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# The Future of Work - It's Here Today!



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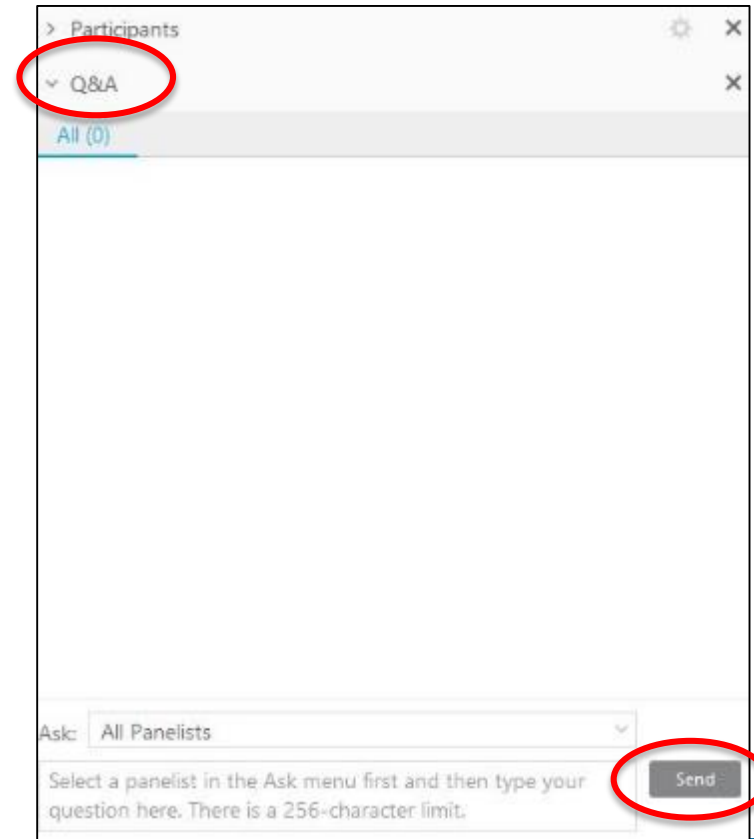
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# Today's Presenter



**Jennifer Farris**  
**CEO**  
**Squadley by FarsideHR**

# What do we mean by “Future of Work?”

What does the workforce look like and how will we manage it?





# WHAT DOES THE WORKFORCE LOOK LIKE?



The workforce is  
melting

The flow of talent is  
accelerating



# US Freelance Workforce

NOW

**57M**

2027

**87M**

This represents the majority of  
the U.S Workforce

# Outside US Freelance Workforce

UK

**14%**

The rate of growth for  
freelancers in the past decade

EU

**45%**

2013: Increase in numbers of  
freelancers in the EU

# Why is it Growing so Fast?

**47%**

Millennials are leading this shift

**71%**

Are getting increased work from  
online resources

**55%**

Freelancers “reskilled” in the  
last 6-months  
(30% for non-freelance)

# A Shift in What is Valued



VS



# It's not Just Freelancers Moving Around...

Churn is increasing

Expectation of movement and progression

2 years is *good* at the best tech firms?

## How Long People Stay at Top Tech Firms



by RISEHIGH



# Why should they stay?

US Overall: 4.1%

EU Overall: 7.6%

UK Overall: 4.2%

All of these are trending  
down year over year

## Unemployment Rates

Metro Area	Feb 16	Feb 17
Oakland	4.4%	4.0%
San Francisco	3.2%	2.9%
San Jose	4.0%	3.6%
Santa Rosa	4.3%	3.8%
Napa	4.7%	4.2%
Vallejo	5.8%	5.4%
San Rafael	3.3%	3.0%
Bay Area	4.1%	3.7%

