

57% of businesses say they will employ more freelancers than permanent staff by 2020

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According to a survey of more than 1,000 SMEs/ companies, businesses of the near future are likely to rely more heavily on freelance and contracted talent than a permanent workforce. Recent research has highlighted that more than half (57%) of all respondents stated their intention was to employ more freelancers than permanent employees by 2020.

The reasons for this predicted seismic shift in employment practices were varied, but top of the list and important to 60% of employers, was the ability to match the right person to the right task, the main benefit of which is improved productivity and efficiency, and something that cannot be replicated using the traditional employment model. The greater flexibility offered by a freelance workforce followed close behind in importance, appealing to 59% of respondents.

Other reasons given were:

- Access to talent on-demand - 51%

- Access to a wider pool of talent - 50%
- Faster access to talent - 44%
- Better value than full-time employees - 30%
- Increased efficiency - 19%
- Without freelancers it would be difficult to keep up to date with the latest skill requirements - 19%

These figures were reinforced by the fact that almost half (45.5%) of the employers interviewed admitted to being either quite or very concerned about the current availability of skills and talent in the UK, while 58% said that getting the best talent available, regardless of location, was the key benefit of being able to access the global freelance market.

The 'on-demand' nature of a 24-hour workforce also appealed to more than half (55%) of respondents, while 45% believed that access to international talent allowed them to get the best skills with no geographical boundaries.

Further reasons given for valuing access to international freelancers were:

- It's more efficient - 37%
- To get a different perspective - 22%
- To gain access to new markets - 21%
- To overcome language barriers - 9%

For more than a third (39%) of employers, the ability to access the freelance workforce was considered 'very important' to the future growth ambitions of their company. A further 17% took that sentiment a

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step further, saying that the freelance workforce was 'essential' to the fulfilment of their plans, while only 2% stated that freelancers were not important to their company's future. More than half (51%) went on to add that on-demand talent offers their company 'a big competitive advantage', while only 3% considered it any kind of disadvantage.

30% of the British workforce is now freelancing in some capacity in order to meet the growing demand for specialist expertise across a wide range of sectors and businesses. Company leaders are recognising the benefits associated with accessing and utilising blended talent pools to support specific requirements.

Linea has an extensive range of experts available for deployment across a wide range of sectors and situations, worldwide. Our specialists 'hit the ground running' bringing fresh thinking, vivacity and clarity to complex situations, using their extensive skills and expertise to resolve business problems and generate significant return-on-investment.

If your organisation is grappling with challenges or you want to explore how the contract economy can support you, please contact a member of the team who will be happy to schedule an initial meeting.

Alternatively if you are an independent consultant, executive or non-executive director seeking to work on a wide selection of interesting projects across a diverse range of sectors, please contact a member of the resourcing team who will be happy to discuss the benefits of working with Linea and the opportunities we have available.

Source BBP Media

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We combine the credentials of a top tier firm with the depth of expertise and flexibility of a niche practice to support clients in addressing their most pressing organisational issues through the provision of highly professional, innovative, customer focussed solutions which deliver expected business benefits on time every time.

With an exceptional track record of delivering multi-million pound savings for prominent Public and Private Sector clients, our Organisational Excellence approach provides the skills and capability required to support clients to maximise efficiency, improve quality and reduce cost.

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