

# Staffing Challenges (and Solutions) of the Blended Workforce



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# What is the Blended Workforce?

# The Blended Workforce of Today

Offshore  
Teams

Outsourced  
Teams

Freelancers

Contingent  
&  
Project  
Workers

Strategic  
Partners

Exec Staff  
&  
Perm Staff



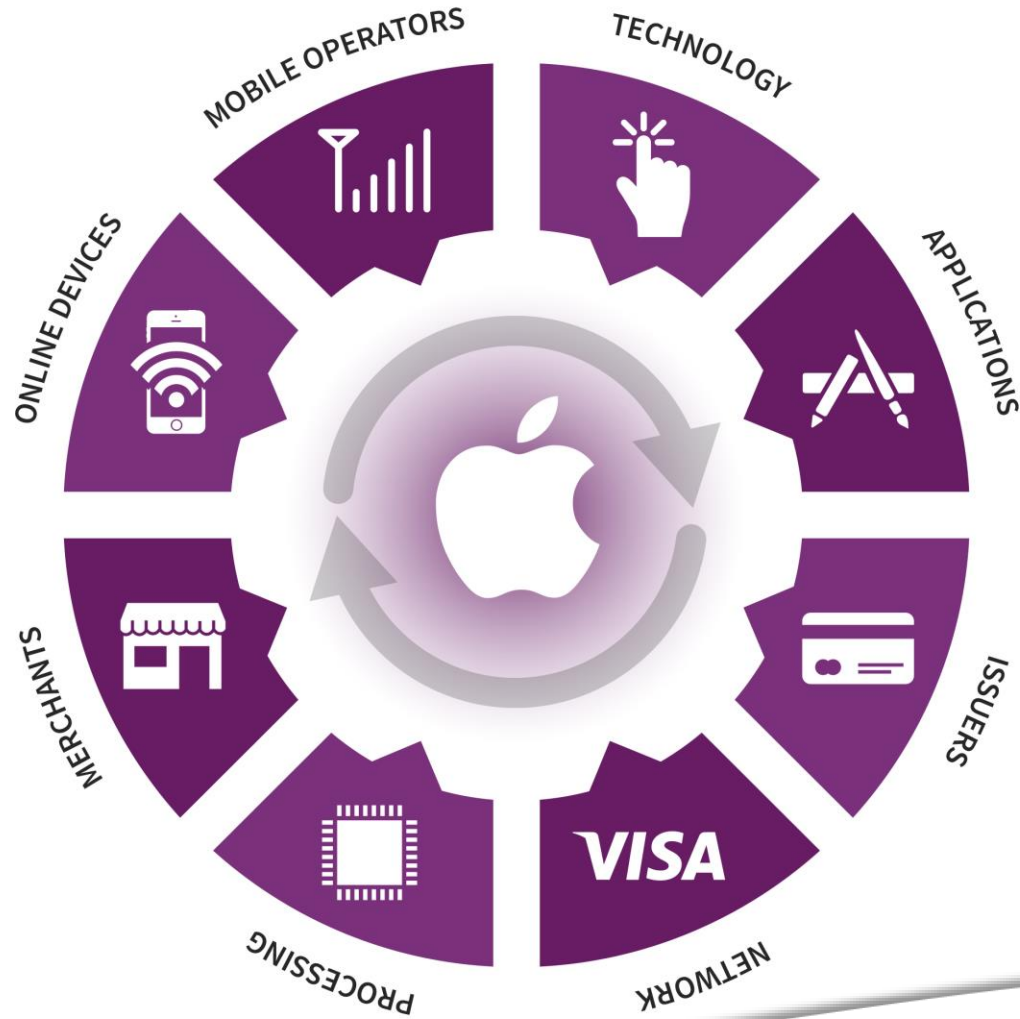
# Apple



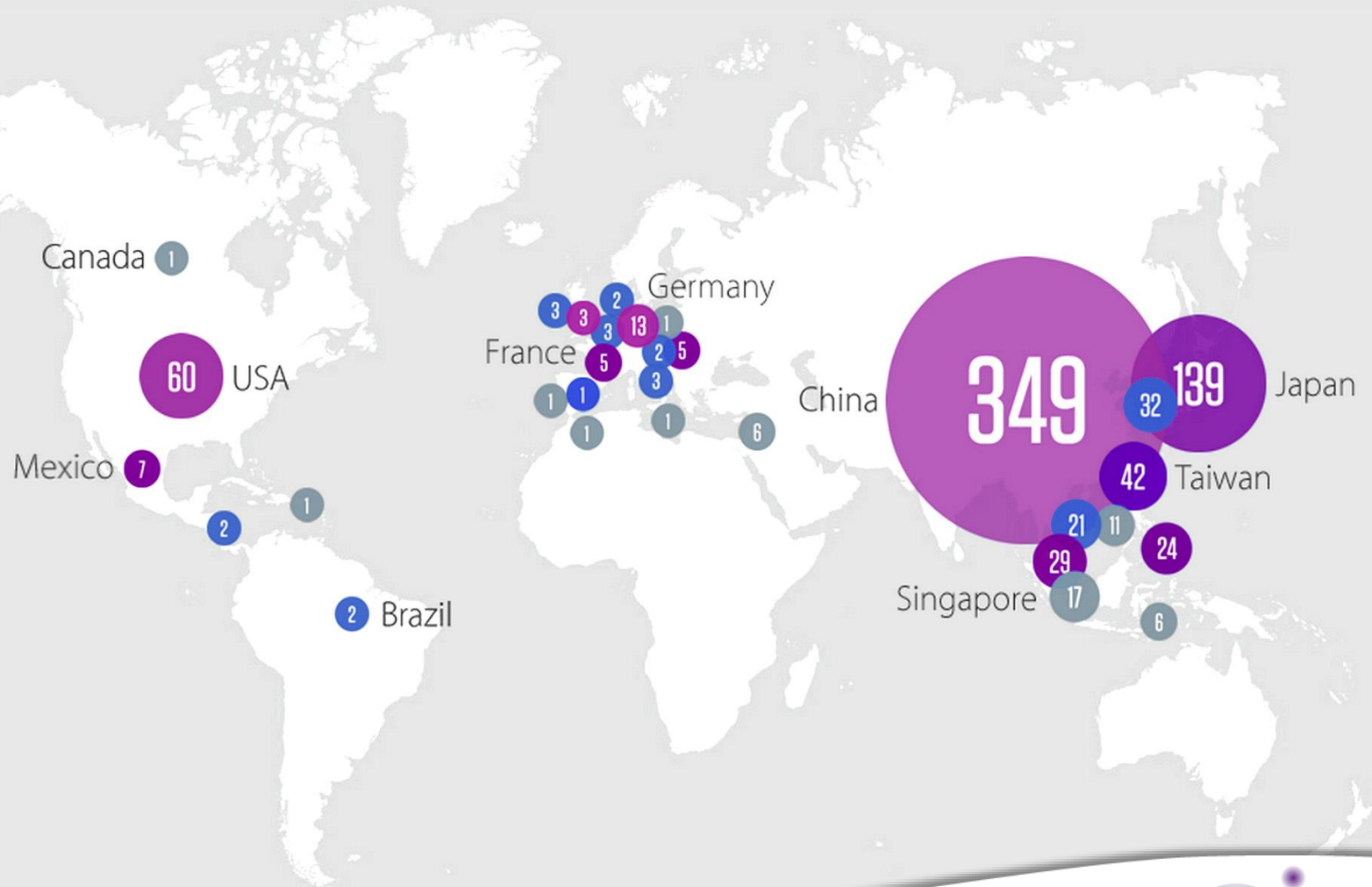
# Integrated Products



# Business Ecosystem



# Apple Global Suppliers



# General Motors



## Global Purchasing & Supply Chain

2011 Global Snapshot

- Approximately 3,200 Direct Suppliers
- 76 Global / 30 Regional Creativity Teams
- People Located in 35 Countries
- Approximately 191,000 Direct Part Numbers
- 9.6M Vehicles (including JVs)
- \$77B Direct Material Purchases
- \$7B Logistics/\$9B Indirect Spend

