



THE EVOLUTION OF STAFFING NEEDS — AND WHAT IT MEANS FOR BUSINESSES OF THE FUTURE

We live in a world of instant gratification. Instant purchases. Instant news. Instant communications.

Unsurprisingly, this big push toward immediacy is now a part of the staffing world. It has yielded a rapid shift toward on-demand labor (i.e., the gig economy) that allows people to choose where, when, how, and even why they work.

How significant is this shift? **Research shows** that 67% of employees plan to leave full-time employment for a gig economy placement, while 78% planned to take on a gig as a second source of income in 2021.

These figures paint a clear picture of employment's future and the role the gig economy will play. But to potentially revolutionize the employee experience, recruitment methods and engagement strategies will need to keep pace.

Looking at the Workforce Through a Fresh Lens.

Urgency isn't the only reason people crave the versatility of on-demand work; the pandemic also sped up the process in a hurry. After being downsized, many workers completely embraced the independent contractor mindset. Others decided that achieving life-work balance through more flexible or temporary placements mattered more than being tethered to one company.

According to **Harvard Business Review** reporting, about one-third of all workers fall into the freelance or on-demand category. That equates to millions of people who want to work — on their terms. Consequently, employers have little choice but to adapt their hiring processes to meet the demands, needs, and expectations of so many skilled performers who aren't interested in "business as usual."

To their credit, nearly half of corporate hiring managers recognize the writing on the wall. Forty-nine percent of hirers look to independent employees rather than traditional employees to fill openings, per research from **Upwork**. And the other half seem to be coming around to that line of thinking.

So, how does this continuing embrace of the gig workforce translate to finding and hiring talented nontraditional workers? It means employers will need to meet candidates halfway and meet the moment.

Gig workers' time and expertise are both precious commodities. This means you must pay these employees what they're worth, find common ground between your needs and their availability, and leverage the tools required to connect roles with ideal gig economy hires.



USING TECHNOLOGY TO STREAMLINE ON-DEMAND STAFFING

There's no shortage of ways that technology can help employers navigate their way through the hiring, onboarding, management, and development of gig economy workers. Here are a few ways the right tech can smooth out the rough spots of moving toward a la carte staffing:



1. Embrace outsourced partners.

Many companies rely on reliable and trusted networks to fill openings of all kinds. But there are times that looking outside the box opens recruiters' eyes to an array of candidates they might have otherwise never engaged.

Staffing providers with robust, modernized tech stacks can help companies rapidly recruit top-level independent contractors. Many in-house hiring managers use partnerships to extend and supplement their resources — not replace them.

A staffing partner like Integrity Staffing Solutions can help you narrow the field to a sizable number of applicants or digitally disseminate and collect paperwork. Our networks and methods can help bring the talent pool into focus so hiring managers can dedicate their time to high-level responsibilities that can further whittle down the field of candidates.



2. Establish digital talent management and training systems.

By adding talented on-demand workers into their organization, an employer might even be able to reduce how long it takes a worker to reach high-performance levels. As **Gartner notes**, speeding up an employee's learning curve can lead to a 19% increase in effectiveness.

Online learning systems can help companies share knowledge with on-demand workers in the most efficient way possible. And after workers have started their roles, they might be invited to participate in ongoing training. This type of continuous, focused training can increase workers' skills and highlight their strengths for future opportunities. Strong performers may even be offered the chance to flip to full-time employment.

The onboarding of gig workers must take place rapidly to ensure they are at the same levels as their full-time peers. Though these (and other) challenges might seem overwhelming at first, proactive planning and emerging technologies can make them surmountable — especially if your staffing partner (and their tech stack) manages all aspects from A to Z.





3. Rely on AI-enhanced software to make matches.

About one-quarter of organizations already **depend upon innovative AI systems** to move on-demand workers into the initial stages of the recruitment pipeline. These solutions enable your team to automate and optimize on-demand sourcing tasks that routinely slow down productivity.

Here's how the setup tends to work: First, on-demand candidates search for a role they're interested in and submit up-to-date applications into a secure portal. Next, the applications are evaluated objectively by AI-driven software. Finally, candidates whose credentials match up with pre-populated requirements can undergo unbiased online assessments to predict their "fit."

All this can be done rapidly without human intervention — and not at the expense of full-time employees' day-to-day duties. Candidates reap the benefit of receiving real-time job matches.



4. Let gig workers control their schedules.

Some employers hire on-demand workers on contracts that have predetermined start and end dates. Other companies rely on gig workers to fill specific work periods on a regular basis, such as noon to 8 p.m. or 6 a.m. to 2 p.m. shifts.

In either case, it's best to onboard an easy-to-use platform that allows on-demand workers to make their own hours, **like our Opportunity Engine app**. Rather than expect talent acquisition specialists to staff all open slots by hand, companies can allow gig workers to choose their preferred dates and times from a menu of options.

This frees up staffing personnel to monitor openings in real time, support a stronger overall experience, and only intervene when necessary. Not only can shift gaps be filled faster, but it also empowers your gig workers to customize a schedule that allows them to work when and where they can be at their absolute best.



5. Stay in touch with current and former independent contractors.

Technology has come a long way in terms of streamlining employer-employee communication. Advanced software can instantly deploy customized emails, texts, and even DMs to gig workers.

If the resources to simplify this dialogue aren't financially feasible, a partnership with a staffing agency with access to said technology could be a great option. Vendors can use these solutions and act as a conduit so the lines of communication with current and former gig workers never close — and the relationship stays strong.

These touchpoints help keep freelancers engaged with what's happening at their client companies, enabling them to feel like they're contributing to the whole just like their full-time counterparts. And it can be a valuable tool for your hiring team to promote to potential part-time candidates, obtain referrals, and secure their long-term buy-in with your company.





ON-DEMAND STAFFING CAN BE SIMPLE

The way we work has changed dramatically over the past decade, especially in the last couple of years. In response, more and more people have moved into the a la carte workforce. And they're not looking back.



Companies eager to remain competitive and maintain productivity can use innovative strategies and new solutions to refresh their staffing strategies. By leveraging the latest technologies and partnering with an agency that offers support, your company can maintain — or perhaps even improve — its place as an industry leader.

Are you intrigued by the thought of adding gig workers to your corporate staffing solutions? Talk to Integrity Staffing today about tech-forward ways to succeed with an on-demand workforce.

Integrity Staffing Solutions is a full-service staffing agency and ranks in the top 2% of agencies across the country for quality service based on ClearlyRated's "Best of Staffing" client survey. To learn more about Integrity or for help with your hiring needs, visit [integritystaffing.com](https://www.integritystaffing.com) or call **833-446-1300**.