

# The gig experience:

Unleashing the potential of your talent and your business

High performance. Delivered.



College graduates enter the labor market passionate and prepared.

Top reasons college graduates chose their major area of study:

- Passionate
- Good long-term career
- Job opportunities

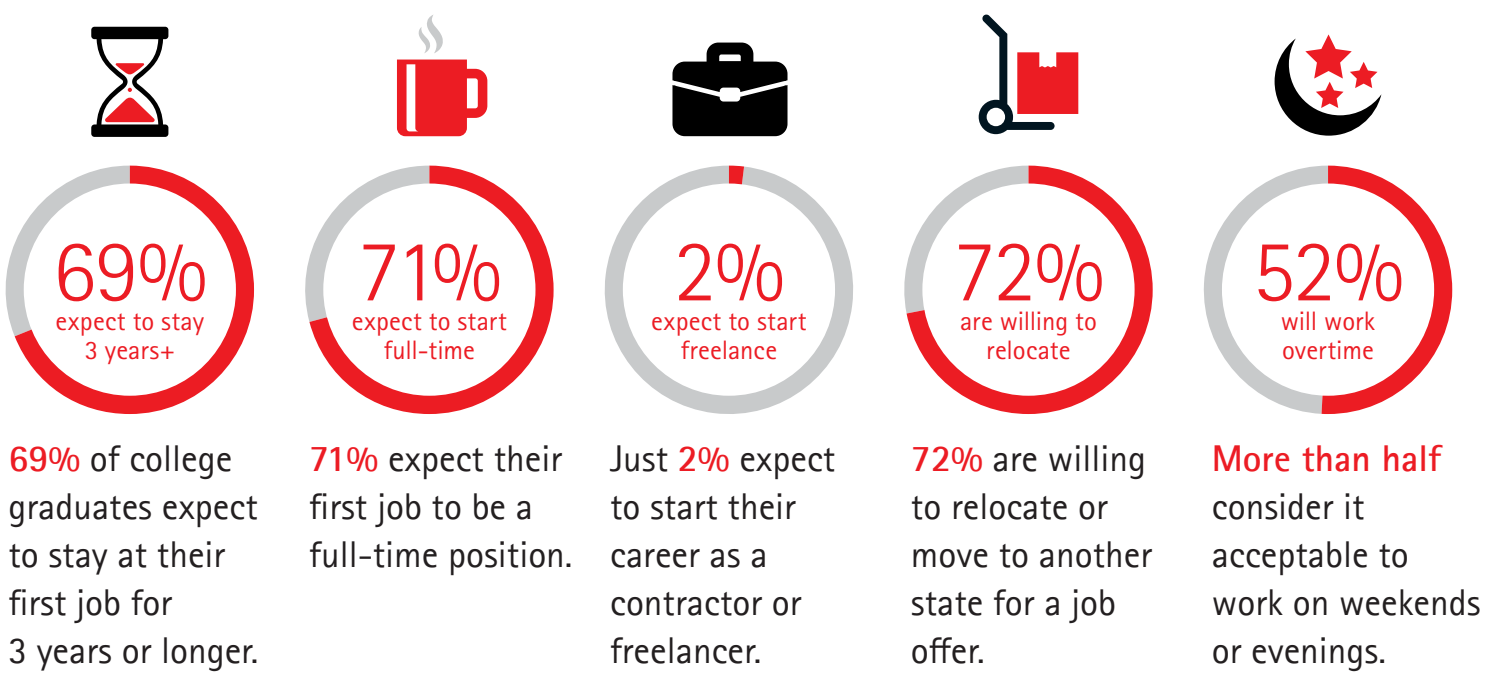
79% considered job availability before selecting their major.



