

Philadelphia Partner Pens Article on How to Retain Talent in a Booming Gig Economy

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In a bylined article published by *The Kevin Eikenberry Group*, **Rick Grimaldi** provides a detailed description of how employers can retain top talent in a booming gig economy. He explains that for many employees, the work/life integration allowed by the gig has become a priority, and companies may need to include it in their offers if they want to compete for Gen X, Y, and Z talent.

He proceeds to outline the six steps employers can take to compete for top talent; keep work/life integration top of mind; consider allowing employees to work remotely; let workers control when they are available; empower men to share the burden of childcare; don't skimp on real time off; and give employees a chance to build new skills.

"Many gig workers enjoy the exciting new experiences that gig work can provide and look down upon the monotony of the traditional nine-to-five. Allowing your employees, a chance to shake things up and learn something new can give your company an exciting edge over other traditional workplaces."

To read the article, visit [*The Kevin Eikenberry Group*](#).

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