**Source:** State of California Employment

**Analysis:** Stephen Levy, Director of the Center for Continuing Study of the California Economy.





Tech enabled marketplaces will accelerate talent liquidity even faster

Organizations and Talent *want* a more fluid exchange

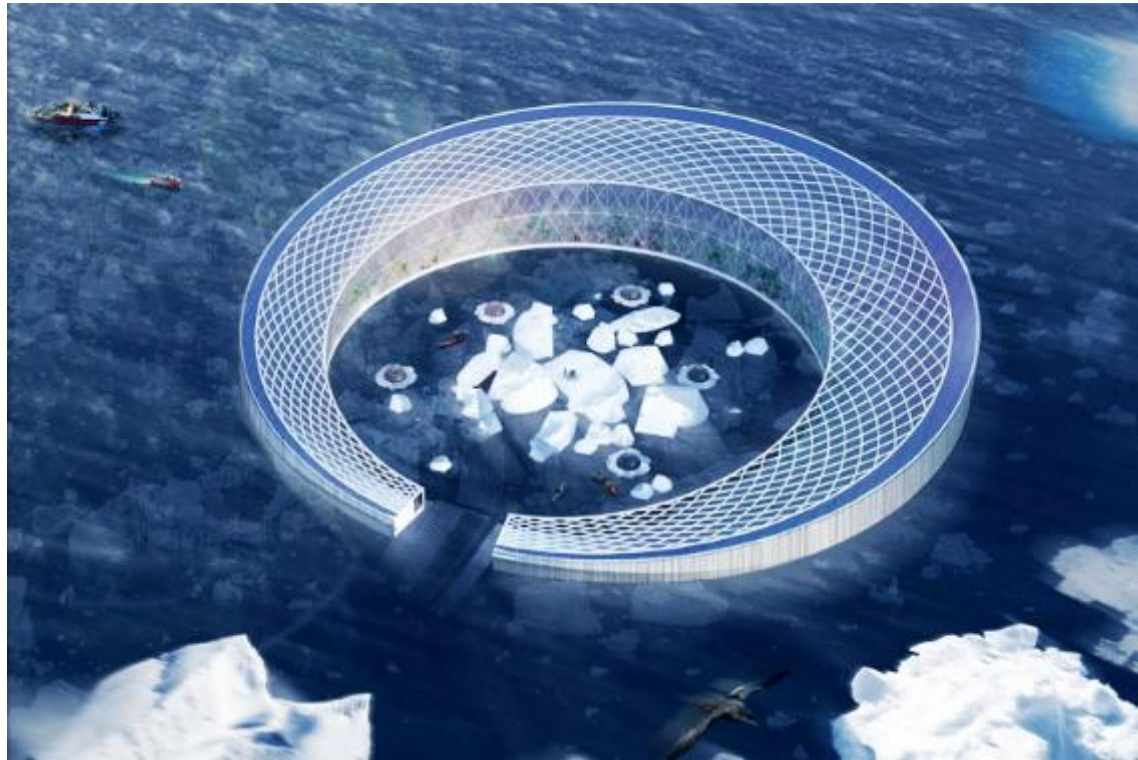


**SO HOW DOES THIS IMPACT  
HR?**



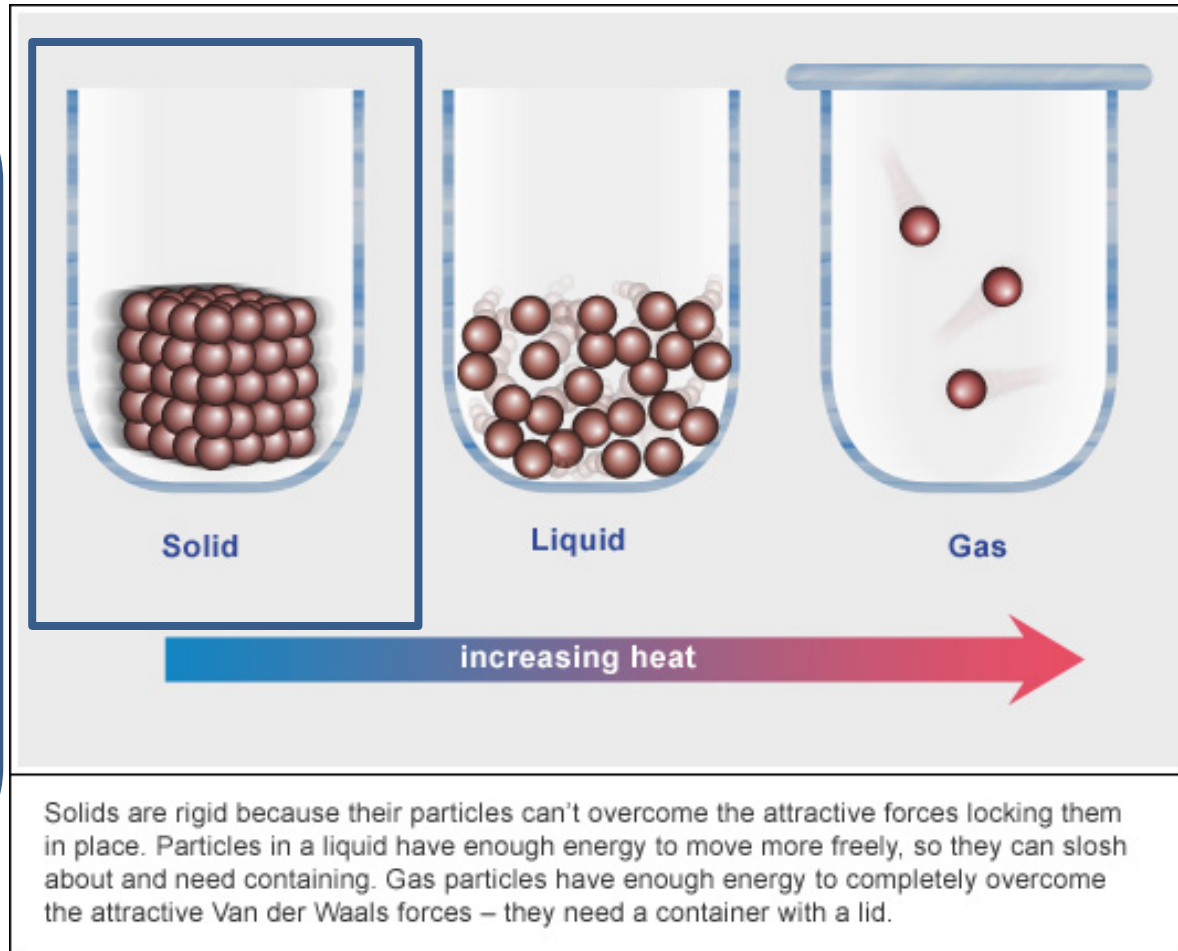
I'm worried

Change can be  
inconvenient



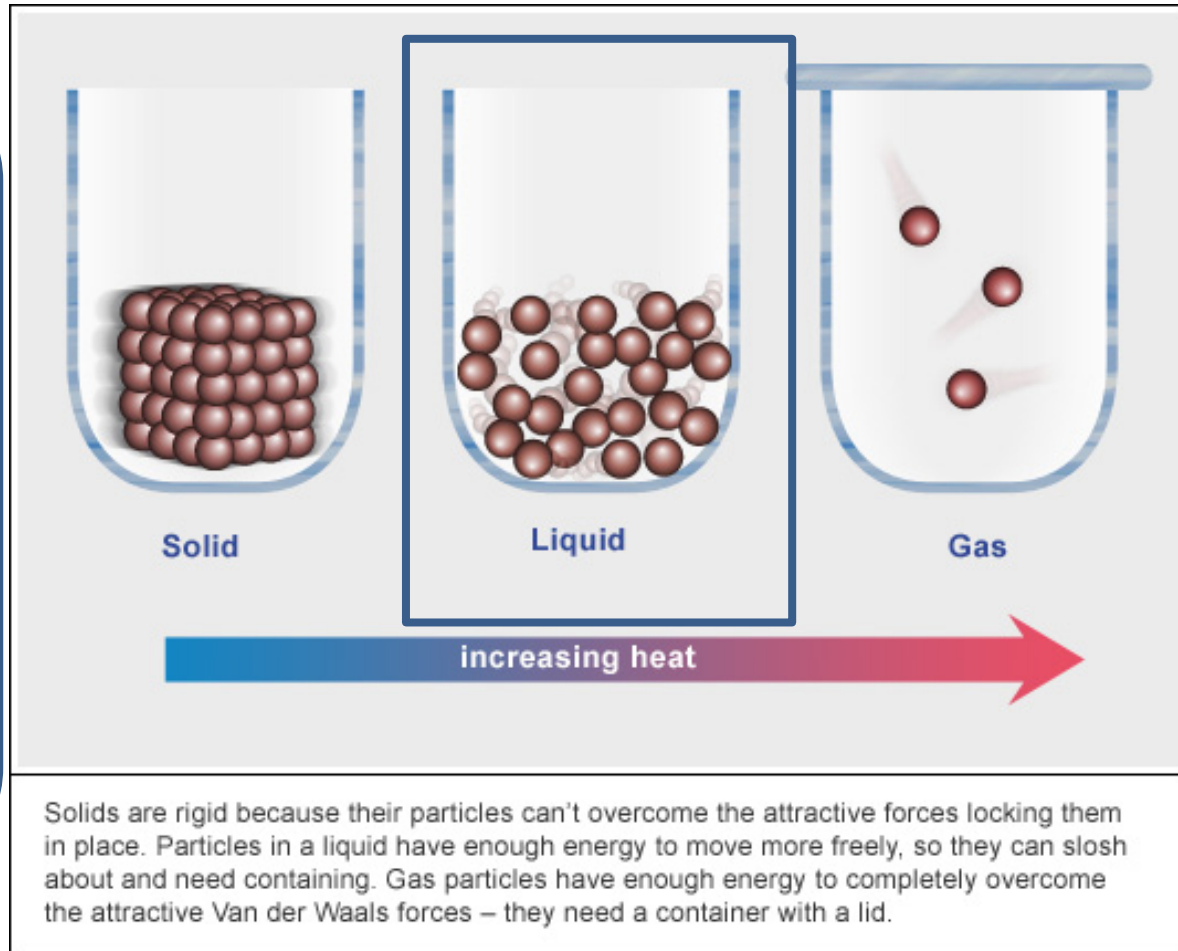
**Solid:** hierarchy and structure without movement

