

Year

Recruit,
Retain,
Activate:

the New Rules
of Workforce
Liquidity



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you're in it.

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Believe in the gig economy: you're in it.

You may not be a gig employer; but chances are your employees have made - or are making - money from a gig.

30%

Of younger US adults (18-29) have made money through instant pay platforms

47%

Of gig workers in the US have full-time jobs⁽¹⁾.

Why gig work?

women

men

To make ends meet

To boost earnings

Gig workers by race

12%

White

19%

Asian

20%

Black

30%

Latino

As a result, expectations & attitudes around pay have permanently changed.

Talent is being primed for “instant gratification” as it relates to earnings - causing them to highly value payout speed.

Gig Economy

“Cash Out” same day

Cash Driven

Overweights present value of cash earned today

Amazon transformed the logistics industry: 2 day shipping is now standard.

Uber and gig economy work are transforming pay:

instant pay is becoming standard.

3 Strategies

1) Offer instant pay experiences: the same effect as a 19% raise

2 in 3

People prefer faster pay cycles over additional non-cash perks

+20%

Improvement in subjective financial well-being scores with access to instant pay

1 in 4

State they would stay at job longer if they had instant pay

Access to instant pay has the same effect on talent as raising wages 19% - higher productivity and stronger retention.

Simply having access to instant pay experiences leads to:

- **picking up incremental shifts**
- **working more hours**
- **staying in jobs longer**

2) The best operators already know: Pay for performance.

Not all talent is created equal - in industries where training, experience, and customer trust matter, A players generate disproportionately more value than their peers.

2x

Average job tenure in firms offering Overtime (3.3 yrs vs. 1.6 yrs)

20%

Annual wage cost of replacing front-line talent in recruiting, onboarding, productivity.

The “efficiency wage effect”: When you pay your top talent more, they stay longer, work harder, and save you money on turnover.

Targeted bonuses and performance pay can be equivalent to raising baseline wages by 10-20% for a fraction of the cost.

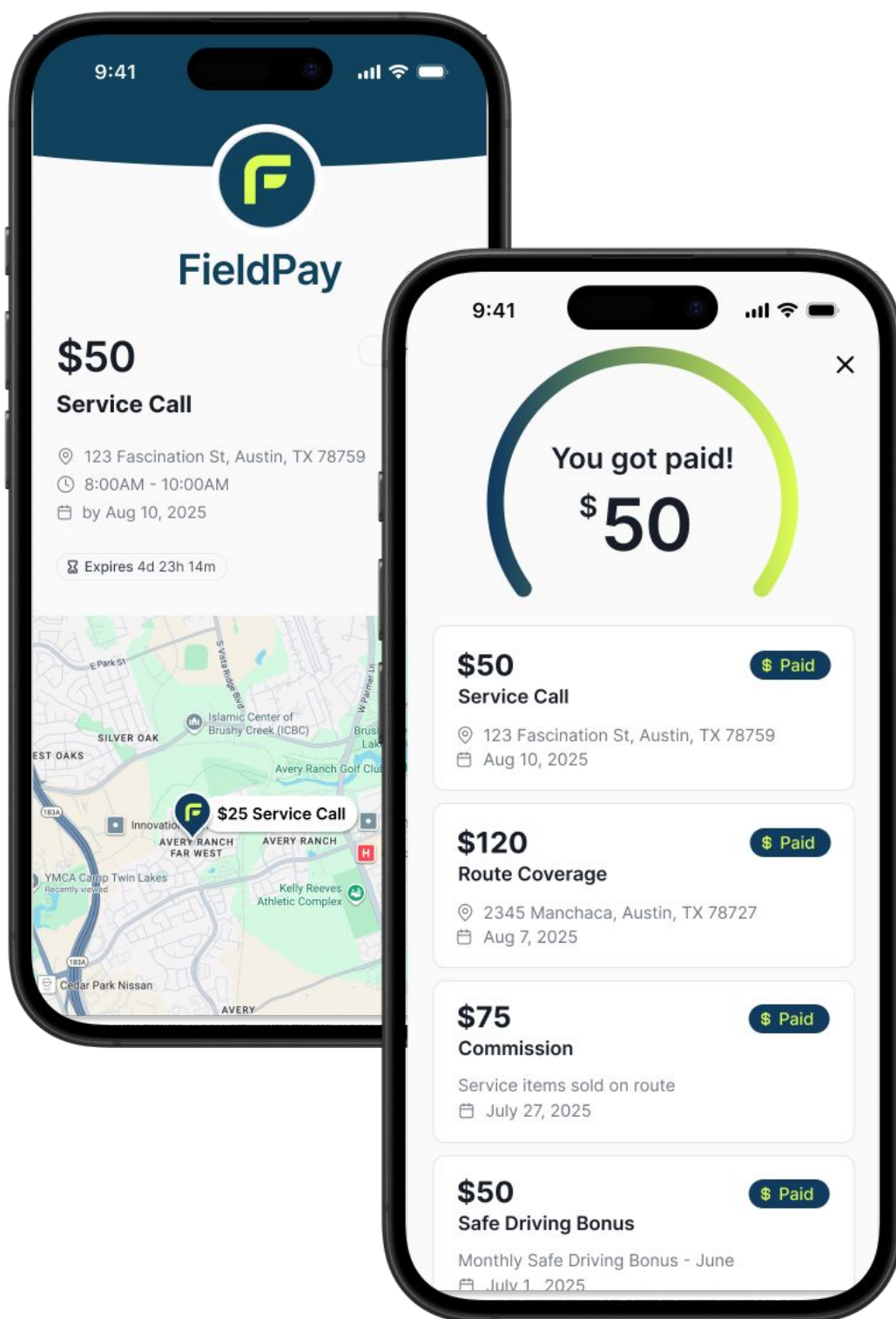
3) Invest in Recruitment That Works: Referrals

Employers consistently rate referrals as the highest quality hires. Talent who are paid faster and feel rewarded are more likely to bring peers on board.



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Endnotes & Citations

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