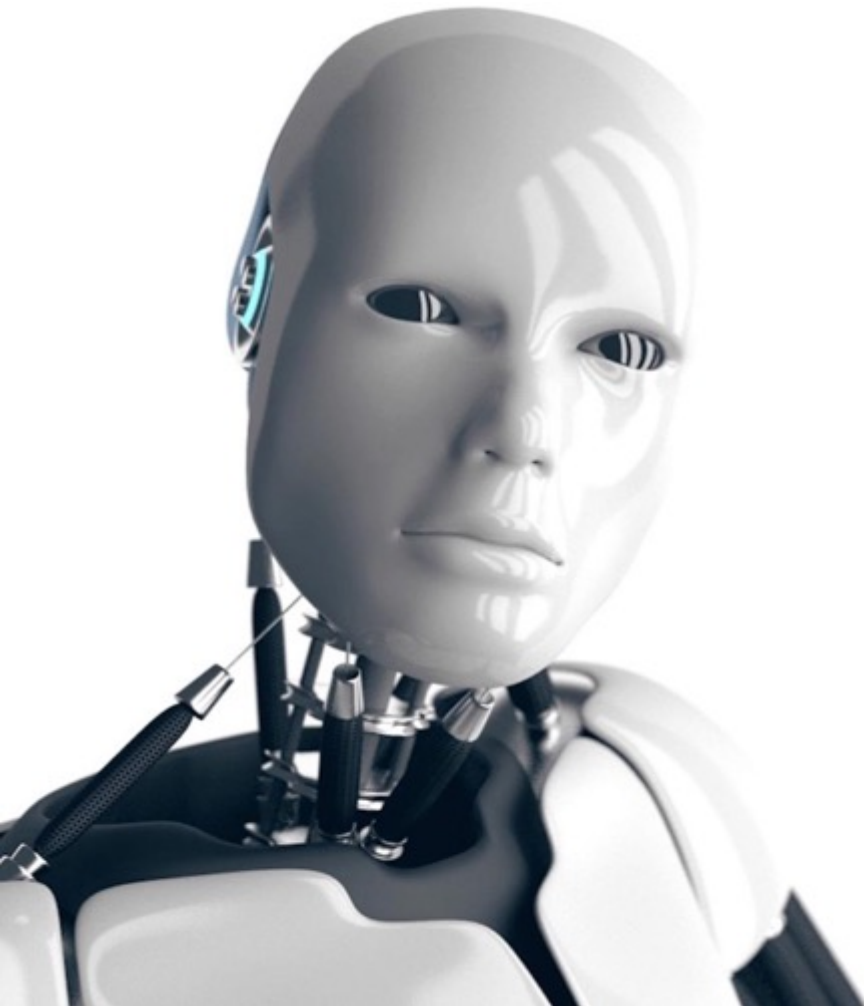
1. Artificial intelligence
2. Machine learning
3. Ubiquitous computing
4. Natural language processing/natural language interfaces
5. Non-traditional talent sources
6. Integrated talent ecosystems
7. Self-sourcing
8. Private and public talent pools
9. Performance measurement & analysis
10. Data science

