DIG THE GIG ECONOMY

A Seismic Shift In People and Place

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What is the nature of the workplace in an increasingly digital world?
What is the nature of the workforce in an increasingly digital world?
Americans Working in the Gig Economy

American Workers by Job Sector (2017)

<sounds of trumpets in the distance…>

SOURCE: INTUIT AND EMERGENT RESEARCH (FROM RECODE ARTICLE, MAY 25, 2017)
round 1: staffing + retention
round 1: staffing + retention

round 2: collaboration + teaming
round 1: staffing + retention
round 2: collaboration + teaming
round 3: flexibility + agility
round 1: staffing + retention
round 2: collaboration + teaming
round 3: flexibility + agility
round 4: portfolio + operations
round 1: staffing + retention
round 2: collaboration + teaming
round 3: flexibility + agility
round 4: portfolio + operations
round 5: competitive advantage
round 1: staffing + retention
opportunities

• more diverse skills pool
• on-demand staffing
• reduced captive labor
• reduced benefits payout
round 1: staffing + retention

opportunities
• more diverse skills pool
• on-demand staffing
• reduced captive labor
• reduced benefits payout

challenges
• timing & matching talent
• team integrity/cohesion
• job security?
• benefits?
round 2: collaboration + teaming
round 2: collaboration + teaming

challenges

- continuity losses
- churn + disruption
- brand/culture deficits
- commitment over time
round 2: collaboration + teaming

opportunities
• diversity of ideas
• more engaged staff
• more agile teams

challenges
• continuity losses
• churn + disruption
• brand/culture deficits
• commitment over time
round 3: flexibility + agility

Bethany Hamilton
round 3: flexibility + agility

opportunities

• a global labor pool
• diverse labor pool
• plug & play workforce
• better work/life alignment
opportunities

• a global labor pool
• diverse labor pool
• plug & play workforce
• better work/life alignment

challenges

• corp. knowledge deficit
• compressed ramp-up
• org.- specific training
• acclimating & integration
round 4: portfolio + operations
round 4: portfolio + operations

challenges

• volatile space demand
• volatile ergonomic needs
• volatile hvac & lighting demand
• finding cost/flex balance
opportunities

- reduced demand for long term SF
- increased portfolio flexibility
- shift to space as service platform

challenges

- volatile space demand
- volatile ergonomic needs
- volatile hvac & lighting demand
- finding cost/flex balance
round 5: competitive advantage
round 5: competitive advantage

challenges

- sustaining org culture & brand identity
- staying a preferred “gig”
- long term staff engagement
opportunities

• higher levels of staff engagement
• Become a preferred “gig” employer
• faster to market performance
questions?

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