*Classic org layers*

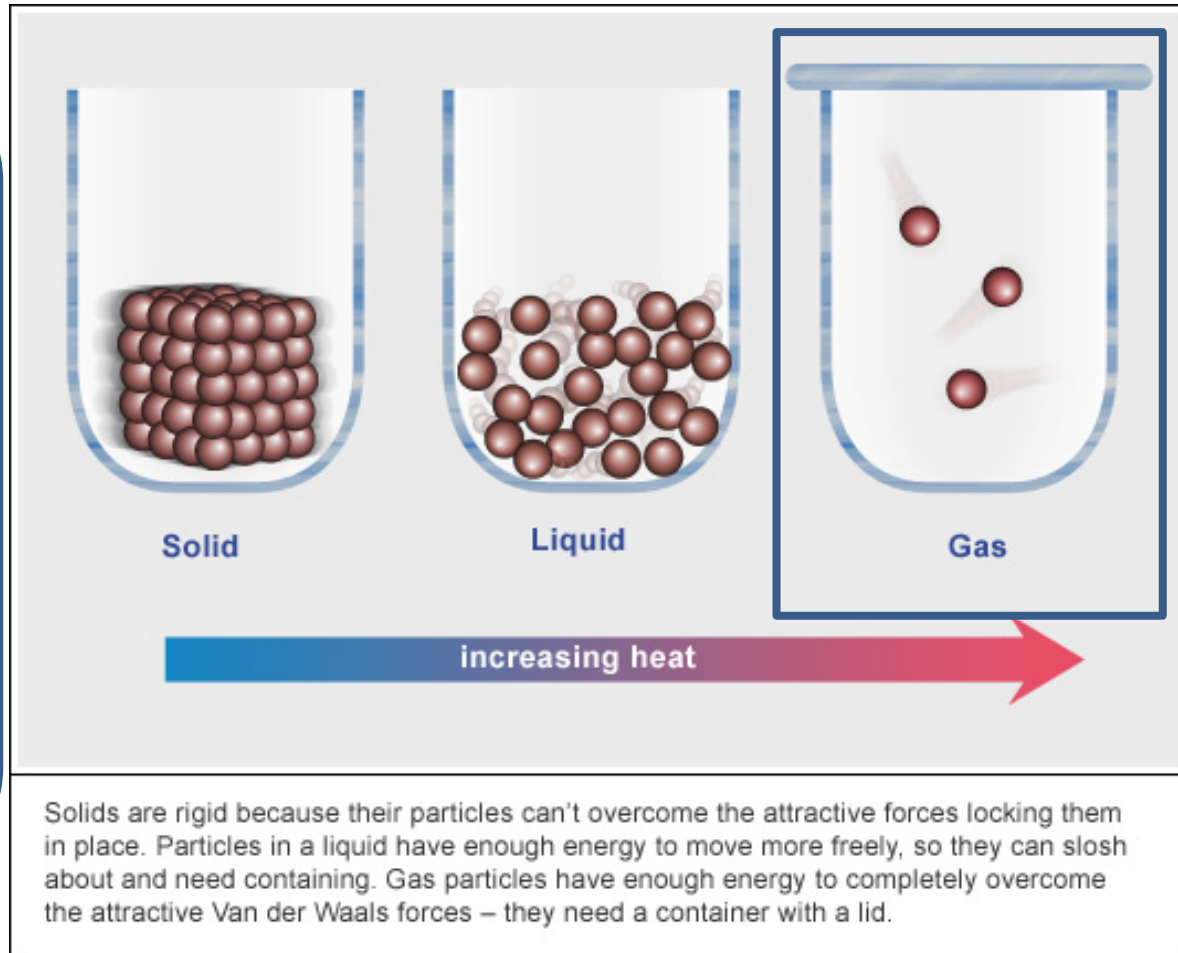


**Liquid:** Momentum  
and movement but still  
bonded

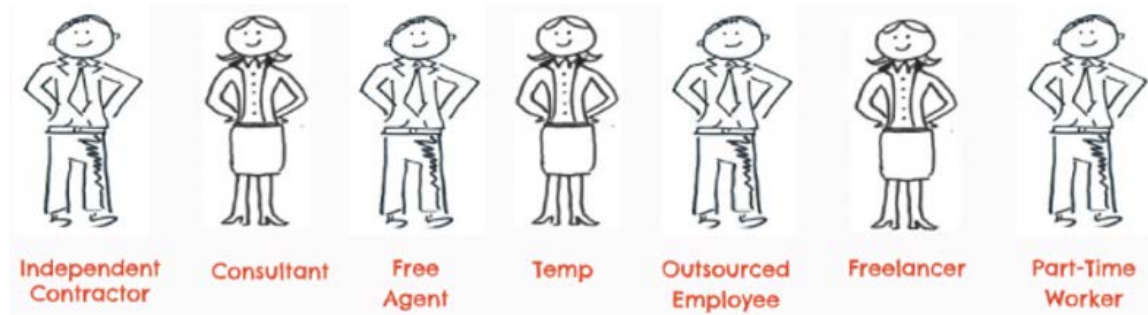
*Traditional &  
contingent*



## Gas: *Holocracy & Gig Marketplaces*



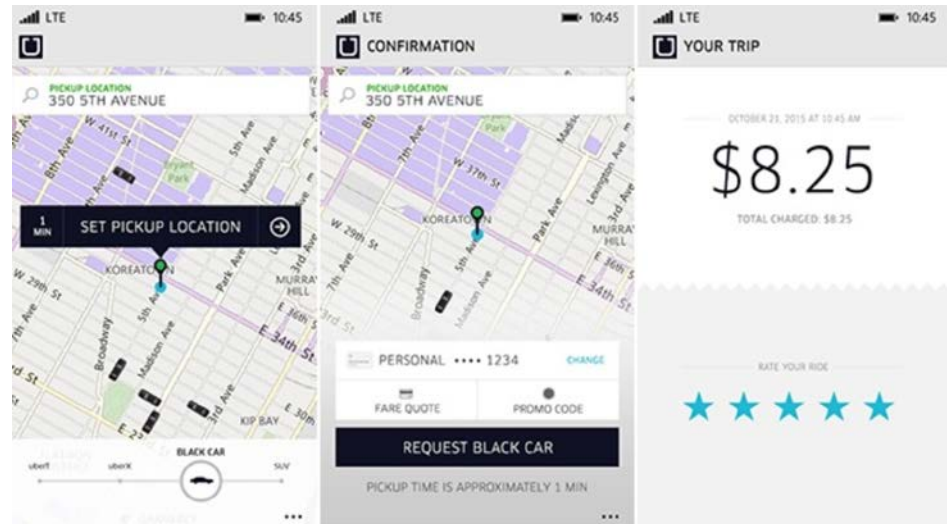
What will HR do if only 30% of the core workforce is a 'solid' and 70% is a 'fluid'?



Traditional workforce  
vs. fluid on demand  
ride sharing

Fight status quo

Or seek a more  
efficient way to  
matching needs





Marketplace disruption

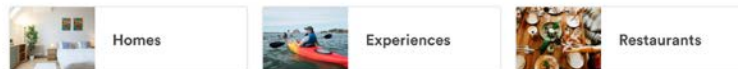
Near real time  
exchange platform

Value

Feedback drives  
improvement



### Explore Airbnb



### Experiences

See all >



Myopic obsession

I'm worried we're  
optimizing for a past  
that won't exist in the  
near future



