



Business Talent Group Releases 2018 Skills Index Ranking Most In-Demand and Fastest-Growing Skills in the Independent Consulting Economy

Data from Independent Consulting Marketplace Business Talent Group Provides Compelling Snapshot of Growing Needs—and How Freelance Consultants Are Filling Skill and Knowledge Gaps

August 8, 2018 - Business Talent Group, the leading marketplace for independent management consultants, subject matter experts, boutiques, and executives, released its inaugural Skills Index of the most sought-after consulting skills needed by F1000 companies. [The Business Talent Group Skills Index](#) ranks the 20 most in-demand consulting skill sets across all industries, the top 3 by industry, and the fastest-growing year-over-year.

“Clients come to us because the independent professionals we work with have cutting-edge skills that often can’t be found anywhere else. We are thrilled to showcase their expertise—and help other executives understand the true breadth of what they can accomplish,” said Jody Greenstone Miller, Business Talent Group’s CEO and co-founder.

According to the Bureau of Labor Statistics, the freelance business and professional services market grew 21% between 2005 and 2017. Thousands of large, global companies now regularly tap high-end freelancers to do everything from evaluating new growth opportunities to executing complex business transformations. And no surprise: a global shortfall of 35 – 40 million high-skill workers is projected by 2020, and only 7% of senior managers agree they have enough talent within their organizations to pursue their promising opportunities.

Business Talent Group’s data suggests that many of these high-skill workers can be found in the independent marketplace. With degrees from prestigious universities and experience at leading corporations, these professionals are eager to apply their skills on a project-by-project basis. Big companies are catching on, too; according to a recent study by Deloitte, 85% of IT and business executives plan to increase their use of freelancers over the next year.

“There are real benefits for organizations that embrace this change,” noted Miller. “They get a more flexible, agile workforce, with faster access to skills and a more variable cost structure. They can also access thousands of former consultants from top consulting firms, and even pair them with industry veterans and subject matter experts, at a fraction of the cost.”

Most In-Demand Independent Consulting Skills Right Now (Q12017-Q22018):

1. Project Management
2. Market Analysis
3. Growth Strategy
4. Strategic Planning

5. Corporate & Business Unity Strategy
6. Program Management Office (PMO) Support
7. Product Development & Product Launch
8. Supply Chain
9. Customer Experience & Insights
10. Innovation Strategy
11. Business Plan Development
12. Change Management
13. IT Systems Strategy
14. Market Research
15. Salesforce Effectiveness
16. Organization Design
17. Due Diligence
18. Pricing Strategy
19. Process Improvement & Design
20. Technology & Systems Implementation

Consumer Goods:

1. Supply Chain
2. Market Analysis
3. Project Management

Financial Services:

1. Market Analysis
2. Project Management
3. Strategic Planning

Healthcare:

1. Project Management
2. Growth Strategy
3. Corporate & Business Unit Strategy

Industrial Goods & Services:

1. Market Analysis
2. Growth Strategy
3. Corporate & Business Unit Strategy

Life Science:

1. Project Management
2. Program Management Office (PMO) Support
3. Market Analysis

Retail:

1. Growth Strategy
2. Market Analysis
3. Project Management

Technology:

1. Project Management
2. Product Development & Product Launch
3. Channel Management

The fastest-growing independent consulting skills in Q2 2018 experienced more than 200% growth in demand from Q1 2017.

Top 5 Fastest-Growing Skills, Q1-Q2 2018 (YOY):

1. Market Access & Value

With competitive pressures intensifying, regulatory structures becoming more complex, and a growing scarcity of in-demand talent, it's no surprise that pharmaceutical and biotech companies are increasingly tapping independent consultants for the market access and value skills they need throughout the product development and launch cycle.

2. Supply Chain

Today's consumers expect to be able to purchase anything at any time, from any device or location, and at the lowest price possible—increasing pressure on companies' supply chains across industries. In response, leading companies are now turning to independent consultants for the cutting-edge skills they need to create consumer-driven, digitally connected, end-to-end supply chain processes that eliminate inefficiencies and better align with customer demand.

3. Portfolio Strategy

When companies need to make hard choices about where to focus their resources and efforts, getting an outsider's perspective can be invaluable to determine the most fruitful projects, programs, and products—free of personal investments and sunk-cost fallacies. Skilled independent consultants are an ideal solution for companies seeking to strategically prioritize initiatives and acquisitions.

4. Post-Merger Integration

It's no secret that stakes are high when it comes to mergers and acquisitions—that's why top companies are choosing independent consultants with on-the-ground executive experience and deep technical expertise to drive critical integration efforts.

5. Organizational Transformation

Major companies must be prepared to make necessary transformations to stay on top or regain lost ground, but redeploying internal resources can be disruptive to daily work and revenue generation. Independent consultants allow stakeholders to execute significant transformations while conserving resources and maintaining control over their most important projects.

About Business Talent Group

Business Talent Group (BTG) is the leading marketplace that connects independent management consultants, subject matter experts, and executives with top companies to solve their biggest business problems. BTG provides just the right on-demand talent needed—on-site or remote, part-time or full-time, individuals or teams, anywhere in the world.

That's why more than 40% of the F100 trust BTG to curate, vet, and deliver talent that fuels growth, innovation, and performance improvement. Our commitment to project success has earned us a 99% fill rate on all talent requests and a 97% repeat rate among top global companies.

For more information, visit www.business talentgroup.com and join the conversation on [Twitter](#) and [LinkedIn](#).

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