

HOW BUSINESSES ARE ADAPTING TO THE FREELANCE ECONOMY



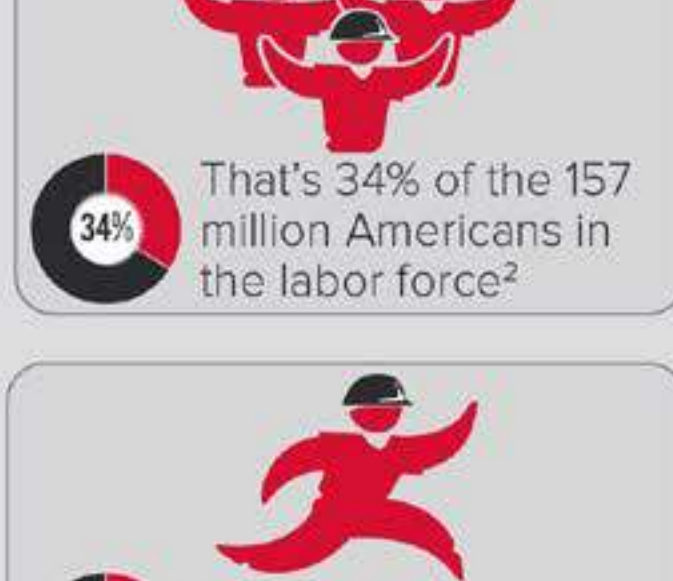
The upheavals in today's workplace mean that concepts like organizational commitment and the psychological contract between employer and employee are changing and perhaps disappearing. All of this has enormous implications for the future of work and how people are managed, and what management of people means in the freelance economy.



