

SIA'S CWS Europe 2021

Session Summaries, information and resources

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Keynote: 2021 - Workforce Strategies for a New Tomorrow

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Presenter: Peter Reagan, Sr. Director, CWS & Research, CCWP, SOW Mgmt. Expert, Staffing Industry Analysts

Description

Tomorrow's world just got a lot closer. The COVID-19 pandemic has thrust the world of work into a period of unparalleled change. People, organisations, economies, and the entire supply ecosystem has felt the impact of a mandated transformation in the way we live and work.

A year on and organisations around the world are busy planning for a new tomorrow and imagining innovative ways of engaging talent and getting work done in the future.

This insightful keynote will present data, research and real-life examples for how leading organisations are predicting the world of tomorrow and, more importantly, propose steps you and your organisation can take to be better prepared for success.

Summary

- The COVID pandemic has created transformation in the way we live and work. A year on, companies are still planning for the future and ways to track down talent for their organisations.
- Four major impacts of COVID: Remote working, tech awareness, the economic reality, and opportunity.
- 90% of IT workers are working from home at the moment.
- 18% of employees think that they will never go back to the office more than 20 hours/week.
- 74% of employees believe that remote work will become standard.
- Digital transformation in customer interactions accelerated by 3 years in 2020.

- Mental health of employees is a big challenge for the work from home workforce; boundaries, exclusion, and missing human collaboration are all factors to keep in mind when companies decide to work from home.
- There will be pros and cons to having a globally distributed workforce; more people will be available, but that means more of your people will be available to other organisations.

Key messages

- Intellectual complacency is not an option. Tech innovation is progressing faster than it ever has before.
- Globally, during COVID, we have jumped forward 7 years (10 years in APAC) in the tech landscape. It will be important for organisations to partner with staffing companies that can deliver remote talent solutions.

Leveraging Talent Acquisition Technology for Competitive Advantage

Leveraging Talent Acquisition Technology for Competitive Advantage

Presenter: John Nurthen, Executive Director, Global Research, Staffing Industry Analysts

Description

Technology advancements have taken the role of the recruiter to a whole new level. AI/ML algorithms, big data, blockchain and IVR tools have created whole new categories of technology and provided a boost to established technologies. This is a fast-moving and confusing space but one where you can create a real competitive advantage for your programme. Using SIA's research, this session will explore how the Talent Acquisition Technology ecosystem has evolved and how recent advances are offering organisations new ways to attract, engage and hire candidates.

Summary

The evolution in sourcing automation has moved from resume parsing/search-match tools to Intelligent Sourcing Management Systems (ISMS). Chatbots have been introduced as a way to eliminate human bias and automate the process. AI can even be used to detect when a candidate is lying. Background checks and social media screening can be automated and can detect illegal or undesirable behaviours such as racism, sexism, cyberbullying and workplace misconduct. Using Blockchain technology puts the candidate in control of who is in charge of their data.

Supporting case studies

[An Intelligent Tool to Enhance Experience](#): implementing a chatbot for better interaction and personalised experience

[Automated Onboarding with Pontoon ON](#): creating an enhanced onboarding experience and saving significant time

[Technology Enhancement for Higher Candidate Success Rates](#) : increasing candidate quality and efficiency through a robust talent assessment tool

Diversity, Equity & Inclusion: We're Not There Yet | Putting Words into Action!

Diversity, Equity & Inclusion: We're Not There Yet | Putting Words into Action!

Moderator: Dawn McCartney, VP, CWS Council, CCWP, SOW Mgmt. Expert, Staffing Industry Analysts

Description

The importance of diversity within organisations has been recognised for years. However, despite much talk, many organisations are still lagging in creating truly diverse, equitable and inclusive workplaces. The events of 2020 have taken awareness of, and urgency around, DE&I to a whole new level. With companies averaging 20% of their workforce being contingent, CW programme managers realise they have an incredible opportunity to support their organisation's goals for an increased diverse, equitable and inclusive workforce...but how? Join our discussion and hear how these organisations are putting the words Diversity, Equity and Inclusion into action.

Summary

- A lot of organizations are very vocal about Diversity, Equity & Inclusion, but it's amazing how many companies actually let employees talk about it.
- Companies can get started on DE&I initiatives in their contingent workforce programme by asking what the permanent population has in place, what is parallel, and what they can incorporate in the contingent workforce space.
- It's important to not only look for diverse suppliers, but look at the candidates that they are bringing in.
- Talk to suppliers about their ideas and how they will attract a diverse pool of candidates.
- Remember that this is a journey and we have to keep taking small steps forward.

Panelists

Craig Lightbody, Global Category Manager Contingent Workforce, Shell

Keisha Stephens, Director, Contingent Workforce, Splunk

Key messages

- Diversity is about empowering people by respecting and appreciating what makes them different.
- Be prepared to and be comfortable with...being uncomfortable. It's probably more uncomfortable for you than the person you are speaking with.

Data for Decision Making: The Best of SIA Research

Data for Decision Making: The Best of SIA Research

Presenters: Stephen Clancy, Sr. Director, CWS, Knowledge & Research, CCWP, SOW Mgmt. Expert, Staffing Industry Analysts

John Nurthen, Executive Director, Global Research, Staffing Industry Analysts

Description

SIA sets the global standard when it comes to research and advisory for the 21st century workforce. In this session, we will bring to life our vast library of research published over the last 12 months and share insights on the topics and trends that will help you to benchmark your own programmes, identify areas of opportunity or simply celebrate your own success!

