

sourcing|focus

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Welcome!



Dear GSA Friend,

The GSA's Festival of Sourcing came to a celebratory end yesterday, as we closed it out with the GSA's Strategic Sourcing Awards ceremony.

It was a fabulous night of industry celebration featuring magic, music, gin and also some lounge dancing. A huge congratulations to all those shortlisted and of course to the award winners – congratulations on your successes and thank you all for all the great work you do to make our industry the phenomenal success it is.

Got to give a shout out to Craig Rogers from Eversheds Sutherland who really embraced the Festival dress code and to Rob Diggins who took the brunt of the joke in NTT's winning awards acceptance speech – some very special GSA Festival Gin is on its way to you both.

The Festival was a major undertaking for the GSA which:

- Involved 27 events
- Featured 64 expert speakers
- Attracted over 1400 delegates representing over 450 unique companies from all around the world

The Festival was created to celebrate the industry's phenomenal response to the challenges posed by the pandemic and to set a strong platform to discuss and set a clear vision for the future of the industry. The industry has transformed at speed and we believe it is imperative to maintain this level of transformation and tech-celeration whilst ensuring upmost welfare of our people and best practice in our delivery. This is our industry's opportunity to shine, to prove our strengths, our value and our ability to flexibly collaborate for the benefit of all. The GSA's intent was for the Festival to create a platform to discuss all the related opportunities and challenges we face to set our members on a very positive trajectory for the future. We believe we did just that.

We really would appreciate your views on the Festival of Sourcing and the programme of work we have lined up for the remainder of 2021 and as such would

be most grateful if you could answer our short feedback [survey](#). If surveys aren't your thing, but you'd like to share your thoughts, then please do email me directly at kerryh@gsa-uk.com.

My sincere thanks go to all the judges, all companies that submitted for the Awards, all the speakers at the Festival and of course the GSA Council led by Chair Mark Devonshire, and the GSA executive team. I'm really looking forward to delivering the rest of this year's programme by working closely with each and every one of you.

Happy Friday.

Best,



Kerry Hallard
CEO
Kerryh@gsa-uk.com



[Fortnightly RoundUp](#)



Wellbeing for 2021 –
[A review of the impacts of increased homeworking](#)



[Upcoming Events](#)

Fortnightly RoundUp





Top Industry News

1. [Automation Anywhere and Google Cloud Partner to Enable Enterprises to Automate Common Business Processes](#) - Automation Anywhere partners with Google Cloud to accelerate intelligent automation adoption globally.
2. [Tech Giants in China are Developing Ways to Bypass Apple's New Privacy Rules](#) - Chinese tech firms are trying to bypass Apple's new privacy regulations to track iPhone users without their consent.
3. [Nokia Signs 5G Equipment Deal with AT&T](#) - Nokia has signed a five-year deal with AT&T to deploy 5G networks on the mobile operator's C-Band spectrum in parts of the United States.
4. [SoftServe Becomes an Official Reseller for Google Cloud in UK&I](#) -SoftServe become a reseller for Google Cloud to support end-to-end delivery and management of Google Cloud solutions
5. [IR35 Reforms: Confusion over who pays employers' NI leaves IT contractors out of pocket](#) - IT contractors could receive thousands of compensation in IR35 cases over who pays national insurance confusion.



UK Awards

The Global Sourcing Association is delighted to announce the 2021 GSA Strategic Sourcing Awards winners. The winners were announced on Thursday 25th March at the GSA Virtual Awards Ceremony, which concluded the end of the first ever Festival of Sourcing. The ceremony was a phenomenal celebration of industry with some fantastic entertainment and lots of dancing!

The GSA UK Awards now in its eighteenth year recognises and celebrates the efforts of companies who have demonstrated best-practice in Strategic Sourcing. The Global Sourcing Association is delighted to announce the 2021 GSA Strategic Sourcing Awards winners. The winners were announced on Thursday 25th March at the GSA Virtual Awards Ceremony, which concluded the end of the first ever Festival of Sourcing. The ceremony was a phenomenal celebration of industry with some fantastic entertainment and lots of dancing!

