

The Independent Consulting Economy

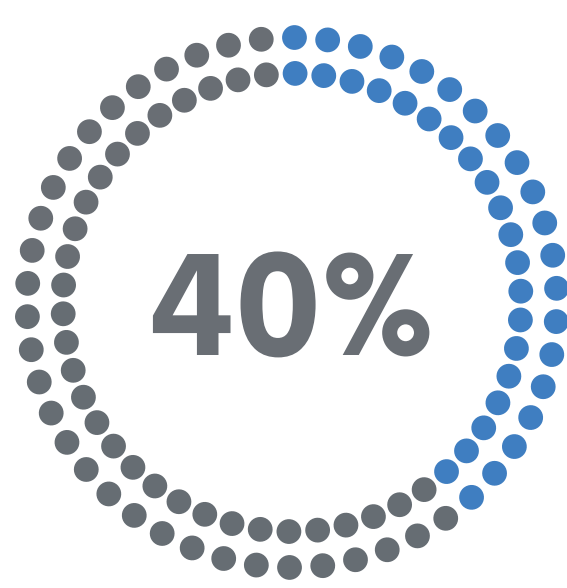
2017 SPOTLIGHT: CONSUMER GOODS

Every day, more and more **F1000 companies** turn to independent consulting talent to complete critical work. These independent consultants and experts—trained by top firms and companies—bring strategic insight and hands-on executive experience to projects ranging from market evaluations to supply chain optimization, big data to eCommerce, and more.

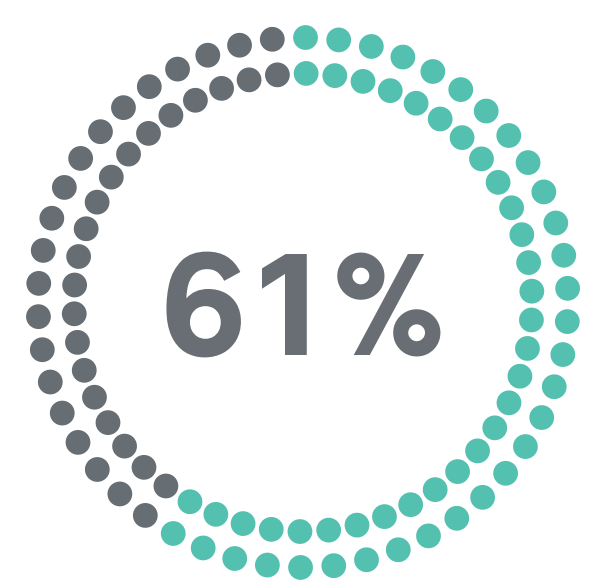
A GROWING INDEPENDENT ECONOMY



of new jobs created between 2005 and 2015 were in "alternative work categories."¹



of today's total global workforce is comprised of non-employee talent²



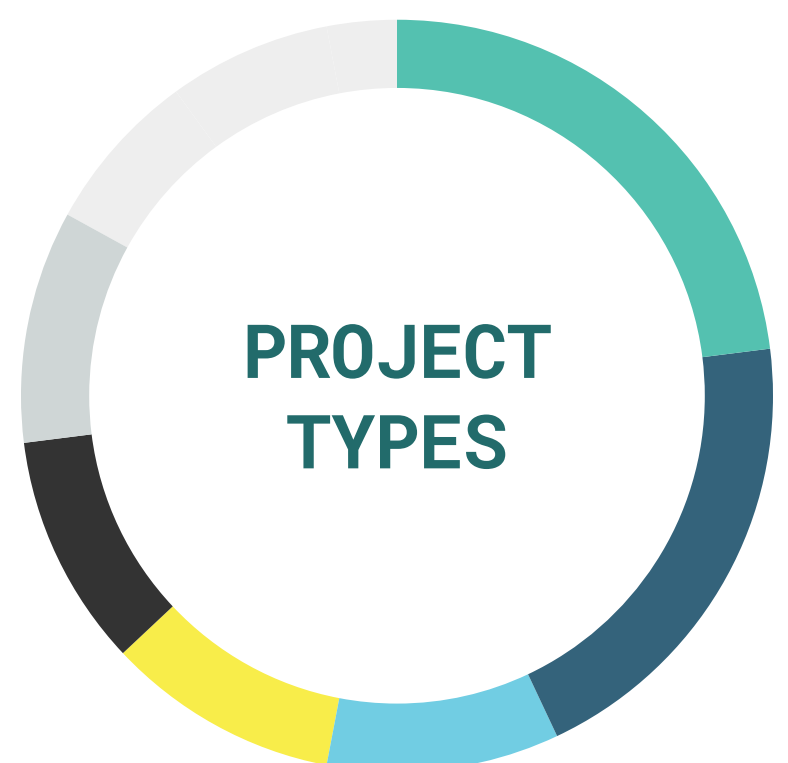
of employers plan to replace up to 30% of their permanent positions with independents to become more agile³

TOP PROJECTS AND SKILLSETS FOR INDEPENDENT CONSUMER GOODS CONSULTANTS⁴

The top goal for **consumer goods companies** was finding and evaluating new growth avenues.

Today's consumer goods companies run lean. They turn to independents when they need experienced project and program management or expertise in unfamiliar markets and niches. Projects ranged from supply chain optimization to pricing, business analytics to brand strategy.

- Market opportunity and growth (23%)
- Strategy and planning (20%)
- Project and program management (10%)
- Transformations (10%)
- Ops and performance improvement (10%)
- Organizational effectiveness (10%)
- Other (17%)



MOST NEEDED SKILLSETS IN CONSUMER GOODS

1 Growth Strategy	2 Market Landscape	3 Big Data Platforms
4 Marketing	5 Strategy	

Got a pressing project need?

Business Talent Group's network of independent consultants can help with your critical work. **Request an individual consultant or a team of experts at business talent group.com**

¹ Katz, Lawrence and Alan Krueger. "The Rise and Nature of Alternative Work Arrangements in the United States, 1995–2015." NBER Working Paper No. 22667; ² Dwyer, Christopher J. The State of Contingent Workforce Management 2017–2018: The Convergence of Talent, Technology, and the Future of Work. Ardent Partners, October 2017; ³ "Beyond the Limits: Accelerating Business Agility with an Integrated Talent Model." Talent Quarterly Report Q4 2017. Randstad Sourceright, December 2017; ⁴ Internal analysis of project data. Business Talent Group, 2017