

The background of the slide is a complex, abstract pattern of green and teal. It features a grid of vertical lines, some of which are slightly blurred or wavy, creating a sense of depth and movement. The overall effect is reminiscent of a digital or data landscape, with various shades of green and teal blending together.

WHY SUCCESSFUL COMPANIES EMBRACE THE LIQUID WORKFORCE OPERATING MODEL

SECTION 1

MARKET CONTEXT: CHANGE IS URGENT

Today, two converging forces are exposing the structural fragility of traditional workforce operating models and forcing businesses to rethink how they operate. They are:

- 1. RAPID ADVANCES IN ARTIFICIAL INTELLIGENCE**
- 2. SUSTAINED WORKFORCE COST INFLATION**

As a consequence, workforce design has become a board-level concern, dictating how quickly companies can move to achieve optimal performance.

ARTIFICIAL INTELLIGENCE: AT THE CENTRE OF THE CONVERGENCE

Once deemed an experimental tool for back-office tasks, AI is now embedded in functions ranging from customer engagement and product development to compliance monitoring. And adoption is only accelerating faster.

McKinsey reports that 71% of organisations regularly use generative AI in at least one business function, up from 65% in 2024 - a significant uplift considering AI was only released into the public domain in late 2022). This increase in adoption partly explains the widespread belief that AI's impact on productivity will rival that of past industrial revolutions.

The opportunity is vast, but so too is the risk. AI is already speeding up markets, meaning companies can set new strategies in days. But without the right teams and skills to co-exist with this new found technology, delivery still takes months.

SUSTAINED WORKFORCE COST INFLATION

The WEF Future of Jobs Report 2025 projects that 39% of core skills will change by 2030, placing heavy pressure on employers to invest in reskilling at scale. However, large-scale reskilling is expensive, time-consuming, and – crucially - uncertain in outcome. There are no guarantees that today's training priorities will still be relevant tomorrow. When coupled with spiralling recruitment costs, higher compliance overheads, and the financial drag of long-term headcount commitments, the traditional workforce dynamic becomes more precarious.

The result is an economic equation that no longer matches the speed or velocity of modern markets. Businesses must adapt their operations to stay relevant and competitive. How to transform workforces will define success in the short- and long-term. A new economic model for workforce transformation is essential - one that provides rapid access to the skills required to respond to market threats and opportunities.

EXECUTIVES ARE SIGNALLING THE URGENCY

Today, 81% of business leaders believe traditional workforce models are no longer fit for purpose, with 85% saying their organisations urgently need more agile methods. It would seem that most businesses now view legacy workforce models as a liability.

However, leaders willing to rethink their workforce design will find that market swings or pivots in business strategies don't have to cause delays or overspending. Teams can be built quickly when demand rises and scaled back when it doesn't.

BRIGHTBOX BUILT THE LIQUID WORKFORCE OPERATING MODEL TO DEAL WITH PRESSURES THAT TRADITIONAL MODELS CAN'T HANDLE

Though most companies can now establish new strategies in a matter of weeks, building the teams to deliver those strategies still takes months. This delay is the Workforce Value Gap - and it's widening as organisations struggle to find the right skills at the right time without the costs and delays of traditional resourcing models.

