



WEBINARS

CONTINGENT WORKFORCE
STRATEGIES COUNCIL



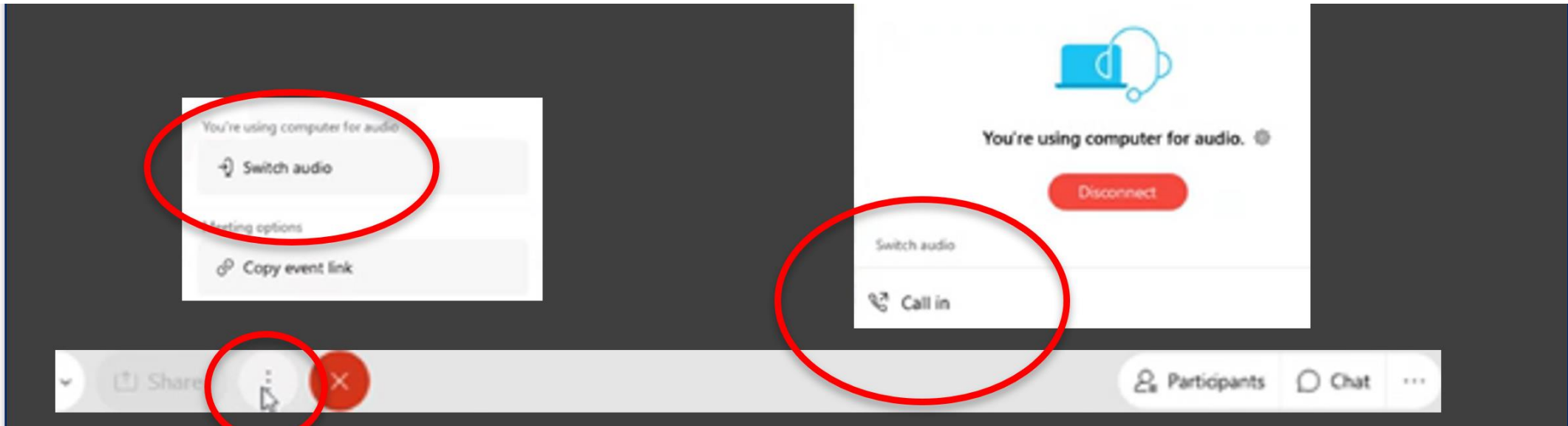
How to Build a Future-Proof Extended Workforce Ecosystem

Sponsored by:



October 27, 2022

Audio



1



2



3

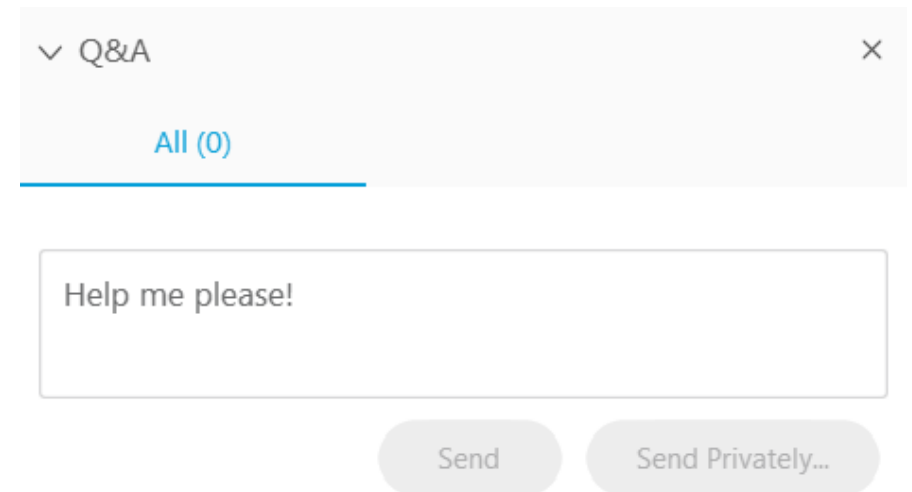
Listen through your computer speakers after you log into the event.

