

**LEADERSHIP**

**simplified.**

*presents*

**Being a Transformational  
Organization**

*How to navigate the new employee  
landscape and thrive in a changing  
marketplace*



# Definition



## Definition of the Gig Economy

Refers to a labor market characterized by the prevalence of short-term or freelance work engagements, often facilitated through online platforms or apps. In this type of economy, individuals perform tasks, projects, or assignments on a flexible basis, usually for multiple employers or clients.

# Data

## Size of the United States Workforce

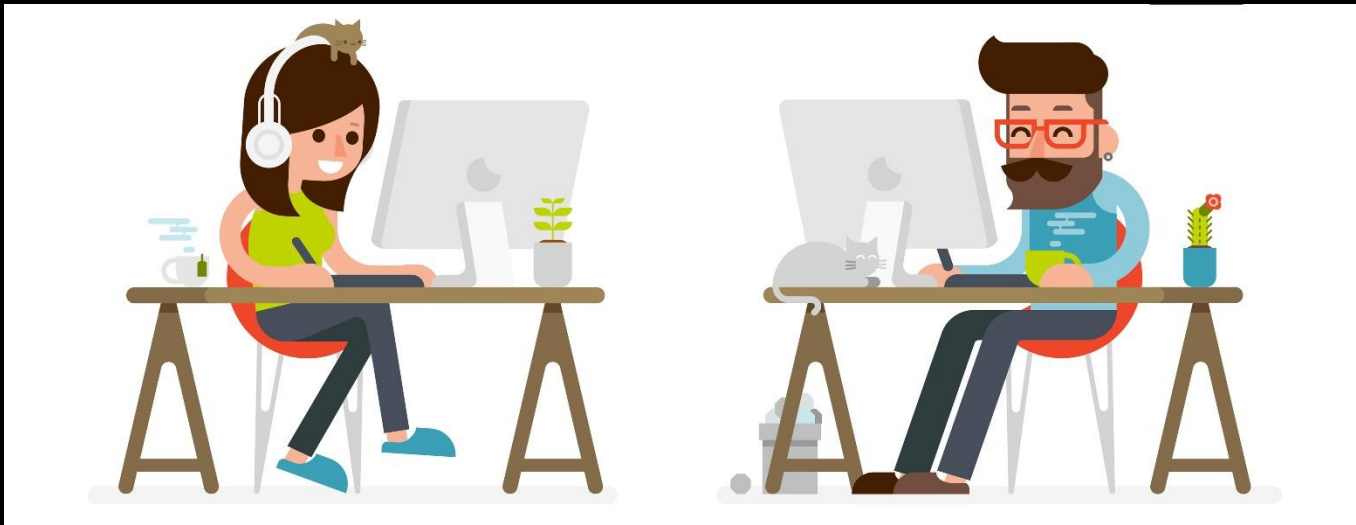
As of 2022 there are 164,046,000 people in the U.S. Workforce.



Source: 2022 U.S. Bureau of Labor Statistics

# Data

The U.S. independent workforce in 2016 was 27% of the employed population.



# Data

Over the past decade, self-employed Americans have become a large and essential part of the workforce. Between 2016 and 2021, the gig economy saw 31% more people enter the industry. This is equal to 58 million independent workers.



Source: United States Chamber of Commerce & Statistica, 2023

# Data

According to the American Opportunity Survey (AOS), 36% of employed respondents (equivalent to 58 million Americans when extrapolated from the representative sample) identify as independent workers.



# Data

As of 2022, 36% of the U.S. Workforce are independent workers (versus 27% in 2016.)



## Data

That number is only expected to grow, with the number of U.S. contract employees expected to grow exponentially by 2028 to over 90 million. That could be approximately 50% of the U.S. Workforce.



# Data



Independent work cuts across all ages, education levels, and incomes, though it tends to skew toward younger workers and those with lower incomes.