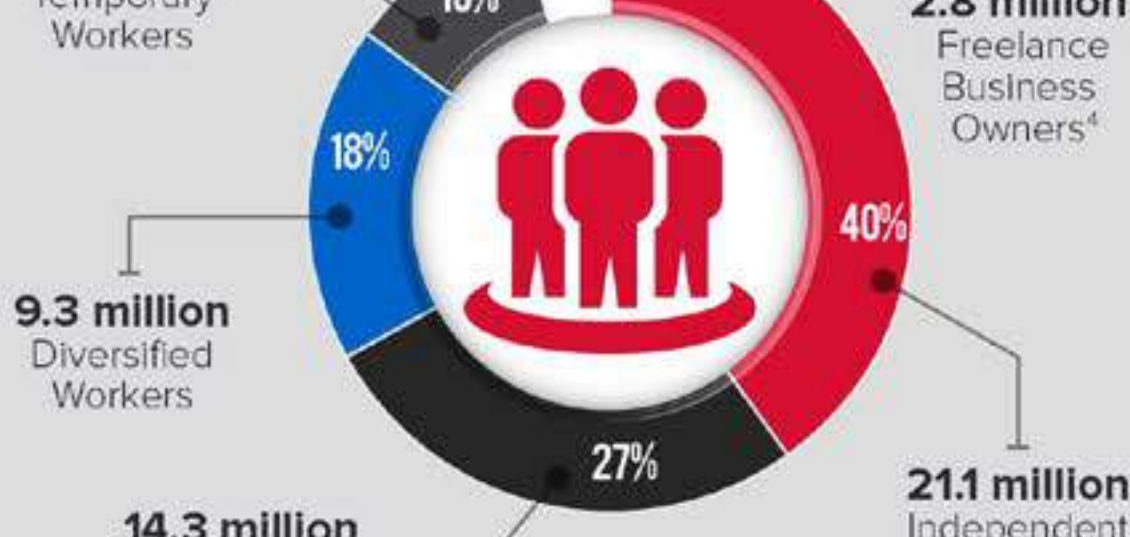
01 THE FREELANCE WORKFORCE

A

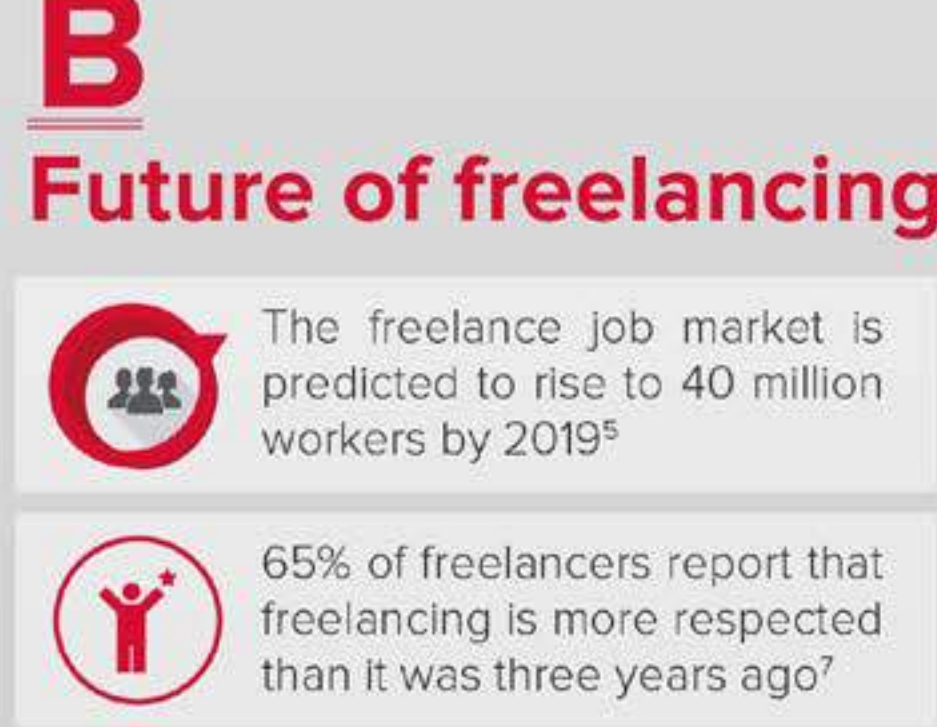
53 million Americans freelance¹