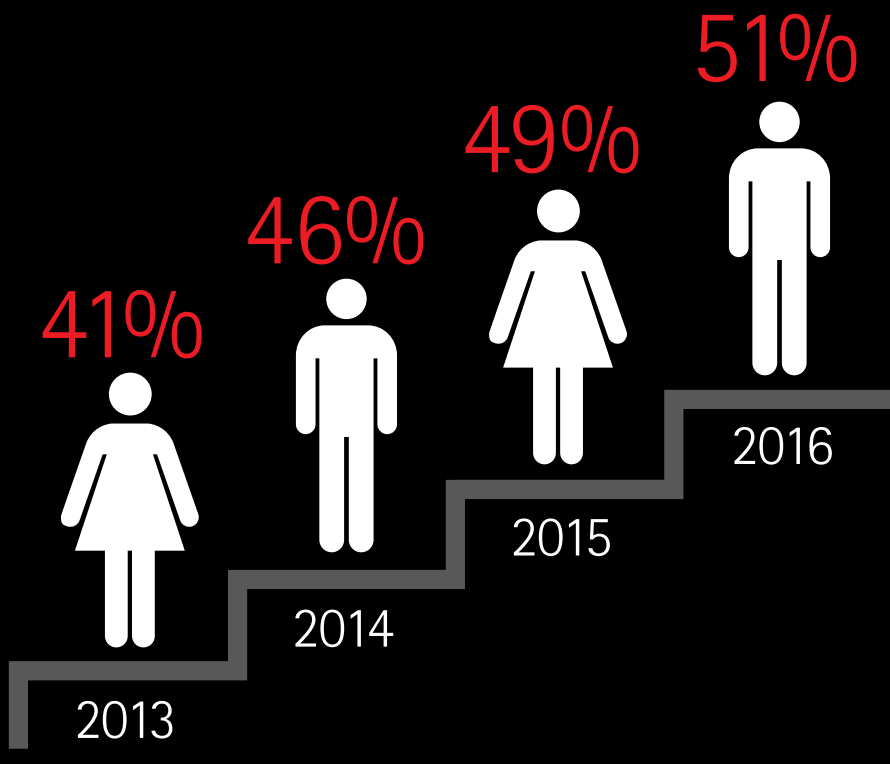
77% agree their education prepared them well for their job and career.



