



THE HOME OF INDEPENDENT BUSINESS TALENT

Consultant Survey
Snapshot
July 2018

TalMix

In May/June 2018, Talmix conducted a survey among 40,000 independent consultants. The results from over 1,000 respondents provide a barometer to gauge key trends in using independent business talent.

Independent workforce continues to gain traction

The rise of the independent workforce is well-documented: our findings confirmed this with 60% of respondents saying that use of independent talent had increased in the last 12 months. This trend is expected to continue, with the use of platforms like Talmix expected to become one of the main ways to access this talent.

In-demand skills

Independent consultants are used for strategic and complex projects. Businesses turn to them for skills that may not be available in-house. The following were identified as the current most in-demand skills and likely to increase over the next 12 months:

- Digital Transformation
- Organisational change
- Operational Improvement

Budgeting for the independent workforce

Unsurprisingly, hard-to-find skills enable consultants to negotiate rates with clients. Part of this is driven by companies being unsure how to budget for the independent workforce: 72% of consultants surveyed believe that companies would benefit from help and advice in this area.

The biggest impact on project budgets relates to urgency of a project and issues relating to overrunning projects.

Independent workforce continues to gain traction **TalMix**

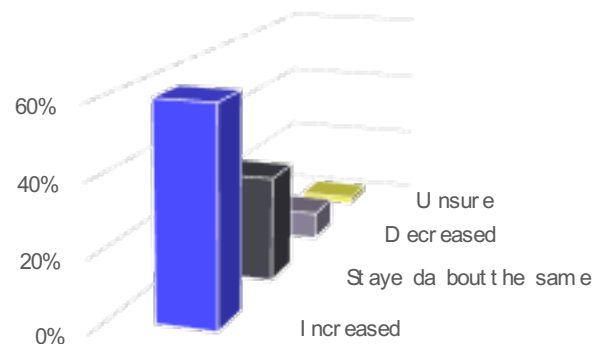
Organisational structures are changing and fixed teams no longer provide the best solutions to dynamic requirements in a digital age

Talmix consultants enable companies to build the best teams to address business issues

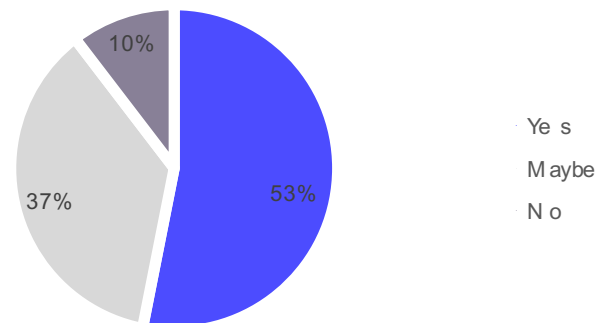
60% of survey respondents believe the usage of independent talent has increased in the past year

Whilst many opportunities are filled by consultants who are already known to the organisation (referrals, personal network and former employees), Talmix and other independent networks are increasingly effective channels

Usage of independent talent



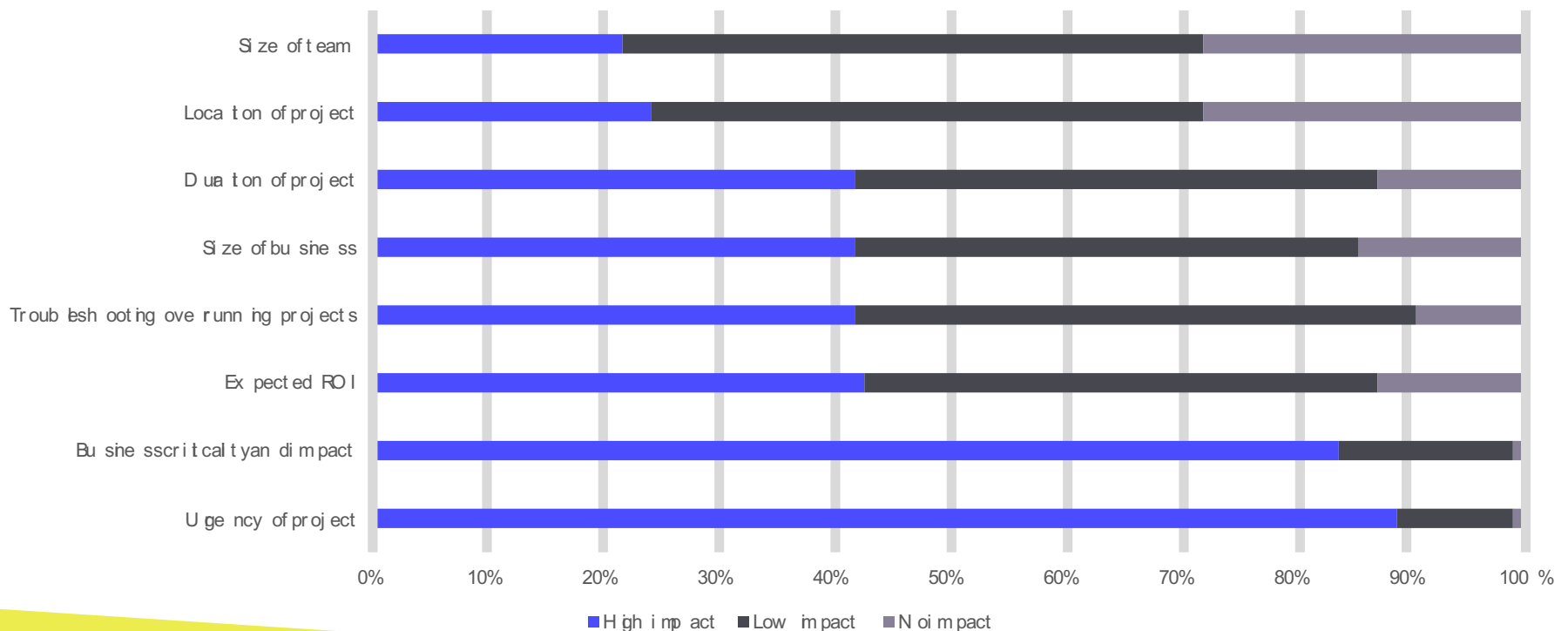
Usage of platforms like Talmix is increasing