View the 2021 winners [here](#).

Previous Events

Strategic Automation

Companies are ploughing millions in revenue into automation but so many are getting it wrong and losing strategic advantage. The companies taking a strategic and centre of excellence approach to automation are taking the lead. Find out more about strategic automation and how to become a winner in your industry.

Speakers included:

- Professor Leslie Willcocks, London School of Economics and Political Science
- Sarah Burnett, Partner at Emergence Partners
- Wayne Butterfield, Global Head of Intelligent Automation Solutions, ISG
- Constanze Nuesperling, Head Global Business Services MB at Avient
- Miguel Morales, Global Process Owner at Avient
- Luc Cavelier, VP International Sales at M+ Group
- Izeta Samardzic, Marketing Manager at Bulb Technology
- Ashutosh Agarwal, Customer Success Director at Blue Prism

Watch the webinar [here](#).

Service provider 3.0

After moving slowly towards Service Provider 2.0, we have leapfrogged to Service Provider 3.0, as the industry has seen so many disruptors hitting at once. We discussed continuing tech-celleration and transformation sustainably, taking a look at the role of the service provider and challenges faced.

Speakers included:

- George Gallant, Comms Lead for EMEA at Topcoder
- Nitish Mittal, Vice President at Everest Group
- Dr Tom Reuner, Senior Vice President at HFS Research
- Barry Matthews, Founder of Re-source and GSA Council Member

Watch the webinar [here](#).

Contracting Hot Topics - IR35 & TUPE & ESG

We took a deep dive into current hot topics from a legal perspective, affecting business and contracting. Topics included dramatic changes in TUPE, IR35 and The Uber Ruling and the rapidly increasing pressure to have an ESG agenda.

Speakers included:

- Rebecca Perlman, Corporate Lawyer at Herbert Smith Freehills
- Mark Hammerton, Partner at Eversheds Sutherland
- Sophie White, Partner at Eversheds Sutherland

Watch the webinar [here](#).



Upcoming Events...

15th April 9:30-10:30 Competencies and Capabilities

Skills for managing Strategic Sourcing programmes are in low supply but great demand as companies rapidly move to transform operating models. GSA Competencies and Capabilities enable you to identify and map out the skills of today and the future.

Register [here](#).

21st April 9:30-10:30 SourcingTech - Artificial Intelligence

Think big, act small. Many individuals have a great vision of AI changing their business but the small steps within the journey are important, AI will not transform business overnight. AI is a very complex technology, and some believe it has been overhyped in recent times, with it not delivering as quickly as expected. We're going

to demystify the use of AI, look at how to begin to implement AI and take a step back to look at the full AI journey.

Register [here](#).



Wellbeing for 2021 – A review of the impacts of increased homeworking

By Joe Williams, Supplier Governance Manager at Aviva and GSA Council Member



The Covid pandemic has been a huge challenge for businesses across all sectors and industry, however in amongst the challenges some notable opportunities are presenting themselves. A recent survey completed by the City of London Corporation indicated that (of 52 COL based firms) 60% of COL firms were reviewing their space requirements. Pre pandemic figures suggested that less than 1 in 4 members of staff were working from home (WFH) at least one day a week prior to the pandemic compared to an expectation that from the end of the pandemic that this will increase to 3 in 4 staff members WFH at least once a week. At the GSA, we know that a large portion of our member base are also reviewing their property footprints (as we have done ourselves) with an expectation that more of our people will move to virtual way of working on a more frequent basis.

Whilst there are obvious opportunities that present themselves from having a more virtual workforce, we must also consider the potential wellbeing impacts on our people, to support this move to a more virtual workforce, the GSA has completed a Wellbeing study to identify trends and themes that we will all need to consider as we work through property plans, ensuring that we recognise the different wellbeing demands that are in place across our workforces.

