

Gig Jobs

Exploring Non-Traditional Employment Opportunities



Workshop Guidelines

- Please be courteous and respectful to the host and other participants
- This is an interactive session - we welcome you to ask questions at any time (unmute your microphone or send questions via chat)
- The workshop presentation and other materials will be sent to all participants who provided an email address
- Follow up with your nearest Oakland County Michigan Works! service center for additional assistance

What is a Gig-Economy?

- A Gig Economy refers to a workforce that is made up of freelancers and those who work independently from traditional workplace settings.
- Growing number of people going their own way through freelance and contract work – any situation where the individual is paid per job, or ‘gig’, as opposed to receiving a regular salary or wage from an employer

<https://www.youtube.com/watch?v=oQfTJy0sRVs>

Statistics of Gig-Economy

About 36% of US workers are now involved in the gig economy.

US freelancers contributed \$1.28 trillion to the American economy in 2018.

90% of freelancers think the industry has an even brighter future ahead of it.

If the gig economy keeps growing at its current rate, more than 50% of the US workforce will participate in it by 2027.

In 2018, US independent workers spent a billion hours per week freelancing.

42% of young people freelance.

FREELANCING IN AMERICA

2017

"Freelancing in America" is the most comprehensive study of the independent workforce. Commissioned by Freelancers Union and Upwork, and conducted by independent research firm Edelman Intelligence, this study analyzes the size of the growing freelance economy and provides insights into the major role freelancers play in the future of work. In fact, based on this year's findings it is predicted that the majority of the U.S. workforce will be freelancers within a decade (by 2027).



WWW.UPWORK.COM/II/FREELANCING-IN-AMERICA

57.3M people freelance



The majority of workers will freelance by 2027



Millennials are leading the way

47%

of Millennial workers freelance, more than any other generation



Freelancers contribute an estimated

\$1.4 Trillion

annually in freelance earnings to our economy



More income sources are better

Freelancers think having diversified income is more secure than one employer (63% agree)



Tech is enabling freelancing

71%

of freelancers say the amount of work they obtained online increased over the past year



Don't call this the gig economy

What freelancers prefer calling this economy



Top drivers and barriers to freelancing

DRIVERS

- Freedom
- Flexibility
- Earning extra money

BARRIERS

- Income predictability
- Finding work
- Benefits

Freelancers are preparing for the future



55%

FREELANCERS

% who reskilled within the last 6 months

30%

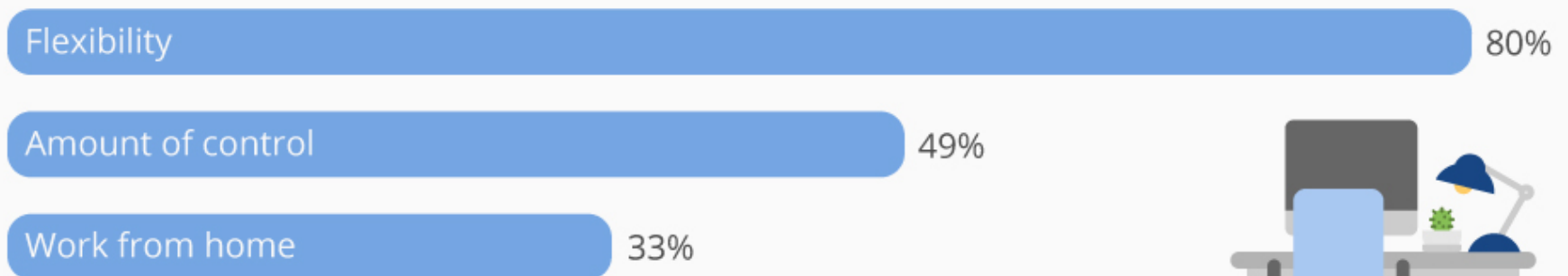
OTHERS

Gig Economy Leaders

Pros & Cons of the Gig Economy

Selected benefits and downsides of contingent work in the gig economy*

Upsides



Downsides



* A contingent worker is a provisional worker who works for an organization on a non-permanent basis



Online survey of 1,008 contingent workers based in the U.S. conducted in July 2016

Source: EY



Benefits of Gig-Economy

- Flexibility in schedule
- Greater independence and freedom to choose when and where to work
- Less risk of job and income loss with multiple employers
- Variety in work- expands work experience
- Greater scale to allow for financial growth- eliminating traditional earning caps that are set with standard salaried positions
- Development of new skills viable to many industries
- Mimics entrepreneurship with less individual risk

Limitations of Gig-Economy

- Inconsistent income, with less stability
- Lack of employer-sponsored benefits- health insurance, 401 (k) plan, paid vacation time, etc.
- Incurred costs such as gas, work supplies and workers comp coverage
- Absence of protections afforded to W-2 employees
- Price competition with lower cost markets
- Must come with skills (less in-house training)
- Employee classification and regulations
- Businesses have more talent options

Corporate Shift to Gig-Economy

Pros for Companies

- Ability to hire for immediate vs long-term needs
- Agility for fast growth or fast shrinking
- Reduced fixed costs
- Shift risk to employees
- No need to train staff into job
- Access to highly desired skills on demand
- “Try before you buy”

Cons for Companies

- Pay premium for most desired skills
- Higher hourly rates to compensate for lack of stability
- Sharing resources with competitors
- Employees have more gig options
- Losing long-term experience

Reasons for Gig-Economy



Goal Gig Worker

Individuals who have a full-time job, but pick up an ad hoc gig for extra income to pay for expenses like an annual family vacation.



