

PLACERS



TRENDING IN 2022

Consultant To Business
Coach To Workforce

THE CONTINGENT
WORKFORCE IN
THE NEW NORMAL
WORKPLACE

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A New Normal Workforce And Resilient Now-Pandemic Employers

There has never been a job market like the current one – EVER! The Great Resignation and The Big Quit are two, new titles now widely used to describe the dynamic, job-market climate.

With a workforce that didn't panic when government-issued benefits ended, quit rates that continue to soar and reach their highest numbers in two decades, and supply chain gridlock that perpetuates costly backlogs across countless industries, employers realize they must be creative in hiring practices in the "new normal." Business leaders understand that the pandemic reset major work trends, causing employee staffing, management, and experience strategies to be reimagined.

Enter Placers. We pivoted – to reach new markets, nurture existing relationships, and re-engage with communities. Through innovative problem-solving, structured planning processes, relevant services, and engaging partnerships, Placers' resiliency prevails and we continue to be an ever-improving, holistic, industry leader. In this dynamic, workplace environment, and forward, we aspire to build trust with clients and prospects by positioning ourselves authentically – just as we have done for the past 50 years.

"There is a fundamental shift in the workforce. People are finding other, new opportunities that fit better with their lifestyles."

Linkedin Chief Economist Karin Kimbrough

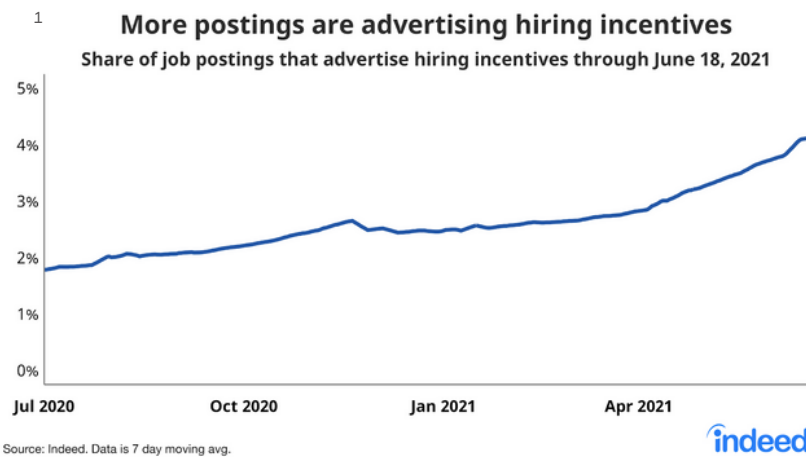
At our start in 1972, our then-CEO realized the embedded philosophy of "doing things because that's how they've always been done" was an outdated business model. He implemented robust changes to staffing industry practices that were profound and transparent. He advocated human communications that closed gaps and created relatable programs that gained measurable results.

In the present, Placers understands the impact of the pandemic across sectors, and how it relates to the staffing industry. It's a grave situation. With that mindset, we've pushed forward and conceived that without gravity there is no lift. We gained knowledge we didn't know we needed. From there, our path forward became clear. It's rooted in the idea that: Employers need to meet employees where they are now.

Our passionate staffing experts, high-powered hiring tools, highly skilled marketing professionals, and a credentialed and certified network of candidates united during the past two-plus years to create a solid understanding of goals that safely align with the current job market's tone. We assessed the degree of workforce trends and took immediate action to change and successfully advance with those trends. It's in our DNA.

We proved (and continue to prove) that our ability to go to market swiftly with a backable declaration to be uniquely extraordinary, lend support, and change lives is concreted in our founding principles of providing superior customer service to both clients and candidates. We are the consultant to business and coach to the workforce.

Living and working with Coronavirus affects all workplace sectors, from warehouses, to offices, to processing facilities, and has caused an unprecedented deficit in the workforce. Businesses are fatigued and must carry on successfully, but how? We have your answers.



In the ongoing effort to staff up to pre-pandemic levels, employers are offering valued-added benefits to prospective job candidates never before seen. Higher wages, healthcare benefits, paid tuition, free access to mindfulness/ meditation training, child care and elder care benefits, unlimited paid time off, moving expenses, more paid holidays, safer working conditions, and signing

bonuses are now commonplace – even for roles that traditionally didn't reap these perks. But hands down, bar none, the number one benefit that now attracts job candidates is autonomy in work schedules, a.k.a. flexibility. The trend of flexibility is permanent.

