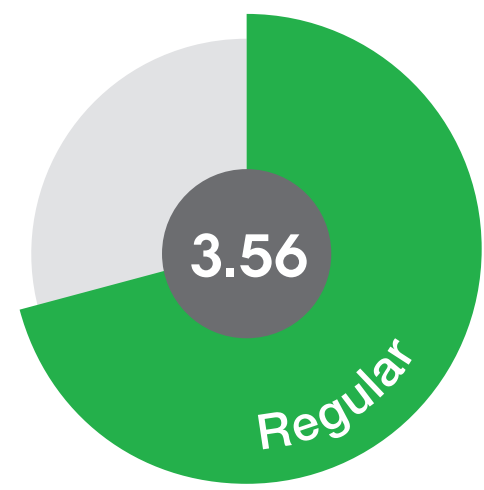
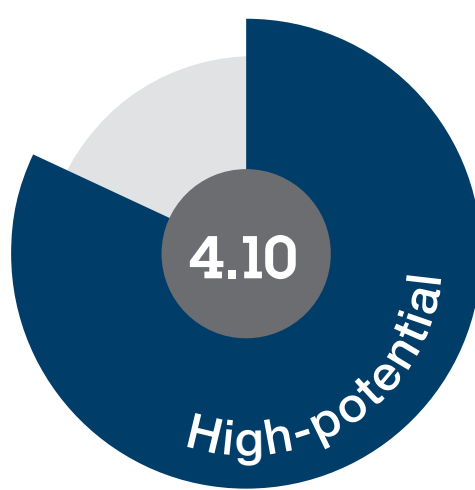
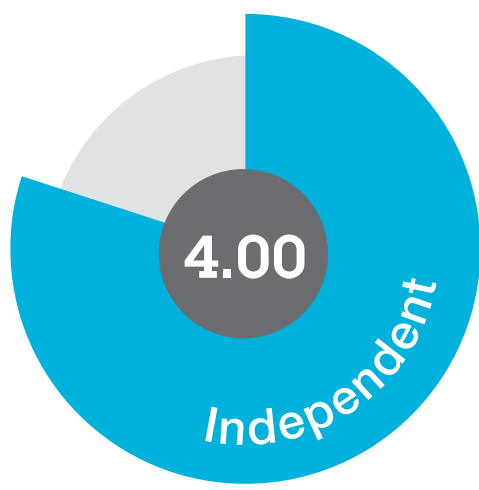


Your best workers may not be your employees

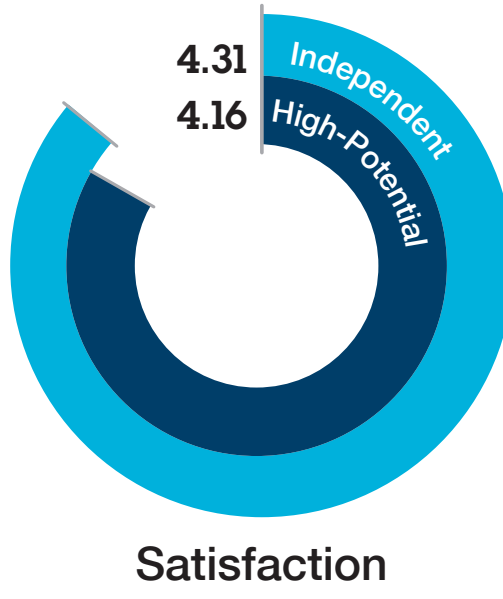
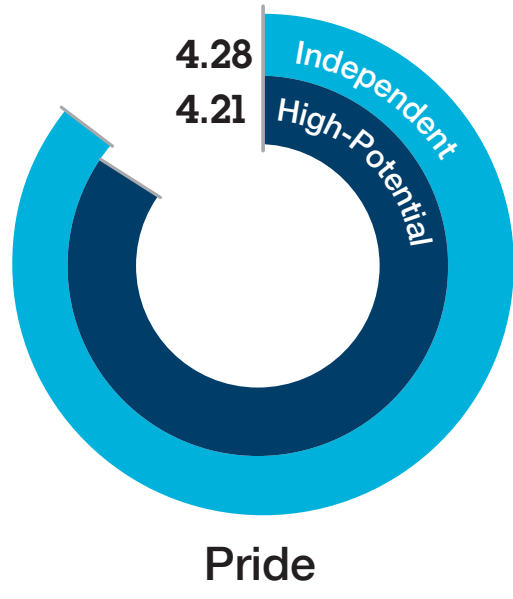


