

The World of Gig-Work

Explore the explosive growth in “gig workers” and the impact it is having finding talent and managing the complexities associated with this segment of the workforce.

#growstronger



01 The Gig Rise

The **extended workforce has risen 12.2%** since the onset of the recent economic downturn and this upward trend will likely continue.¹

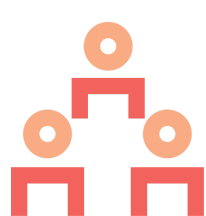


Behind the Numbers

It's a good thing:



Contingent workers save businesses up to **\$4,000 per worker**²

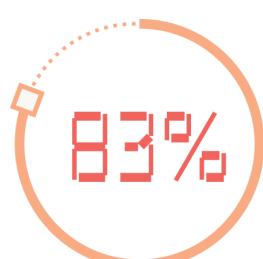


For 20% of businesses, gig workers comprise more than **50% of the workforce**⁴

It's here to stay:



Prior to the pandemic, ADP research found that **70% of current gig workers** are working this way by choice and plan to continue to gig³



And gig workers are performing -- in fact, **83% of business managers and c-suite members** believe that contractors are more productive than employees⁵

02 Managing Gig Workers

Companies report that this shift is creating challenges to managing their workforce – **including the Big 5**⁶



5 Reasons Why You Need Technology

Help Maximize the Impact of a Gig Workforce

#5

Efficiency

Avoid processes that are disjointed across systems and departments

#4

Compliance

Better reporting and more visibility

#3

Automation

Find the right talent, at the right time, for the right cost

#2

Visibility

Improve visibility to gig workforce talent, utilization, and spend

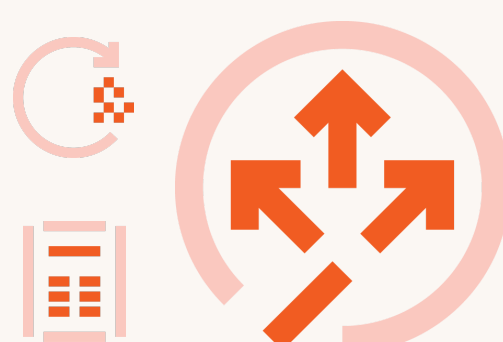
#1

Flexibility

Pay your extended workforce conveniently, compliantly, and with flexibility

03 It's Time for Gig-omation

In a recent survey of those using different payroll systems, 41% are still using Excel to manage 1099s. Automating this process is key to creating scale with this important segment of your talent strategy.⁷



The Answer is Here



Manual entry is inefficient and cumbersome



Automation

is the answer

LEARN HOW



Finding the right talent, at the right time, with the right skills can be difficult with manual systems



Labor clouds

Organize your workers dynamically in one purpose-built solution

LEARN HOW



Handling a growing 1099 load strains internal resources



Scalability

Harness the power of the extended workforce to respond to seasonality, business uncertainty, or aggressive growth

LEARN HOW



Disparate systems to organize, manage, and pay an extended workforce create inefficiencies and risk



Compliance

Configure rules to help reduce the likelihood of misclassifying your workers

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Don't let the Gigs get you down

Let WorkMarket help you organize, manage and pay your extended workforce in the new reality.