

INFLUENCING
CHANGE

 BUILDING TOWARD
OUR FUTURE

DIG THE GIG ECONOMY

A Seismic Shift In People and Place

Mary Lee Duff vs. Jim Truhan

20 March 2018

Mary Lee Duff

@mlduff

Director Workplace Strategy

- Design
- Project Management
- Master Planning
- Design Guidelines
- Change Management
- Research

BA – UC Berkeley



Jim Truhan

@jimtruha

Director Workplace Strategy

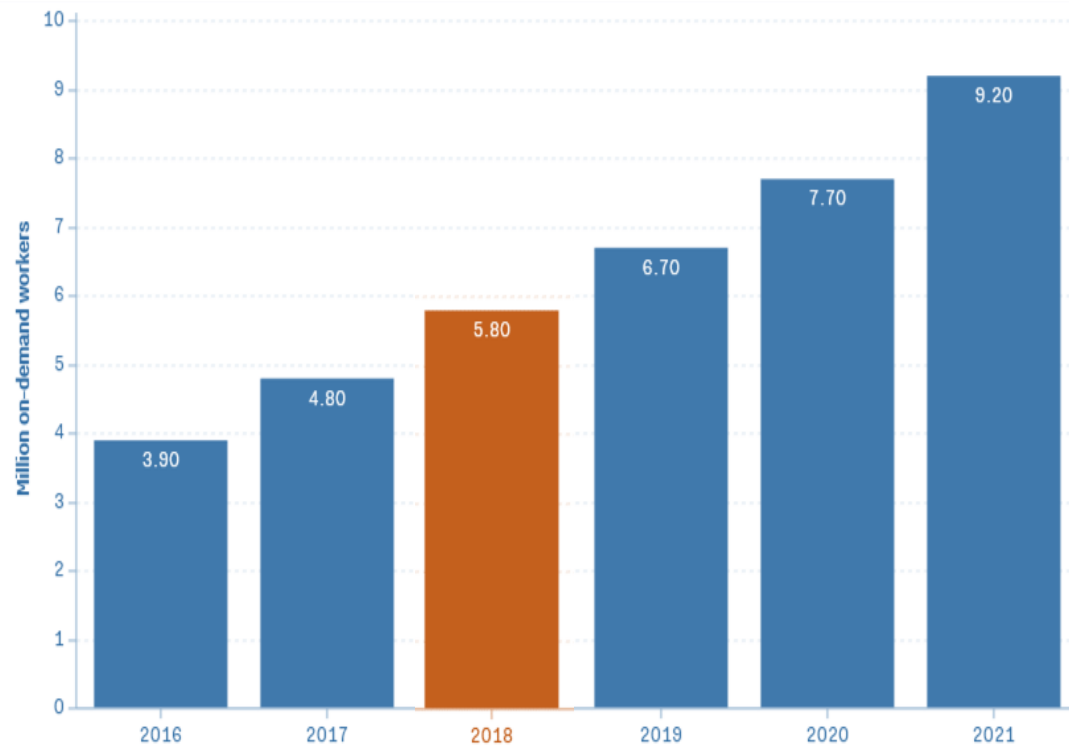
Master of Corp RE, CoreNet
Certified Facility Mgr.

- Client Relationship Management
- Program Management
- Workplace Consulting
- Digital Workplace Strategy

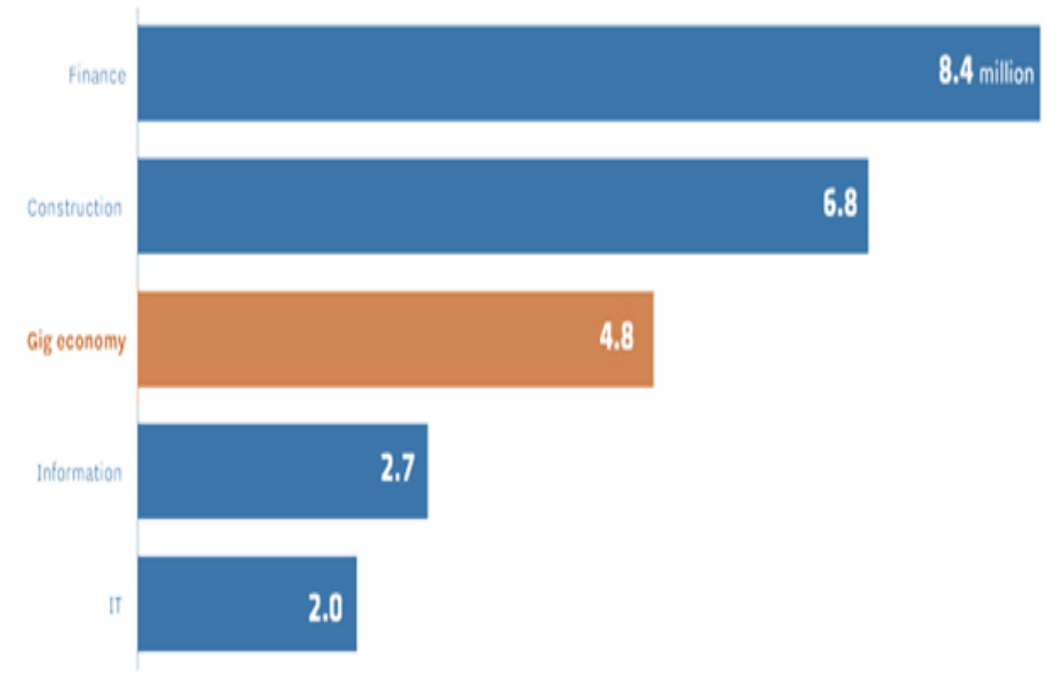
BArch – University of Maryland

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



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

round 3: flexibility + agility

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

round 4: portfolio + operations

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

round 5: competitive advantage

opportunities

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



questions?

Mary Lee Duff
@mlduff

Jim Truhan
@jimtruha