



# OPEN TALENT

Antifragile workforces



**Callum Adamson**

CEO & Founder, [Distributed.com](https://distributed.com)

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**“ It’s not the strongest  
that survive, It’s the  
one most adaptable  
to change ”**

— Charles Darwin



1

# There Aren't Enough Developers



Developers



Vacancies

**65,000**

New Software Developers **graduate** annually in the UK & US

**1.9million**

Live Software Developer **vacancies** in the UK & US today

2

# They're quitting faster



**3 months**  
to hire



**5 months**  
to onboard



**18 months**  
They leave



> **130 MILLION**  
shortfall by 2025



**1** Where they work from

**2** What they work on

**3** Who they work with

**4** What they do between projects

**5** With none of the politics that come with being an employee

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**36% of talent are freelancers today, growing 10% annually**

 Braintrust

//

**The number of job postings for freelance software developers rose 54.7% in the third quarter on a YOY basis**

**THE WALL STREET JOURNAL.**

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**90% of corporate leaders in a recent global survey said they utilize freelancers and they will increase their use of them.**

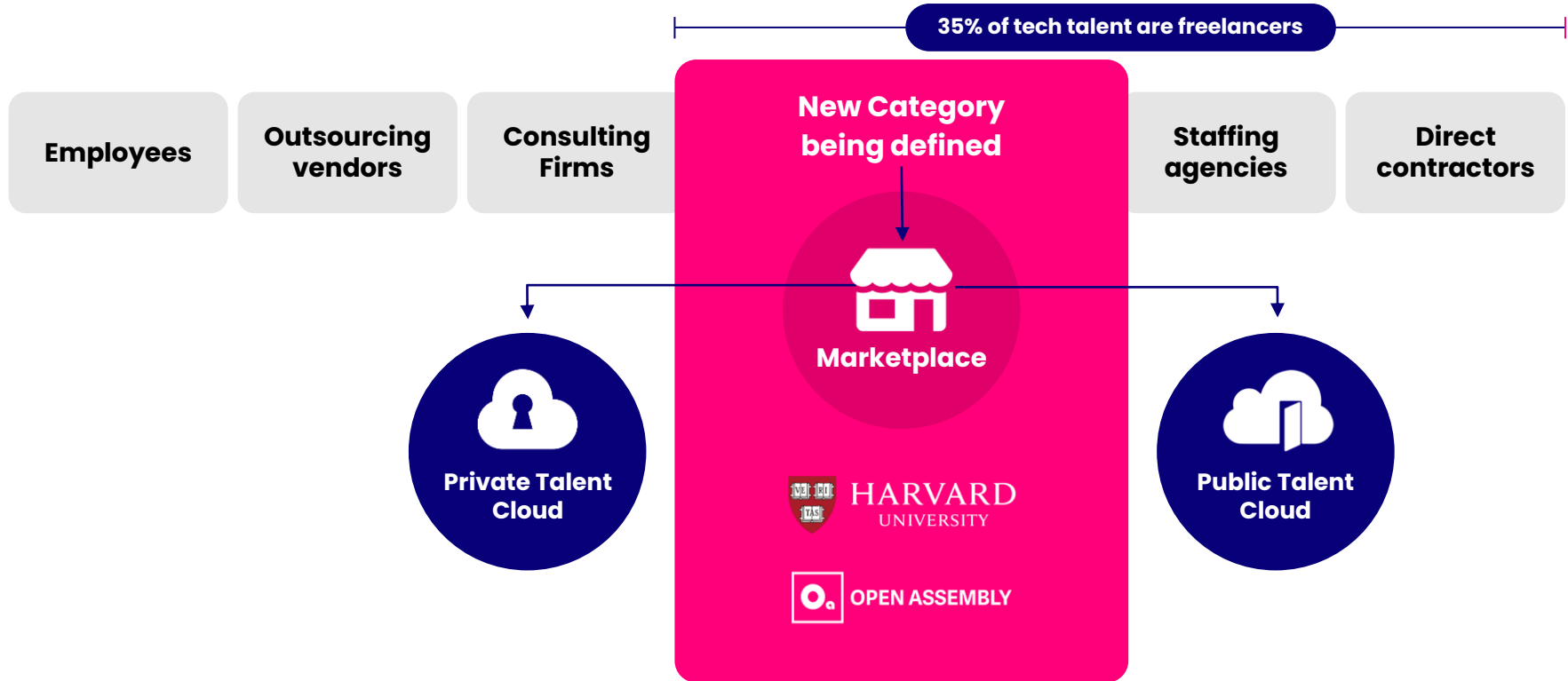
**Forbes**



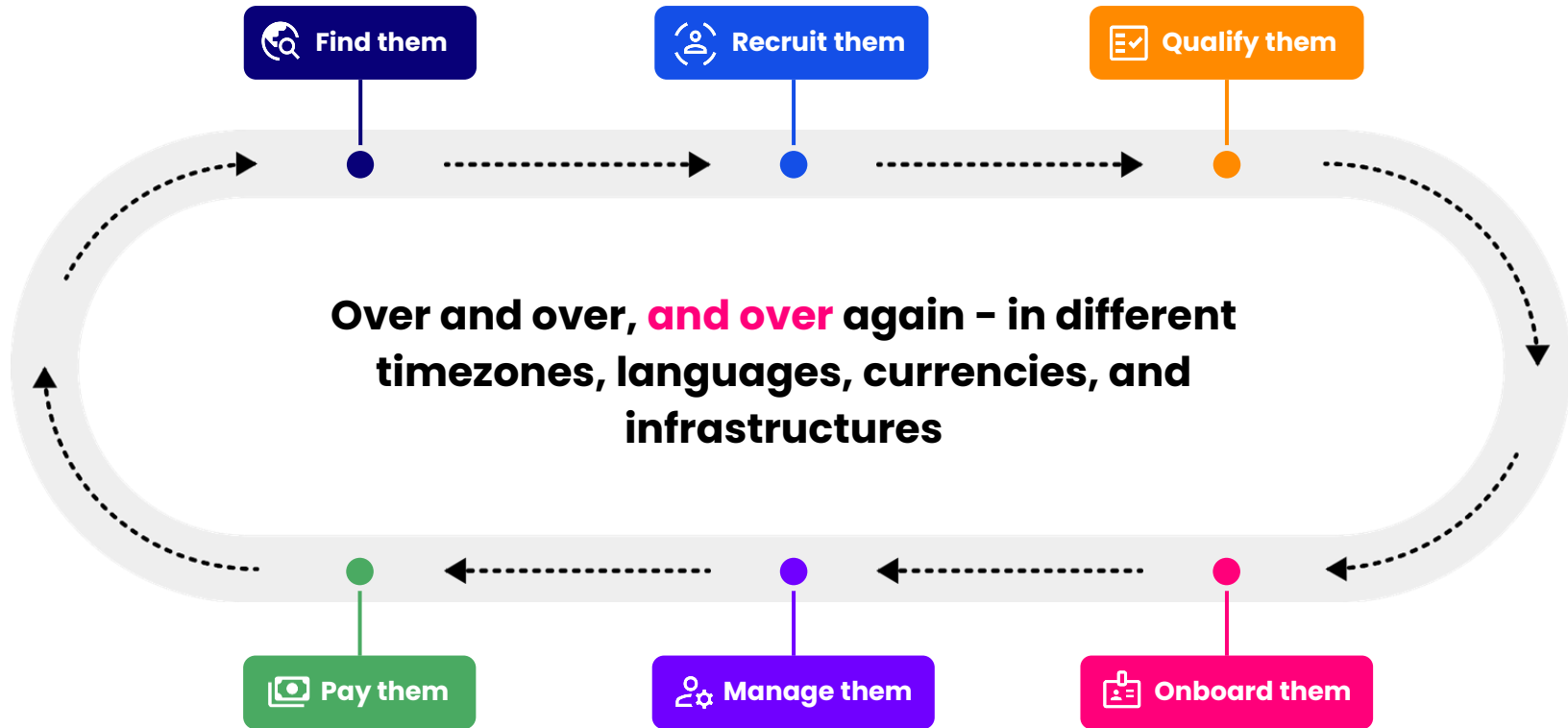
# EMBRACING OPEN TALENT



# A new category is forming to engage talent that do not fit into traditional models







### Marketplace



 Team assembly



 Talent vetting



 Talent onboarding



 Systems security



 Talent management



 Talent retention



