



1-DAY WORKSHOP

The Blended Workforce Revolution

What it is, what trends are
emerging and how to tackle it

It's about creating new rules of the road for how our organisations utilise both permanent and independent workers, to create a high performance, Industry 4.0 centred workforce. We call it **GigHR**®

Target Audience

- Organisational development professionals
- HR leaders and managers
- Talent leaders
- Business leaders and managers who are increasingly reliant on a mixed workforce

Context

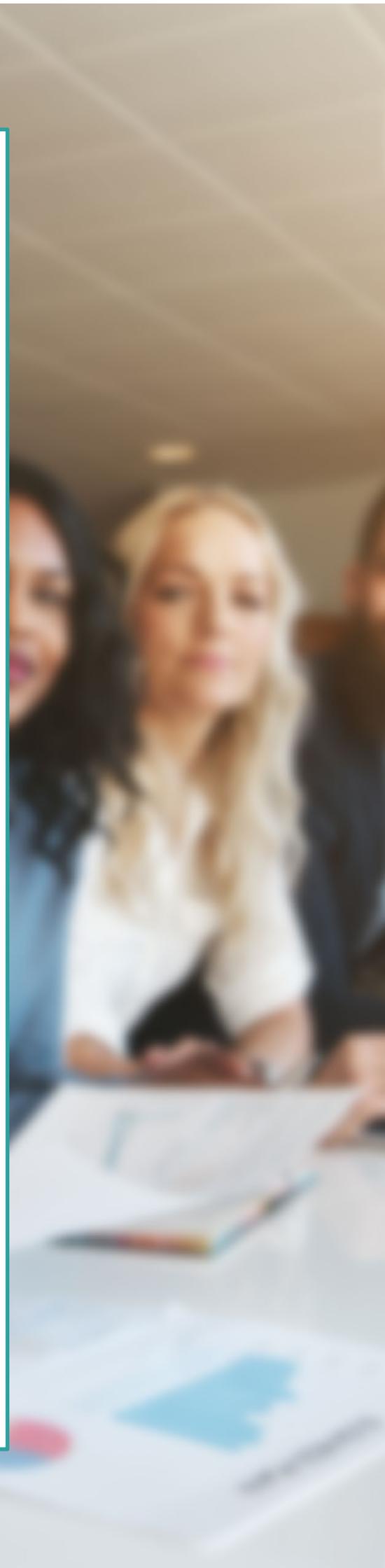
The rise of the blended workforce, made up of permanent, part-time, and independent workers, is indisputable. Across the globe, traditional hierarchies and ways of working are being challenged like never before.

There's a revolution going in the world of work. Yet it seems business leaders, Organisational Development experts, HR professionals and even independent workers themselves are unsure how to navigate it - a major theme that emerged in global research conducted by Jeremy Blain (PerformanceWorks International) and Dr Rochelle Haynes (Crowd Potential).

Our 1-day workshop (Available as in-house dedicated sessions or on an open enrolment basis)

The one day training session utilises a wide range of methods and tools to build a meaningful experience. Specifically, we combine theory with practice, research and interview-based inputs with experiential learning, and individual reflection time with group discussions.

We use a series of activities, stimulating challenges and scenarios to apply directly to the context of those participating. This means we provide the relevance, practical advice and actionable learning to take back to the workplace, post programme.



By attending this programme you will be able to:

- Understand the current trend impacting workforce evolution across the 2020s
- Be able to better distinguish and understand the workforce mix of the next decade including permanent workers, independent workers, digital nomads and the impact of AI / personalised AIs as enablers of productivity
- Learn how some organisations are mobilising behind these trends now
- Share best practices and external case studies to help paint a picture of the key success factors important for all participants to have front of mind as they shape human capital strategy and implementation steps.
- Understand the need for 'GigHR®' and apply our unique framework to further evolve your human capital strategy and execution plan.
- Hear from Independent Workers around how their experiences of working with / for corporate organisations is shifting, informing how companies can re-structure and perhaps better formalise today's more informal process.
- Uncover the opportunities and gaps that exist today and what needs to be done to truly prepare for and engage the blended workforce of the future
- Establish key messages and initial actions to take back to the workplace, including how to mobilise other leaders behind the workforce transformation, in the context of wider digital transformation and organisational culture shift

A similar programme is available for the independent workforce and will be delivered across 4 x web-based virtual class sessions of 1.5 hours each.

The Blended Workforce Revolution



[DOWNLOAD RESEARCH PAPER HERE](#)

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The **GigHR**[®] Experts

The research authors and programme facilitators

Jeremy Blain & Dr. Rochelle Haynes collaborate to offer organisations a view into one of the newest human capital trends emerging for the 2020s workforce. The rise of the blended workforce, combining the power of permanent employees with independent workers and so-called digital nomads. This coincides with the need for organisations to re-orientate the way things were done in the past and find a new way to attract, mobilise, manage and measure a hybrid workforce – the need for ‘GigHR[®]’ professionals according to Jeremy and Rochelle.



Jeremy is an award-winning business leader and human capital expert. He is also CEO of Performance Works International, a professional consultancy that helps traditional organizations transform into dynamic businesses ready for the demands of the future. Over the past 20 years, Jeremy has supported businesses in most major markets in the world, helping leaders and teams drive a cultural shift that responds to the fast-changing digital era.

Jeremy has created a business based on embracing the independent workforce. As a digital nomad, he continues to work across borders, with a global network of experts, from a variety of workplaces and spaces - be they client related or more social co-working hubs.



Rochelle is the founder and principal partner of Crowd Potential Consulting Group and is a senior lecturer at the University of the West of England (UWE).

Rochelle's true passion lies in applying HR to the growing field of the gig economy and she recently spent five weeks travelling across Thailand, a remote-working hotspot, to explore co-working spaces and interview globally dispersed workers. She specialises in the emerging field of 'Gig HR', a term she coined to describe the discipline of using HRM to help companies enhance their working relationships with contract workers, 'gig workers', 'digital nomads' and other independent workers and off-site stakeholders, whose physical contact with the organisation is limited or non-existent.

Contact Jeremy and / or
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