

WORKSHEET

Professional gig economy

The world of work is changing at a rapid rate, fueled by changing organisational needs as well as changing individual needs. These tasty numbers are just the thing to help you start a conversation about the professional gig economy in your organisation.

ORGANISATIONAL DEMAND

- 90% of leaders report flexible talent will be important to their organisation's future competitive advantage. (HBS, 2021) [Research link](#)
- 81% of executives believe that something other than job-based design is the best way to organise work to create value for workers and the organisation. (Deloitte, 2022) [Research link](#)
- 50% of executives anticipate their organisations will struggle to meet demand with their current talent models. (Mercer, 2022) [Research link](#)

TALENT DEMAND

- 51% of the US workforce is predicted to be engaged in freelance and gig based work by 2027 (Statista, 2022) [Research link](#)
- 28% of current employees in the US and UK plan to do freelance work in the next five years, and another 21% aim to do it in the next 11 month period. (Remote, 2023) [Research link](#)
- 7% (or less) of on-demand talent and freelancers are actively open to permanent employment (Boston Consulting Group x Malt, 2022) [Research link](#)

LEADERS, WANT TO LEARN MORE?

If you'd like to explore the changing talent landscape or need help with your on-demand talent strategy, please book in a [free consultation](#) with the Werkling Team.