According to several private surveys done in the past year, between 25% and 30% of the national workforce has engaged in the gig economy either on a supplementary or primary basis. According to the most recent Contingent Worker Supplement administered by the Bureau of Labor and Statistics, just over 10% of workers rely on gig work for their primary job. As the gig economy grows, employers will need to find a way to compete for talent.

**Benefits/Compensation**

A guaranteed benefits and compensation program that is competitive could help you keep employees looking for extra money elsewhere. Everyone’s financial situation is different, but providing competitive benefits and wages are crucial for retaining employees.

**Employee Engagement**

According to a study from the Korn Ferry Institute, 90% of people who work in a purpose-driven company reported feeling engaged in their work. Employee engagement has proven to reduce staff turnover as well as improve productivity and efficiency. Engaged employees are happier at both work and in their personal lives.

**Flexibility**

Flexibility allows for a better Work/Life balance; this is important and one of the reasons why Gig jobs are attractive to people. Giving employees greater flexibility will help employers retain those employees who seek it as well as give them the Work/Life balance they are looking for with a Gig job.

**Multidepartment Training**

Allowing people to experience different jobs within your company can deepen their level of engagement with your company. It has been reported that when employees are able to work in a different department, doing something new has helped them avoid burnout.