

# Owner to Owner Podcast Notes



## *Understanding the Gig Economy*

Episode #14

### **Summary:**

Felicia Harris, Principal Owner of EverythingHR and EverythingHR Financial Services, interviews Amy Anger, Owner, and Founder of Atrip Consulting, Executive and Culture Coach, Attorney, National Speaker, Freelance Community Advocate, and Gig Economy Expert. Atrip Consulting is a management consulting firm that counsels companies on how to engage independent workers. Amy shares her breadth of experience paring companies and contract workers in the gig economy, the ideal methods to attract and integrate workers, and how to reduce company concerns that the gig economy may cause.

### **Show Notes:**

- What is the gig economy
- Which industries are primarily part of the gig economy
- What are the concerns of companies that are skeptical of work-at-home employees
- Just because you can see an employee in your office doesn't mean they are being productive
- People want to do work that makes them feel valued and that they are passionate about
- How do you merge the culture of a company and an independent contractor
- Change is inevitable, especially with technology's role in business
- How do you attract and integrate independent contract workers
- What is some advice that Amy has for managers working with gig workers
- If people aren't trying new things, then the company isn't innovating
- What are some communication techniques for integrating independent contractors
- Ask yourself, 'what does success look like' and plan the steps to meet the end result
- How can you help employees feel secure that their jobs aren't threatened by gig workers
- Companies need to be open and honest with workers about what they are doing and why
- The recruiting process is important to find the right workers

### **3 Key Points:**

1. IT departments, research workers, and dog walkers are among the early adopters of the gig economy.
2. Companies should focus on tools and metrics that allow them to know their work is getting done.
3. Independent workers can handle non-revenue-generating jobs so the company's employees can focus on tasks that create revenue.

### **Tweetable Quotes:**

- "When you put a law of attraction believer and make her responsible for independent workers, she becomes one." – Amy Anger
- "How can I arrange my life in order to do those three or four things that I am really passionate about, and forcing then companies to figure out how to engage me?" – Amy Anger

- “Everybody talks about ‘the war for talent.’ We’ve talked about the fact that the war is over and the talent has won.” – Amy Anger

## Resources Mentioned

[support@everythinghrfs.net](mailto:support@everythinghrfs.net)

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<https://www.atripconsulting.com>

Email for Amy Anger: [amy.anger@atripconsulting.com](mailto:amy.anger@atripconsulting.com)

## Podcast

<http://elshaddaiconsulting.net/everythinghr-owner-to-owner-podcast.html>

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**Felicia Harris**

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