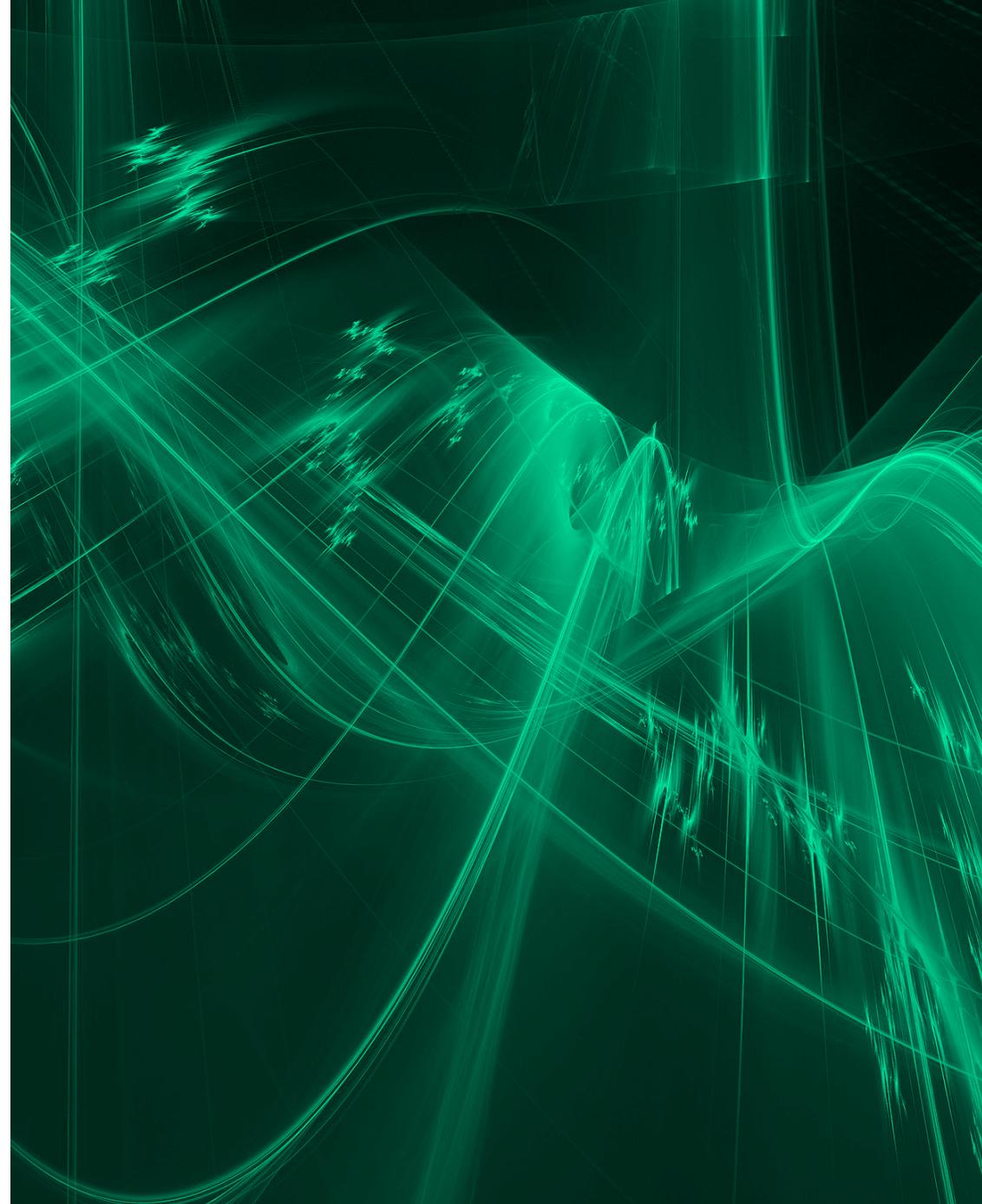
SECTION 2

THE WORKFORCE VALUE CHASM

Executives are open about what they need from their organisations. They need strategies designed to move faster than ever, whether that's entering new markets, launching digital products, or adapting when customer needs evolve.

Yet when C-suite ambition collides with workforce systems, the momentum breaks down. The workforce value gap between strategy and execution is widening into what can be better described as a workforce value chasm. A company can change its strategy in weeks, but it's of little merit if it still takes months to hire people, run checks, and work through old planning processes.

Clearly, the two timelines are badly misaligned. A new go-to-market initiative might be approved in a single board meeting but by the time roles are scoped, candidates identified, and contracts finalised, the original opportunity has often receded.



THE DATA CONFIRMS WHAT EXECUTIVES FEEL

LinkedIn's Global Talent Trends shows the worldwide average time-to-hire is 44 days, but this typically can rise to 3 months and beyond depending on what roles are being sought. In today's market, a hiring cycle of this length risks losing opportunities to competitors who can fill positions faster. For organisations under pressure to deliver quarterly results, this hold-up is a direct drag on growth.

The impact is also immediate and leads to:

- Delayed launches and missed revenue targets.
- Marketing spend committed to product releases being wasted when delivery dates stall.
- Competitors able to move faster to seize market share.

THE CREDIBILITY COST COMPOUNDS THE FINANCIAL COST

Boards begin to question execution reliability when strategies repeatedly falter at the point of resourcing.

Investors lose confidence when product announcements are not followed by delivery.

Employees grow sceptical of leadership when plans falter before teams are in place.

