



TREND

WORKFORCE MARKETPLACE

The majority of Nordic businesses (87 percent in our survey) recognise that the ability to integrate more 'liquid' workforce models can be a significant source of competitive advantage. This comes from the innovation such a workforce can introduce to the business. But to date most use of flexible and freelance workers for Nordic businesses is focused on outsourcing to scale the business and fill skills gaps. Accelerating new approaches is not just a matter for businesses, however. This shift in workforce dynamics will have a profound impact on a societal level. Developing the right skills base will require collaboration between business, government and educators.

87%

...recognise that the ability to integrate more 'liquid' workforce models can be a significant source of competitive advantage.