The 2019 Rosie Report

insights from the future of work in marketing & advertising

This is the second annual edition of the Rosie Report and our crystal ball says it may be one of the most important we will ever publish. Of the many trends we track, we focus on what's possible when our work culture is one of collective compassion.

This is a moment like we may never have again to seize a future of work that is flexible, inclusive, and whole human.

Meet we're rosie report

7K+ The Rosies

400+ Countries dispersed

15 Years of work experience

3 Global team members

1 Year of data

"Everyone is awake but not everyone is brave."

Kat Gordon, The Go Movement

the pendulum swings

63% are planning a change in their career mid-year

68% of respondents are looking for a different work status

* Remote (full) and local (mostly) jobs based on

People still worked. In fact, they worked harder. Innovation, creativity, and collaboration still happened. Productivity, if anything, more. And we did it all through trauma. **All the principles, policies and practices that held up the old work paradigm no longer held up.** Not only did we prove that we can work from home, we proved in the hottest hunt for talent anyone can recall. Employees wrote the old rule book for work. Now we're in **a whole new kind of talent market.**

"The pandemic has shaken out of the trees the broken systems that really didn't add a tremendous amount of value."

Amanda Hanson

everything and nothing has changed

In the 2019 Rosie Report we wrote about the great opportunity to change everything about work as we know it. To achieve elusive agility, productivity, wellness, and inclusion through the embrace of a new work paradigm.

Now on the other side of a humbling year, there is no denying what we have all seen, lived, and shared. And yet **the work to change work is still before us.**

Corporate goals of flexibility, agility, and digital transformation are now in the hands of every employee. Digital is digital transformation. (Nice also dubbed millennials.) **Whether we are ready or not, remote and distributed work is here to stay.** But what was once opportunity is now a matter of survival.

Marketers continue to set out of full-time employment in a steady stream to pursue more independent work. Many are doing so with comfort with remote work, outdated opinions and metrics still hold, locked in place by HR objectives that set 9-17E-focused hierarchy based on retention, loyalty, and tenure metrics.

The model of the future is a layered workforce - core FTEs, long term fixes, project based, and gig workers. Talent is strategically designed into the organization - creating elasticity for the business and stable stability for workers in a crisis.

68% Are looking for a different work status

32% Are looking for the same work status

79% Agree that remote work has been successful, with most seeing productivity increase

21% Disagree

38% Are planning a change in their job or organization (CN)

8% Are planning a change in their job or organization (US)

54% Are planning a change in their job or organization (UK)

46% Are planning a change in their job or organization (AU)

37% Are more productive working remotely

63% Are more productive in the office

* The gap is closing fast, in US only 8% changed jobs, in the UK it's 54%

Our CEO intentions may be good (maybe), but our progress? Not so much.

The truth is, placing full-time talent - especially in a hot market - takes time. The hard truth is, **the population that has been most underserved by the existing work paradigm aren't going to run back to it.** Employers who want to hire the best talent will need to be activated in adopting new work models - the models that truly serve the people our industry has been telling.

70% Are using gig work as a strategic tool to organize CW

Equal opportunity gig work has mixed results.

only 12% Are using gig work that they work within discomfort

and still only 16% say it's a diverse gig is a huge focus.

talent in full flex

"There's been a recognition for a lot of people that the system already failed them."

- Lauren Thier, Co-Lead The Group

While organizations lag, the talent is already in a full-speed toward the future. Awakened from the American Dream and realizing how much of it was contrived - and only for a select few.

There is a new and bold belief that we are all worthy of health, wealth, happiness, and equal treatment. And that work doesn't have to be what it has always been.

67% Say their employer has been highly protective of their employees

63% Are more productive working from home

70% Are more happy working from home

***Racial minorities (65%) may not be as well supported as their white colleagues (75%).**

The question about returning to the office is burning. Employees want to "return" as we hear the talent saying that the answer really isn't about where they work so much as what they've seen. What's asked about place of work is **trust, flexibility, and employee preference for workers is about autonomy and** less lonely, marketers are now electively beginning their careers and ending their careers as solons. **This talent will only be available to employers that adopt a flexible workforce type:**

Teams left "unsupported" were as valuable as ever, proving both their importance and vulnerability.

Pulled by the talent, **we are entering the age of the autonomous worker.** For all further clouds/cyclones, there now know that desirable outcomes can be achieved in absence of traditional physical presence, and are more certain than ever that employment should not require a time ownership nor a fixed prioritization of time and energy.

- 75% Increase work in the office
- 15% Hybrid/remote schedule in office
- 10% Different rules for different roles
- 0% Remote work with some hybrid policy
- 0% Fully remote work from home - **the talent decides**
- 0% Remote work only

100% want the option to work remotely

2 in 3 Are more productive working remotely

1 in 5 MUST work a hybrid schedule to be productive

Amidst a persisting and exacerbated burn-out epidemic, this theme of choice is a strong vibration. The talent shortage is overwhelmingly the strongest, but the desire for choice of time and type of work is not insignificant.

