



# KELLY MCDONALD

AUTHOR OF THREE BESTSELLING BUSINESS BOOKS.

NAMED "ONE OF THE 10 MOST BOOKED CORPORATE AND ASSOCIATION SPEAKERS IN THE U.S."  
NAMED "TOP WOMAN BUSINESS SPEAKER YOU NEED AT YOU NEXT EVENT"  
NAMED #1 ON LIST OF "26 HOT SPEAKERS"

FEATURED ON CNBC, IN FORBES, BUSINESSWEEK, ON CNNMONEY, AND SIRIUS/XM RADIO.

## Finding Future Hires in a Gig Economy: How to Recruit, Hire, Retain and Get the Best from Workers Now

### SUMMARY:

Here's a startling and provocative stat: a study by Intuit predicted that by 2020, 40% of American workers would be independent contractors. Growing numbers of Americans no longer hold a regular "job" with a long-term connection to a particular business. Instead, they work "gigs" where they are employed on a particular task or for a defined time. Borrowed from the music industry, the word "gig" has been applied to all sorts of flexible employment, including "contingent labor," "temp labor," or "contract labor". While this flexibility is appealing to many workers, it often means that the gig employee has little connection to their employer. That's not ideal for companies and organizations that need to differentiate themselves and demonstrate value to their customers like never before.

Gig employees tend to be younger workers and are typically very different from past generations of workers. They're driven by different goals and values and their approach to work differs from that of previous generations in almost every way. They're utterly bewildering to experienced managers trying to groom them into the leaders and managers of tomorrow.

There are numerous industries in dire need of new talent – now. In the next 10 years, more than 50 million Americans will exit the work force permanently for retirement or semi-retirement. There will be a scramble for good workers and great talent.

Whether your new hires and future employees are gig employees or not, you need to know how to find and recruit the best so that your brand survives and flourishes. And you need to know how to keep them and develop them once you've hired and trained them.

Many industries have not done a great job of making their field attractive to new workers. You'll learn what turns younger workers off about a company or an industry and how to address these issues to position your company competitively against other competing and attractive professional opportunities.

This session will focus on key values of gig employees and younger workers and how you can harness their talent, ambition, skills and loyalty to generate high performance, today and tomorrow.



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## KEY LEARNING:

- Participants will learn what younger and gig workers look for in a position to have a framework for better understanding these coworkers and employees
- You'll get the inside scoop on what these associates tell each other about jobs and careers (they believe they have to change jobs every two years to grow and learn) and how to proactively address the fallacies they hold to improve retention
- Best practices and specific strategies from top organizations in the electrical distribution industry (from both manufacturer and distributor sides) will be shared to illustrate how you can better recruit, hire, train and retain these workers and develop them
- Interactive exercises will foster discussion and solutions as audience members get to apply what they've learned to their own, specific recruiting and hiring situations