

36th Annual Workforce Management Briefing

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Managing Workforce Compliance in an Unpredictable World

Your Workplace. Our Business.®



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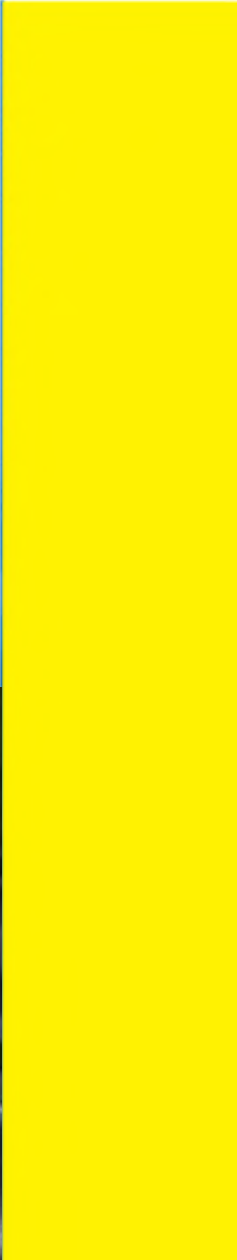
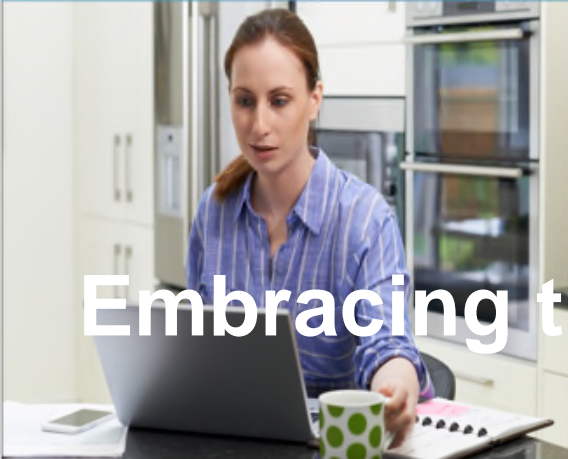
Embracing the Gig Economy: You're Already a Player in It (Yes, You!)

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Embracing the Gig Economy: You're Already a
Player in It (Yes, You!)



PANELISTS



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Agenda



Defining the “Gig Economy”



General Business Overview: Via & BT Americas



Operating in the Gig Economy: Business Structure, Portfolio Mix & Strategic HR



Common Challenges & Best Practices



Lightning Round



Final Remarks/Questions

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Defining the “Gig Economy”

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The Crossword (New York Times, Aug. 4, 2017)

ACROSS:

17 “Labor market short on long term work”

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Statistics



In **2005**, contingent workers accounted for roughly **2 to 4 percent** of all workers. Approximately 7 percent of workers were independent contractors, the most common alternative employment arrangement, in that year.



Currently, there are about **4 million** quintessential gig workers.



More than 16 percent of U.S. workers participate in flexible contract work as their primary job, a 56 percent increase over the past 10 years.

Statistics



The number of on-demand workers in the U.S. is expected to nearly **double** in the next four years.