## And they are not afraid to commit.

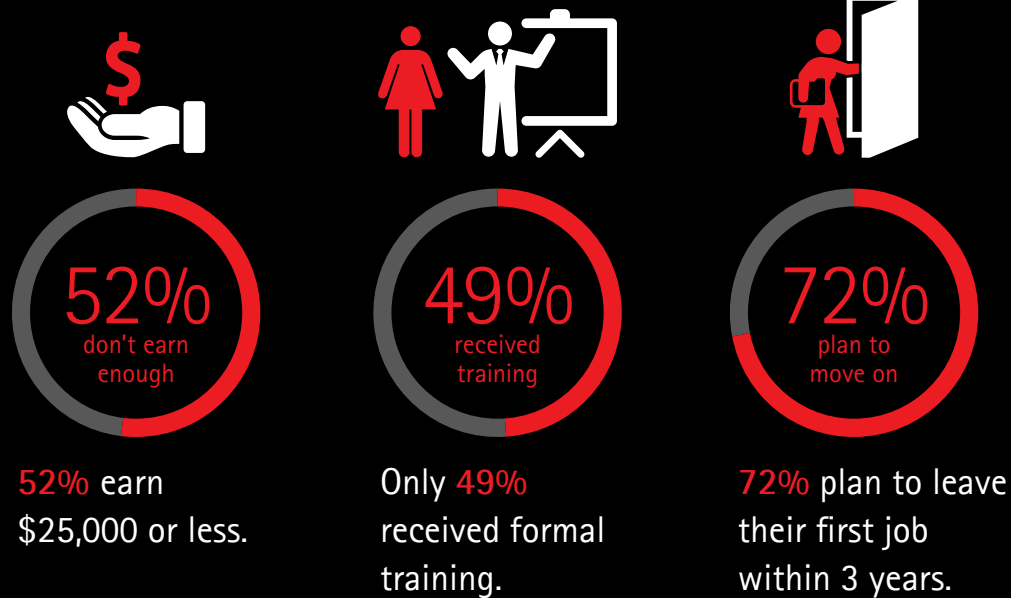


## Many recent graduates consider themselves underemployed.

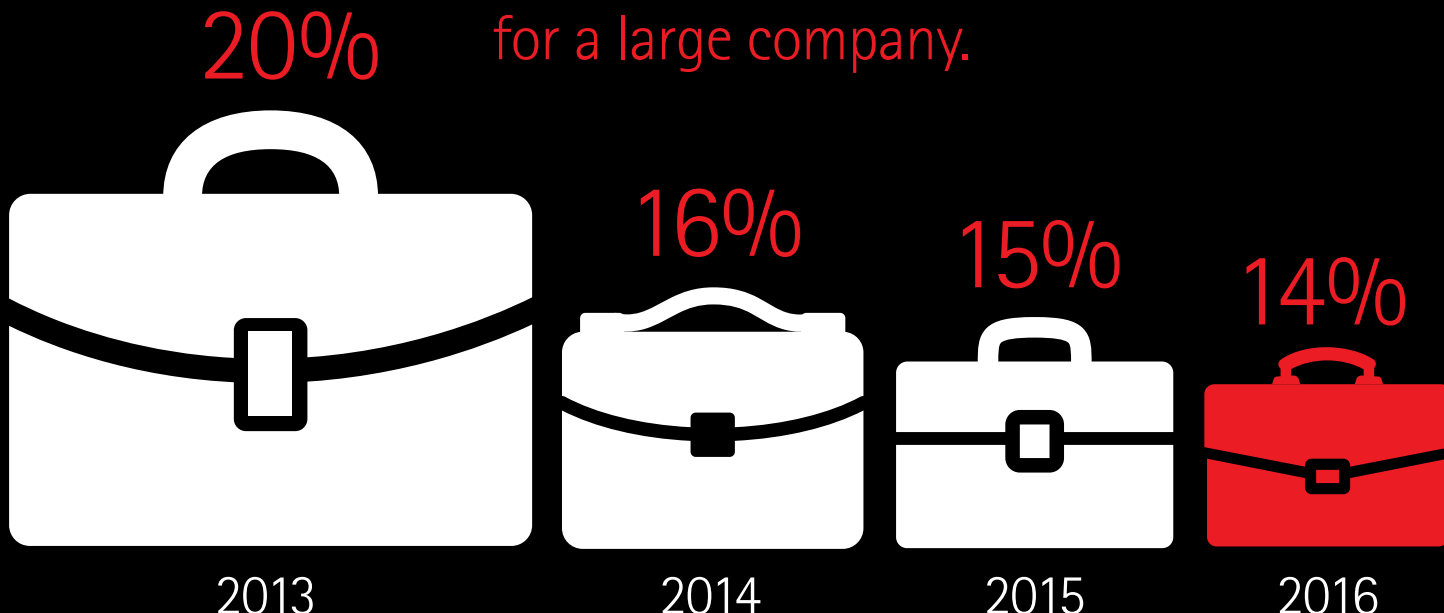


More than half of recent graduates surveyed in 2016 feel they are underemployed – a number that has climbed steadily.

Of the graduates who consider themselves underemployed:



Only 1 in 7 graduates wants to work for a large company.



## Here are some to-dos that can help employers deliver an internal gig experience.

- Hyper-personalize your talent strategy.** Tailor a comprehensive entry-level talent strategy centered around an individualized approach.
- Orient employee value propositions toward a dynamic work environment.** Look for workers who can be flexible and work in different roles.
- Connect employees' work to the purpose of the organization.** Provide job rotation and roles connected to the purpose of the organization to offer a more fulfilling employee experience.
- Re-imagine the learning and development experience.** Make learning more informal and experiential.
- Think "agile."** Incorporate concepts like design thinking into your talent strategy.
- Provide a small-team feel.** Create a sense of ownership and empowerment.

For more information, please visit [www.accenture.com/USCollegeGradResearch](http://www.accenture.com/USCollegeGradResearch)

Source: Accenture conducted an online U.S. survey of 1,005 students graduating from college in 2016, and 1,013 participants who graduated college in 2014 or 2015. Survey conducted in March, 2016. Note: Data has been rounded to the nearest whole number.