



The Gig Economy Provides 3 Innovative Solutions For Employers

Insights

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Many aspects of the workplace are very different now from the way they used to be just a few short years ago. The number of American workers breaking away from the typical 9-to-5 grind in favor of freelance gigs continues to rise. The question remains: what is the allure behind the gig economy for employees? These workers often say that they find empowerment, respect, and satisfaction in their self-employment. More and more, people are opting to freelance and, according to the 2017 gig economy report from MBO Partners, 74 percent do not regret this decision.

With that said, traditional employers must grapple with the fact that the modern-day worker is changing, and with that, the nature of the work. The modern-day employee desires flexibility and optimal earning potential. These demands translate to new models of work, and employers may find this workplace paradigm shift challenging. Nonetheless, they cannot escape these demands and must take note. As the cliché so eloquently says: when life serves you lemons, make lemonade.

According to a recent article from WeGoLook, for the one-third of employers using gig workers, more than half plan to increase their non-traditional hiring going forward. With the advancement of the gig economy, here are three employment solutions for employers inspired by the advent of the modern freelance model that are sure to turn these metaphorical lemons into lemonade.

1. **Short-term hires for specific projects.** Need to source qualified candidates for specialized, short-term projects? Upwork, Freelancer, and Fiverr are just a few of the gig economy companies that offer platforms where employers can find freelancers to staff short-term assignments. These platforms display profiles for freelancers noting skillset test scores, employment history, and other relevant details about each potential candidate. Pricewaterhouse Coopers recently launched its Talent Exchange Program which gives businesses access to on-demand freelancers. With such accessibility, employers now have alternative routes to traditional hiring.
2. **Expand your reach.** Businesses can tap into geographic regions outside of their immediate areas, and provide nationwide services through platforms such as WeGoLook. If you are an employer seeking to expand your footprint, this provides companies with access to on-demand workers that can perform tasks across the nation at any time anywhere.
3. **Augment your staff.** Freelance workers benefit companies by allowing them to streamline work flow and supplement their staff. Using gig workers can also save money. Hiring freelancers may

cost up to 40 percent less than hiring from temp agencies.

The gig economy offers great solutions for modern businesses, and with the number of gig workers on the rise, employers considering these alternative hiring solutions may discover a winning formula.