

THE FUTURE IS FREELANCE

THE WAY WE WORK IS
CHANGING

5.67 Million

AMERICANS FREELANCED IN 2018



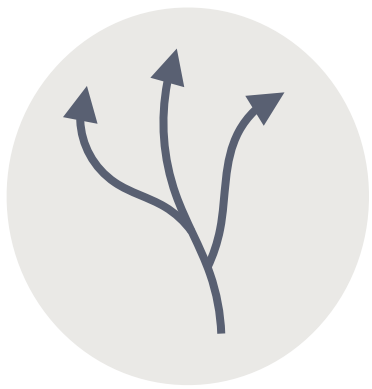
MILLENNIALS

Became the largest generation in the workforce in

2016

HALF
Of all millennials are
FREELANCERS

What drives these workers?



FLEXIBILITY

Millennials value balance over stability. Their desire to work on their own terms contributes to their desire to freelance.



SKEPTICISM

Millennials saw their parents get laid off from companies where they made long careers. As a result, they're the least loyal generation of workers.



CONNECTIVITY

Millennials know that living in a digital age means being "always on" but it also means they're less likely to be ok with being tied to a desk.



PURPOSE

Millennials value work that serves a greater purpose, either to their personal goals or to the larger benefit of humanity.

Does freelancing benefit employers?

IN SOME WAYS,

YES



Minimal overhead



Efficient onboarding



Job-specific talent

IN OTHERS,

NO



Fragmented teams



No workplace culture



No employee retention

HOW TO PREPARE FOR THIS FUTURE

1 BUILD FLEXIBILITY INTO YOUR CULTURE

As younger generations join your teams, remember that the desire for flexibility isn't going anywhere. Building moments of flexibility in for these new recruits will help with long-term retention of top talent.

2 FIND THE RIGHT TOOLS

Start looking for digital solutions for managing fragmented teams and freelance talent. These solutions will be key for keeping teams engaged, excited, and energized for your projects.

3 THINK IN MILESTONES

To prepare for talent that comes and goes, start thinking in terms of projects or short sprints that need to be staffed. Think about skillsets needed for specific projects rather than general talent you'd like on your team.