**SO WHAT NEEDS TO  
CHANGE?**



# 5 Key Shifts

Planning & Performance is Always on

Engagement with Emphasis on  
Achievement

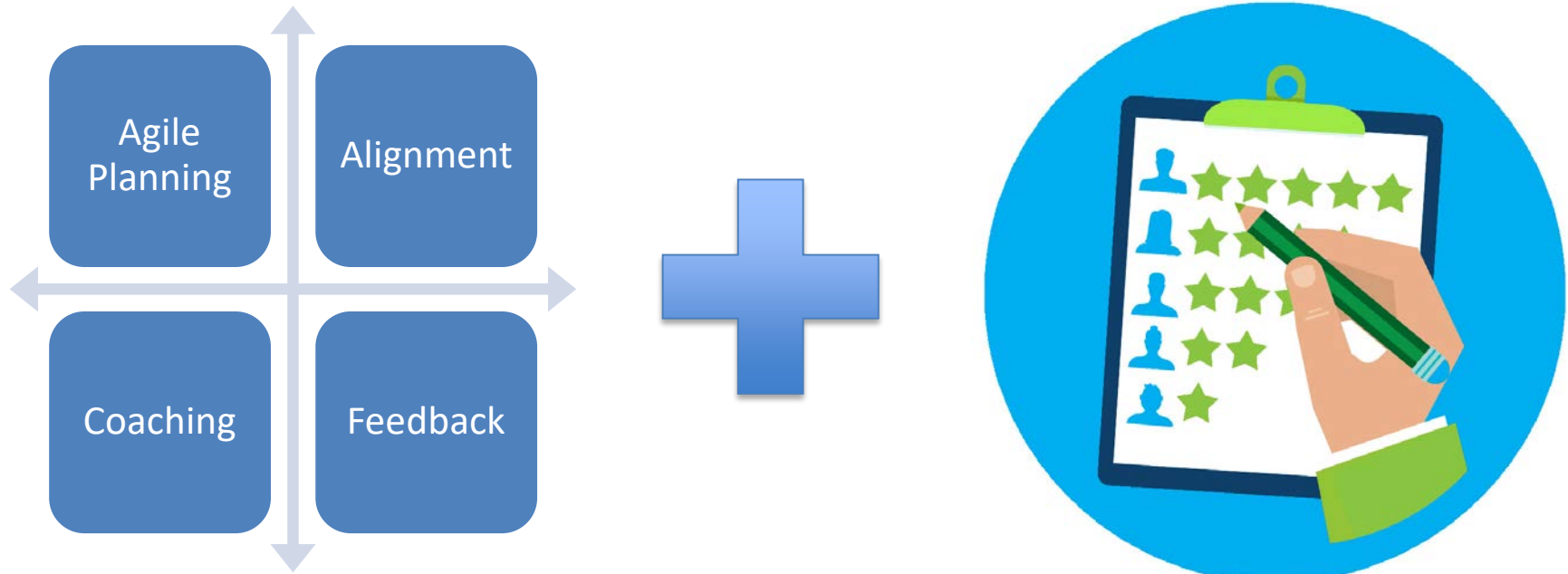
Manager is the Performance Driver

Accessibility to Talent and Tools

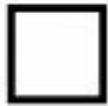
Data & Insights as Key to  
Management



# Continuous Performance



# Achievement & Engagement



# Manager is the Constant

## ACQUISITION

Direct2Manager connection  
with talent marketplaces

Vs

Source, screen & hire