"There is a fundamental shift in the workforce," said LinkedIn Chief Economist Karin Kimbrough during a recent CBS interview. "People are finding other, new opportunities that fit better with their lifestyle."



The Contingent Workers' Solution-Based Role In Today's Pandemic Environment

As a staffing industry leader during the last two-plus years, with explosive growth projected in the pandemic's aftermath, we've adjusted strategies and positioned ourselves for unthinkable realities. We call them opportunities. Align with Placers and adopt innovative, newly curated, flexible hiring strategies that follow all protocols and allow you to see where your spending is trending.

In the present, businesses are struggling to maintain a reliable workforce. That may soon change. According to Axios News, in January 2022, about 40% of adults said their financial cushions are eroding as they get further away from pandemic-era government support. That number is up from 32% in the previous month and 28% from the month before that. If correct, more workers will be returning to workspaces.

Now is the time for smart management of labor costs – amid competition for workers and growing inflation – with the race for qualified talent being the bigger piece. The unemployment rate is expected to reach its pre-pandemic low of 3.5% sometime later this year, reports US News.

By incorporating a contingent-worker program into a talent-acquisition strategy, businesses ensure they're positioned to respond to the dips and swings of the roller coaster they've been riding for the last 24-plus months. It's a shift from reactive to proactive – and it not only works – it works well.



Source: Morning Consult/Axios 2



Previously, the narrative surrounding contingent workers included titles such as temporary workers, on-call workers, freelancers, outsourced workers, independent contractors, and/or gig workers. Not anymore. The reimagined, contingent workforce has become a major player in today's pandemic workforce. In fact, technology-based research firm, Gartner, recently revealed that 32% of organizations are replacing full-time employees with contingent workers as a cost-savings measure.

Contingent workers offer employers greater flexibility management. There's that word again: flexibility! It works both ways. Responsive organizations are thinking outcomes and strategies to get there. Contingent workers provide varied, adaptive, and flexible roles.

It's critical for businesses to realize the large-scale shifts that have changed how business gets done. Leaders who respond effectively to these trends ensure their organization not only stands out from others, it rises above.

If there's one thing we've learned, next month's job market will be completely different from the last. Partner with us. Placers and next-level businesses are continuously on high alert for shifts in the economy, whatever they may be.

Responsive organizations are thinking outcomes and strategies. Contingent workers provide varied, adaptive, and flexible roles. Leaders who respond effectively to these trends ensure their organization not only stands out from others, it rises above.

Total Talent Solutions is your answer. See page 8 to learn more about it.

Understanding The Contingent-Worker Model And The Benefits Of Flexibility

Workers who are ready to return to the job place want flexibility. Prospective employers in need of qualified talent also require flexibility during the worldwide public health crisis and forward.

With both sides demonstrating the need for flexibility, the benefits of this workplace program create the winning solution businesses need.

The Benefits of Contingent Workers:

- allow businesses to ramp their workforces up and down, accordingly – this translates into cost savings and keeps businesses' doors open.
- provide companies a specific skill set and expertise – key in ensuring workforce gaps are met and businesses meet peak demand.
- offer employers the opportunity to identify new consumer behavior patterns.
- create new business models that target the cost of labor and focus on the benefits of flexibility.
- fill gaps fast.
- reduce risk.
- adapt quickly to new, pandemic challenges.
- help workers expand their experiences.
- grow worker skills.

According to a report from human capital management software firm Ceridian, 62% of global executives believe that contingent workers will substantially replace full-time employees in five years.

Total Talent Solutions: Key To Now And Future Contingent-Workforce Strategies

Pandemic-today businesses need workforce strategies that work for them and align with protocols – now, and into the future. A customized, contingent-workforce strategy is as integral to business success and continuation as a strategy to develop a new market or product. To reach your goals, your business needs a solid workforce model that specifically works for you. Placers' Total Talent Solutions curates hybridized staffing and recruiting services to meet and exceed your business needs, now and into the future.

Placers' Total Talent Solutions is our customized workforce plan that navigates businesses like yours through uncertainty and helps them achieve now-pandemic and post-pandemic goals.

Uncertainty creates an environment of possibilities and that's exciting. Our Total Talent Solutions business model is a construct that helps organizations hire contractors directly and manage them during this complex work environment. We know it's harder than ever to hire and keep employees and comply with ever-changing pandemic protocols. We manage your unique, workplace situation and embrace its intricacies and nature.

