

Surviving and More in a Gig Economy

Richard P. Hulser | President
Richard P. Hulser Consulting



Background



- BS Earth & Space Sciences
- MEd Instructional Media
- MA Librarianship & Information Management
- Special Libraries Association Fellow
- SLA Southern California Chapter President 2019



What is the 'Gig Economy'?*

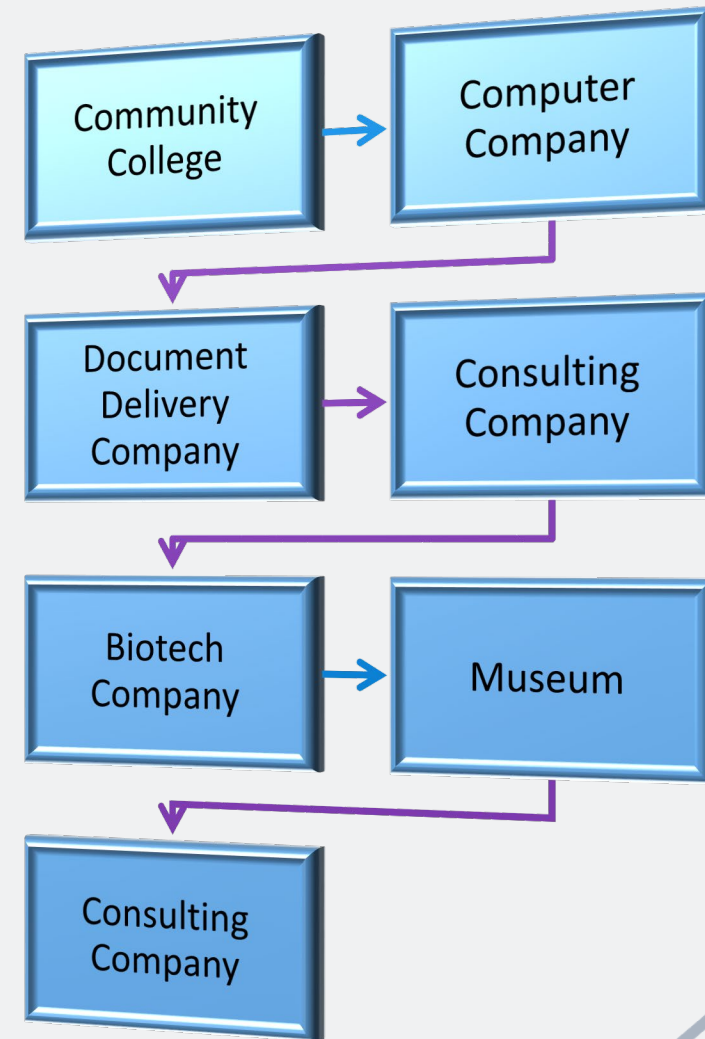
The gig economy is made up of three main components:

1. the independent workers paid by the gig (i.e., a task or a project) as opposed to those workers who receive a salary or hourly wage
[*not new concept but talking about technology enabled kind of work*]
2. the consumers who need a specific service, for example, a ride to their next destination, or a particular item delivered
3. the companies that connect the worker to the consumer in a direct manner, including app-based technology platforms. [Uber, Airbnb, etc.]



One of the main differences between a gig and traditional work arrangements, however, is that a gig is a temporary work engagement, and the worker is paid only for that specific job.

Project or 'gig' focus in various contexts



Thriving in the Gig Economy

“Approximately 150 million workers in North America and Western Europe have left the relatively stable confines of organizational life — **sometimes by choice, sometimes not — to work as independent contractors.** Some of this growth reflects the emergence of ride-hailing and task-oriented service platforms, but a recent report by McKinsey found that **knowledge-intensive industries and creative occupations are the largest and fastest-growing segments of the freelance economy.**”

“... the most effective independent workers ... cultivate **four types of connections – to place, routines, purpose, and people ...**”

Petriglieri, G., Ashford, S.J., Wrzesniewski, A.

Harvard Business Review 2018





Thriving in the Gig Economy

Four types of connections cultivated by independent workers:

Place – protected from distractions, easy access to needed tools

Routines – to enhance focus and performance

Purpose – taking only work clearly connected to broader purpose

People – those to turn to for reassurance and encouragement → direct role models, supportive collaborators, family & friends



Why Corporate Librarians Must Reengineer the Library for the New Information Age

“

“The corporate librarian needs to get rid of much of what he or she does, become expert in the tasks that are valued and expand those services that are really mission-critical.”