For many leaders, this tension has become the defining frustration of their role. They can identify opportunities, build consensus, and secure investment, but when it comes to mobilising talent at speed, the system stalls.

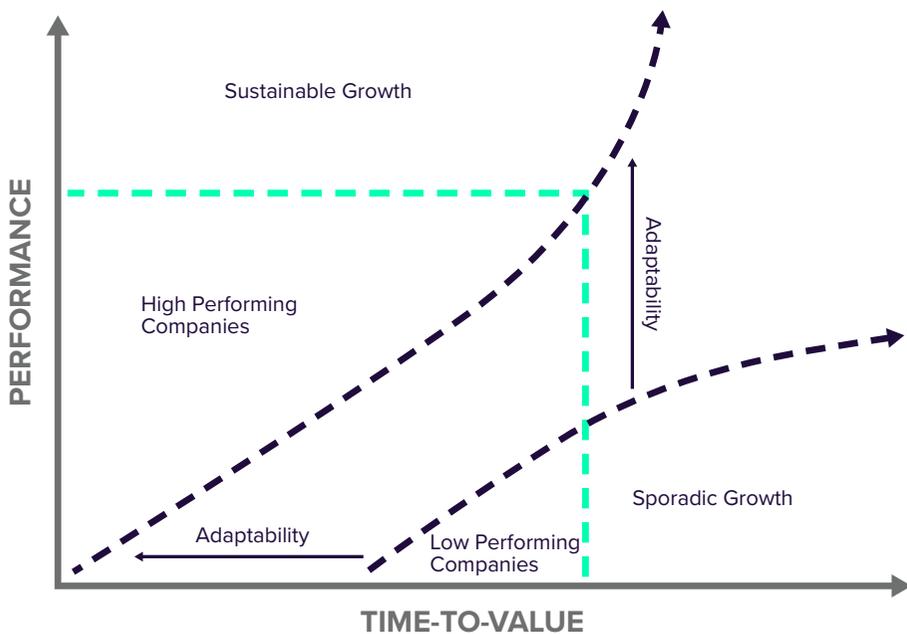
What should be a straight line from decision to execution becomes a protracted cycle of recruitment delays and missed delivery windows. Moreover, human skills aren't the only ones to be mobilised. Organisations must now also integrate AI Agents into their workforce mix, and the ability to synchronise both capabilities will become a defining factor in competitiveness.

THIS WORKFORCE VALUE CHASM IS NOT A TEMPORARY INEFFICIENCY

Rather, it's the structural gap between twentieth-century workforce models and twenty-first-century market dynamics. BrightBox recognises that unless addressed directly, this misalignment will widen as strategies accelerate while legacy systems fall further behind.

To understand why the chasm persists, we need to examine the limits of legacy workforce models most organisations still rely on.

CROSSING THE WORKFORCE VALUE GAP



Implementing a Liquid Workforce Operating Model gives you an adaptable team of inhouse and augmented skills to make fast impact and cross the Workforce Value Gap; creating sustainable growth, and high performance.

SECTION 3

WHY LEGACY MODELS FALL SHORT

When pressure mounts to deliver faster, organisations often turn to familiar workforce solutions. Outsourcing, contractor pools, and static resourcing plans are treated as levers that can be pulled harder when demand spikes. But in practice, these models were built for stability, not agility. They may provide temporary relief, but structurally they cannot keep pace with the speed and volatility of modern markets.

Outsourcing, for example, is primarily a tool for cost control. Work is shifted to third parties to lock in savings and improve efficiency, but cost control and strategic speed are not the same. Outsourced contracts often operate on 12-24 month cycles, designed for predictability over time. However, product launch windows are now frequently compressed into 90 days or less. It's a stark mismatch.

A model optimised for stability becomes a liability when weeks make the difference between capturing opportunity and missing it, not years.



BEYOND TRADITIONAL CONTRACTOR POOLS

Traditional contractor pools can provide skilled individuals, but too often they operate as volume-driven suppliers. The result is isolated contributors with uneven quality and little integration into the client's strategy.

BrightBox takes a different approach. Our UK contractor associates are drawn from consultancy and project delivery backgrounds, with proven stakeholder management expertise and senior technical skillsets. Every individual is pre-vetted, tested, and assessed for technical capability but also for cultural fit and values alignment. This breadth of assessment means each contractor arrives project-ready, embedded with the continuity and professionalism required to deliver impact from day one.