We asked if different project factors influenced budgets...

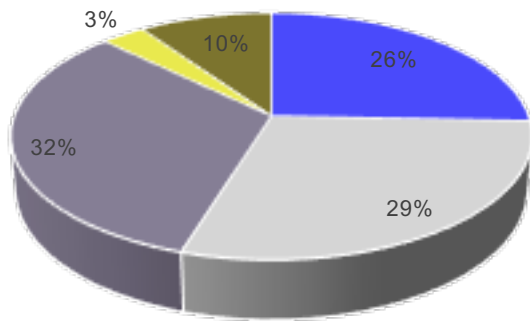
Urgency is the key factor for corporates when they are budgeting, although business criticality and impact are obviously important. Our conclusion is that better planning would enable the enterprise to get better value.

How project factors influence consultant budgets



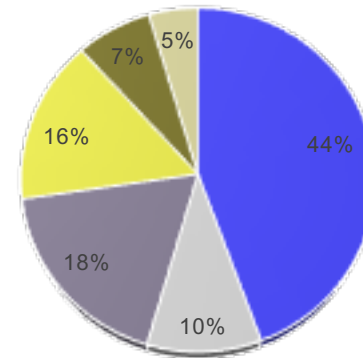
...And how this influences rates

How often do you negotiate rates?



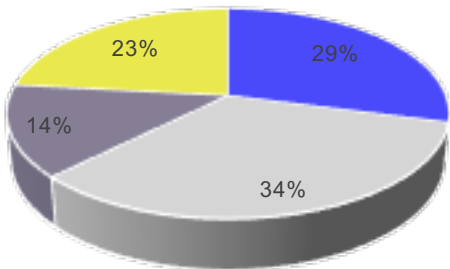
- Sometimes
- Always
- Often
- Never
- Rarely

What factors are important when negotiating rates?



- Special knowledge in critical role to project
- Previous experience working with client
- Previous experience working in sector
- Direct relevance to job
- Competitive pressure
- Other

Do you think rate has an impact on winning business?



- I do not think rate has significant impact for the kind of assignment that independent consultants work on
- I set a rate to match the known budget of the client
- I think I win business because my rate is lower than others with similar experience
- I win business even though my rate is higher than others with similar experience