# IBM and Lenovo Partnership

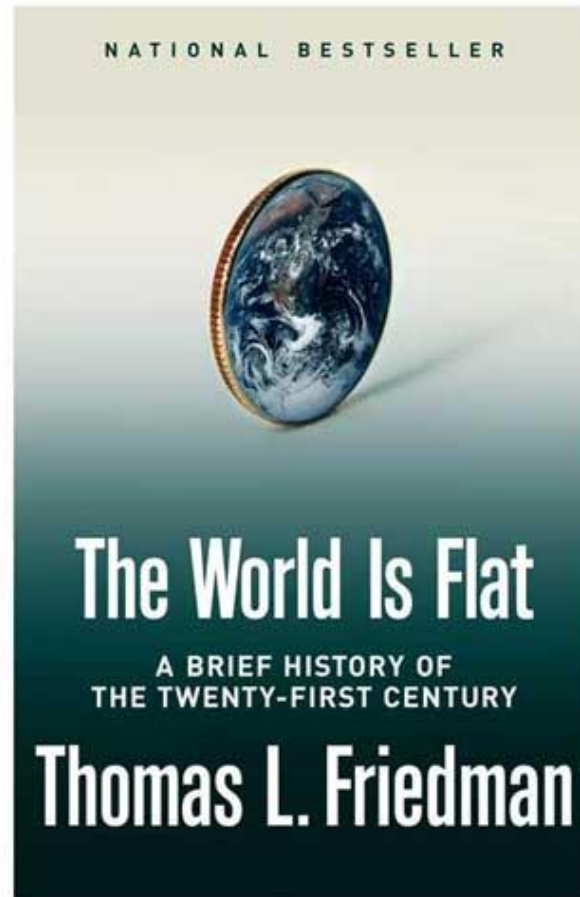


***lenovo***



# What's Driving the Blended Workforce?

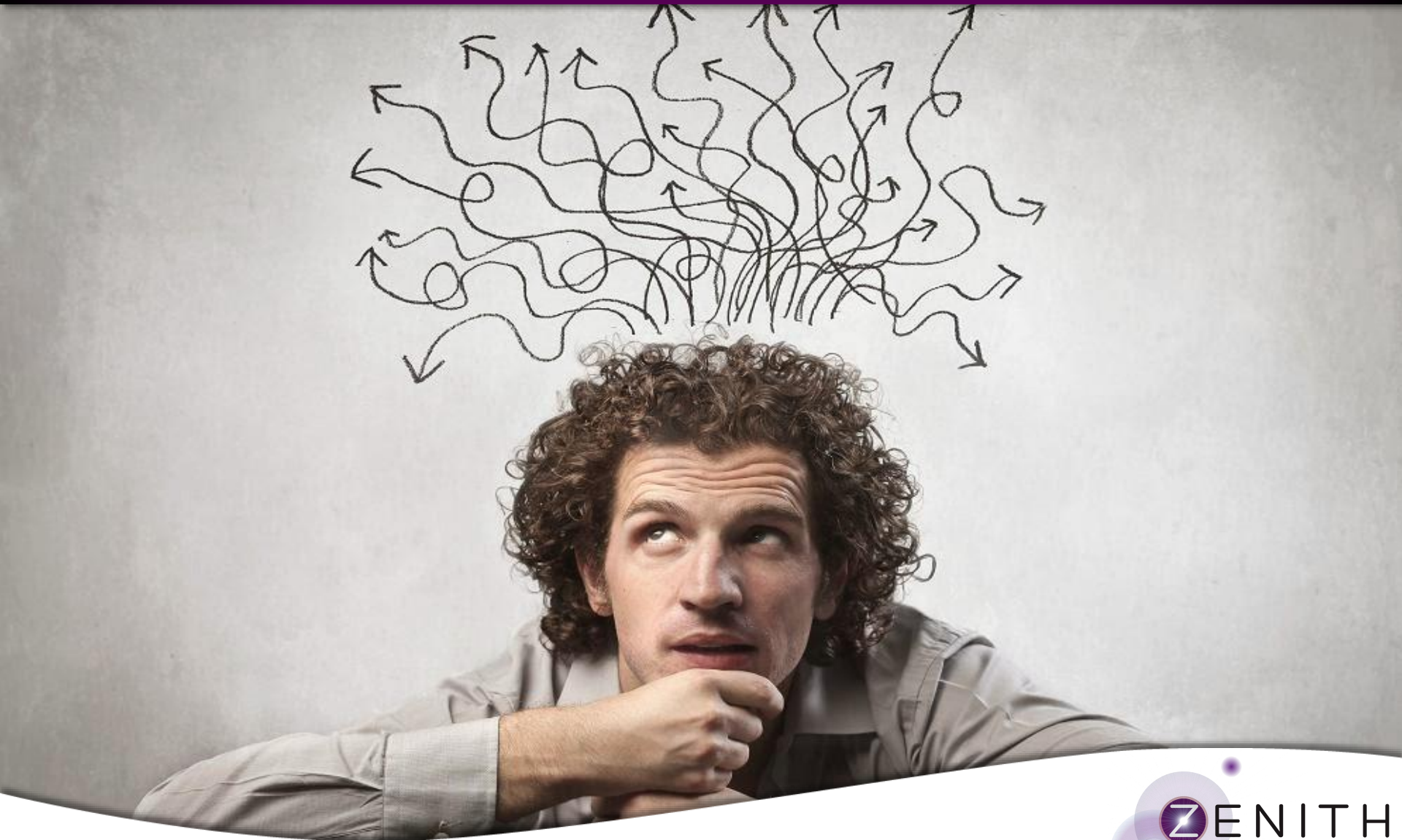
# Thomas Friedman says “The World is Flat”