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.
- Further 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)



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	
Consolidating the number of staffing suppliers/agencies we use	70%	24%	3%	3%	N = 116
Program to encourage usage of diversity/woman/minority staffing suppliers	64%	29%	1%	6%	N = 117
Statement of work (SOW) consultants (i.e., project-based consultants) incorporated into your contingent workforce program	63%	30%	3%	3%	N = 117
Supplier tiering (tier 1 and tier 2 suppliers)	59%	27%	12%	2%	N = 117
Program to encourage candidate diversity	56%	37%	2%	5%	N = 117
Global management of contingent workforce program	54%	26%	13%	8%	N = 117
Trying out new staffing suppliers/agencies that we haven't used before (or haven't used for some time)	53%	33%	10%	3%	N = 117
Internally managed program	40%	18%	31%	11%	N = 117
Contingent workforce planning included as part of corporate strategy	36%	48%	7%	9%	N = 117
Direct sourcing (sourcing contingent workers without a staffing firm/from an internal pool)	32%	49%	11%	8%	N = 117
Program to align contingent workforce to the organization's employed diversity goals	32%	55%	4%	9%	N = 117
Company career site for attracting contingent workers	24%	51%	13%	12%	N = 116
Project to consider use of robotic process automation (RPA) software to perform tasks	23%	29%	19%	29%	N = 117
Talent pools/Self-sourcing of contingent workers	22%	55%	11%	11%	N = 116
Project to consider use of robots to perform tasks	16%	23%	30%	31%	N = 117
Total talent acquisition: combined talent recruiting for contingent and non-contingent workers	15%	52%	21%	12%	N = 117

Source: SIA Workforce Solutions Buyers Survey 2022

SIAs' Workforce Solutions Ecosystem

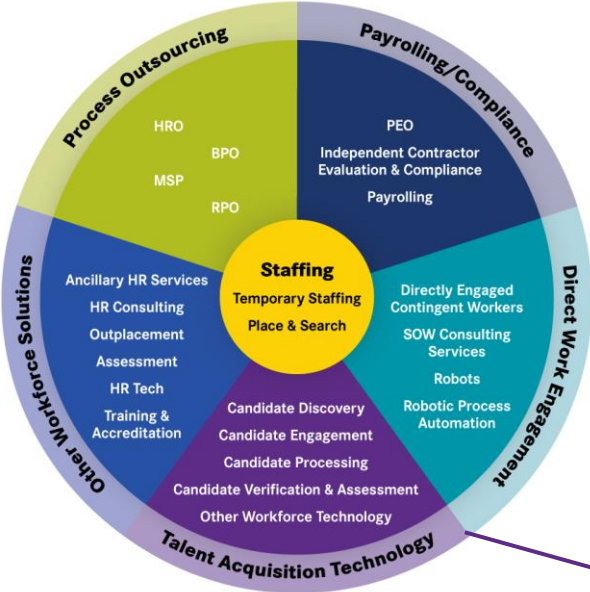
The chart on the right highlights interconnected components of the Staffing Industry and other types of Workforce Solutions. It comprises six primary industry segments:

- Staffing
- Process Outsourcing
- Payrolling/Compliance
- Direct Work Engagement
- Talent Acquisition Technology, and
- Other Workforce Solutions