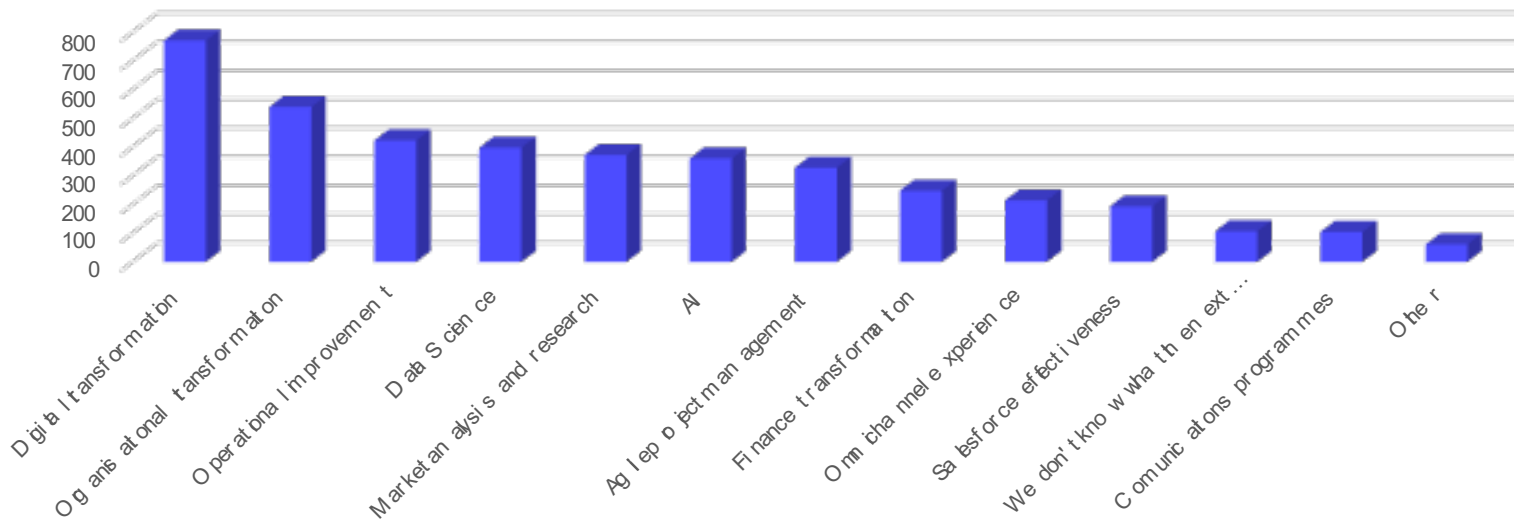
Hard-to-find skills enable consultants to negotiate rates with clients. 72% of consultants surveyed believe that companies would benefit from help and advice in setting budgets. 80% said that clients still saw independent consultants as short-term, tactical resources. Our conclusion is that corporates need to plan more effectively to get better value from this workforce – away from tactical, and away from last-minute budgeting.

What are the hard to find skills?

Survey respondents expect demand across the board, but particularly in the following areas

- Transformation dominates
- Data and research continue to evolve

Market trends driving consultant demand



Consultants do not want to work to vague parameters, and want to work as efficiently as possible to deliver client success. There is still a risk that companies outsource difficult projects because they don't fully understand the requirements: scoping is key.



Conclusion: plan for success

Companies want to increase their use of independent talent, and there is still change to be made in the way they plan for this new workforce.

Planning better, with better understanding of where the needs are, means that independent consultants will deliver better value.

With 80% of respondents agreeing that they are mostly seen as tactical resources, there is a step change required to embed independents within workforce plans and maximize their impact.

Including the independent workforce in overall workforce strategy plans, with more data to support budgeting and overcome that critical barrier, will provide corporates with more confidence to engage and see success.

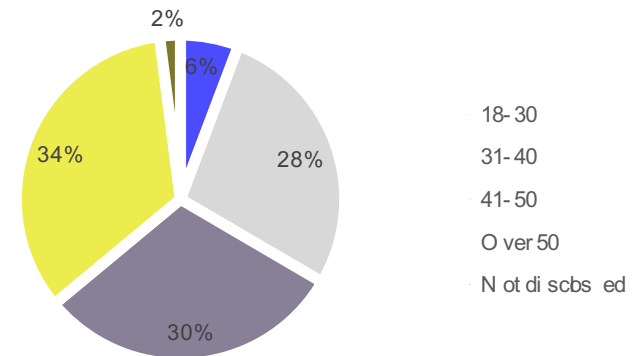
There are now hundreds of thousands of independent consultants globally who have chosen to pursue an independent career and the Talmix network now comprises over 40,000 of these independents.

Independent consultants offer organisations access to their functional and sector expertise in an efficient, flexible and effective manner

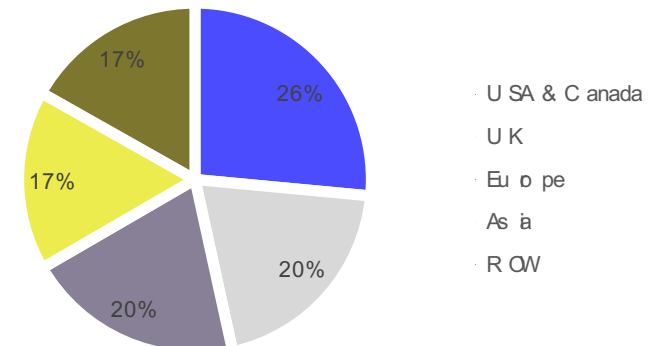
The respondents to the Talmix survey represent this broad mix of talent. This year we saw

- A slight increase in responses from consultants aged under 40
- A more even geographic spread

Participant Age



Participant Location



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Thank you !

TalMix