Sylvia E. A. Piggott [SLA president 1997]

Special Libraries Winter 1995 p.18





Challenges on information services

Impression everything
and anything useful
online, easily found,
accessible, and free

Increased demand for
access to electronic
content and services

Reduction of physical
collections as
transition to digital
content

Maximizing space and
demonstrating
effective, high use

Increasing e-content
costs

**Demonstrated
excellence in service
may still not be
enough**



Additional Challenges:



EXECUTIVES:
WHY HAVE
LIBRARY, PAY FOR
CONTENT OR
ELECTRONIC
TOOLS, OR KEEP
PEOPLE TO
MANAGE THEM?



PROFESSIONAL
ASSOCIATIONS
CHALLENGED TO
MEET NEEDS OF
HIGHER LEVEL
MANAGERS OF
INFORMATION
SERVICES



AGEISM
TO NEW
PROFESSIONALS
AND
HIGHLY
EXPERIENCED
WORKERS



FEAR OF
COMPETITION
DURING HIRING
PROCESS BY
OTHER
INFORMATION
PROFESSIONALS



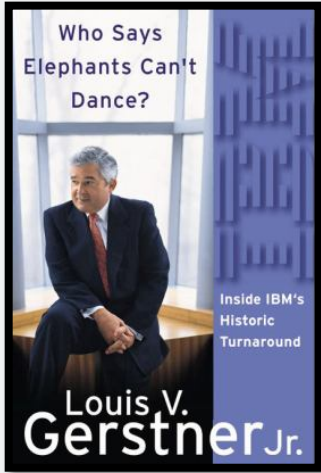
CONCERNS OF
REPLACEMENT
OF INTERNAL
SERVICES BY
CONSULTING OR
OUTSOURCING
SERVICES

Utilizing consulting or outsourcing aspects of operations can work well for organization's info services

Technology aids in securely contracting out necessary work to independent information professionals.

- Project focused with timeframe and results can accelerate progress
- Provides time and energy to focus on value added, strategic, mission critical activities





Culture IS the game

“...culture isn’t just one aspect of the game – it is the game. In the end, an organization is nothing more than the collective capacity of its people to create value. Vision, strategy, marketing, financial management – any management system, in fact – can set you on the right path and can carry you for a while. But no enterprise ... will succeed over the long haul if those elements aren’t part of its DNA.”
p. 182

“...management doesn’t change culture. Management invites the workforce itself to change the culture.”
p. 187

-- Louis V. Gerstner, Jr. (Chairman and CEO, IBM 1993-2002)





Considerations

Gig Economy can provide opportunities and resources to boost productivity and positioning

Operate like an internal 'gig' consulting business

Consider using outside professional consulting services in tandem with internal operations

Executives more interested in productivity and use of resources including space, physical collections size

Make decisions before they are made for you



Resources cited

For more details after today

- Ali, A. "As the gig economy grows, parents find flexibility and fulfillment – and pitfalls". *The Washington Post* February 26, 2019. https://www.washingtonpost.com/lifestyle/2019/02/26/gig-economy-grows-parents-find-flexibility-fulfillment-pitfalls/?noredirect=on&utm_term=.49aa6dea87fb
- Gerstner, L.V. Jr. *Who Says Elephants Can't Dance?: Inside IBM's Historic Turnaround*. New York: HarperBusiness, c2002.
- Istrate, Dr. E., Harris, J. "The Future of Work: the Rise of the Gig Economy" *National Association of Counties Futures Lab Report*. November 2017. <https://www.naco.org/sites/default/files/documents/Gig-Economy.pdf>
- Manyika, J. et al. "Independent work: choice, necessity, and the gig economy". *McKinsey Global Institute Report*. October 2016. <https://www.mckinsey.com/featured-insights/employment-and-growth/independent-work-choice-necessity-and-the-gig-economy>
- Petriglieri, G., Ashford, S., and Wrzesniewski, A. "Thriving in the gig economy". *Harvard Business Review* March-April 2018 pp. 140-143. <https://hbr.org/2018/03/thriving-in-the-gig-economy>
- Piggott, S. "Why corporate librarians must reengineer the library for the new information age". *Special Libraries* Winter 1995 pp. 11-20,



Thank You!

rphulser@gmail.com

Richard P. Hulser Consulting
Maximizing content and technology to meet client needs