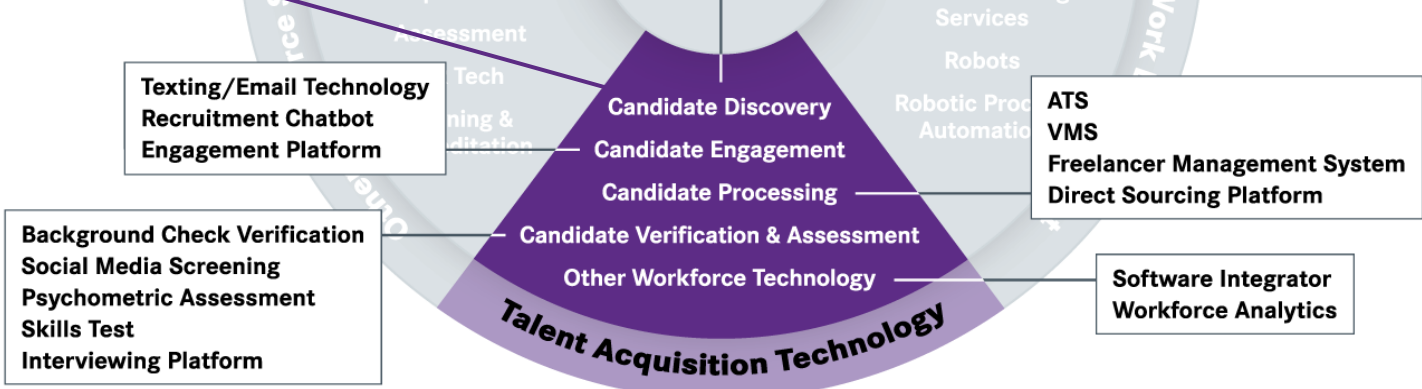
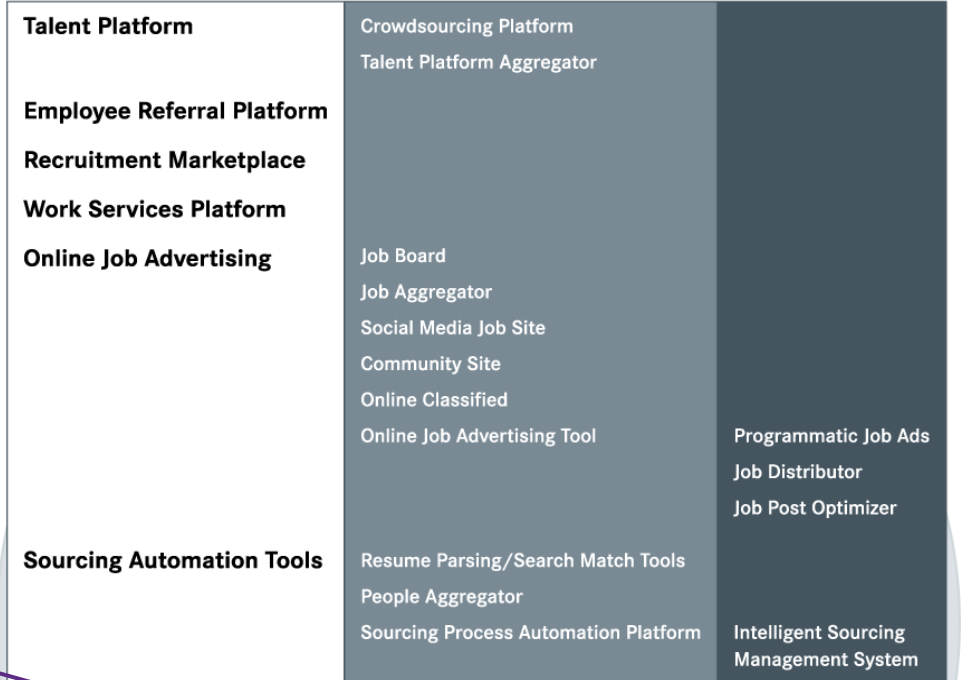
Within each industry segment are the products and services that comprise the industry



Talent Acquisition Technology Redefined



www.staffingindustry.com | © Crain Communications Inc



Today's speakers:

- **Jeff Mike,**
Managing Director
and Head of
Research, Flextrack



- **Lori Hock,**
CEO, Opptly



- **Bruce Morton,**
Global Head of
Strategy, Allegis
Global Solutions



- **Peter Reagan,** Senior
Director, Contingent
Workforce Strategies &
Research





HOW TO BUILD A FUTURE- PROOF EXTENDED WORKFORCE ECOSYSTEM



Visit us at
www.flextrack.com



AGENDA

01.