&

## MANAGEMENT

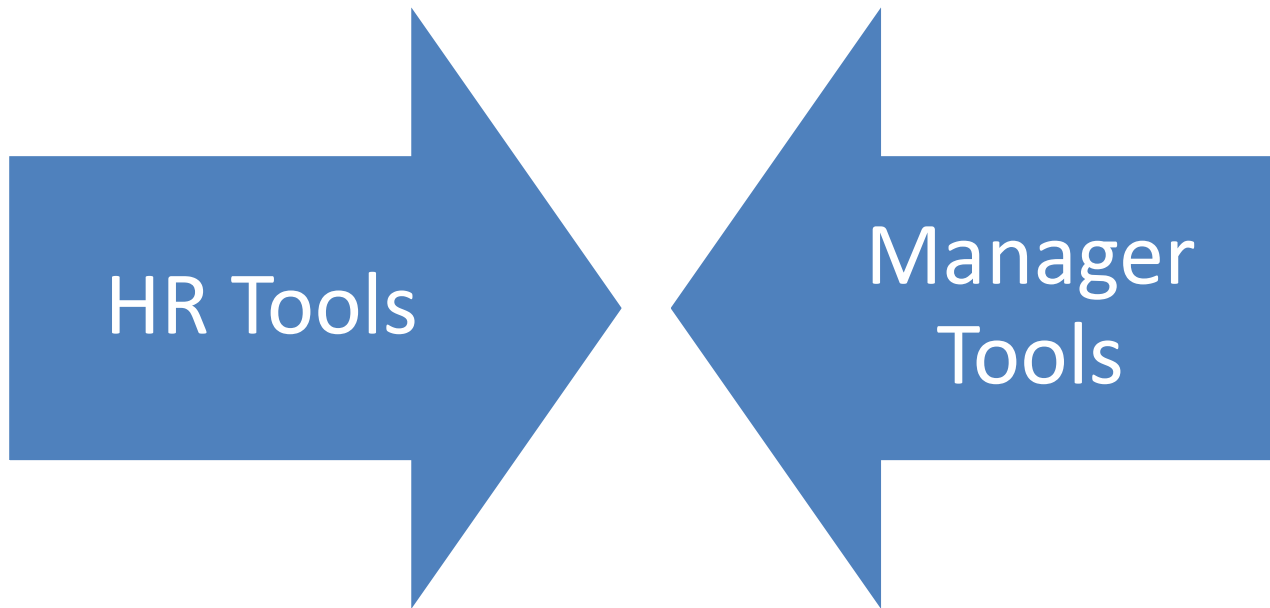
Fluid workforce  
management skills

Vs

Forming & Storming - no  
more norming

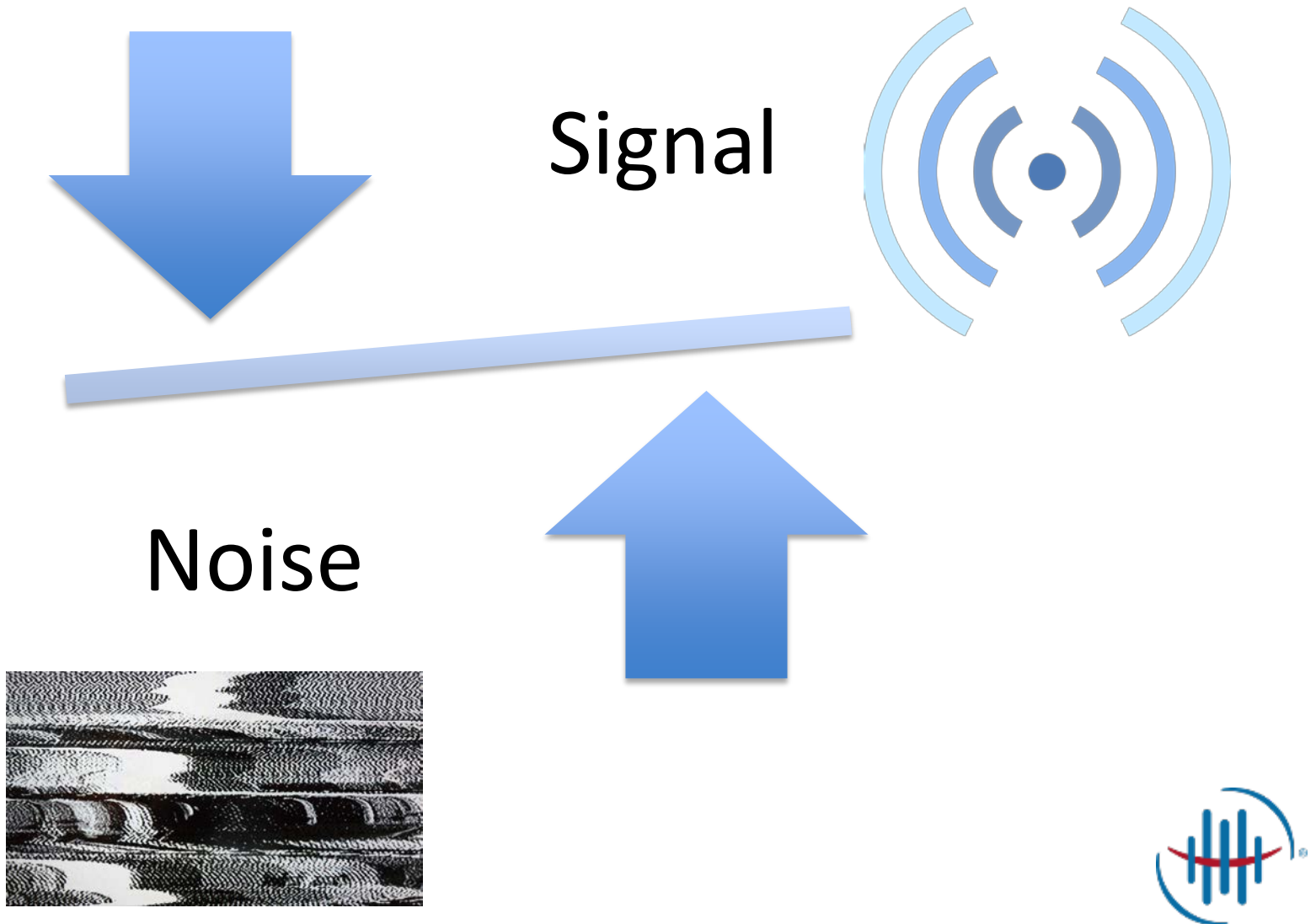


# Accessibility





# Data & Insights



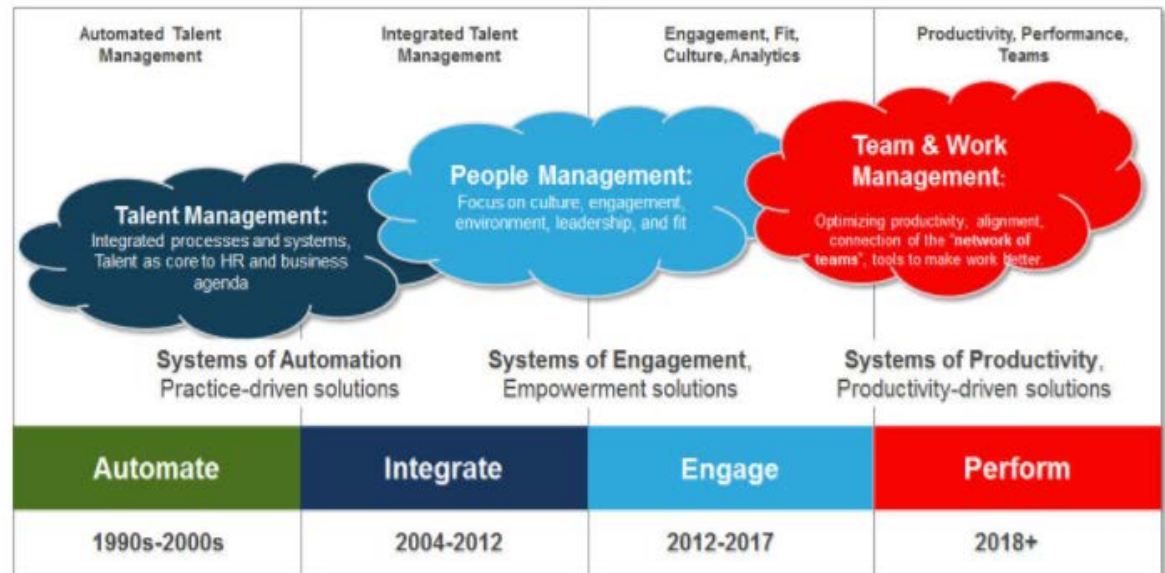
**SO HOW DO WE MANAGE THIS  
FUTURE?**



# Productivity Is The Next Frontier

Productivity, Performance and Teams

The focus is moving beyond just engagement and culture. The market is shifting to truly redefine and drive agile performance through applied data and insights.



