

Engaging Contingent Workers *Strategies for Cultural Alignment and Connection*

In recent years, the use of contingent or contract workers and gig workers has become increasingly popular among companies seeking greater workforce flexibility and cost-effectiveness. However, one challenge companies face when working with these types of workers is how to keep them engaged in the company culture and aligned with its mission and values.

Studies have shown that contingent workers and gig workers can feel disconnected from the organization's culture, leading to lower levels of engagement, job satisfaction, and commitment.

- *A study by Deloitte found that 42% of gig workers feel disconnected from their employer's culture and values.*
- *In contrast, only 23% of traditional employees feel the same way.*

So how can companies keep their contingent and gig workers engaged and aligned with their culture?

Establish Clear Expectations and Communication Channels

Companies should clearly communicate their expectations and provide gig and contingent workers with the resources they need to do their job well. This includes providing training and support, setting goals and objectives, and establishing regular communication channels to keep everyone on the same page.

One study by Randstad found that nearly 60% of gig workers believe that clear communication is essential to their success. Therefore, companies need to ensure they are providing clear and frequent communication to help their contingent and gig workers feel more engaged and part of the team.

TCWGlobal attempts to be a main pillar of communication from the employer of record side: We call every newly onboarded worker to welcome them, we reach out regularly just to check in, and we have automated emails reminding them of their benefits/pay schedule. As a result, we have been voted best place to work five times. Communicating makes your team feel valued. Remember most the information you have should be shared, no matter how small. As the saying goes, great companies over-communicate.

Provide Opportunities for Social Interaction

Social interaction is a critical component of a positive work environment, and companies should strive to foster connections among all workers, including contingent and gig workers. One effective way to do this is by providing opportunities for social interaction and team building activities. And this is true of online and remote workers as well.

A study by Gallup found that employees who have a best friend at work are seven times more likely to be engaged in their job. Companies should encourage social interactions and foster connections among all workers, regardless of their employment status.

TCWGlobal prioritizes social interaction both internally and externally—we can help you organize contractor holiday parties and other gatherings! One company holds regular happy hour sessions online to just hangout, remember gathering and talking is important for building an engaged team.

Offer Incentives and Recognition Programs

Incentives and recognition programs are powerful tools for motivating and engaging workers. Companies should consider offering incentives and recognition programs for their contingent and gig workers, just as they do for their traditional employees.

According to a study by Aberdeen Group, companies that offer recognition programs have a 31% lower turnover rate than those that do not. By offering incentives and recognition programs, companies can help foster a sense of belonging and engagement among their contingent and gig workers.

TCWGlobal knows that by showing appreciation to team members it reinforces their value and significance in the organization, thereby bolstering their motivation to continue to strive for excellence.

By recognizing their efforts and achievements, it fosters a sense of engagement, not only with their individual responsibilities, but also with the larger organizational goals. Furthermore, this practice of appreciation cultivates an enthusiastic work environment, making them excited about their job, thus leading to higher job satisfaction and productivity.

Foster A Sense of Purpose

Workers are more engaged and productive when they feel their work has a purpose beyond earning a paycheck. Companies can help foster a sense of purpose by communicating how their work contributes to the company's mission and values. And reminding each one that their work matters.

According to a study by Deloitte, 73% of gig workers who feel connected to their employer's culture and values believe their work has a positive impact on society. By helping contingent and gig workers understand how their work contributes to the greater good, companies can help foster a sense of purpose and engagement.

Internally, TCWGlobal consistently emphasizes the importance of our mission and values, ensuring that everything we do is simple, beautifully designed, consistently aligned, and puts service first. And for us, it's worked: 85% of our workers have said that our mission is important to them. We regularly allow our team members to take paid time off to volunteer in the community.

Provide Growth and Development Opportunities

Workers are more engaged and committed when they see opportunities for growth and development within their organization. Companies should provide growth and development opportunities to their contingent and gig workers, just as they do for their traditional employees.

A study by Mercer found that companies that invest in their employees' development have a lower turnover rate than those that do not.

By providing growth and development opportunities, companies can help foster a sense of engagement and commitment among their contingent and gig workers.

TCWGlobal has developed many different growth and development opportunities internally – including offering LinkedIn Learning courses and creating an educational reimbursement program. Externally, we offer Classroom Rewards: Employees who have worked for at least 60 days can get awarded with TCW gifts based on their GPA! In addition, we offer lots of lunch and learns, along with placing a high priority on mentoring within the organization. You will be surprised at how positively your team will respond to such measures.

Final Thoughts

Companies can keep their contingent and gig workers engaged in the company culture by establishing clear expectations and communication channels, providing opportunities for social interaction, offering incentives and recognition programs, fostering a sense of purpose, and providing growth and development opportunities.

- *Gallup's State of the Global Workplace report, businesses with high employee engagement are 21% more profitable than those with low engagement.*
- *The same report also revealed that highly engaged business units achieve a 10% increase in customer ratings and a 20% increase in sales.*
- *An extensive study from the Queens School of Business found that disengaged employees had a 37% higher rate of absenteeism, 49% more accidents, and made 60% more errors and defects in their work.*
- *The Corporate Leadership Council found that highly engaged employees are 87% less likely to leave the organization than disengaged employees.*
- *According to a study by the Harvard Business Review, companies that prioritize employee engagement outperform their peers by 147% in earnings per share.*

These statistics underscore the importance of intentionally focusing on employee engagement as it significantly impacts profitability, productivity, quality of work, and employee retention. For the latest data, consider referring to recent studies or reports by well-respected organizations or consultancies in the field of HR and organizational psychology.

TCWGlobal has exercised each of these strategies: We pride ourselves on going above and beyond the legal obligations of being an employer of record and being a tenant of happiness and culture as well.

So, use these strategies and work with us to help ensure that all workers feel connected and engaged, regardless of their employment status.