Hobby Gig Worker

Individuals who work a main gig as a hobby.



Stop-Gap Gig Worker

Individuals who have picked up various gigs after losing a job and continue to work multiple gigs until they find a traditional full-time job.



Career Gig Worker

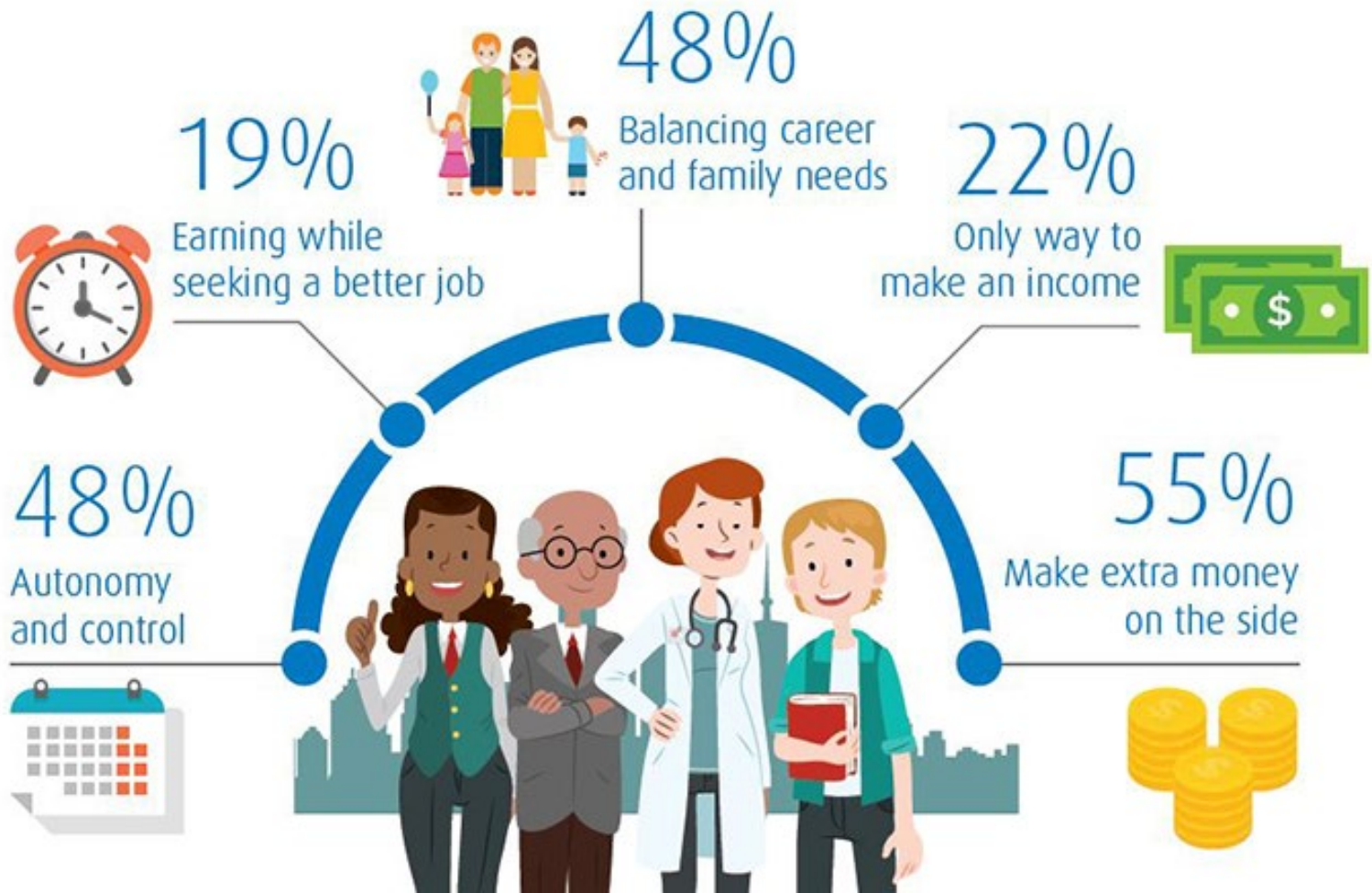
Individuals who have one/multiple gigs in addition to a regular part-time job or one primary gig job.



Part-Time Gig Worker

Individuals who hold a primary gig and combine gig assignments to create full-time employment.

