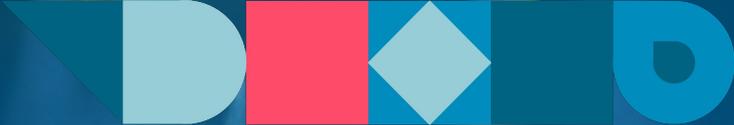


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# Future of Work Right here. Right **now.**

The Gig Economy: Learning the Lingo





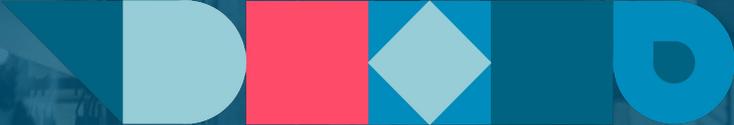
# Gig Worker.

**“An umbrella term for employment arrangements that deviate from standard employment, including: part-time and on-call work, temporary agency work, zero-contract hours, disguised employment and self-employment.”**



Source: International Labor Organization

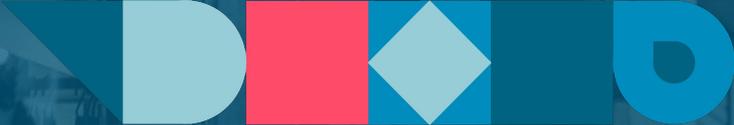




# The Stats.

- 1. The Bureau of Labor Statistics reported in 2017 that 55 million people in the U.S. are “gig workers”. This accounts for approximately 34 percent of the U.S. workforce, projected to increase to 43 percent in 2020. (ILO)**
- 2. The Online Labour Index—the first economic indicator that provides a platform economy equivalent of conventional labour market statistics—reports that most clients are based in the United States (44%), the United Kingdom (8%), Australia (6%) and India (5%). Together, European countries represent approximately 23%**





## The Stats (cont).

3. There has been an increase of 5x in the number of gig workers over the last decade.
4. Today's graduates are joining a workforce where the Gig Economy — including consultants, independent contractors, freelancers, side giggers, and on-demand workers — makes up an estimated 30-40% of the U.S. workforce.

Source: International Labor Organization





## **QUESTION.**

**What are some popular gig worker platforms?**

**X.**



 Rover

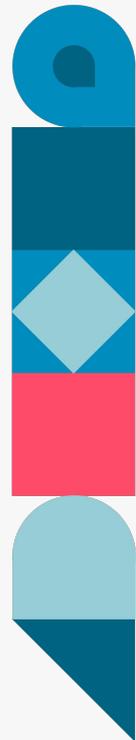
 Uber

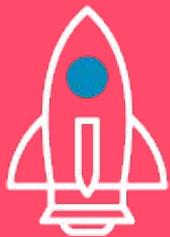
 upwork

 fiverr.

 TaskRabbit

 X.

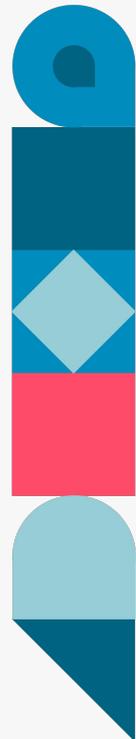


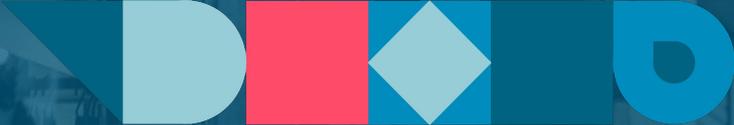


## ANSWER.

In the gig economy, work has been broken down into smaller, time-bound tasks.

Some sites that list tasks for people to perform include [TaskRabbit](#), [Upwork](#), [FlexJobs](#), [Uber](#), [Rover](#), [Fiverr](#), [Care.com](#) or [Instacart](#) which can often involve a simple service like hanging pictures, dog-walking or driving a car to more complex but equally short-term work such as Virtual Executive Assistants or Medical Auditors.





# Some Gig Profiles.

- **IT gigs** - information security engineer and network analyst jobs.
- **Software development** gigs - DevOps engineers and UX
- **Freelance writer** gigs - content writer and copywriter jobs.
- **Accounting and finance** - freelance independent consultants and mortgage representatives.
- **Transportation** jobs can include rideshare drivers.
- **Construction** gigs can include carpenters and other construction workers.
- **Art and design** gigs can include musicians or graphic design
- **Administrative** - pharmacy technician and design administrative assistant jobs.
- **Media and communications** gigs - technical writers and photographers.
- **Education** gigs - substitute instructors and tutors.
- **Project management** gigs - project or office manager jobs.