# The Powerful “Me”



# In An Organization, Who Does Critical Work?



# Challenges of a Blended Workforce



Legal



Business



Performance

The Biggest Risk:  
What do you lose by not implementing  
a blended workforce?

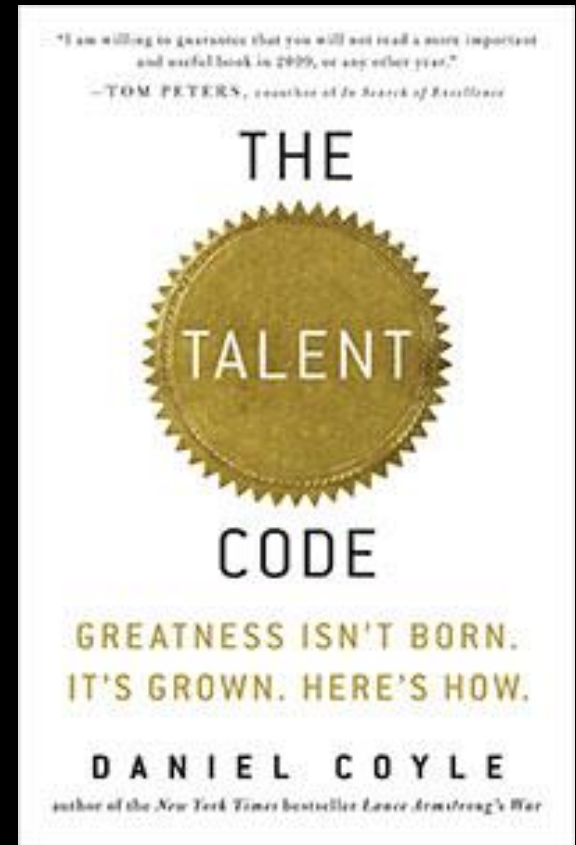
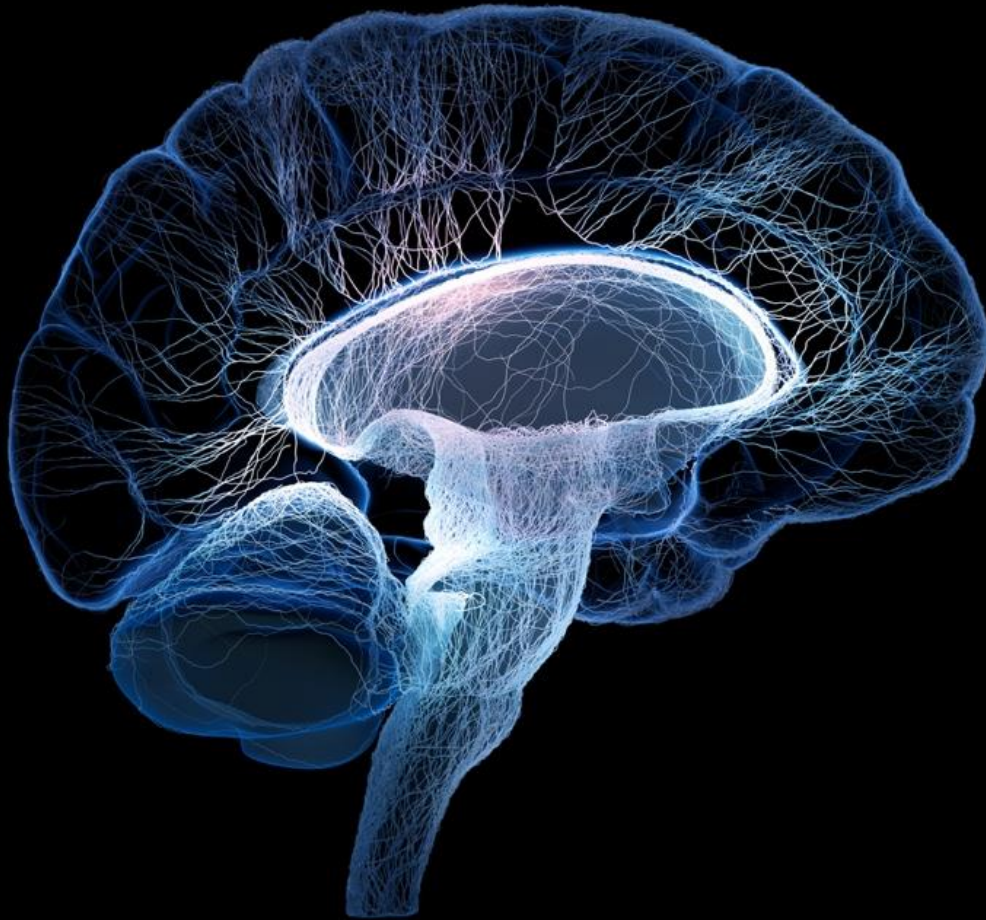


