

#newways to engage a contingent workforce: three key considerations

Employing flexible workers brings many benefits, but there are specific considerations in terms of how you engage with them. Because they aren't part of the permanent workforce, contingent talent needs more nurturing to ensure they are open to future assignments with a company after completing their current one.

To optimise engagement with flexible workers, Randstad identifies these three key considerations:



1. thriving talent community

What are the key requirements for building a talent community? The most important factor is to demonstrate value to entice workers to join. A talent community isn't just a pool of pre-identified candidates; rather, they are interested in a company because of their nurturing efforts. Randstad learned that regular communications about company developments and career opportunities are important for maintaining a high level of engagement. Plus, resources should be made available so that workers can ask questions and get them answered.

2. your brand matters

One reason for building a talent community is to help elevate your employer brand, which can be a critical asset for attracting contingent talent and motivating them to join your organisation. It's important to have a brand strategy that addresses all working arrangements at an organization, including those for contingent talent. You may want to reinforce the employee value proposition that matters more to contingent talent, such as healthcare benefits or pension schemes, since these are usually provided to permanent workers. Other benefits that may be appealing could include paid time off, family leave provisions, and free or discounted meals at the office.

3. making relationships last

The demand for good, skilled workers today is exceptionally high, and a business should not consider contingent talent as disposable. Instead, Randstad finds that nurturing these relationships for the long term, and making sure recruiters consider them first for any permanent positions, may save time and money looking for the right talent. After all, these workers have already gained the necessary skills and experience required for the role.

in short

Increasing the use of contingent talent is one of the most effective ways for an organization to gain access to specialist and hard-to-find skills. By nurturing talent communities, employer brand and existing relationships, we can increase the engagement with this important resource. Randstad is happy to help you with engaging your contingent workforce. Contact us for more information.