 Outcome delivery



### Public Talent Cloud



### Private Talent Cloud



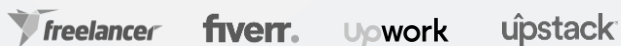


## Marketplace

TALENT PARTICIPATION: **Accessible to all | Unvetted**

MODEL: **Marketplace**

ENGAGEMENT: **Direct access to talent**



## Public Talent Clouds

TALENT PARTICIPATION: **Accessible to all | Low vetting**

MODEL: **Gig work/employee**

ENGAGEMENT: **Managed access to talent**

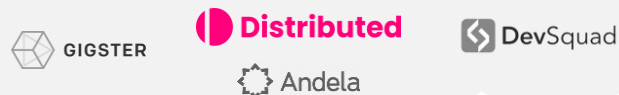


## Private Talent Clouds

TALENT PARTICIPATION: **Invite only | Highly vetted**

MODEL: **Career destination**

ENGAGEMENT: **On-demand or Managed Service**



# PRODUCT MATURITY CURVE



# What to expect

1

Over communicate internally to ensure success

2

Initial uncertainty and then overwhelming positivity

3

To move faster than ever before



**Harmeem Mehta**

Chief Digital and Innovation Officer, BT Digital

“Our work with cutting-edge start-ups like Distributed will help us extend our internal pool of talent, accelerate the digital revolution within BT and help to make BT, and the UK, a key hub for the digital innovation economy.”

# KEY TAKEAWAYS

- 1 You **MUST** have an anti-fragile talent strategy
- 2 You're missing 35% of talent if you don't engage freelancers at scale
- 3 Talent clouds are an evolution in trust and quality from marketplaces
- 4 Open talent can be deployed from MVP onwards
- 5 Using open talent requires temporary uncertainty to achieve permanent relief

# Distributed is the UK's No.1 private talent cloud



# Distributed



## **Callum Adamson**

CEO & Founder, Distributed

[@Callumadamson](#)

[callum@distributed.com](mailto:callum@distributed.com)