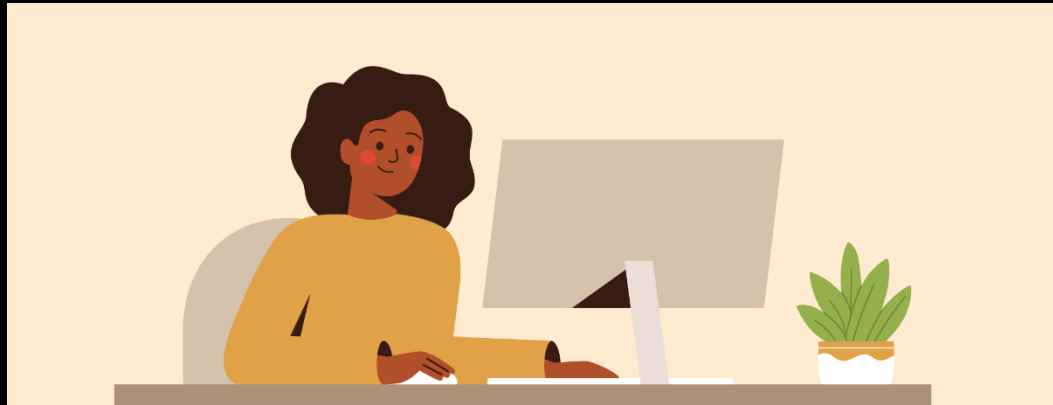
# Data

Nearly half of all immigrants report being independent workers, underscoring that gigs and freelance jobs are a gateway to the labor market in the United States.



# Data

58% of employees today – the equivalent of 92 million people – have the opportunity to work from home at least one day a week.





**How do we attract talented  
young workers?**

# Strategies to Attract Young Workers

- High tech
- Web -based interfaces
- Fun
- Easy to access
- Minimum contact with people
- Easy onboarding





**Then, how the heck do  
we KEEP them?**

# Strategies to Retain Young Workers

Retaining young workers in 2023 (and beyond) requires an understanding of their preferences, values, and expectations. The younger generation often values a positive work environment, opportunities for growth, flexibility, and a sense of purpose.