“We know our customers value managing a challenging workplace situation and that’s what this is. It’s a comprehensive way of addressing the current job market.”

Placers CEO Chris Burkhard

Recently, Placers was able to partner with a small, Delaware-based business to help it fill multiple positions for a defined period. A synthesized, Total Talent Solutions program, specifically designed to meet the particular needs of this client, included: worksite evaluation, candidate search functions, interviewing, performance management, and reporting – all with low overhead for the client.

Our site evaluation revealed distinct logistics, and because Placers has 50 years of resources, our interviewing process included our immediate and expansive network of job seekers (which was far greater than the clients). Our mix of search engine capabilities, with its robust reach, enabled Placers to strategically target qualified contenders who answered performance management orders. Our scorecard was on point! These services were delivered as promised – a consultant to business.

Whether you need one employee or an entire team, we ensure you have the contingent talent you require. We'll source, screen, and connect you with your new team member(s). So much goes into making your contingent workforce run the way you need it to. Let us handle it for you. As agents of innovation, we're the right staffing company at the right time.

"We know our customers value managing a challenging workplace situation and that's what this is," said Placers CEO Chris Burkhard about our pandemic pivot. "It's a comprehensive way of addressing the current job market."

During the pandemic, Placers provided consultative services to a client that had serious pain points concerning hiring, retention, competition, and safety. We met with them on a consultative basis and actively listened to the susceptibility issues of this client's tough situation. First we prioritized and addressed each touchpoint. Next steps included market research across multiple Placers' teams.

"We had to identify how we could make this a more desirable opportunity for prospective candidates and how much control the client was willing to entrust to us," said Placers Director of Strategic Accounts Brian Seleyo. "You're not going to get effective results by treating business transactionally," he continued. "That's the Placers difference. We build relationships and get inside. It was just as important to us to fix this as it was to them."

We've been through a lot together during the worldwide, public-health crisis. We genuinely care about the success of our clients, candidates, and community. Our customized, solution-based program reflects our level of care through the individuality of each program. No two are exactly alike because no two businesses are exactly alike. We champion innovation and strive to leave our next-level imprint.

Total Talent Solutions incorporates hand-picked Placers' products and services, in a customized package, designed by our comprehensive team of experts, to reach your desired outcomes, with your targeted results. Together, we partner with you and form a plan and map that literally guides you to your goals.

The flexibility of each individual program is key and it works for all levels: from a short-term administrative assignment, to an accomplished executive, or an entire high-powered workforce. Our expansive pool of contingent-job candidates, managed by Placers, locks in the flexibility you need on the schedule you set.

Fatigued Employees And The Contingent-Workforce Safety Net

Pandemic Took Employee Burnout To New Levels

Seventy-six percent of people said working during the pandemic was (and continues to be) the “most stressful experience of their lives.” Workplace Intelligence, a Boston-based consulting firm, released numbers that support the claim. It’s been especially tough for working mothers, who are trying to fulfill their work obligations while pulling double duty as de facto teachers, cooks, and house cleaners. Multiple studies have shown that women are carrying more of the domestic burden than their male counterparts.

In addition to burnout, which has always been a prime mover for employee turnover, add anxiety and depression to the mix. The problem is getting worse. While 76% of

workers said they were burned out, a separate survey conducted by the Centers for Disease Control and Prevention, uncovered that about 40% percent of respondents said they had experienced at least one mental or behavioral health issue. Anxiety and depression were the most common problems. They are on the rise and lead to extended workplace absences and/or resignations.

"People feel like life is out of control," said Darcy Gruttadaro, director, Center for Workplace Mental Health at the American Psychiatric Association Foundation. "Employers are aware. They're calling us left and right [for advice]. These numbers are alarmingly high. This is going to be studied for years to come."

Most Employees Experience Burnout at Work

Please indicate how often the following is true for your job: You feel burned out at work.



Gallup 3

U.S. companies are expected to pay more than \$680 million in turnover costs in the wake of the virus – a statistic that has exorbitant bottom-line impacts.

Contingent workers fill gaps when full-time, stressed-out employees need breaks, and in the event employees decide not to return, contingent workers can convert to a full-time replacement. The nature of employment is in flux. A new face in the workforce is entering the mainstream – the contingent worker – and they're essential for the success and continuation of your business.

It's not too late to start thinking differently – to take a fresh look at your business and its evolving needs. Consider the strategic advantages of employing contingent workers in the future (if you aren't already).