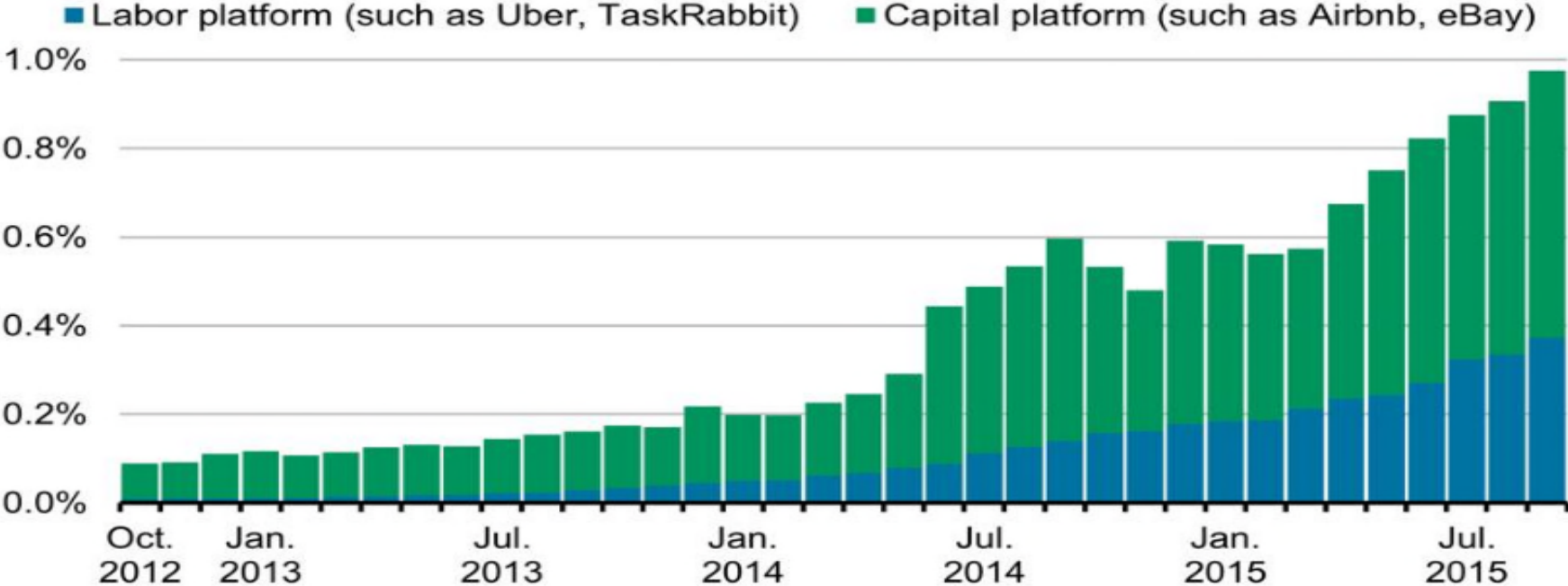


Common occupations for gig employment: arts and design, computer and information technology, construction, media and communications, transportation, and material moving

Trends: Gig Growth

Gig Growth

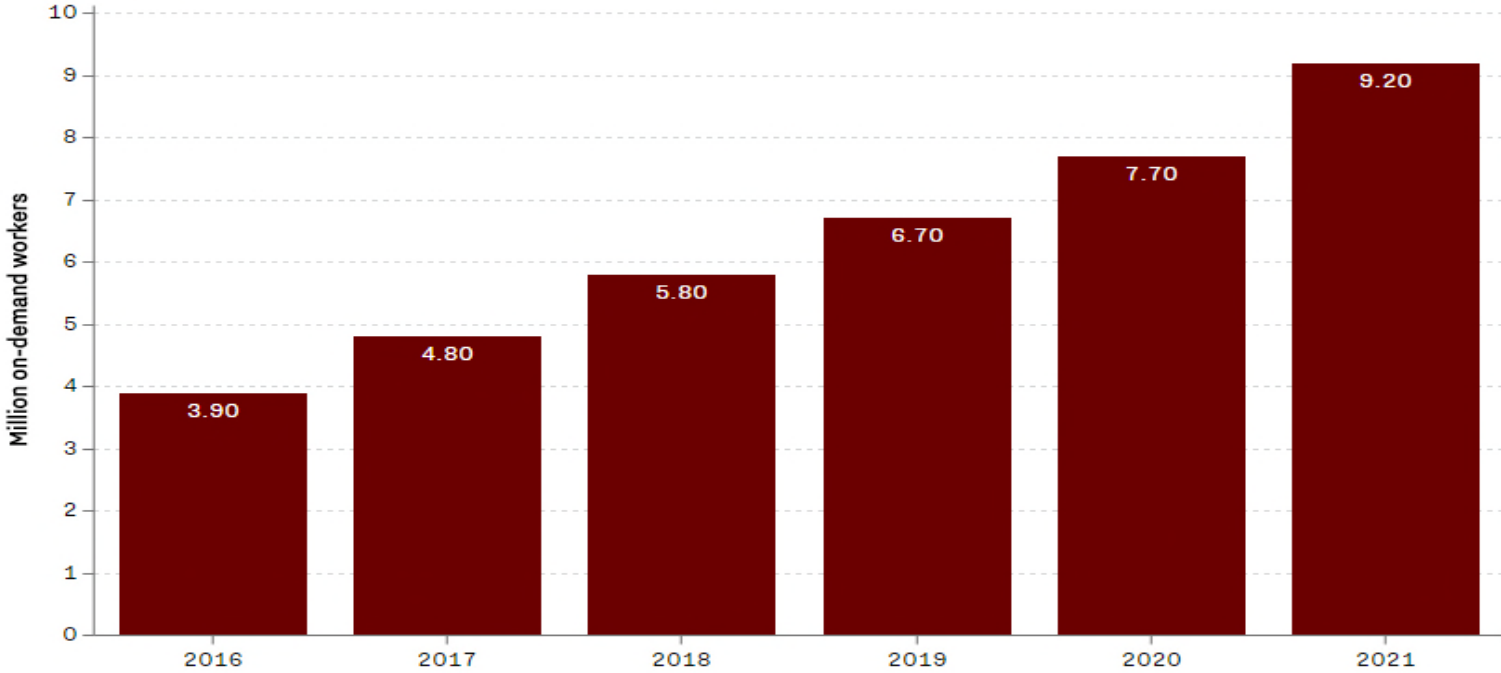
Share of U.S. adults earning income in a given month via online platforms, often referred to as the gig or sharing economy.