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*We are in a fourth phase, one that demands technology designed around teams, individuals, and networks—tools that implement agile talent practices and also help people be more productive.*

[HR Technology Disruptions 2018 - Deloitte](#)



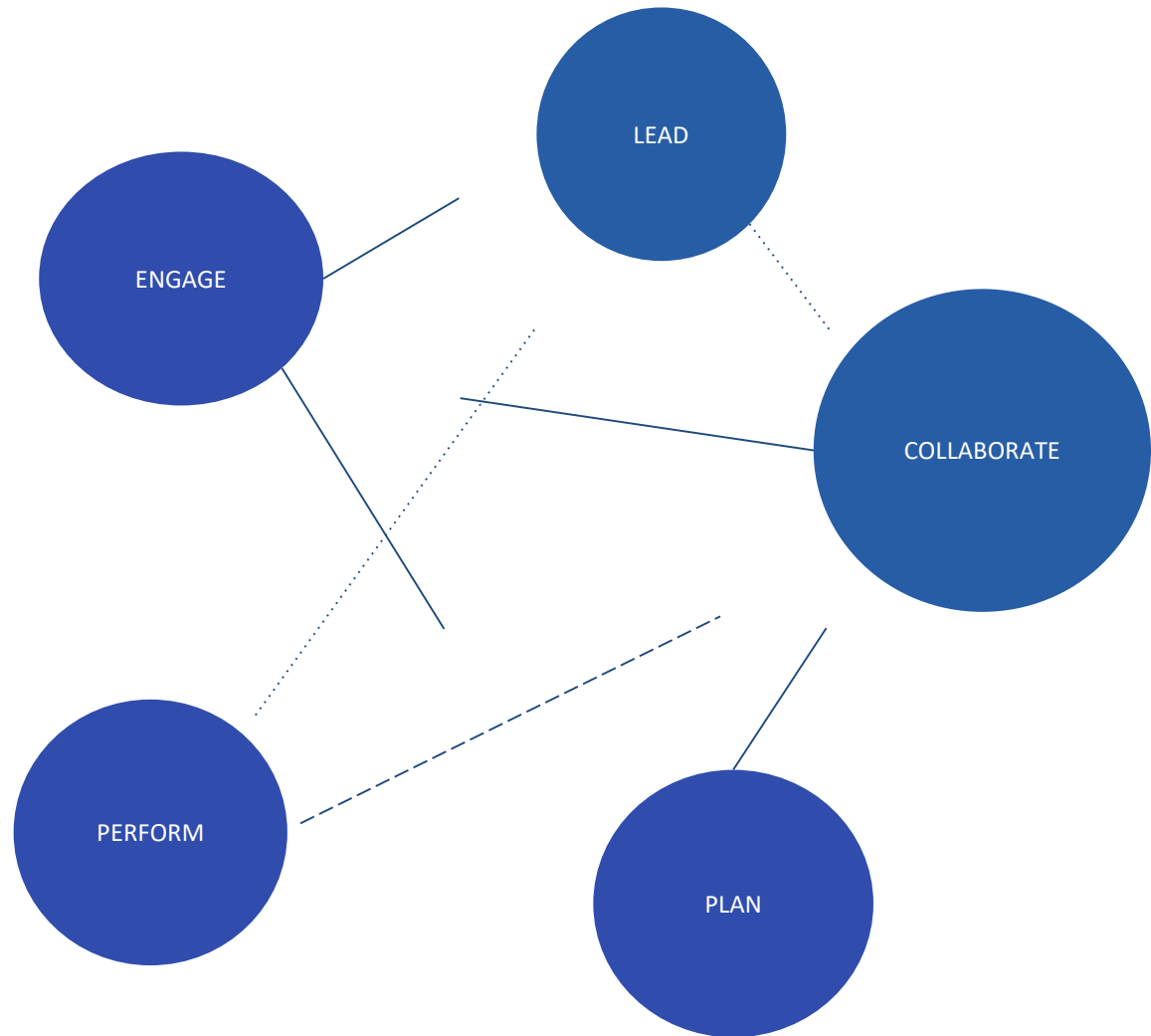
# Separate Apps

## Makes it Harder

Tech can help solve complexity.

But what's this? 5 systems to function?