The Case for Ecosystems

02.

From Supply Chains to Ecosystems

03.

People and Process Design Shifts

04.

Components and Participants in an Extended Workforce Ecosystem

05.

Platform Design Principles

06.

Extended Workforce Platform-as-a-Service

07.

Building Your Extended Workforce Ecosystem

1. THE CASE FOR ECOSYSTEMS: MORE THAN A BUZZWORD

“Ecosystems of users are the new source of **competitive advantage** and market dominance”

- Parker, Van Alstyne & Chaudary, *Platform Revolution*, 2016

“In the digital age, **competitive advantage** goes to those who build an ecosystem, or network, that leverages digital technology for the benefit of the consumer and paves the way to multiple streams of revenue”

- Ram Charan, *Rethinking Competitive Advantage: New Rules for the Digital Age*, 2020

“Ecosystems are **effective** governance mechanisms for **dynamic business environments** with complex and rapidly evolving technical systems”

- *Digital Business*, 2022

“91% [of leaders and managers] agree or strongly agree that upcoming changes to their organization’s business strategy require it to **improve access to new capabilities, skill sets, and competencies**”

- MIT/Deloitte, *Workforce Ecosystems: A New Strategic Approach to the Future of Work*, 2021

2. FROM SUPPLY CHAINS TO ECOSYSTEMS

Supply chain:

Linear

Silos across categories

Fragmented

Costly

Risky

Frustrating

Limited access to skills and talent

Ecosystem

Exponential

Integrated with all sources

Unified

Efficient

Reliable

Constructive

Unlimited access to skills and talent



3. PEOPLE AND PROCESS DESIGN SHIFTS

Moving from Contingent Workforce Supply Chains to Extended Workforce Ecosystems requires letting go of some old management and business mindsets to embrace new ways of working.

FROM:	TO:	WHAT THIS SHIFT ENABLES:
-------	-----	--------------------------

Job Titles	Outcomes	Agility, innovation, and new ways of getting work done
------------	----------	--

Control	Influence	Collaboration, flexibility, engagement
---------	-----------	--

Static	Dynamic	Agility, evolution, rejuvenation
--------	---------	----------------------------------