Key Observations:

A major wellbeing challenge with WFH for firms to consider is **PRESENTEEISM**

- Presenteeism is the practice of being 'present' at one's job for more hours than is required, with research showing that where an individual is 'present' at work whilst ill, burned out, over worked etc. can impact productivity by a third or more.

- Research showed that just short of 3/4 of people feel more inclined to work more hours and to work through illness whilst WFH – with 1/3 of responses indicating people were working 2 or more hours per day.
- To ensure ongoing understanding of our people's wellbeing, the GSA suggests that our members take proactive steps to monitor and review people's working and illness patterns, and that we make sure people working virtually are taking proper care of themselves.
- Ultimately, previous research (Harvard Business Review 2004) had identified that, 'less time is lost from people staying home than from them showing up but not performing at full capacity' so a focus on this area is not just good for our people's wellbeing, but for our organisations in general
- 3 steps to support and improve presenteeism issues are:
 1. Educate our managers as to the potential problems and warning signs,
 2. Educate our people, make them aware as to what presenteeism is and encourage them to speak to their managers where they feel they are,
 3. Understand the individual issues which impact our people and how it affects them so a tailored support programme can be put in place

Most people expect to increase or significantly increase their time working from home post the pandemic;

- With 75% of people surveyed indicating they intend to work either permanently or frequently from home, an increase from 40% prior to the pandemic
- The desire to increase homeworking across our sampled population is very strong, with a number of factors identified in the comments as to why
- 44% of people identifying that they feel more productive WFH, with c50% identifying a reduction of at work distractions as the main driver for this, with reduced commute noted by c25% of responses.
- 80% of people identifying a time saving due to no commute of at least 1 hour a day, with over 40% saving at least 2 hours a day
- As part of footprint reviews, we are interested to know whether our member base is seeing a similar level of enthusiasm for future homeworking

The primary wellbeing concerns people had related to social wellbeing factors;

- Responses to financial, life/emotional and job satisfaction had seen significant improvements with increased homeworking with a net promoter score* (NPS) range from 53% - 70%
- NPS for social wellbeing was also positive at 17%, however this was significantly smaller than the NPS (NPS calculated by taking significant improvement & improvement less significant deterioration & deterioration)

- Key detractor commentary from this section focussed on a feeling of isolation / lack of engagement (c50% of detractors)
- A further element identified that where people surveyed didn't have a 'suitable' workspace that 43% of responses felt that their overall perception of homeworking had worsened.
- Another frequently mentioned factor impacting people's productivity and wellbeing was the presence of children with just under 50% of detractors identifying impacts of children as a burden on their working life. On this point, whilst we recognise the short term impact, we would hope that this will not be an ongoing issue to deal with.....we hope!
- How can we support our people who are struggling? Whilst the following may seem simple and obvious, the areas we suggest focus on are:
 1. Understanding our individuals, make sure we know what makes them tick and how different factors are impacting them both positively and negatively
 2. Regular virtual engagement – adding team events not just focussing on work but keeping engagement up
 3. Reviewing future property footprints, ensuring that those people who wish to return to the office can do so
 4. Understanding the working environments that our people have at home, are people supporting childcare, working in 'unsuitable' places?

We are seeing significant increases in wellbeing across 3 of the 4 metrics

- Life / Emotional wellbeing has an NPS for improvement of 70%, with key factors being:
 1. Reduction in travel and commuting
 2. Reduction in 'pointless meetings & office politics'
 3. Significant increase in personal/family time
- The underlying data from the research indicates that the move to more homeworking has seen an increase in wellbeing, this is something that needs to be cultivated, invested in and focussed on. When considering our future footprints, and working practices the GSA would encourage all organisations to look at the wellbeing impacts of increased homeworking as well as the potential issues, to support the financial business cases being pulled together for the future.



Read the full report [here](#).



Join the GSA Community!

If you want to receive more from the GSA and to have access to the GSA's Best Practice guides, market research reports, call for speakers, among other benefits then become a member now!

Join us to transform your strategic sourcing opportunities by making today's changes work for you - whatever challenges lie ahead.

Become a member [here](#).