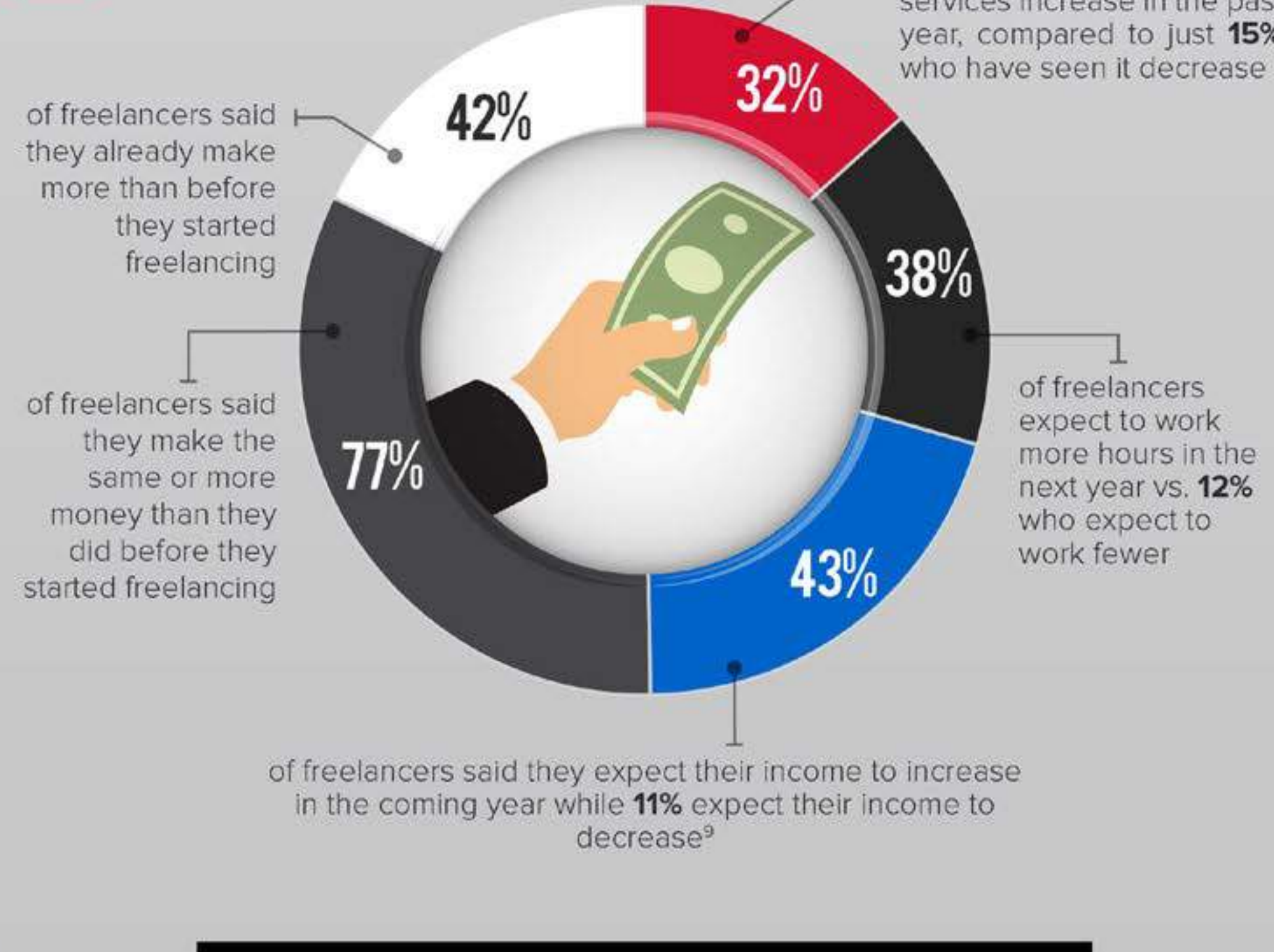
Freelancers Consist of



B Future of freelancing



C Demand for services

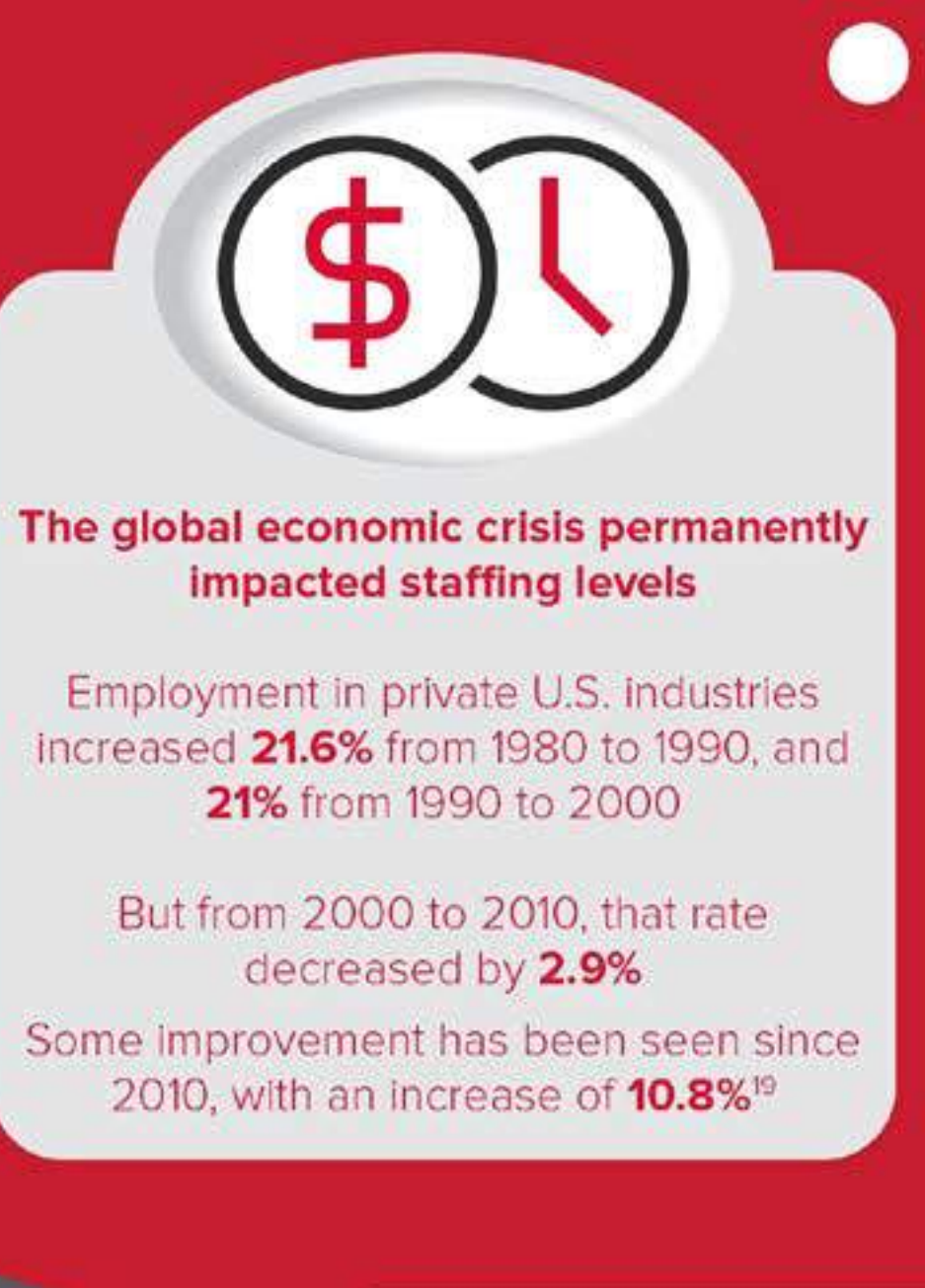


02 POPULARITY OF FREELANCING FOR WORKERS AND EMPLOYERS ALIKE

A Freelancing has increased in popularity among American workers due to the following benefits:



B Business reasons for hiring independent contractors

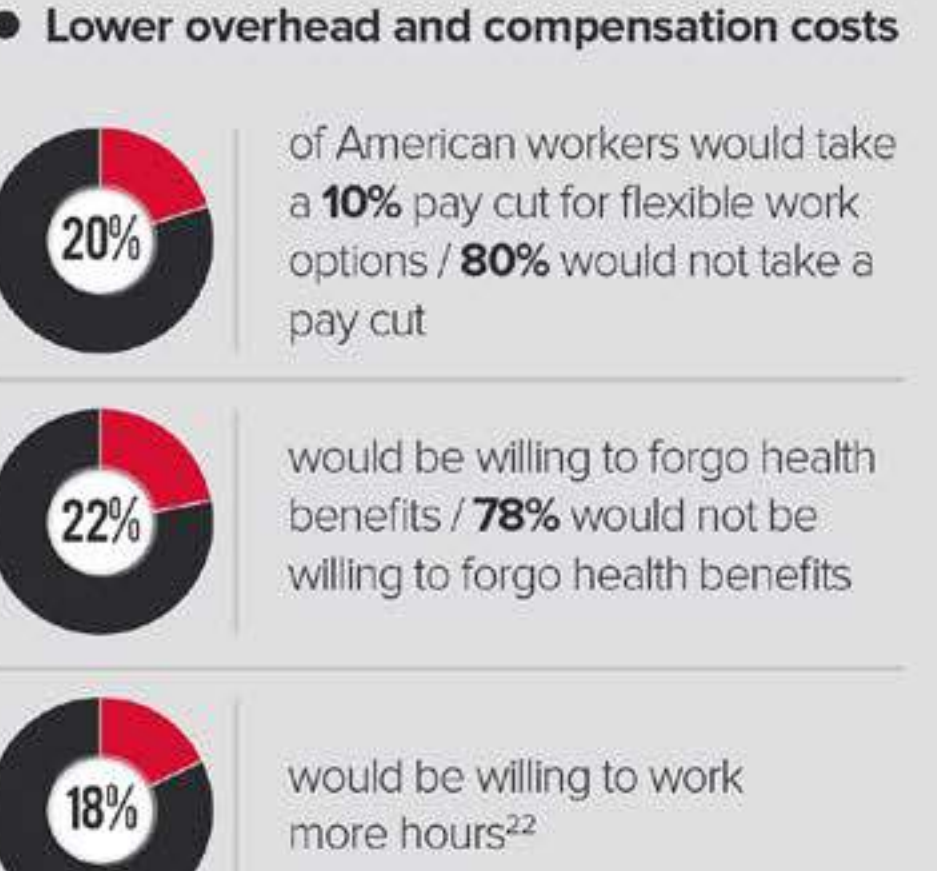


03 RECOMMENDATIONS FOR BUSINESSES

A Accept the trend



B Embrace the benefits



C Recruit online



D Consider a new business model

This is undoubtedly a critical issue in today's workplace. Positive aspects of the growth of 'gig' or contract work have been noted, but high-profile controversies such as the attacks on Uber cars by taxi drivers in many world cities can't be ignored by the responsible businessperson either. Freelancing, then, is an opportunity but also a caution for business and employees.

Sources: 1. https://www.freelancersunion.org/blog/3/speches/2014/09/04/453mill-civ/ 2. http://www.bls.gov/data/employment/ 3. http://www.gpo.gov/fdsys/pkg/OIG-REPORTS-GAO-06-656/pdf/OIG-REPORTS-GAO-06-656.pdf 4. https://www.freelancersunion.org/blog/3/speches/2014/09/04/453mill-civ/ 5. https://www.mbpofnews.com/state-of-independence 6. https://www.freelancersunion.org/blog/3/speches/2014/09/04/453mill-civ/ 7. https://www.freelancersunion.org/blog/3/speches/2014/09/04/453mill-civ/ 8. http://contantilly.net/2015/06/22/resources/contantilly-study-state-freelancing-2015/ 9. https://www.freelancersunion.org/blog/3/speches/2014/09/04/453mill-civ/ 10. http://www3.cba.com/2015/healthcare/industry-study.html 11. http://contantilly.net/2015/06/22/resources/contantilly-study-state-freelancing-2015/ 12. http://www.gallup.com/press/13289/majority-employees-not-engaged-despite-gain-2014.aspx 13. http://contantilly.net/2015/06/22/resources/contantilly-study-state-freelancing-2015/ 14. https://www.flexjobs.com/blog/post/survey-people-who-want-flexible-jobs-and-why/ 15. http://contantilly.net/2015/06/22/resources/contantilly-study-state-freelancing-2015/ 16. https://www.flexjobs.com/blog/post/survey-people-who-want-flexible-jobs-and-why/ 17. http://contantilly.net/2015/06/22/resources/contantilly-study-state-freelancing-2015/ 18. http://contantilly.net/2015/06/22/resources/contantilly-study-state-freelancing-2015/ 19. http://data.bls.gov/seminar/CE550000001 20. http://kff.org/report-section/vehs-2014-summary-of-findings/ 21. http://www.careerbuilder.com/share/ejobs/precareless/detail.aspx?sr=31275%2F2015&sr=dr=4&sr=emp=hr_077_04&sr=2&sr=2015 22. https://www.flexjobs.com/blog/post/survey-people-who-want-flexible-jobs-and-why/ 23. https://www.mbpofnews.com/state-of-independence 24. https://www.flexjobs.com/blog/post/survey-people-who-want-flexible-jobs-and-why/ 25. http://www.enr.com/resources/special/2015/06/22 26. https://www.freelancersunion.org/blog/3/speches/2014/09/04/453mill-civ/ 27. https://www.inetd.com/pulse/2014/08/17/21873660-dealing-with-change-using-a-protean-corporation/ Chester Spell, Professor of Management at Rutgers University

