

checklist

for attracting contingent talent.

Utilizing contingent talent is an efficient way to bridge skill gaps and manage seasonal fluctuations in your business. This approach not only helps you meet business needs but also provides an opportunity for contingent workers who often seek job continuity, apprenticeships, and skill development.

This checklist serves an efficient tool for attracting contingent talent, by streamlining the process, organizing your efforts, and reducing potential mistakes.



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partner for talent.

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- ✓ identify skill gaps
- ✓ evaluate the opportunities you can offer
- ✓ assess the benefits and perks
- ✓ revisit and refine your EVP
- ✓ gather input from contingent workers
- ✓ specify the ideal experience
- ✓ continuously optimize your strategy





identify skill gaps and outline your needs

Clearly define the types of work and amount of work you need to fulfill through your contingent recruitment efforts. This allows you to itemize the various skills and the number of workers you require to perform those tasks effectively.



evaluate the opportunities you can offer

Contingent workers' primary goal is often simply job continuity, but they will prioritize jobs where skills acquisition and permanent work are available. One simple tactic is to train contingent workers on a variety of tasks within a single process.



assess the benefits and perks available

Contingent workers see flexible hours, a pleasant work atmosphere, and family-care benefits as strong differentiators. You can extend many of these benefits already offered to permanent workers to contingent staff and advertise those benefits to new talent.



revisit and refine your employee value proposition

You should rewrite your existing employee value proposition (EVP) to include the preferences of contingent talent as you've identified them in the steps above.





gather input from both present and past contingent employees

Your contingent workers have valuable insights into the pros and cons of working for your company. Create a formal way to assess the experience of past contingent workers to improve recruitment and your brand.



specify the ideal experience for contingent workers from start to finish

Now that you've identified the basic needs of contingent workers, you should create a roadmap for the ideal experience contingent workers may have with your company. This roadmap details positive outcomes for both you and individual workers.



continuously evaluate and optimize your strategy

As you learn more about the experiences contingent workers have with your company, establish a formal process for internal review and response to the findings so that you can leverage those insights to their full potential.



Contact one of our consultants for more information about how to attract contingent talents.

