



KEYNOTE

The Blended Workforce Revolution

A new manifesto for organisational development in the digital era

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

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 on 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).

The research covered almost **2,000 independent workers and HR/business leaders from 6 regions and over 35 countries** to see just how pervasive the blended workforce has become, the needs and expectations from independent workers and how much business leaders are formalising a strategic approach to attracting human capital, recruitment, deployment and more.

Jeremy Blain and Dr Rochelle Haynes have created a Keynote and Senior Leader session to focus on the research findings from Enterprise, employee and independent worker perspectives, linked to implications for all parties and actionable plans to implement the new rules of the road that may be required.

The keynote highlights the rise of the blended workforce and crucially how both enterprise and independent workers themselves can mobilise, formalise and create high performance relationships to the benefit of all parties concerned.

The keynote addresses:

- The rise of the blended workforce as the key human capital trend for the 2020s
- Research across 6 regions and over 30 countries uncovering how today's leaders manage high performance when working with a heady mix of independent workers and full-time staff.
- How independent workers and HR leaders interact and engage with each other
- The realities, opportunities and challenges in mobilising, managing and measuring the blended workforce
- Perspective from both Enterprise and Digital Nomads / Independent workers.
- Comprehensive roadmap we call '**GigHR**[®]' for how to blend your workforce effectively - the tricks, traps and must-do's
- Advice for both Enterprise and the Independent workforce for how to formalise the informal and closer collaborate for success.

The **GigHR**[®] Experts

The research authors and keynote speakers

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.

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