Placers has successfully navigated companies through pandemic and it's proven to be their safeguard. Call us now to review the forces that have significantly impacted your business and the need for contingent workers. Learn how your business will benefit from integrating contingent labor into your workforce strategy.



Spring Health 4



Today's Pandemic Workforce Realities

The concept of hiring isn't as simple as it used to be. Before 2020, the general perception of employment was something like this: There are workers, and there are businesses that need work to be done. In this moment, that narrative is outdated.

The world is more complex than ever, change is the new normal, and unthinkable curveballs are constantly being catapulted at businesses from all directions. Leaders are scrambling to innovate outdated business models that no longer serve. Don't panic. We stand with you as a coach and partner. You're not in this alone.

Pandemic added a convoluted layer to normal, everyday operations, and throttled companies into a never-before construct, forcing them to instantly answer:

- How will my business survive? Is this the end?
- How will this affect my employees and their families?
- Will our government help us? If so, how?
- How do we implement protocols and safety mandates relative to my business?
- How long will this last? How do we move forward?
- What about labor costs, including workers comp, benefits, and taxes?

Placers is your "go to" to navigate the "how." The answer clearly lies in contingent work.



The Tectonic Shift In Hiring Practices

Yesterday's employees were:

- eager to climb the corporate ladder.
- loyal to one company for the long-haul.
- competitive and believed in a hierarchical structure.

Today's employees need:

- a flexible work schedule that fits their lifestyle.
- safe working conditions that align with protocols and mandates.
- to feel valued while earning a fair wage.

Today-pandemic norms and expectations surrounding employment are changing the landscape of the workforce. The contingent worker is the new essential worker.

The number of job opportunities has doubled during the last 12 months, according to Adzuna search engine. During the extended coronavirus outbreak, some sectors like logistics and warehousing, manufacturing, trade and construction, IT, and sales boomed. The newest insights from Adzuna indicate these industries have more openings, with healthcare topping the list – all of them are contingent-worker-friendly roles.

Contingent workforces are the new normal. To succeed and flourish using this business model, Placers helps clients stay a step ahead because we understand that the pandemic reset major work trends, causing employee staffing, management, and experience strategies to be reimaged.



Today's Contingent Workers Are Essential

The phrase “unprecedented times” has been repeated so often in relation to Covid-19 that it's starting to seem redundant; nonetheless, it's the truth. It's Placers' intention to live that truth and provide clients with a safe and reliable contingent workforce that provides greater flexibility and agility to support consistently changing, staffing dynamics.

Distancing, material handling, and ensuring policies and procedures are in place, and comprehensively applied to all contingent labor, is our top priority. The meaning of workplace safety has changed dramatically and failing to provide adequate, workplace safety puts employers and employees at risk. It also carries compliance risks, potential financial penalties, and can impact an organization's brand. The choices clients make now will impact their hiring options in the future.

Working with contingent labor requires compliance training and upkeep of hygiene, safety, and security standards. As health and safety regulations continue to adapt to pandemic-now protocols, it's more important than ever to ensure health and safety, and labor policies and procedures are top priorities. Placers diligently manages all pandemic-now requirements during this tumultuous period in history.



**Get started on your custom
workforce solution.
Reach out NOW!**

Email:
ICANHELPLYOU@MYPLACERS.COM

In today's employment landscape, update outdated narratives like “temp” or “contract worker” and trend with the new normal economy that integrates contingent positions across many industries and skill levels. Yes, contingent workers are forklift operators, warehouse workers, and customer service specialists; they are also medical professionals and senior-level technologists. Contingent workers are becoming increasingly specialized in numerous fields, refining their skill sets, and working toward new roles at new companies.

Burnout, retirement, attrition, and health-issue rates have increased dramatically since 2020. Now there is greater demand for contingent labor. A contingent workforce is now essential.

ABOUT PLACERS

In our nation's history, there has never been a job market like the current one. So we've pivoted -- to reach new markets -- to nurture existing relationships -- and to reengage with the community -- for meaningful, relatable connections that produce measureable outcomes.

In the present, dynamic, workplace environment, we aspire to build trust with clients and job candidtes by positioning ourselves transparently and authentically, just as we have done for 50 years. We are the consultant to business and coach to workforce.

Passionate staffing experts, high-powered hiring tools, highly skilled marketing professionals, and an expansive network of candidates and job opportunities come together daily to curate innovative solutions that inspire profound change in the staffing industry.

www.myplacers.com

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