The world of work is changing. The use of skilled freelancers and contractors is now about much more than cost. New research from the IBM Smarter Workforce Institute reveals that in some ways independent workers could be among your best employees.

INDEPENDENT WORKERS ARE MORE ENGAGED THAN REGULAR EMPLOYEES

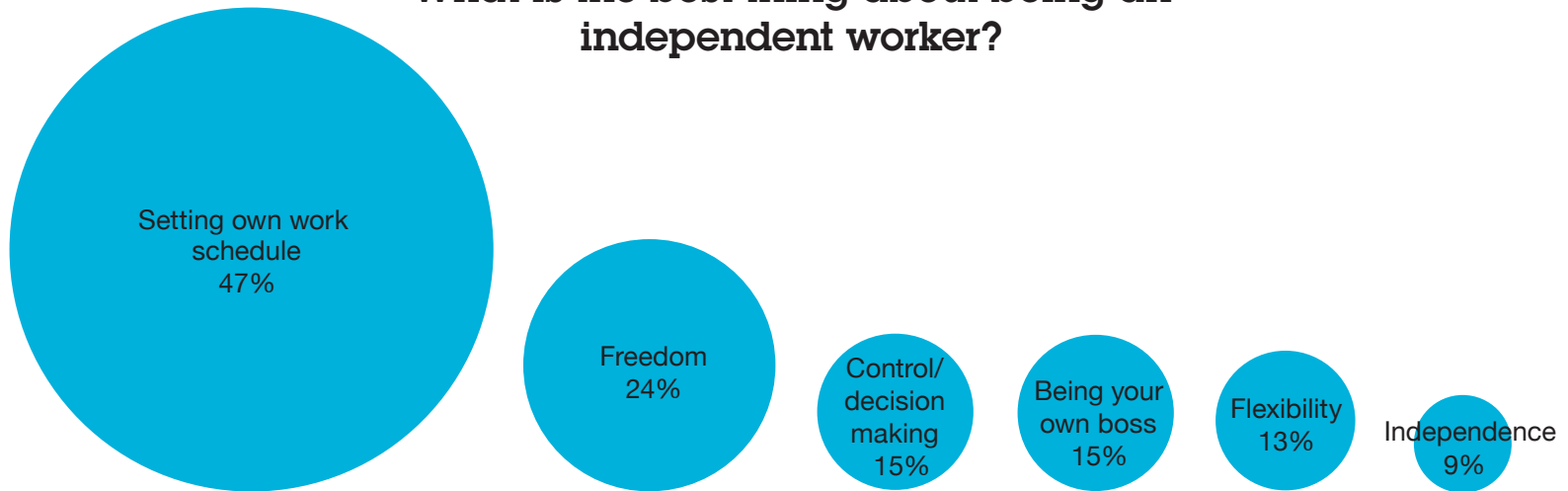


...AND HAVE MORE PRIDE AND SATISFACTION THAN EVEN HIGH-POTENTIALS

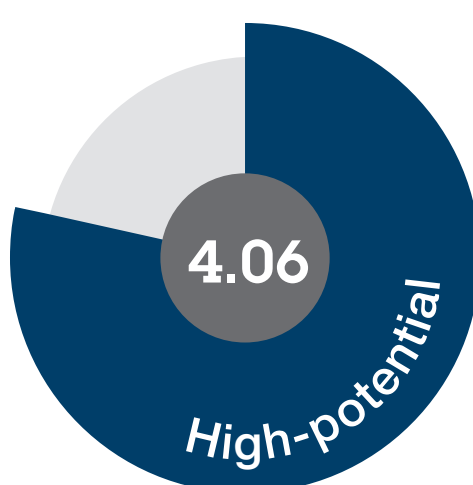
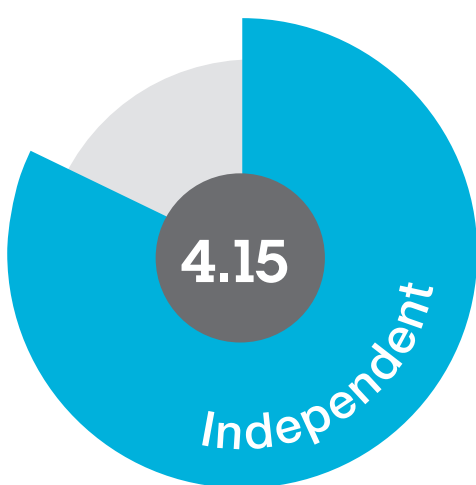


INDEPENDENT WORKERS LOVE AUTONOMY...

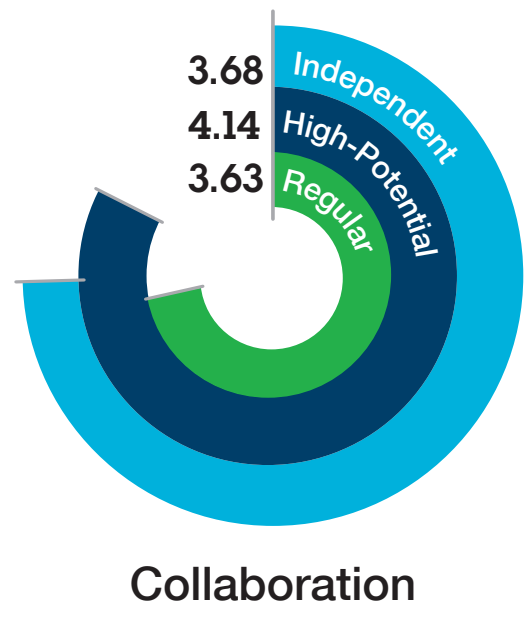
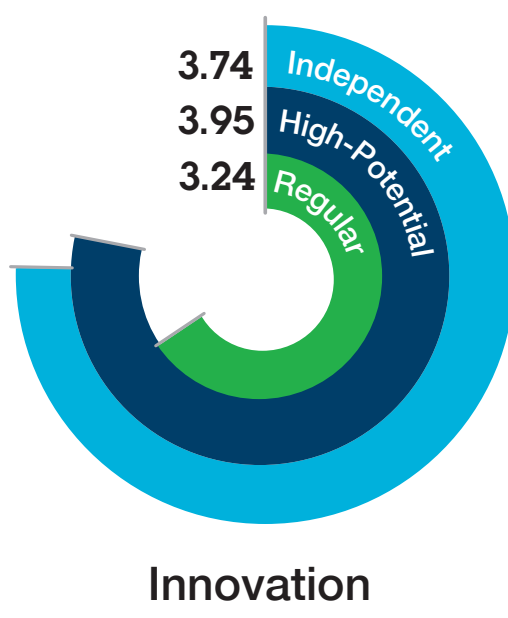
What is the best thing about being an independent worker?



...AND ARE MORE LIKELY TO GET IT



THEY ARE ALMOST AS INNOVATIVE, BUT NOT QUITE AS COLLABORATIVE



RECOMMENDATIONS



Think differently about independent workers. Consider their full potential contribution beyond cost-savings or flexibility.



Foster collaboration between independent workers and regular employees using social technologies.



Cultivate autonomy among regular employees by providing them with more control over how work gets done.

Learn more about independent workers.

Independent workers can bring an innate enthusiasm and innovative ethos to their work, but may require a little encouragement to collaborate as much as your best employees. To ensure your organization understands this growing segment of the working population and can realize the potential benefits across a variety of staffing strategies, read the full IBM Smarter Workforce Institute research report.

[Read the full report](#)