Summary

- Remote Work - Only 2% of temporary workers were working remotely in 2019, compared to 50% in 2020. The expectation is that the percentage will decrease, though certainly stay higher than in 2019.
- Discounts requested from staffing firms – it's important to make sure your staffing partners can financially handle the requests of the multiple kinds of discounts, otherwise they will find ways to cut costs and you may end up with "C" talent rather than "A" talent.
- D&I - Companies have been distracted by spend with diverse staffing partners but not drilling down another level to find out how diversified the staffing partners are with the actual talent they are bringing. We have started to see this change and expect it to continue.

- Freelancing - The trend in global freelancing has increased by almost 50% since January 2020 and is expected to continue. COVID has accelerated things and moving online has transformed selling and delivery of services.
- Worker Types – The only category of work type expected to decline is regular/permanent employees. We expect to see temporary workers, SOW consultants and other ICs continue to grow as a percentage of worker demand by type.

Pontoon Insights

Review Pontoon's [April 2021 Market Burst](#) to learn more about the latest top trends in the world of work.

Reinventing the Value Driven MSP

Reinventing the Value Driven MSP

Moderator: Matt Norton, Global Workforce Solutions Research Manager, CCWP, Staffing Industry Analysts

Description

Whether your contingent workforce programme is managed internally, or by a third party, after over 30 years of transforming the staffing industry, programme providers are enhancing (and sometimes reinventing) their product, service and technology portfolio to deliver value to meet the future challenges of their stakeholders. In this session, we will hear how some buying organisations are enhancing their internal and external programmes with data and analytics to be better prepared for the world of tomorrow.

Summary

Matt Norton moderated a panel of contingent workforce leaders to discuss how their companies are handling the changes in today's world and how groups can work with the MSP to be prepared for what the future holds for contingent labor.

Panelists

Ricardo Abreu, Contingent Labour Expert, AXA Group Operations

Philippe Eisenmann, Head of Extended Workforce, Grab

Aditya Joshi, Sr. Leader - Global Contingent Workforce Operations, Applied Materials

Key messages

- Change management – invest the time and make it part of the implementation strategy. Make the business owners responsible and appoint change masters/agents, making them the MSP ambassadors throughout the business.
- Go on the journey with the MSP as a partner – this helps to be more aware and take control of spend so you can manage with full visibility.
- Companies need to come back to rethinking the way they will engage with the workforce that is not the gig economy.
- The future of MSP lies in automation, not just about hiring talent.
- Important to think about how future generations will see employment; it can't just be the MSP changing, but the companies working with the MSP that change as well.

Building a Mature CW Programme

Building a Mature CW Programme

Moderator: Dawn McCartney, VP, CWS Council, CCWP, SOW Mgmt. Expert, Staffing Industry Analysts

Description

With the maturity of the CW programme manager professional, the advancement and ease of technology and attracting and retaining talent becoming more competitive due to the acceptance of remote work – having a mature CW programme is now more critical than ever for your organisation to remain competitive. Join us as we speak with CW programme managers who are leading the trail for maturity within their programmes as they discuss the best technology stack available, how and where to deploy direct sourcing, and what the basics should be including compliance, value for money, access to talent, and total workforce visibility.

Summary

Accenture, SAP and Novartis shared their tips and strategies on changing Contingent Workforce Programmes including how they prioritise competing changes and how they promote adoption.

- Don't be afraid to engage your customers and don't be afraid to try things and fail – fail fast, learn, and move on.
- Celebrate the small wins. "Finished" is never in sight and change is constant.
- Summarise your change; ask not just who, but also where and how long?
- Prioritise competing changes by introducing a governance structure.

Panelists

Richard Lawson, Global Category Director, Accenture

Jessica Oakley, Global Head of External Workforce Management, SAP

Holger Richardsen, Global Senior Category Manager Integrated Workforce, Novartis

Staff your internal teams for transformations, not just transactions!

VMS Integrations – Not What They Used to Be

VMS Integrations – Not What they Used to Be

Moderator: Chris Paden, Director, CWS & Research, CCWP, Staffing Industry Analysts

Description

Enhancing the capabilities and function of your VMS once meant an investment of time, money, resources and patience. With technology advancements and the ability to integrate with any number of enterprise-wide and bespoke applications, CW programmes are able to enhance the functionality and the overall user experience when managing their contingent workforce. During this session, we will hear from organisations that have successfully integrated these applications and what benefits they are realising with both their staff augmentation and SOW management.

Summary

- Compliance is key – what are the risks in moving data?
- Meet with all system owners internally during implementation of the VMS – understand how they use the data and how the change is going to be adopted. Have regular meetings and get continuous feedback.
- Ask questions about the reporting requirements. What are the key data points the VMS needs from all the different systems? Approach it up front, working backwards from your reporting.
- If looking at a global program, have a global implementation blueprint and don't maneuver from it. Remember to be mindful if it is going to work in different regions.

Panelists

Lois Heo, Sr. Manager, Contingent Workforce Programme, Edwards Lifesciences

Liz Mitchener, Global Operations Director, GSK

Key Messages

Add more questions to your RFP about the VMS integration and how it works with your internal systems as it is becoming more important and the changes happening to the tech are so fast.