# How Does a Blended Workforce Function?

# To Understand This, Lets Look at Epigenetics

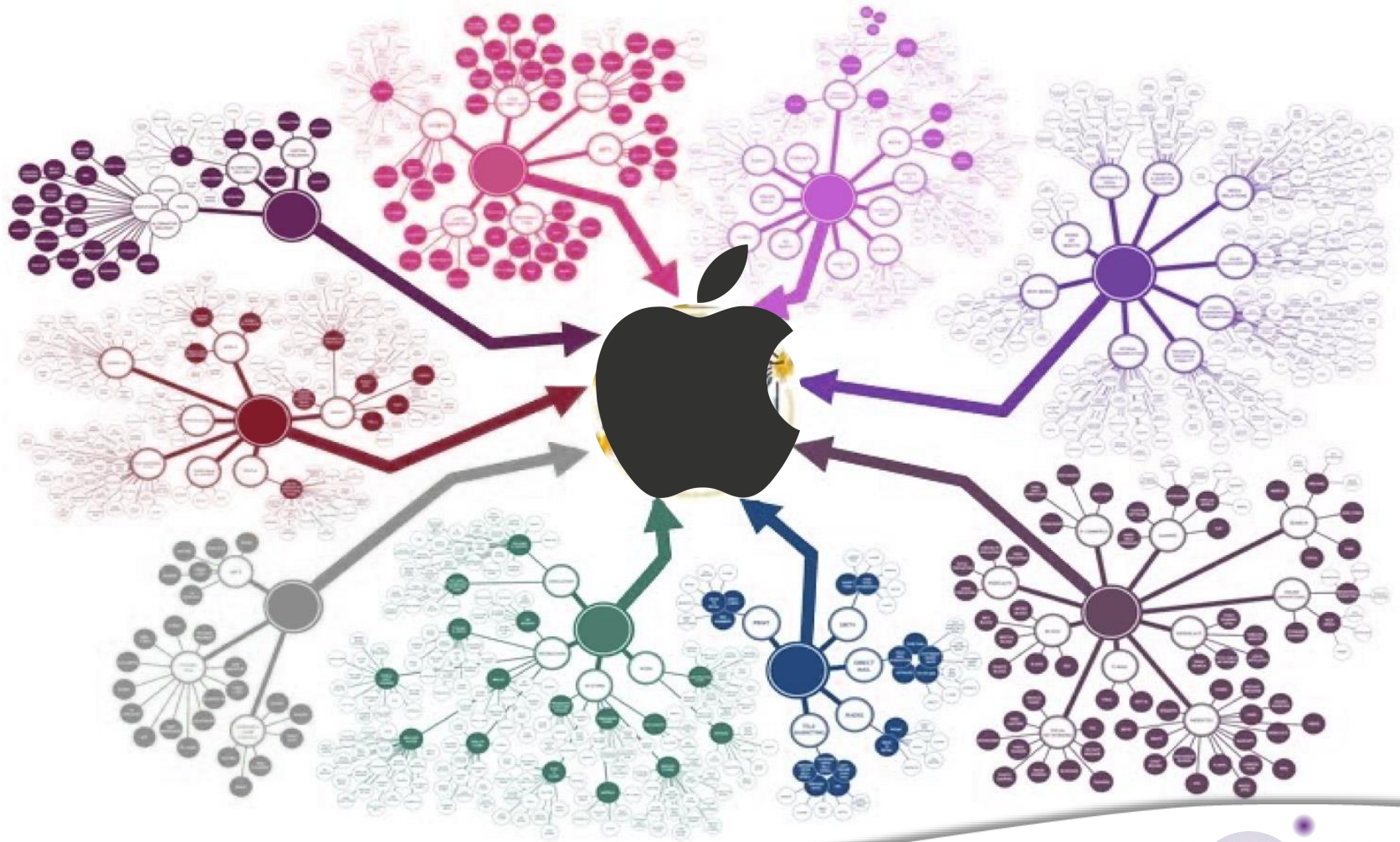


# Are We Developing Myelin Networks?



[thetalentcode.com/myelin/](http://thetalentcode.com/myelin/)