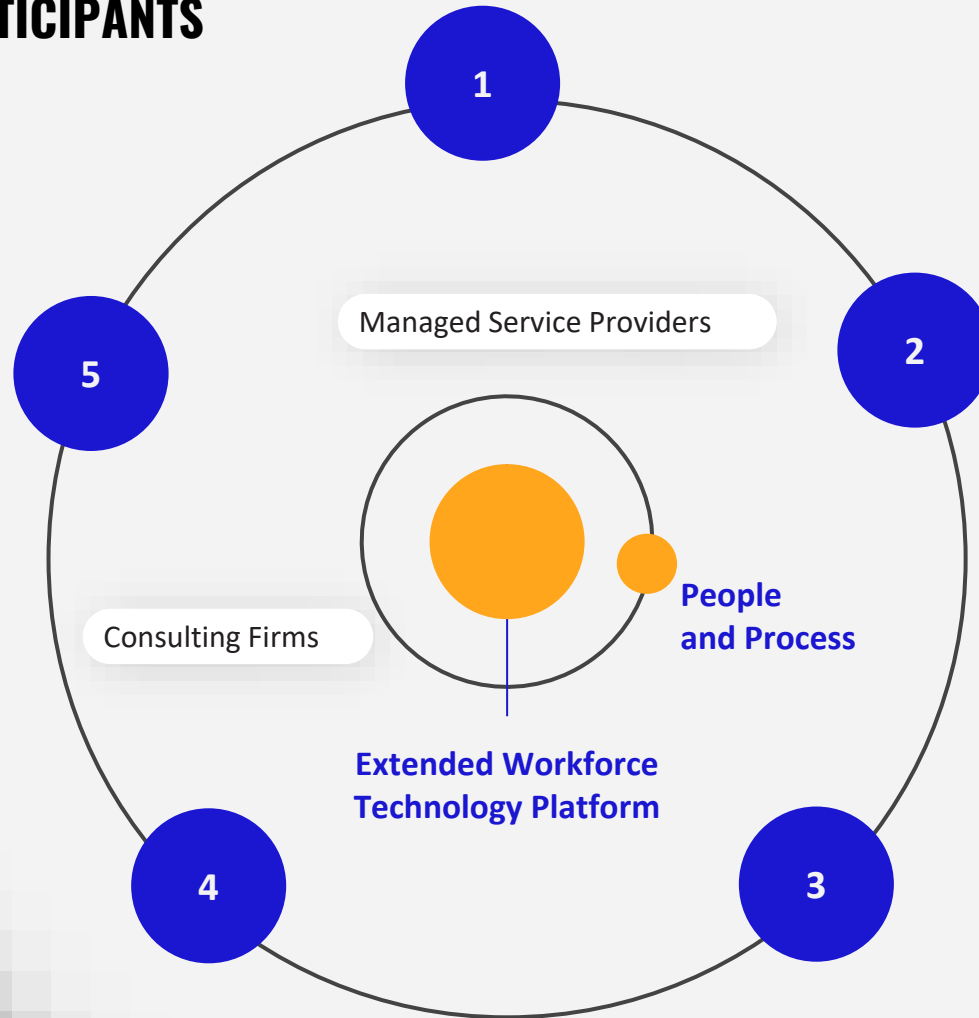
Knowledge-based	Data-driven	Future focus, experimentation, confidence
-----------------	-------------	---

Hierarchy	Network	Access, partnership, flexibility
-----------	---------	----------------------------------

Single-function	Multi-functional	Collaboration, more complete solutions, greater user-centricity
-----------------	------------------	---

Internal focus	External focus	Customer-centricity, adaptability, growth, sustainability
----------------	----------------	---

4. EXTENDED WORKFORCE ECOSYSTEM: COMPONENTS AND PARTICIPANTS



1. ANALYZE AND PLAN

Economic Trends

Labor Market Data

Analytics

FTE Data

Workforce Planning

2. SOURCE:

SOW

Temporary Staffing

Gig Workers

Independent Contractors

Candidate Experience

Talent Marketplace

Advertising

Direct Sourcing

Events

Candidate Relationship Management

3. SELECT

Skills Assessment

Candidate Matching

Skills Validation

Interviewing

ID Validation

4. ONBOARD

Provisioning

Onboarding

Compliance

Credentialing

Background Checks

5. ENGAGE

Listening Channels

Scheduling

Reporting

DEIB

Performance

Productivity

5. Platform Design Principles

Not all platforms are equal.
Is your VMS/Extended Workforce
Solution solving problems now while
preparing you for the future?

“A well-designed platform consists of a stable core layer that restricts variety, sitting underneath an evolving layer that enables variety”

- Harvard Business School

“A platform ecosystem can evolve faster when the core platform is a clean, simple system rather than a tangle of numerous features”

- The Platform Revolution

“The technology platform delivers intelligence based on both internal and external data, draws analysis based on that information, and enables the informed decisions that business leaders seek.”

