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EMPLOYMENT TRENDS: *Staffing on Demand*

In a recent study conducted by Human Capital Institute (HCI), contract workers make up one-third of the U.S. workforce, and that number is growing. Companies are using interim help much more aggressively so that they can manage ebbs and flows of their own business cycles and as a competitive advantage for a company's overall economic strength. Those seeking work are also seeing the benefits of contract work. Many people choose contract work as an employment option. Twenty-three percent (23%) of contract/temp employees have no interest in a perm job – they prefer the alternative arrangement over traditional employment.

Employer Considerations of Contract Help

1. Are you really increasing delivery flexibility as much as you expected.
2. Are you reducing labor costs as much as you can?
3. Do you have a process to manage the contractor?

Top Reasons Workers Choose Contract Opportunities

1. it will lead to perm employment
2. flexibility of schedule
3. obtain experience
4. diversity in job/challenge

LYNOUS Talent Management, leaders in temporary placements for real estate professionals reported, "this flexible staffing model is a win-win solution for our clients and real estate professionals. Our professionals bring the critical specialized skill sets needed during a heighten time for our clients and our professionals find it personally gratifying to add immediate value to a situation. It is kind of like dating, it is an opportunity for both parties to see each other in action. If the timing is right, business philosophies line up, and mutual interest is there the relationship sometimes converts into a permanent situation."

According to an American Management Survey, 91% of HR managers stated that flexibility in staffing issues is important and 95% aid that this flexibility was being achieved through the engagement of temp and contract employees from staffing companies. "Finding specialized talent" was also important.

Besides flexibility, ASA research also look to staffing firms as a good source of talent for permanent employees. Whether businesses need talent on a temp, contract, or perm basis, ASA polls show that a business partnership with staffing firm for quality talent at all levels in the organization is critical.