# What does the Blended Workforce Look Like?



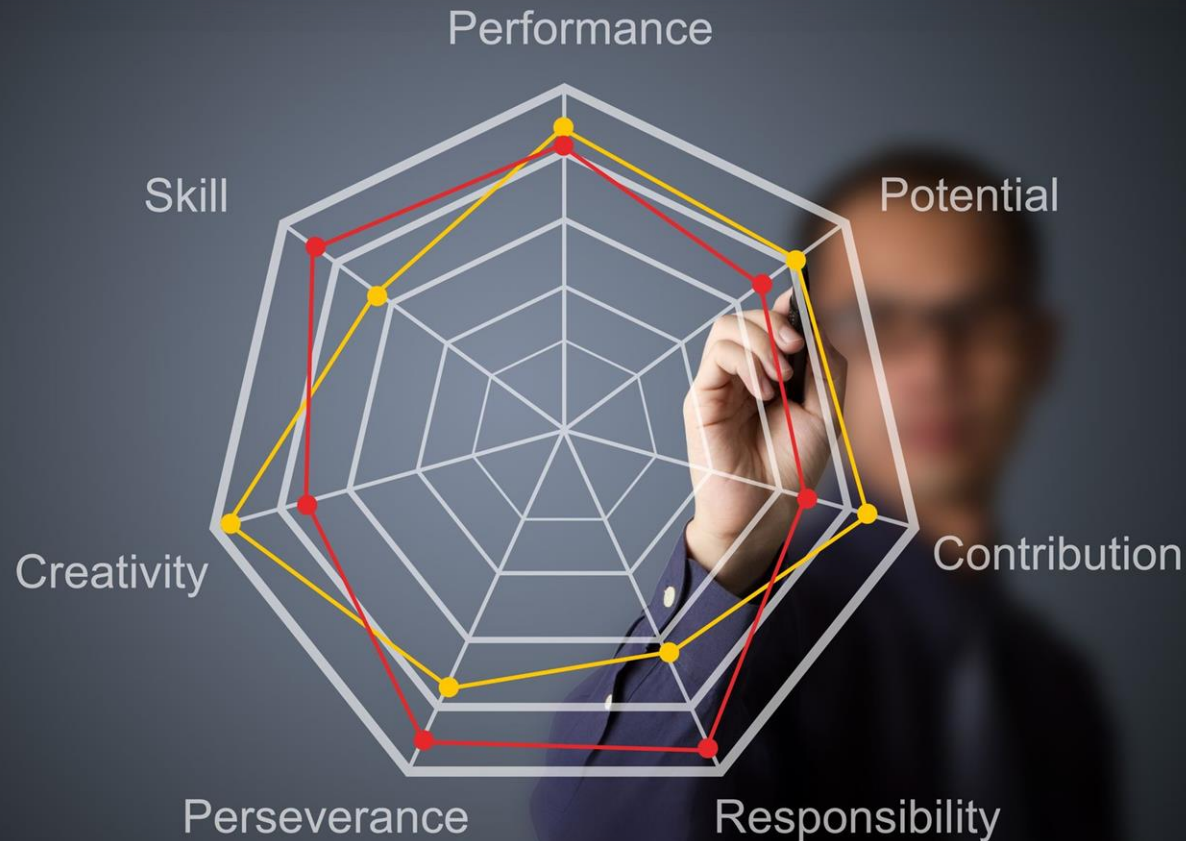


# How do you Build a High Performing Blended Workforce?

# It Starts with Talent!



# How Do We Assess Talent Today?



# Should We Be Assessing Talent or Results?



# Assessing For Results



# Case Study



# Case Study

Google

# Case Study

upwork™