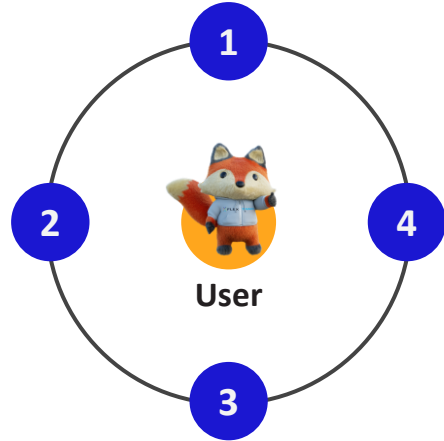
- Allegis Global Solutions

“Low-code/no-code is more cost-effective than from-scratch manual development due to smaller teams, fewer resources, lower infrastructure costs and lower maintenance costs”

- IBM

Bloatware: software systems that have become complicated, slow, and inefficient through thoughtless accretion of features

6. EXTENDED WORKFORCE PLATFORM-AS-A-SERVICE



1. USER INTERFACE / USER EXPERIENCE

Commercial Grade

Intuitive

2. CUSTOM WORKFLOW CAPABILITIES

The key to agility and automation

Low code/no code

3. ADVANCED ANALYTICS

Powered by AI/ML

User-friendly

Predictive and Prescriptive

4. INTEGRATION FORWARD

Easy access to solutions ecosystem

Easy and safe to experiment

Easy to exchange data and functionality



Lightning Development



Flow



Tableau CRM



Mulesoft



AppExchange



Open API

7a. BUILDING YOUR EXTENDED WORKFORCE ECOSYSTEM

01. Create the enterprise case for change

Create your ecosystem orchestration team

- ## 02.
- Internal stakeholders – Senior leadership, Procurement, IT, HR, Business and Operations Leaders, Analytics, and SME's
 - External partners – Consulting firms, systems integrators, solution providers and suppliers

Develop a framework for action

03.

- Why do you need an extended workforce ecosystem?
- How do you define success?
- Identify and socialize governance principles

Map out your company and industry extended workforce ecosystem

04.

- Identify gaps and opportunities
- Prioritize based on business needs

7b. BUILDING YOUR EXTENDED WORKFORCE ECOSYSTEM

05. Assess your VMS/Extended Workforce Solution against the platform design principles

07. Start with the most urgent problem

06. Develop a learning and communications plan

- Data analysis and sensemaking
- Experimentation and iteration
- Defined, regular communications with all key stakeholders

08. Develop a regular schedule of evaluation and adjustment

ADDITIONAL RESOURCES

- [Workforce Ecosystems: A New Strategic Approach to the Future of Work](#), MIT/Deloitte
- [Platform Revolution – How Networked Markets Are Transforming the Economy—and How to Make Them Work for You](#), Geoffrey Parker, Marshall Van Allstyne, Sangeet Paul Choudary.
- [The Universal Workforce Model](#) – Allegis Global Solutions
- [Rethinking Competitive Advantage: New Rules for the Digital Age](#), Ram Charan
- [Talent Tech Labs: Talent Acquisition Ecosystem Version 10](#), Talent Tech Labs

Time for your questions...



Thank you for your sponsorship...



FLEXTRACK[®]

SOME APPLICABLE SIA RESOURCES



- [Workforce Solutions Buyer Survey: 2022 Global Results](#) (Council Members Only)
- [Lexicon of Global Workforce-Related Terms](#) (FREE)
- [Workforce Solutions Ecosystem – 2022](#) (FREE)

Not an SIA Council member?: Contact: enterpriseservices@staffingindustry.com



Certified Contingent
Workforce Professional

View the full schedule of classes at:
www.staffingindustry.com/certification
🐦 @SIACCWP #CCWP

Virtual Interactive CCWP Classes

Build your personal brand through SIA's unique Certified Contingent Workforce Professional (CCWP) programme. Sign up for the virtual, self-paced, online or in-person class to test your comprehension of managing a contingent workforce programme and elevate your career to the next level.

Upcoming Class: 29 November – 1 December 2022 | GMT

Register Today!