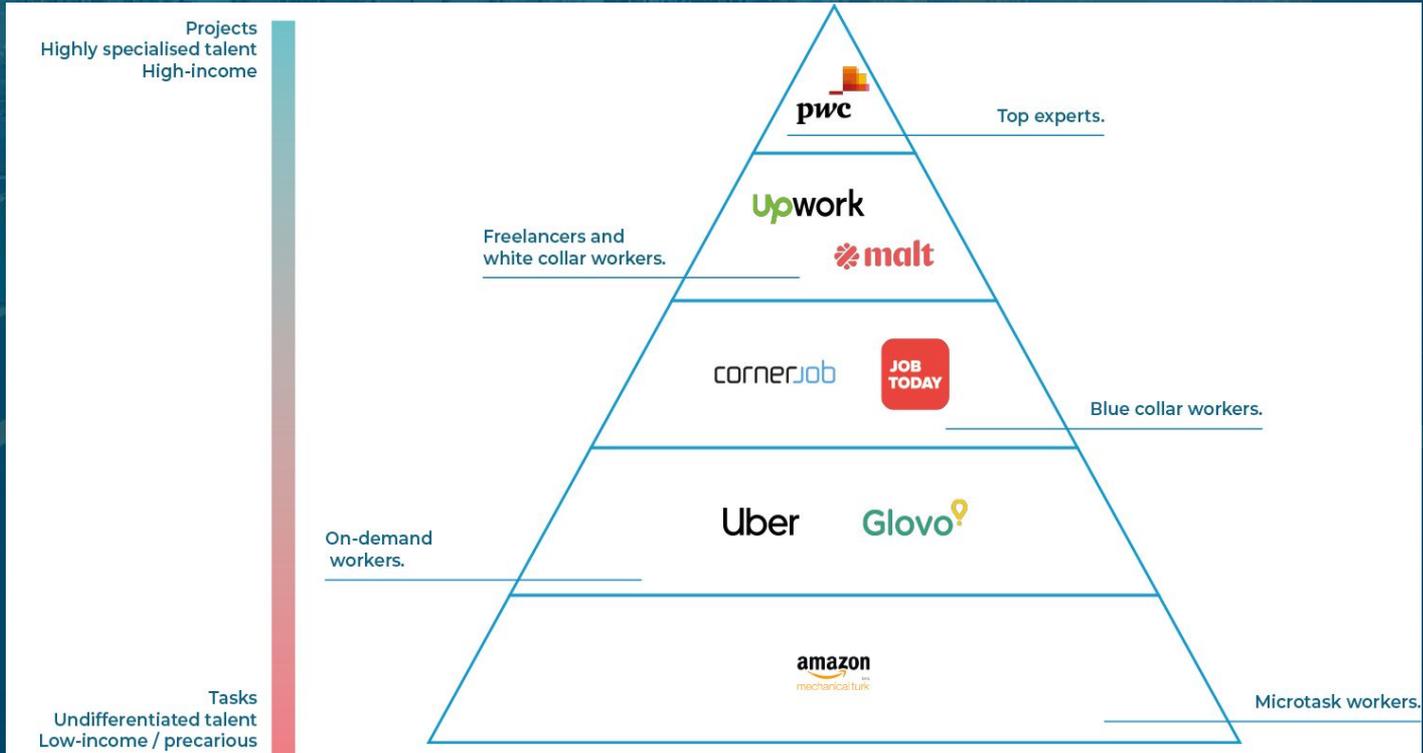
# Some Gig Profiles.

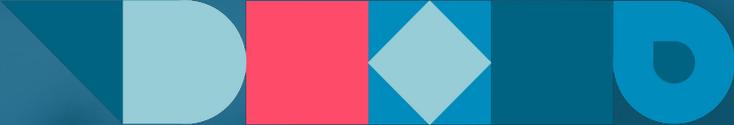


**Simon** is a former garage mechanic who now works on jobs online using Mechaniku, an app displaying local mechanics. The app allows clients to book a mechanic to come right to where they are — at home, at work, or wherever they break down. No more driving to a garage, and especially, no more waiting. Simon has over 100 5\* reviews and has built up a client base of his own.



# Typology of digital platforms.





# Let's recap.

- **Gig Employers make savings by a reduction in office overheads like training and office space.**
- **Work can be done anywhere there is an internet connection.**
- **Companies can recruit from wider talent pools.**
- **Workers can demand more flexibility in their life/work balance**
- **Workers can select jobs from around the world that are of interest to them.**



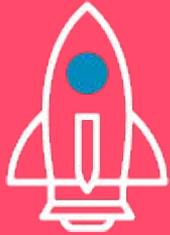


## **QUIZ QUESTION 1.**

**In 2020, what percentage of US workforce worked in the gig economy?**

**X.**





**ANSWER.**

**43% of the US workforce was projected to be involved in gig work in 2020.**

**X.**



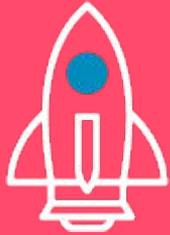


## **QUIZ QUESTION 2.**

**What are some of the trade-offs for gig workers for the freedoms and work-life balance they may have?**

**X.**





## **ANSWER.**

**They may have modest pay,  
Little or no health or retirement benefit,  
Tax complications, or out-of-pocket  
expenses for equipment.**

**X.**

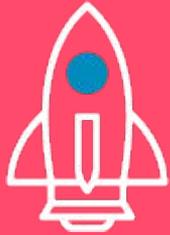




**QUIZ QUESTION 3.**  
**What's an example of a white-collar work gig?**

**X.**





## **ANSWER.**

**Anything using specialist skills, e.g. as graphic designer, copywriter, project management, accounting or freelance finance work, film producer, musician or costume designer.**

**X.**



# Task 1.

Identify benefits and challenges of this model for companies and workers alike.

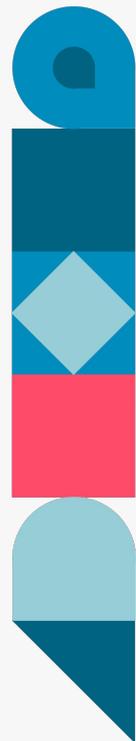
- Resource: [download Analysis Template.](#)
- What are the benefits of this working model for companies and workers, and what are the challenges posed to both companies and workers? Think of other potential benefits for companies and independent workers.



# Task 2.

Think of possible gigs you could do, and using our resource or your own knowledge, find platforms where you could do some work internationally, or identify a trial gig where you could earn some money and gain some experience locally.

**NOTE!** Gig work is not only digital: gig workers can also be found: teaching a class, playing an instrument, or walking a dog.





**The future of work is choice.**

**What does the future of work look like to you?**

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