



**IQN**SIDERS 2016

# Voicing the Value: Promoting Your Program to Key Stakeholders

April 28, 2016



**Why your program is strategic?**



**Who are your Stakeholders?**



**What to Communicate to your Stakeholders**



# SKILLED LABOR SHORTAGE



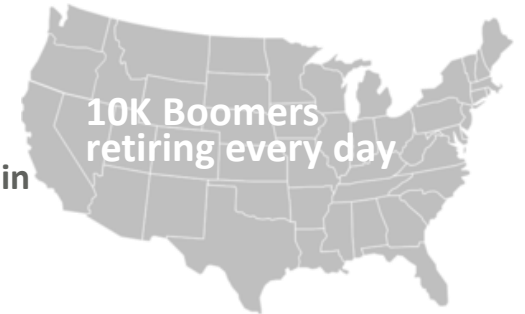
By 2020

Shortage of 30-40M college educated workers

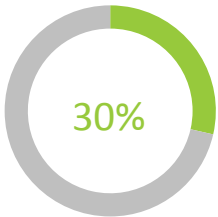


By 2018 More jobs than people to fill them

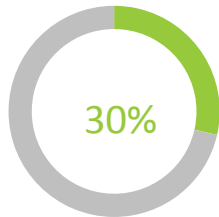
66% of multinational companies say talent shortages are likely to affect their bottom line in the next five years



# NON-TRADITIONAL EMPLOYMENT



Contingent Workforce (as % of Labor)



Contingent Growth Next 2 Yrs.



Choose Flexibility 56%

BY 2020

50%



# WORKFORCE FLEXIBILITY



6 in 10 students say they are NOT considering a career in business



Flexibility as Demand Ebbs and Flows



Considering Non-Employees as Hiring Needs Grow





# IT TAKES AN ENTERPRISE....

## OWNERS



**Human Resources**  
Talent Acquisition



**Procurement**  
Strategic Sourcing

## STAKEHOLDERS



**Finance**  
Budget Controls



**Information Technology**  
Total Talent Infrastructure



**Business Owners**  
Critical Success Factors

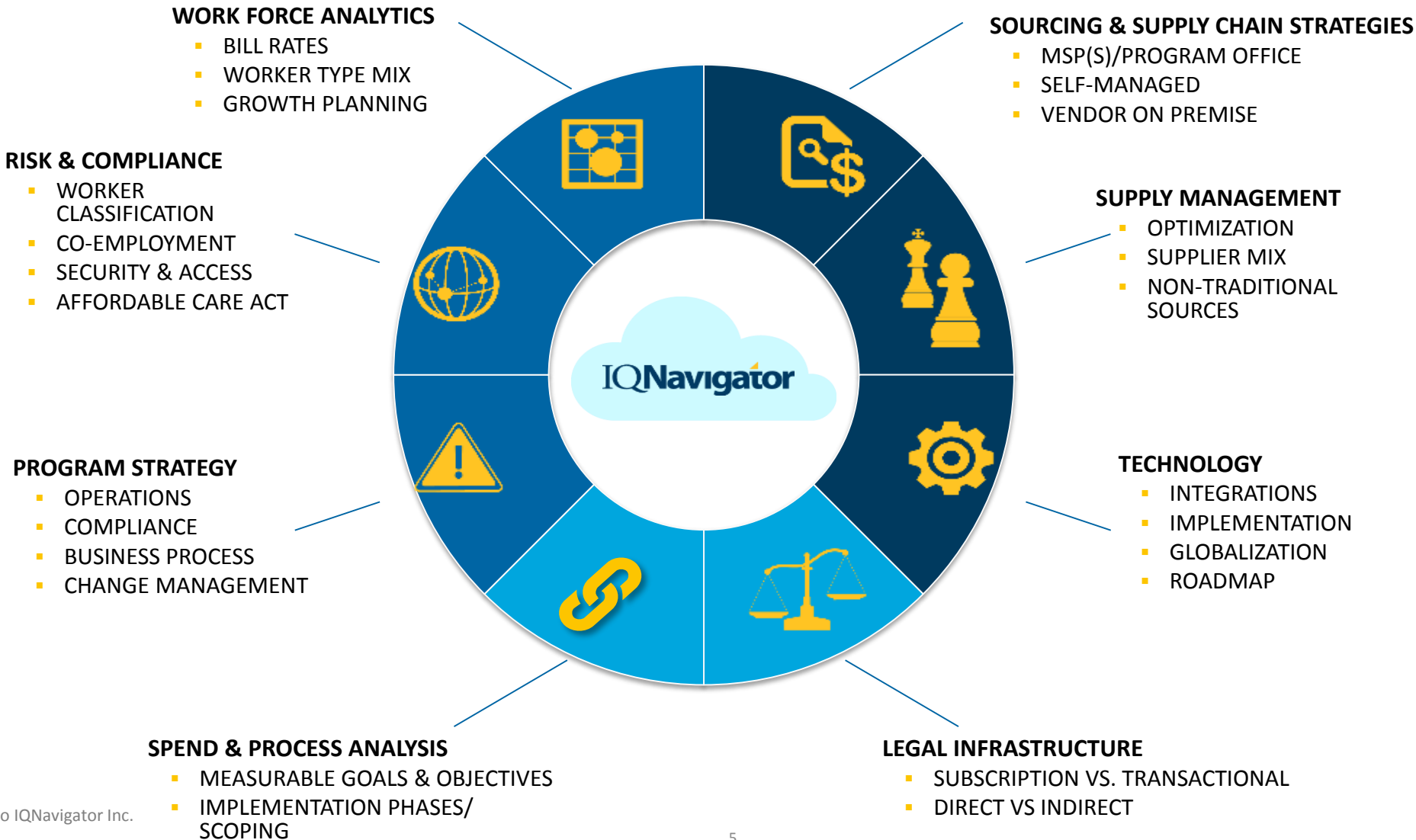


**Legal**  
Risk & Compliance





# Best Practices for Non-employee Labor are Extensive





## Top Reasons for Promoting the Program



Promote adoption

Aid to assure retention

Build relationships

Identify Expansion  
Priorities



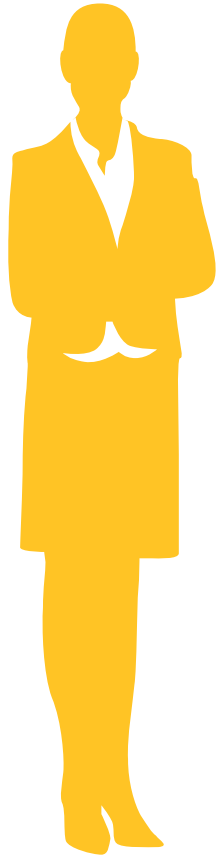


## 6 Ways to Promote Program Value

- Reinforce the value the stakeholders are getting
- Establish your standing with stakeholders
  - How are we doing?
- Define and review program goals
- Set new goals regularly
- Capture and communicate wins
- Capture and communicate how you are developing the relationship



## So Many Relevant Topics.....



- Alignment to corporate initiatives
  - Business/Industry fluctuations
  - M&A Activity
  - Seasonal demand management
- Non-Employee Trends
  - Category & Industry
  - Subscribe to analysts
  - Internal focus
- Key Business Contributions
  - Audits
  - Bench Marks
- Program Statistics
  - KPIs, SLAs
  - Bench Marks
  - What's trending
- What's not Working





**IQNSIDERS 2016**

**Thank You**



@IQN





# Program Maturity Roadmap