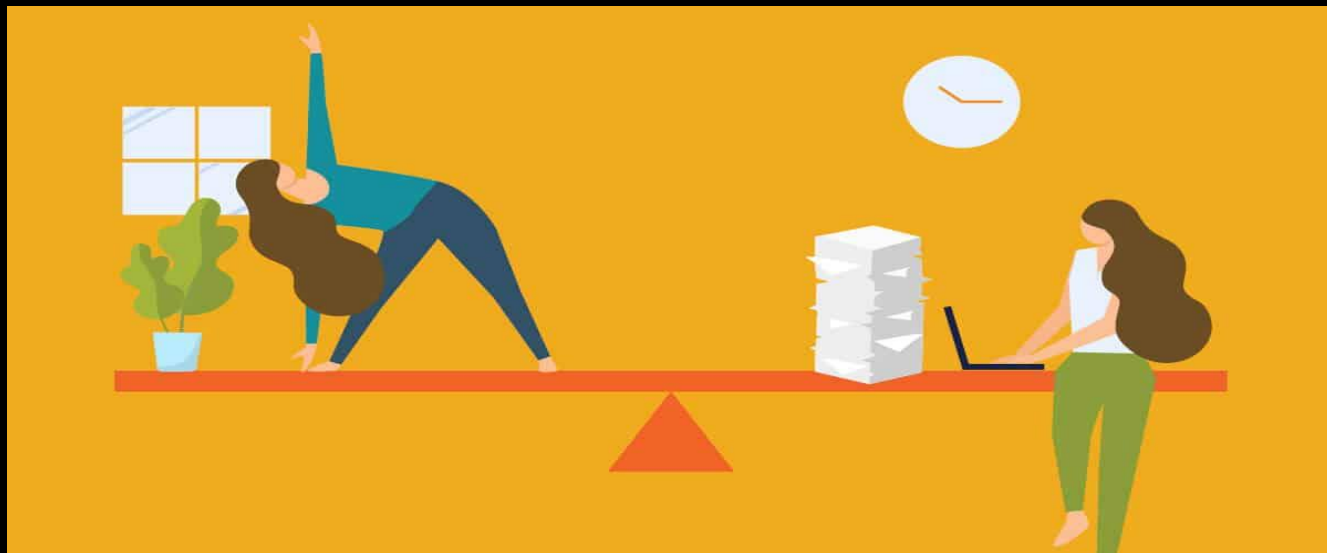
# Strategies to Retain Young Workers

1. Tech -Savvy Environment:  
Create a technologically  
advanced workplace with  
up-to-date tools and  
software.



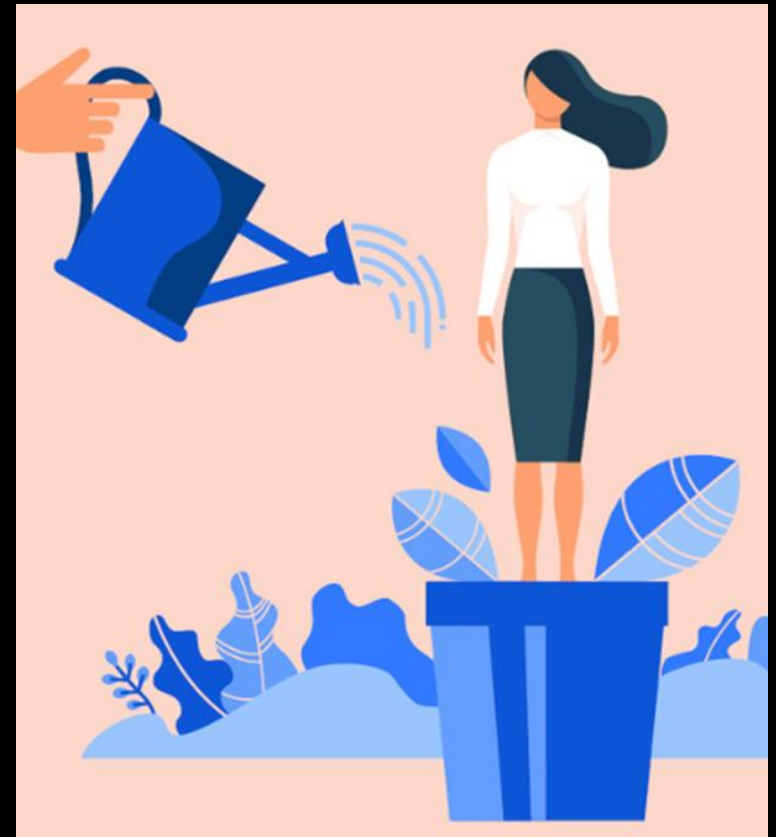
# Strategies to Retain Young Workers

2. Flexible **Work Options:** Such as remote work or flex hours, to accommodate their work-life balance and individual preferences.



# Strategies to Retain Young Workers

3. Career Development  
and Growth : Emphasize  
opportunities for learning  
and career advancement.



# Strategies to Retain Young Workers

4. Transparent Communication: No B.S.!  
Maintain open communication channels and  
regular updates.



# Strategies to Retain Young Workers

5. Culture : Showcase your organization's values and commitment to social responsibility.





**And, how do we lead a workforce  
with a wide range of ages,  
talents, and perspectives?**

# Leading a Diverse Workforce

1. The Ability to Paraphrase - it is the great equalizer.



# Leading a Diverse Workforce

## 2. Understand the perspective of different generations.



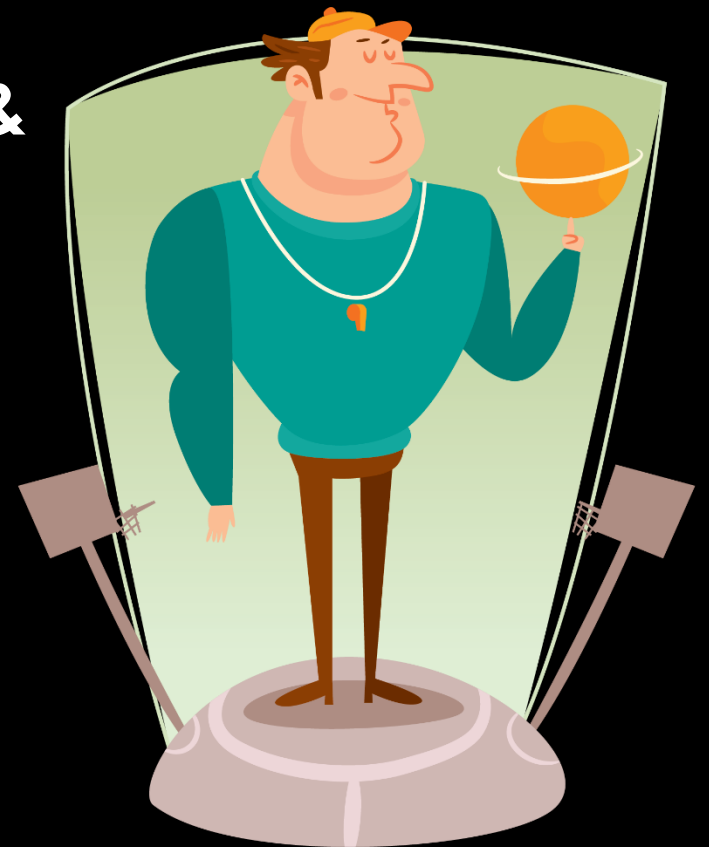
# Leading a Diverse Workforce



3. Master different leadership styles and understand their impact on morale and team member performance.

# Leading a Diverse Workforce

4. Be a magnificent coach & developer.



# Leading a Diverse Workforce

5. Share feedback that is actually meaningful.



## Bottom Line

Keep up-to-date on data & trends. Stand firm on your organization's culture while you customize your approach to younger employees. And continually elevate your leadership skills and abilities. You are Awesome, and don't forget that!

# Links to Doug Van Dyke & Leadership Simplified

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