Formerly

**E lance**

**QDesk®**



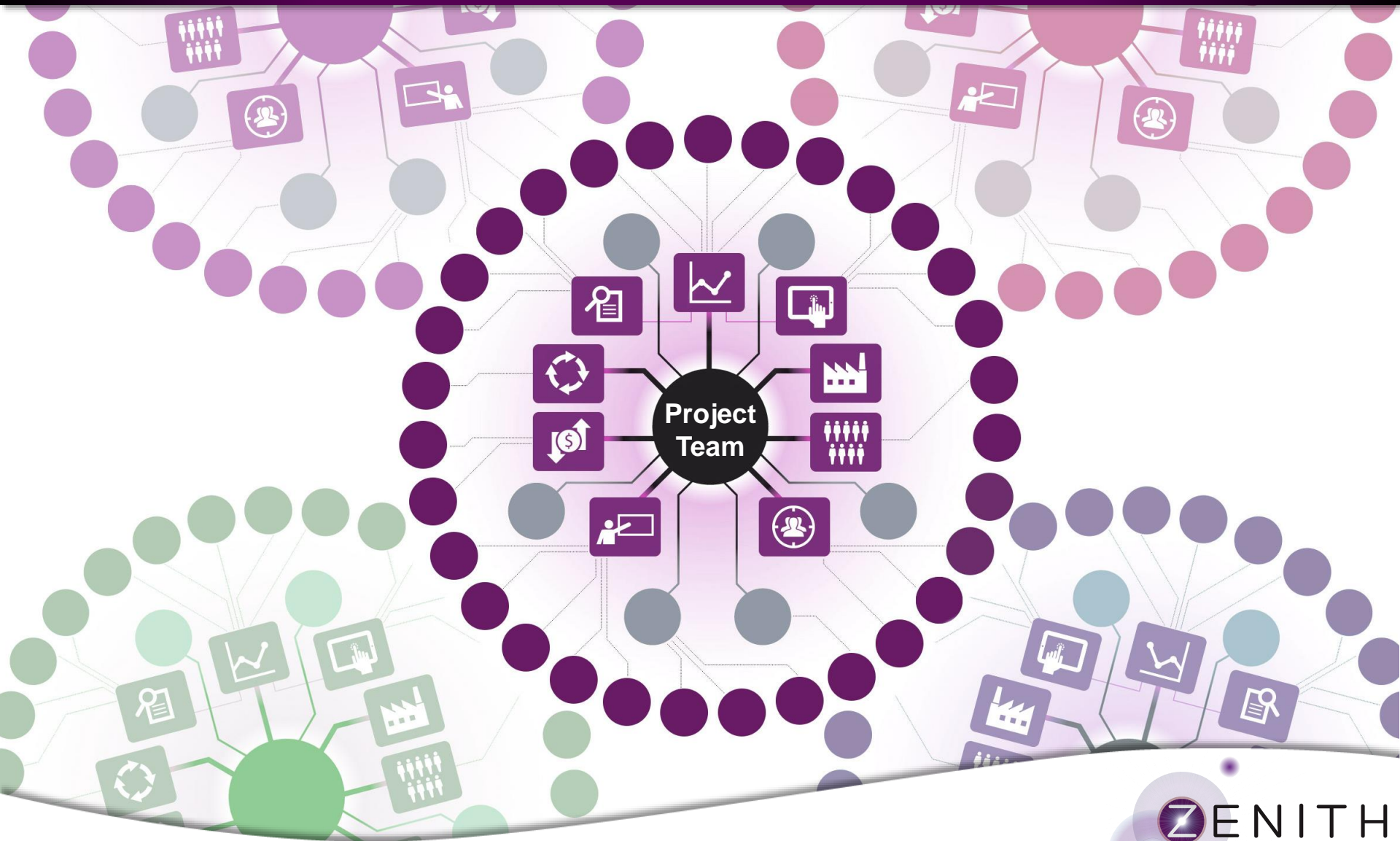


# 10 Strategies for Building a High-Performance Blended Workforce

# 1) The Emergence of Platforms



# 2) Structure as Project Teams



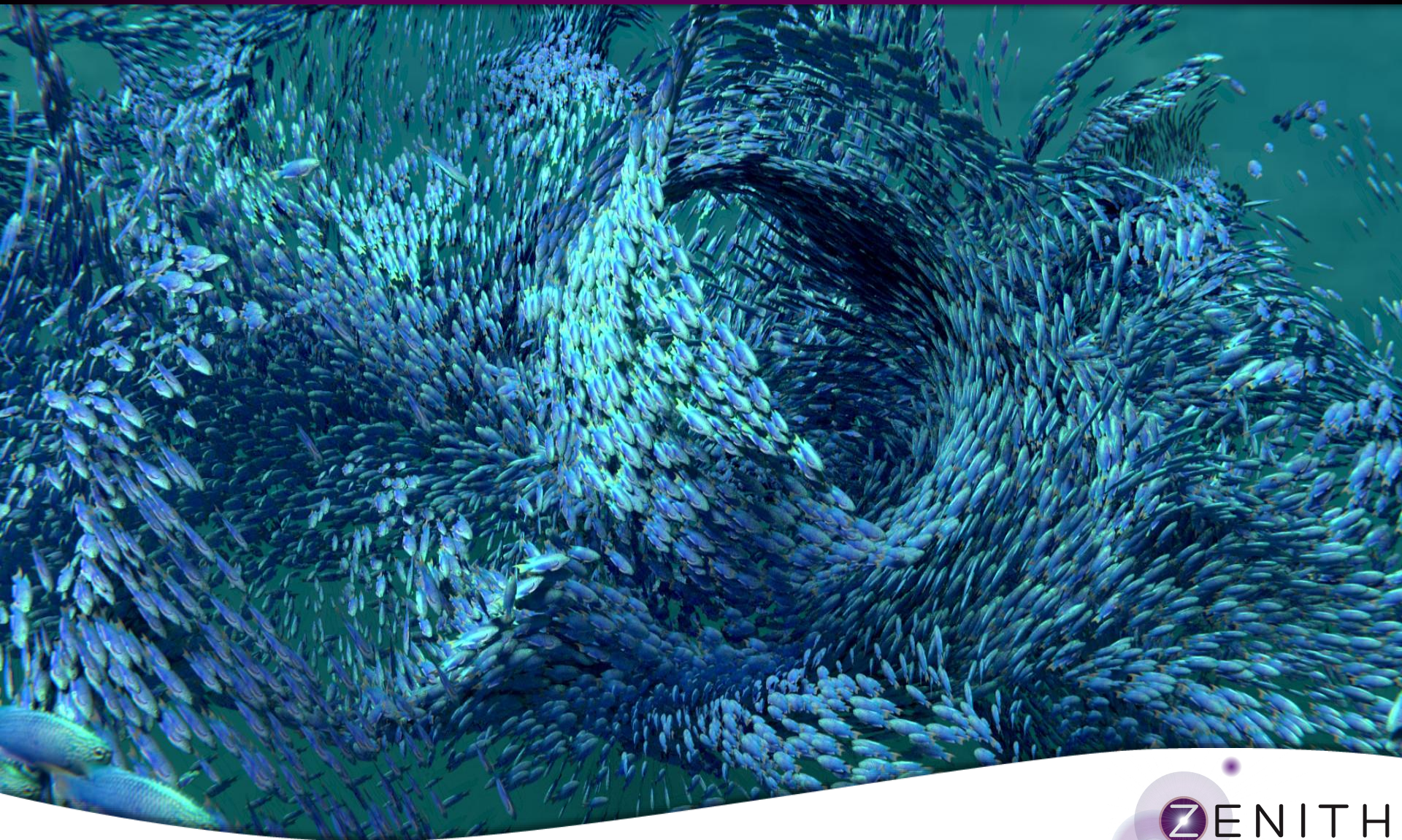
### 3) Convert Job Descriptions Into Results Descriptions



# 4) Open Marketplace: Let Anyone Apply!



# 5) Use The “Swarm Approach”



## 6) Try Before You Buy



# 7) Employer Branding



# 8) Build an Empire of Employee Brand Ambassadors



# 9) Develop a Strong Micro Culture



# 10) The Talent Perspective



# Conclusion: Foster an Ecosystem



# Thank you!



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