Top 10 disruptive technologies

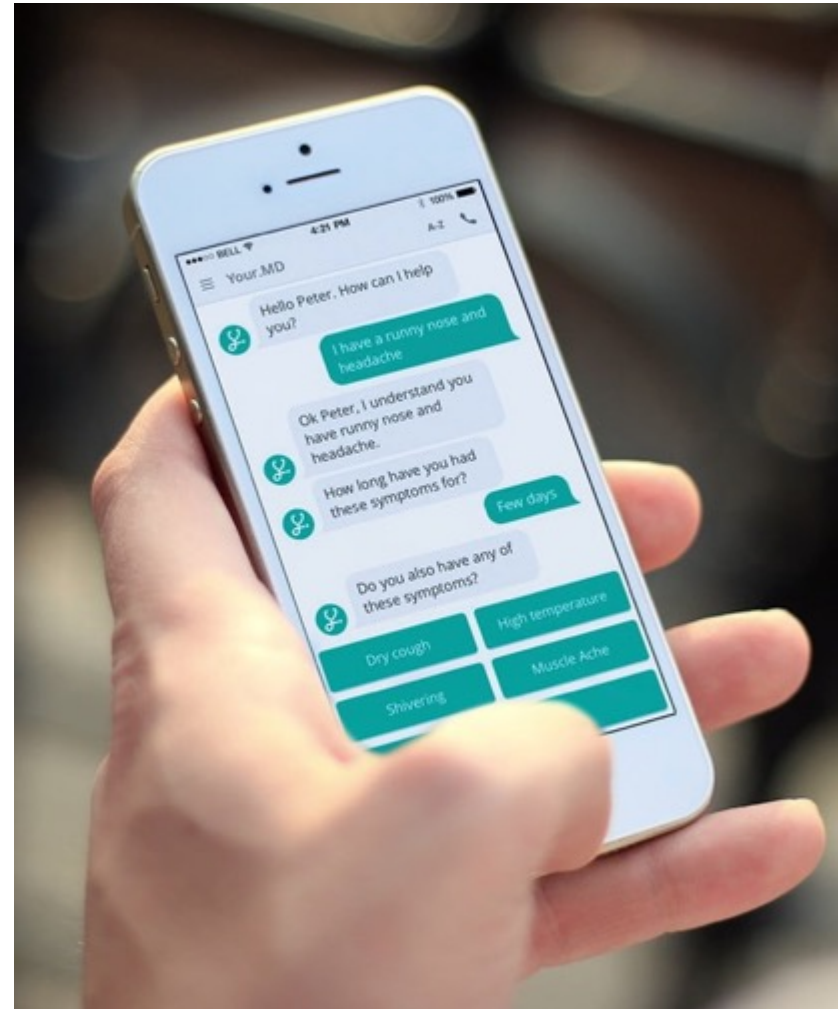
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When you hear "robot"...

Don't think



Think



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Integrated Self-Sourcing

Automatically and instantaneously presents pre-vetted talent from a greatly expanded pool of candidates without disrupting your traditional sourcing model



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10. Data science

Disruptive technologies

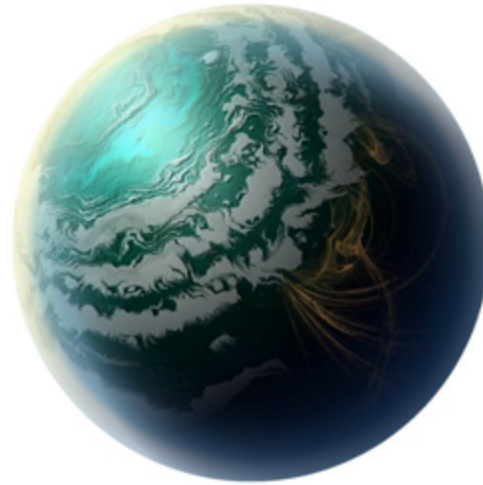
Desired outcome

- Enhanced visibility of talent and projects
- Better alignment of employee and contingent talent pools
- Smarter talent engagement, with performance quality measurement/management
- Interconnected systems and devices to:
 - facilitate supplier, employer, talent, and project communications
 - augment total visibility into enterprise initiatives

Applicable technologies

- Data science and machine learning
- Self-sourcing and integrated talent ecosystems
- Predictive analytics and A.I. to detect critical skills gaps, talent shortfalls
- Integration of core HRIS and CM systems
- Natural-language interfaces
- Ubiquitous, device-agnostic access, communications, and control

