

SHRM needs your chapter's expertise! SHRM Research is seeking members of SHRM chapters in various cities around the country to participate in focus groups as part of a research program studying issues impacting organizations that are employing external workers. "External workers" refers to individuals working at organizations in a temporary or contractual arrangement (such as contingent workers or contractors) as opposed to "regular internal employees." This project is being co-sponsored by SHRM and SAP to better understand and address the issues associated with the growing use of external workers in all segments of the economy.

## **PURPOSE OF FOCUS GROUP**

The objective of the research program is to identify ways to increase the effective utilization of external workers and develop guidance, resources, and tools for the HR community to more effectively manage and engage this segment of their workforce.

Some of the questions that the Focus Group will address include:

- What sort of external workers does your organization currently employ? How do you see this changing in the future?
- What are your current practices for managing and engaging your external workers? How well are they working?
- What challenges do you currently have with sourcing, managing, training, and engaging external workers? What methods are you currently using to address these challenges? How might technology help solve these issues?

## **WHO SHOULD ATTEND**

SHRM chapter members working in organizations that employ external workers with knowledge of and opinions about relevant practices across the external worker lifecycle (e.g., sourcing, onboarding, managing, engaging). Participants should be currently employed HR professionals. As only 8-10 participants will be selected for each focus group, we ask that each participant represent a unique employer. The focus group will be approximately 2 hours long.

*Note that participants do not need to be knowledgeable about all aspects of external workforce management.*

## **WHEN AND WHERE**

We want to schedule the time and location of the focus groups when it is convenient for your chapter members and respectful of your own Chapter programming. With that in mind, we ask that you fill out this [brief form](#) regarding the best location, dates, and times for participation. Please note that the Focus Group is designed to last for two hours. We will schedule about 2-

1/4 hours to allow time for participants to arrive, sign in and get comfortable prior to the start of the focus group. The Focus Group will be facilitated by staff from SHRM and SAP SuccessFactors.

## **PARTICIPANT INCENTIVE**

The Focus Group will include a short presentation on the topic of “Employing Contractors, Freelancers & Gig Employees: External Worker Realities, Myths, Challenges & Opportunities.” Participants will also have the opportunity to meet with experts studying the topic of external workers and both participants and chapter leadership will receive resources and recommendations based on the study’s findings after it is completed. Participants who hold a SHRM-CP or SHRM-SCP credential will receive two **(2) recertification credits** if they participate in the complete Focus Group. We will provide complimentary snacks and beverages at the Focus Group as well.

## **NEXT STEPS**

1. Please fill out this [brief form](#) (also linked above) **by Friday, February 22** to provide the information necessary to start planning the Focus Group for your chapter.
2. Once a date and location for your Chapter’s focus group is selected, we will provide you with an email template that you can use to invite members of your chapter to join the focus group. In addition to this open invitation, your chapter can nominate 4-5 specific individuals with the required experience for participation in this focus group (note: nomination does not guarantee being selected for participation).

Because we know that there are important and unique differences in how the external workforce is used in different areas of the country, we are relying on SHRM Chapters to help us capture this critical diversity of views. We hope you will consider being part of this important research project. Its results will contribute to SHRM’s and SAP SuccessFactors’ expertise on this topic and ability to offer best practices for companies as they manage this important and growing part of their workforce.

If you have additional questions about the Focus Group or this study, please contact [Mitchell.Ogisi@shrm.org](mailto:Mitchell.Ogisi@shrm.org) or [Liz.Supinski@shrm.org](mailto:Liz.Supinski@shrm.org).