



THE EVOLVING WORKFORCE: THE FUTURE OF WORKFORCE MANAGEMENT



If you hadn't given serious thought to the way your organization will approach workforce management in the future, the COVID-19 outbreak has probably forced your hand. However, if your company is fortunate enough to have at least established a workforce management plan that incorporates full-time staff and contingent workers, you already have gained a foothold in [the future of work](#).

Working from home, many key employees are learning to [adapt their routines](#) to achieve maximum efficiency, and team leaders are honing a whole new set of [management skills](#) they need to motivate, communicate, and coordinate the efforts of their people. At the same time, freelancers and consultants with essential skills are finding themselves in greater demand, while executives and business owners are discovering [the organizational agility](#) that freelancers bring to their respective businesses.





Pandemic Expedites Adoption

The pandemic has helped stakeholders realize the advantage of a mixed workforce that captures the benefits of full-time employees, creative freelancers, and technical consultants. Most companies will be convinced that a **blended workforce** ensures better returns on their investments in talent. At the same time, workers who previously thought nothing of commuting to their 9-to-5 jobs suddenly have been presented the chance to see what life would be like **as a contractor**. As a result, American business, the jobs it creates, and the way people accomplish them may be changed forever. At the very least, successful firms in every industry will expand their use of non-traditional workers in order to take full advantage of the cost savings, skills procurement, and organizational agility outside talent provides, as well as the work/life balance the market demands.



Formalized Policies and Programs

Though it may have started as an experiment, ad hoc policy, or an informally managed “side project,” incorporating contingent workers now commands greater respect and leadership attention in the wake of COVID-19. As worker placement platforms evolve to accommodate the new skills-based work reality, companies also must codify their policies for finding, hiring, and using workers of all classifications. Piecemeal solutions will not work. They will require a comprehensive program that involves several departments, each with specifically delineated responsibilities. Work rules will have to be established to ensure regulatory compliance, enforcement of hiring policies, accurate **talent demand forecasting**, and proper **integration of workers**.



Blending Worker Types

To ensure your company can procure the skills you will need to maximize production efficiencies, capture market share, and meet customer expectations you will need a scalable, future-proof plan. Plan development should begin now, before the economy recovers and the **scramble for critical talent** begins and should also include an understanding of the talent landscape in place today. Start with an assessment of the way you accessed and deployed the skills and abilities you required to accomplish tasks before COVID-19. Then, evaluate how **your needs may change** post-pandemic and whether the previous method will be sufficient moving forward. Consider such factors including the possibility of not being able to find workers with the skill set you need, whether an enhanced compensation schedule would alleviate the problem, and which skills your organization needs all the time.

From there, you can begin to explore ways to bring in contingent workers who possess the proficiencies you require less often. Develop redundant, diverse sources of contingent talent and implement policies for integrating them with full time employees, whether they are temps working in-house or freelancers working remotely.



Accommodating Workers

Even before our forced work-from-home experiment, more and more workers were exploring the possibility of telecommuting, freelancing, and other non-traditional work arrangements. They are rethinking their notions about job security and career advancement and placing more emphasis on personal development, job variety, lifestyle, and more holistic pursuits. By taking on short-term tasks they enjoy doing and that deepen their understanding of their vocations, workers are growing **more specialized**, collaborative, and valuable.

This shift in worker priorities will necessitate a more agile approach to work. Businesses will need to invest in flexible labor to quickly fill short-term vacancies and cover temporary bursts of activity with well-qualified and scarce talent.



Adding Support and Infrastructure

Central management and adoption of thoughtful key performance indicators will help firms ensure they take a strategic approach to workforce management. As a potential source of competitive advantage, **a total workforce plan** should receive sufficient executive support in order to give it the best chance for success. Leaders should work to establish processes and engender buy-in throughout the organization. To do that, they need to attend to the needs of contingent workers:

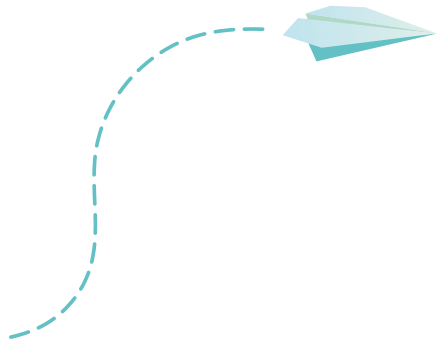
- Training and onboarding to help incorporate talent and help them learn the company way of doing things
- Redeploying successful freelancers not only to reward them for jobs well done, but also to shorten the learning curve with each new assignment
- Soliciting feedback from contract workers, hiring managers, and supervisors to create an atmosphere of continuous improvement
- Sharing best practices to ensure the entire company maintains consistent work rules and adopts operational efficiencies
- Adopting productivity technologies that improve efficiency and give contingent workers the chance to gain exposure to systems that will make them more marketable



Getting Help

Formalizing a contingent workforce management program, keeping contingent labor costs under control, and unifying talent acquisition processes for full-time and contingent talent bring their own organizational challenges. Many companies prefer to focus managerial attention on their core competencies while outsourcing contingent workforce management to a **managed service provider** (MSP). Consider entrusting your sourcing, procurement, vetting, and compliance to an MSP if you need help in any of these areas:

- Determining market rates that are competitive enough to attract the talent you need
- Controlling **rogue spend** and off-contract supplier utilization
- Developing achievable, measurable goals that define success for your program
- Ensuring your supplier pool is diverse
- Collecting and analyzing spend data and forecasting talent demand



Metasys can help you optimize your contingent workforce management program by creating a customized, all-inclusive plan and incorporating it into your overall talent strategy. Calling on our resources and contacts throughout the industry, we will ensure you have access to the right skills when you need it most. If you're interested in making your contingent workforce management approach more strategic, streamlined, and diverse, our talent experts are standing by and eager to discuss your needs. [Contact us](#), and let's get started.