Convergence: Talent + Technology + Vision



HOW TO AVOID A SHOCKING FUTURE

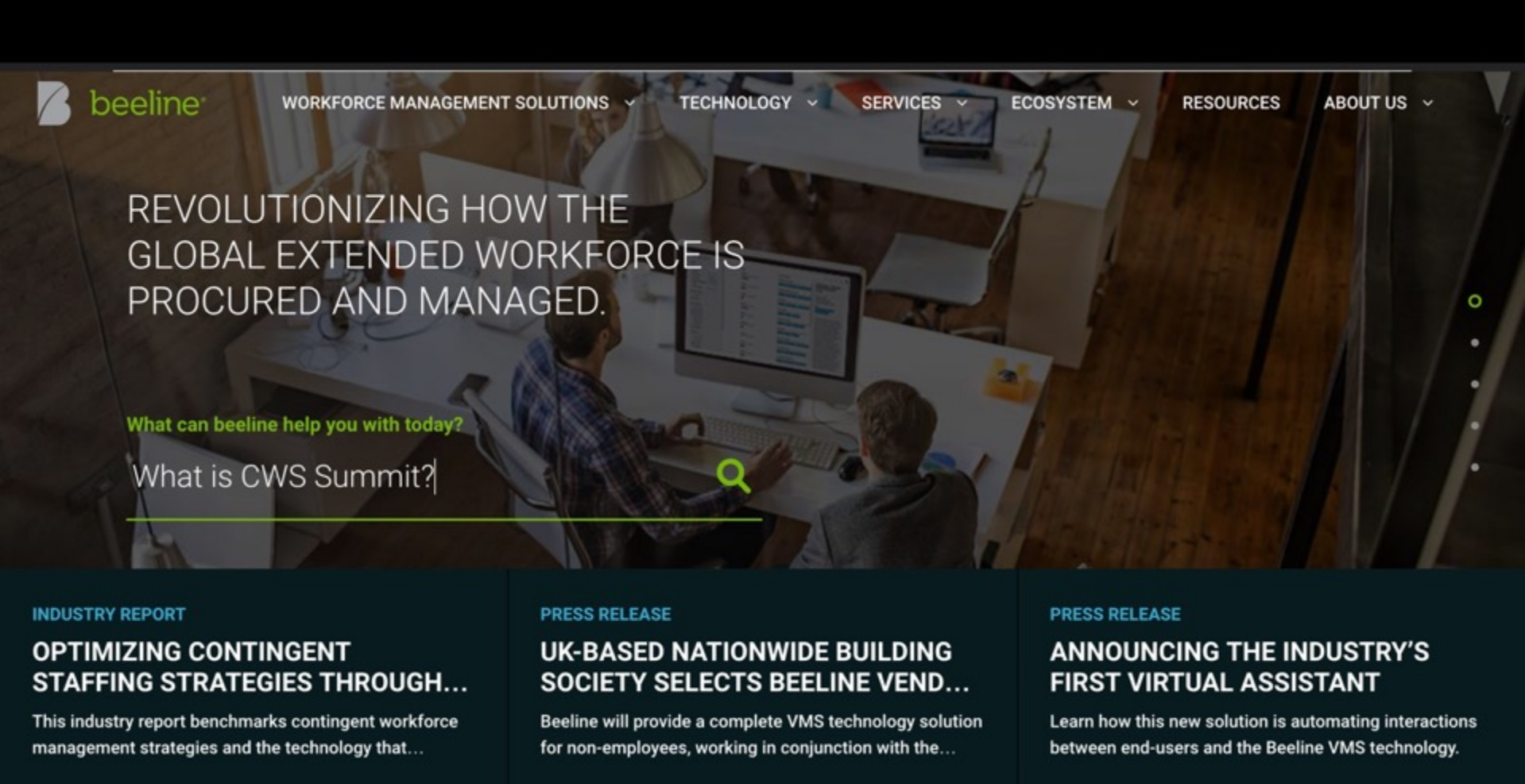
Steps you can take now

- Educate yourself on workforce optimization and what it can mean for your organization
- Leverage the experts on your team (MSP, technology providers) for industry developments and best practices
- Review your technologies and resources – what do you need, and are you fully using what you already have?
- Educate your stakeholders
- Create your business plan
- Start optimizing