Top reasons for working in the gig economy



**Top Reasons for Working
in the GIG Economy**

BREAKDOWN OF SERVICES PROVIDED BY GIG WORKERS

Personal services, such as cleaning, moving, or DIY tasks, through a website or app like *Hassle* or *TaskRabbit*



Skilled manual work, such as plumbing, building, electricians, or carpentry, through a website or app like *MyBuilder* or *RatedPeople*



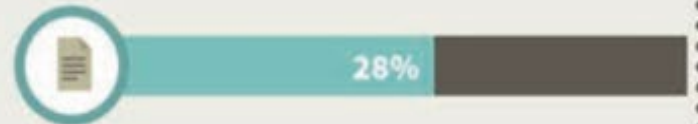
Administrative work, such as data entry or 'click work', through a website or app like *PeoplePerHour* or *Clickworker*



Creative or IT work, such as writing, graphic design, or web development, through a website or app like *Upwork*, *Freelancer* or *Fiverr*



Professional work, such as consultancy, legal advice, or accounting services, through a website or app like *Upwork*, *Freelancer*, or *Talmix*



Delivery or courier services, through a website or app like Deliveroo, *UberEATS*, or *Just Eat*



Driving or taxi services, by finding passengers through a website or app like *Uber*



50%

Source: RSA/IPSOS Mori Survey

150 Power Gig Economy Apps!

Best GIG Economy Jobs in 2020

- Software Programming
- Online Marketing & PR
- Rent Out Your Space
- Delivery Driving
- Rideshare Driving
- Video and Multimedia Editing
- Accounting
- Home Improvement Jobs
- Occupational Therapies

Types of Gig Work

Network Marketing

Work using a smart phone or online computer to generate revenue. Heavily influenced by personal and professional networking, learn as you earn, attending presentations, company events, etc.



Digital Apps

Work that uses a smart phone to communicate with the company and clients, training varies but required, get assignments digitally and record of pay.



Remote Worker

Work from home using a desktop or laptop computer. The use of internet and a smart phone are required. Training may also be required and provided.



On The Go

Book a Gig online or over the phone and you will be sent out to a location to make money. Training may be based on previous work history or may not be provided.



Hiring Requirements

- Age -18 years old Minimum for most - 21 years old Minimum for Rideshare
- Reliable vehicle 10 -15 years old or newer (rideshare)
- iPhone (ios 8 or newer)/Android (4.4.2 or newer)
- Valid U.S. Drivers License
- A Social Security # or Business EIN #
- Email Address
- Online application, Resume and Interview Process is required for most
- Valid Registration and Auto Insurance
- Bank Account for direct deposit or PayPal
- Thorough background check required
- Knowledge base or work to be performed
- Ability to lift 25lbs
- Other requirements may apply



What you should consider before you start....



Which gig is right for your current lifestyle?

Research, Research, Research - know what you are getting yourself into.

Don't quit your traditional job until you know if this type of employment is a good fit.

Create a budget and make sure it will be supported by this type of employment.

Do you have the skills needed to succeed in the "Side Gig" you choose? Do you need additional training?

Does the gig you wish to start align with your short term and long-term goals?

What type of commitment is required to engage successfully with the gig you choose?

Current Economy Changes

Positive

- ❑ Increased demand for delivery services and online retail stores
- ❑ Federal Cares Act provides some provisions
- ❑ Larger gig companies are offering benefits to assist
- ❑ Rise in awareness for protecting this economy
- ❑ Hazard pay

Negative

- ❑ Decline in non-essential gigs like rideshare/ property
- ❑ Increased risk in exposure to virus when delivering service
- ❑ Lack of benefits to provide support
- ❑ Increased talks of strikes

Future Economy Changes

Positive

- Flexibility – ability to modify services to provide in-demand services
- Maintain non-contact delivery
- Larger gig companies are offering benefits to assist
- Increase in social media driven digital economy work because of extended social contacts during SIP orders
- Push for increased legislation to provide rights to freelance occupations
- Freelance opportunities on the rise based on the effects of COVID-19

Negative

- Feeling of lack of security with the Gig Economy work
- Increased risk in exposure to virus when delivering service
- Still not stable work
- May need to change focus due to employment trends
- Recession

At Your Service

Monday-Friday, except state holidays

Telephone and Virtual Appointments Only

NOVI

31186 Beck Road
Novi, MI 48377

(248) 926-1820

OAK PARK

22180 Parklawn Street
Oak Park, MI 48237

(248) 691-8437

PONTIAC

1850 N. Perry Street
Pontiac, MI 48340

(248) 276-1777

SOUTHFIELD

21415 Civic Center Drive, Suite 116
Southfield, MI 48076

(248) 796-4580

TROY

550 Stephenson Highway, Suite 400
Troy, MI 48083

(248) 823-5101

WATERFORD

7500 Highland Road
Waterford, MI 48327

(248) 617-3600

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