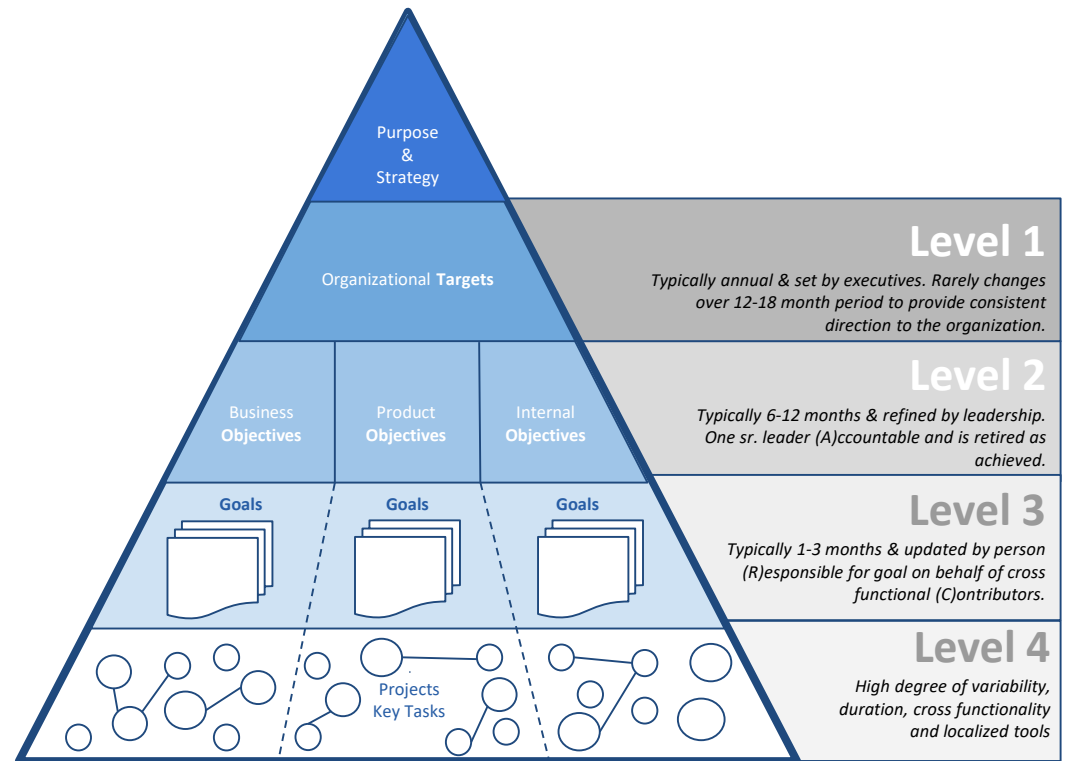
Managing teams and organizations isn't just one problem. A disconnected approach just doesn't work.



# Alignment

## Is the Foundation

Where is the plan of record?  
How do you ensure your employees and freelancers are on target, accountable & performing?



# Always On

## Feedback

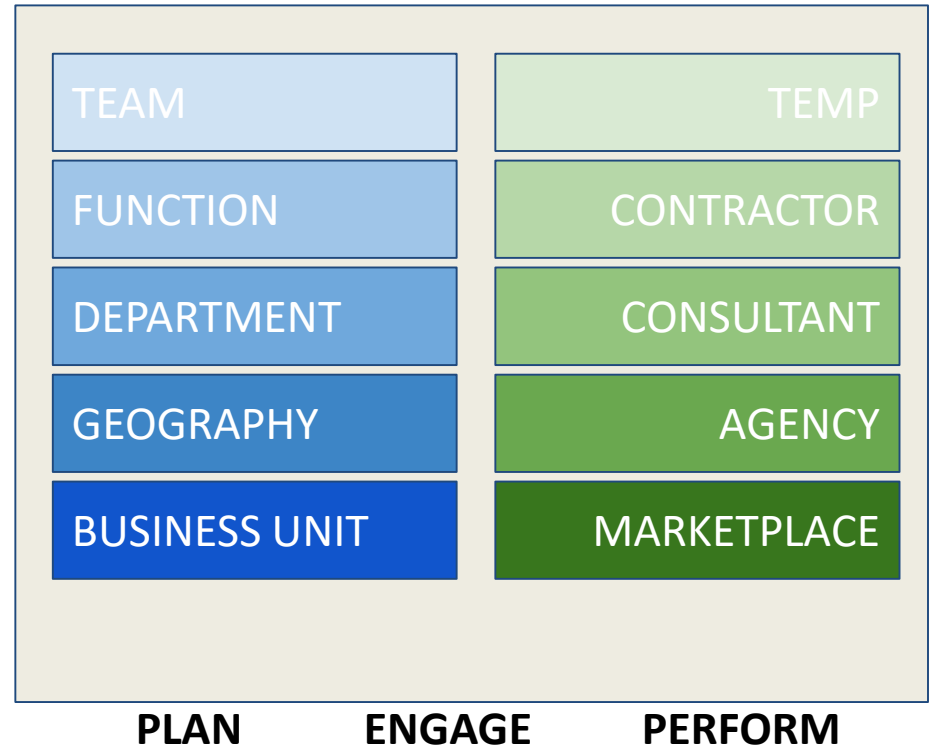
Replace disparate apps

Agile is key

Real-time crowdsourced insights

To successfully connect & accelerate  
the traditional + gig economy  
workforce of tomorrow

## WORKFORCE 2020



# Need to Stitch it Together

The Central Nervous  
System

Vs

Disparate Apps



The workforce is  
melting

We will need to evolve

Let's not be afraid





# Thank you!



# Resources

[http://ec.europa.eu/epsc/publications/strategic-notes/future-work\\_en](http://ec.europa.eu/epsc/publications/strategic-notes/future-work_en)

<https://benrmatthews.com/freelance-statistics/>

<https://www.upwork.com/press/2017/10/17/freelancing-in-america-2017/>

<https://www.worldfinance.com/strategy/the-long-term-effects-of-the-gig-economy>





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