Time for Your Questions



For more information

The image shows a screenshot of the Beeline website. At the top left is the Beeline logo. To its right is a navigation menu with the following items: WORKFORCE MANAGEMENT SOLUTIONS, TECHNOLOGY, SERVICES, ECOSYSTEM, RESOURCES, and ABOUT US. Below the navigation is a large hero section with a background image of two people working at a computer. The main headline reads: "REVOLUTIONIZING HOW THE GLOBAL EXTENDED WORKFORCE IS PROCURED AND MANAGED." Below this is a sub-headline: "What can beeline help you with today?" followed by a search bar containing the text "What is CWS Summit?". At the bottom of the hero section, there are three columns of featured content. The first column is titled "INDUSTRY REPORT" and "OPTIMIZING CONTINGENT STAFFING STRATEGIES THROUGH...". The second column is titled "PRESS RELEASE" and "UK-BASED NATIONWIDE BUILDING SOCIETY SELECTS BEELINE VEND...". The third column is titled "PRESS RELEASE" and "ANNOUNCING THE INDUSTRY'S FIRST VIRTUAL ASSISTANT".

beeline

WORKFORCE MANAGEMENT SOLUTIONS TECHNOLOGY SERVICES ECOSYSTEM RESOURCES ABOUT US

REVOLUTIONIZING HOW THE GLOBAL EXTENDED WORKFORCE IS PROCURED AND MANAGED.

What can beeline help you with today?

What is CWS Summit?

INDUSTRY REPORT
OPTIMIZING CONTINGENT STAFFING STRATEGIES THROUGH...
This industry report benchmarks contingent workforce management strategies and the technology that...

PRESS RELEASE
UK-BASED NATIONWIDE BUILDING SOCIETY SELECTS BEELINE VEND...
Beeline will provide a complete VMS technology solution for non-employees, working in conjunction with the...

PRESS RELEASE
ANNOUNCING THE INDUSTRY'S FIRST VIRTUAL ASSISTANT
Learn how this new solution is automating interactions between end-users and the Beeline VMS technology.

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Demonstrate your knowledge in SOW management to your company and clients when you become certified.

SOW Management Expert class will help you:

- Navigate the complexity of this opportunity.
- Increase the relevance of your contingent workforce program to your company & clients.
- Elevate your knowledge and career.



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Upcoming Webinars:

Lessons for CW Managers: December 14

Workforce Solutions EMEA: January 11

Services Procurement Americas: February 15

Workforce Solutions CWS EMEA: March 15

Workforce Solutions Americas: April 12

Total Workforce Optimization EMEA: May 10

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A wide-angle photograph of the London skyline at sunset. The sun is low on the right, casting a golden glow over the city. The Houses of Parliament and the Elizabeth Tower (Big Ben) are prominent in the center. The River Thames flows in the foreground, with several bridges visible. The sky is filled with soft, wispy clouds.

Register now at www.cwssummitwe.eu

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SIA research associated with today's webinar:

[Artificial Intelligence and Talent Acquisition: Beyond the Hype](#)

[Lexicon of Global Workforce-Related Terms](#)

[MSP Market Developments](#)

[The Human Cloud, the Gig Economy & the Transformation of Work](#)

[Total Talent Management](#)

[VMS Market Developments](#)

[Workforce Solutions Buyers Survey Initial Insights – Americas](#)





[Workforce Solutions Buyers Survey 2017 - Trends in management strategies and priorities](#)

About Staffing Industry Analysts

Founded in 1989, Staffing Industry Analysts 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

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GRACIAS ASANTE TAK SUWUN
धन्यवाद HVALA mersi hvala salamata
TAKK Ευχαριστώ 감사합니다 kiitos mercii
GRAZZII DANKE GRAZAS MAHALO
Paxmet Thank You arigato
kiitos ARIGATO takk
SUWUN धन्यवाद HVALA arigato
MERCi teşekkür ederim HVALA DAKUJEM
mahalo GRACIAS kiitos hvala
TAKK GRAZAS TAKK
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Благодарам TACK ASANTE 多謝 SALAMAT
grazie спасибо gracias