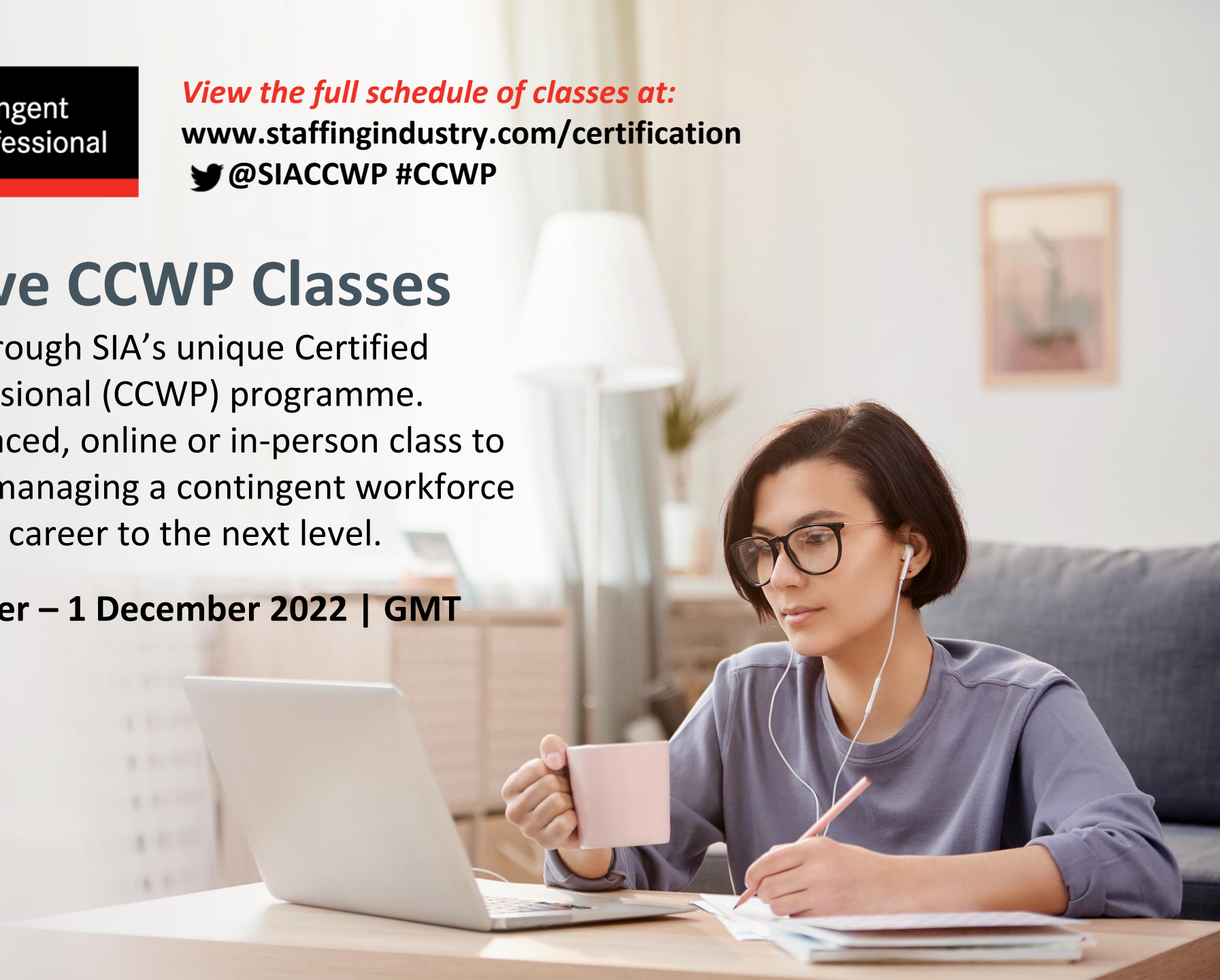
CCWP PARTNERS



CHARTER



SILVER



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.