

Winning the War for Talent in the Gig Economy

The war for talent is raging and the new battlefield is the independent workforce. Building on her book *The Gig Economy* (Harper Collins), Diane Mulcahy – a Babson College MBA professor, HBR contributor, and independent worker herself – will show you how to attract and manage independent workers and cultivate a culture that makes your company the place the best Gig Economy talent wants to work.

You will learn how to:

- Find and hire independent workers
- Identify the best opportunities in your company for independent workers
- Manage workers that are remote and flexible
- Cultivate a brand and reputation that is attractive to the best independent talent

Managing the new Gig Economy Workforce

Independent workers are not your typical employee. They're building their own businesses, working remotely and flexibly, and looking for work that is interesting, challenging, and well paid. Building on her book *The Gig Economy* (Harper Collins), Diane Mulcahy – a Babson College MBA professor, HBR contributor, and an independent worker herself – will show you how find independent workers with the right skills at the right time and then manage them effectively to achieve great results.

You will learn how to:

- Test hiring independent workers in low cost, low risk ways
- Implement best practices for managing independent worker communication, knowledge sharing, and work quality
- Leverage the approaches of other corporations into your own company
- Address the unique management challenges of workers that are remote and flexible

Becoming an Entrepreneurial HR Leader

Entrepreneurship isn't just for startups. The emergence and growth of the Gig Economy presents you with the opportunity to lead workforce innovation inside your company. In this talk, Diane Mulcahy explains how to embrace an entrepreneurial mindset and approach, and inspire others to take action.

You will learn how to:

- Develop innovative workforce strategies
- Design low cost approaches to test and build support for your ideas
- Leverage technology to generate new insights about your workforce and company
- Foster an entrepreneurial culture in your department and company

Succeeding in the Gig Economy

Traditional full-time jobs are insecure, increasingly scarce, and filled with employees who wish they were doing something else with their lives. Building on her book *The Gig Economy* (Harper Collins), Diane Mulcahy – a Babson College MBA professor, HBR contributor, and independent worker herself – will show you how working in the Gig Economy - as a consultant, contractor, freelancer, or part-timer - can offer an attractive, interesting, flexible, and even lucrative and secure alternative to the corporate cube.

You will learn how to:

- Discover why you are working, and what you are working for
- Prepare to quit your job and develop a concrete exit strategy
- Develop your skills, expand your network, and create opportunities for future work
- Manage running your own business

Investing in the Gig Economy

Work is ripe for disruption. Employee underperformance, lack of engagement, and turnover are expensive and persistent concerns for corporations. Employees themselves report that they waste a lot of time at the office and are unhappy, not engaged, and unsatisfied at their jobs. Alternatives to traditional full-time employment in a full-time job are here, along with the new technology, startups, and platforms to support a new way of work. Diane Mulcahy has been a private equity and venture capital investor for the past 15 years and in this talk will describe the compelling investment opportunities in labor and the new world of work.

You will learn how to:

- Discover the pain points of traditional jobs that startup companies can address
- Identify the themes, trends, and drivers of the Gig Economy -- made up of independent contractors, consultants, freelancers, and on-demand workers
- Evaluate the sectors and industries the Gig Economy is disrupting
- Create an investment roadmap for the future of work