Source: JPMorgan Chase Institute | WSJ.com

Trends: Number of Americans Working in the Gig Economy

Number of Americans working in the gig economy



Source: Intuit and Emergent Research



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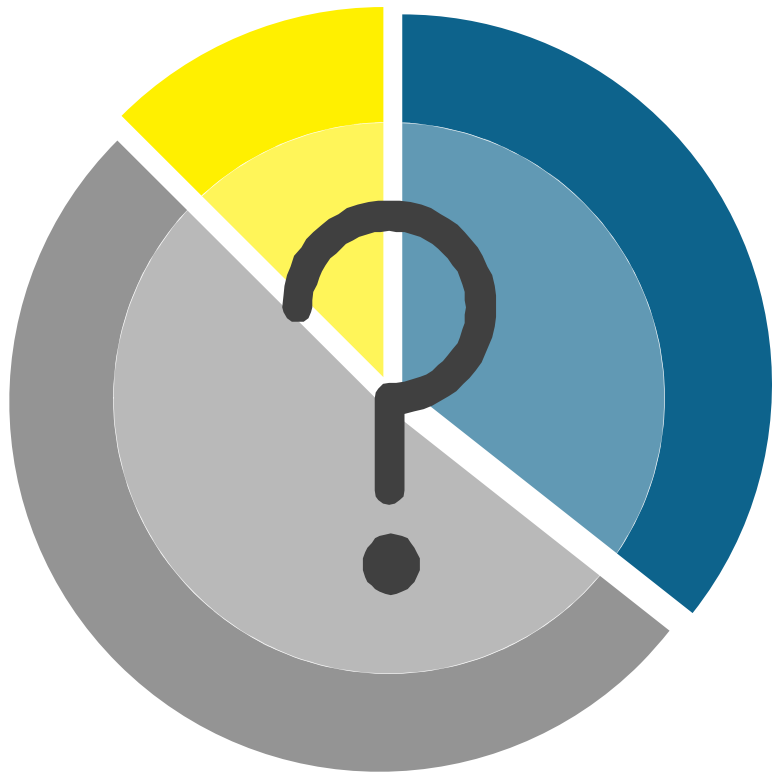
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Operating in the Gig Economy: Achieving the Right Mix



- Temp Staffing Agencies
- Full-Time Employees
- Independent Contractors

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Common Challenges & Best Practices

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Common Challenges & Best Practices

- Co-Employment
- Unionization
- Competing for Talent
- International Workers



Common Challenges & Best Practices

MANAGEMENT & CAREERS

In a Job Market This Good, Who Needs to Work in the Gig Economy?

Startups like Uber and Lyft that launched in the Great Recession strain to keep workers who don't have to take part-time work anymore

By Kelsey Gee | Photographs by
Jason Henry for The Wall Street Journal
Aug. 8, 2017 5:30 a.m. ET

Uber Technologies Inc., Instacart and other gig-economy companies are straining to attract and keep the short-term laborers who give rides, shop for groceries and deliver meals at the tap of an app.

Amid low unemployment and fierce competition, startups have begun offering richer perks, benefits and signing bonuses to lure on-demand workers to sign up for, and stay with, their platforms. Companies have beefed up recruiting, even touting the opportunity to join the staff full time—a sign that maintaining a steady labor pool is growing expensive and difficult.

“Founders know that showing these workers they can earn a stable living with some predictability in pay and hours is one major way to compete,” said Roy Bahat, head of venture fund Bloomberg Beta, a unit of Bloomberg L.P. that invests in startups like job-listing platform Textio Inc.

The so-called gig economy, which is composed of part-time and freelance jobs, came on the heels of the Great Recession when high unemployment and stagnant wages made

“Amid low unemployment and fierce competition, startups have begun offering richer perks, benefits and signing bonuses to lure on-demand workers...”

THE WALL STREET JOURNAL
WSJ

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