The suggestion that **work is less likely to fray as it is given more choice** is a hopeful one. Employers are armed and brave enough to make it a deciding factor in their next career choices.

trend alert

solo careers

Even isolating times who joined our community in the first half of 2020, this number is only slightly lower at 30%. With marketplaces making the independent path more accessible, and the pandemic making it a consideration for many, and contingency workers being less lonely, marketers are now electively beginning their careers and ending their careers as solons. **This talent will only be available to employers that adopt a flexible workforce type:**

1 in 3

Independent marketers are never going back to FTE

"Every full-time job I've had started out as a freelance gig - and every time I regret signing on as a 'real employee.'"

- Chris Carson, Creative Director

portfolio careers

Not all independent freelancers but still 25% of brand and agency employees report portfolio work as many this is an income strategy. But more interestingly is the number of marketers identifying it as an option **to burnout** because it allows different "muscles" to flex, and the ability to experiment with different roles and strategy. For employers that are open-minded enough to openly support professional pursuits beyond their own business.

37% of marketers are pursuing multi-track careers

"I needed an outlet away from the computer for hands on work."

- Crystal Proville, Digital Strategist & Media Organizer/Mobilizer (Freelance)

non-linear careers

Marketers are increasingly adopting the philosophy that a successful career doesn't need to move from the bottom to the top rung of a straight ladder. They are pursuing careers that are more lateral than linear, seasonal, and embracing the idea that **growth and mastery are really quite distinct from "rising through the ranks."** Employers that understand what lifestyle needs their work experience serves will attract talent in their optimal season.

only 27% MUST WFH, remain flexibility potential

Right now I'm pursuing a career where I can work with people around the world on short-term projects.

- Jennifer Vasquez, Project Manager

the fast and the curious

"Talent will be attracted to how fast and the opportunity of what they can work on."

Jessica Bergman, Portfolio Consultant

2x Average current growth

3x Average growth

4x Average time jobs

5x Average consulting

6x Average portfolio

Pre-pandemic, finding purposeful work and passion projects was a priority for many. **Marketers were taking jobs just how much work was taking away from them,** and a collective grappling with the question "what's it all for?" has us racing toward something else.

For some consciously and for others subconsciously, **what's been exposed in the last humanity is perhaps the most important secret imaginable to work life fulfillment,** and "anti-establishment" may no longer be such a radical stance.

Our network growth is perhaps expected evidence of the trends and the times, but the ways in which it is growing point to a significant shifting industry landscape. The appeal of independence is spreading beyond the creative and the technical.

The newly independent and freelance curious are hailing from all over the place, and they are bringing with them a lot of talent. The talent in demand work is showing signs of being a done with the demands. Alongside, our project growth shows that some employers are already hop to the shift.

facebook

"We saw an opportunity to go an entire team of Black creators to launch a program entirely for Black creators."

READ HERE

DIAGEO

"We saw an opportunity to connect a top-shelf team to launch a brand to help a friend in need in a whole new way."

READ HERE

weightwatchers

"We saw an opportunity to expand a wellness brand through a new passion with a hearty serving of disease talent."

READ HERE

"The new work experience will embrace a radical trust framework offering flexibility and autonomy blended with accountability."

- Fernanda Hernandez, The Coca-Cola Company

the future as we know it

The future of work is not incrementally different, it is fundamentally different. And it takes letting go. Letting go of how work in the way they work best. Burying the old ways of work and the old measurements and evaluations in favor of more modern and inclusive tools. And inverting our mental model of work and life.

How to fit their work into the lives of whole humans is the question successful employers will answer.

We saw a silo framework to center the people for every role and opportunity, and we saw how that silo framework made it through a traditional screening box, yet completely deliver magic for our clients. The impact on both people and brands when we ensure the experience of work centers humans is profound.

There is room for everyone in the future of work if we make it.

Now is the time to be brave.

pedigree

Pedigree is important in part by privilege and systemic bias, work experience and especially acquired knowledge and skills are more into fit.

potential

Behavioral types, natural tendencies, EQ and other inherent strengths are indicators of the likelihood to succeed - even in a new type of work.

passion

Having heart for the work is one of the greatest predictors of success in a pandemic. We see all of our Rosies, "what lights you up?"

play

In a landscape of evolving working models, how we work - collaboration, communication, time zones, management preference - is a crucial matchmaker.

"It's not the future of work unless we are all there."

- Stephanie Nadi Olson, Founder, We Are Rosie

we are rosie

We Are Rosie is a flexible talent marketplace for the modern advertising and marketing world. A thriving community of 7,000+ diverse and highly-specialized independent talent, from Amazon, Apple, Facebook, Google, Microsoft, Nike, and Nintendo. We are rosie, inclusive, and creatively by providing curated, on-demand marketing talent.

cred & gratitude

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note from the author

Much of this report was written from a window shelf in the morning hours in the dawn of a pandemic with a pen - some of it during sandwiches. It was peaceful, my creativity was flowing, the kids were in view I was relaxed, productive, happy and grateful. Jessie Kernan, We Are Rosie

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