Integrated into the Liquid Workforce Operating Model, clients gain the agility to flex team size and skill composition at speed, while ensuring every contractor contributes as part of a cohesive, outcome-focused collective.

STATIC RESOURCING PLANS FALL SHORT IN A DIFFERENT WAY

Though volatility is now a market constant, annual or semi-annual workforce plans assume a reasonable level of demand predictability. Customer behaviours, regulatory landscapes, and technology all evolve faster than planning cycles can accommodate. What appears sufficient at the start of the year can be misaligned by the summer.

The result is familiar to executives:

- Overcommitted headcount when demand softens.
- Under-resourced when opportunities emerge.
- A continual scramble to rebalance.

To put it more bluntly: outsourcing is too rigid, contractor pools are too fragmented, and static plans are too slow.

Each was designed for a different era of business, when stability was the prize. None can provide the translation layer between strategy and execution that modern businesses now require. Indeed, leaders who continue to stretch legacy models will remain caught in cycles of delay and frustration, while those who embrace a different approach break free.

BrightBox developed the Liquid Workforce Operating Model to offer this freedom - to replace rigid, fragmented ways of working with a model designed to adapt quickly and deliver on-demand skills at speed and scale.

As traditional approaches are ruthlessly exposed, the Liquid Workforce Operating Model moves.

SECTION 4

INTRODUCING THE LIQUID WORKFORCE OPERATING MODEL

Traditional workforce models were built to fill jobs and roles. That approach worked when business cycles were slower, and technology advanced in increments. But modern markets move differently. Rather than static roles, it is skills that have become the critical unit of value, and organisations unable access and mobilise them quickly risk falling behind.

The Liquid Workforce Operating Model, powered by BrightBox's LiquidSkills Agentic AI Platform, is designed for this new reality. It continuously maps skills to strategic priorities, ensuring organisational ambition can be translated into execution without delay. Just as importantly, it evolves in real time to reflect shifting demands, whether driven by new technologies or market volatility.

Unlike staff augmentation, which provides headcount, or outsourcing, which fixes delivery into rigid contracts, the Liquid Workforce Operating Model acts as a translation layer between business strategy and workforce delivery. It enables the right skills to be placed where they are needed, perform immediately, and adapt as conditions change.

The result is businesses empowered with the agility to keep pace with technology and the resilience to stay ahead of competition.

AT THE CENTRE: THE LIQUIDSKILLS AGENTIC AI PLATFORM

The LiquidSkills Agentic AI Platform acts as the organisation's nervous system, continuously analysing requirements against available talent and deploying the right people into the right roles at speed. But speed alone is not enough. Where most resourcing partners stop at simple skills matching, BrightBox layers in multiple safeguards that ensure every team member arrives both technically capable and culturally aligned.

Video interviewing assesses personality and cultural fit, while our technical testing platform reaffirms hard skills through rigorous evaluation. Comprehensive KYC checks add a further layer of assurance, protecting against compliance and security risks. Each stage is designed to filter not just for what candidates can do, but for how they think, work, and integrate into businesses.

This multi-step process goes beyond standard vetting. It creates teams that embed seamlessly alongside the permanent workforce, reflecting the organisation's values while delivering the agility to flex headcount and skillset as priorities evolve. The result is a workforce combining advanced machine speed with expert human oversight that is resilient, trusted, and ready to deliver from day one. The value of the Liquid Workforce Operating Model powered by BrightBox's LiquidSkills AI Agentic Platform is best measured in time-to-value.

However, there are other business benefits centred on improved business performance and innovation:

- **Planix** achieved faster onboarding of development teams, enabling product deadlines to be met without quality sacrifice. The company accelerated its go-to-market by 25%.
- **Tecsa Group** reduced development costs by 33% while speeding up delivery, proving that agility and efficiency can coexist.
- **CGI** scaled delivery teams for compliance-sensitive government projects, demonstrating that the model works even in heavily regulated environments.
- Research by the **Harvard Business Review** found that remote hires with structured onboarding were 54% more productive in their first six months. An approach BrightBox has embedded into its engagements.

For executives, these numbers translate directly into faster launches, stronger ROI on technology investment, and greater investor confidence. The Liquid Workforce Operating Model converts workforce agility from an aspiration into a system. It is an operating model proven to deliver measurable results while protecting compliance and culture.

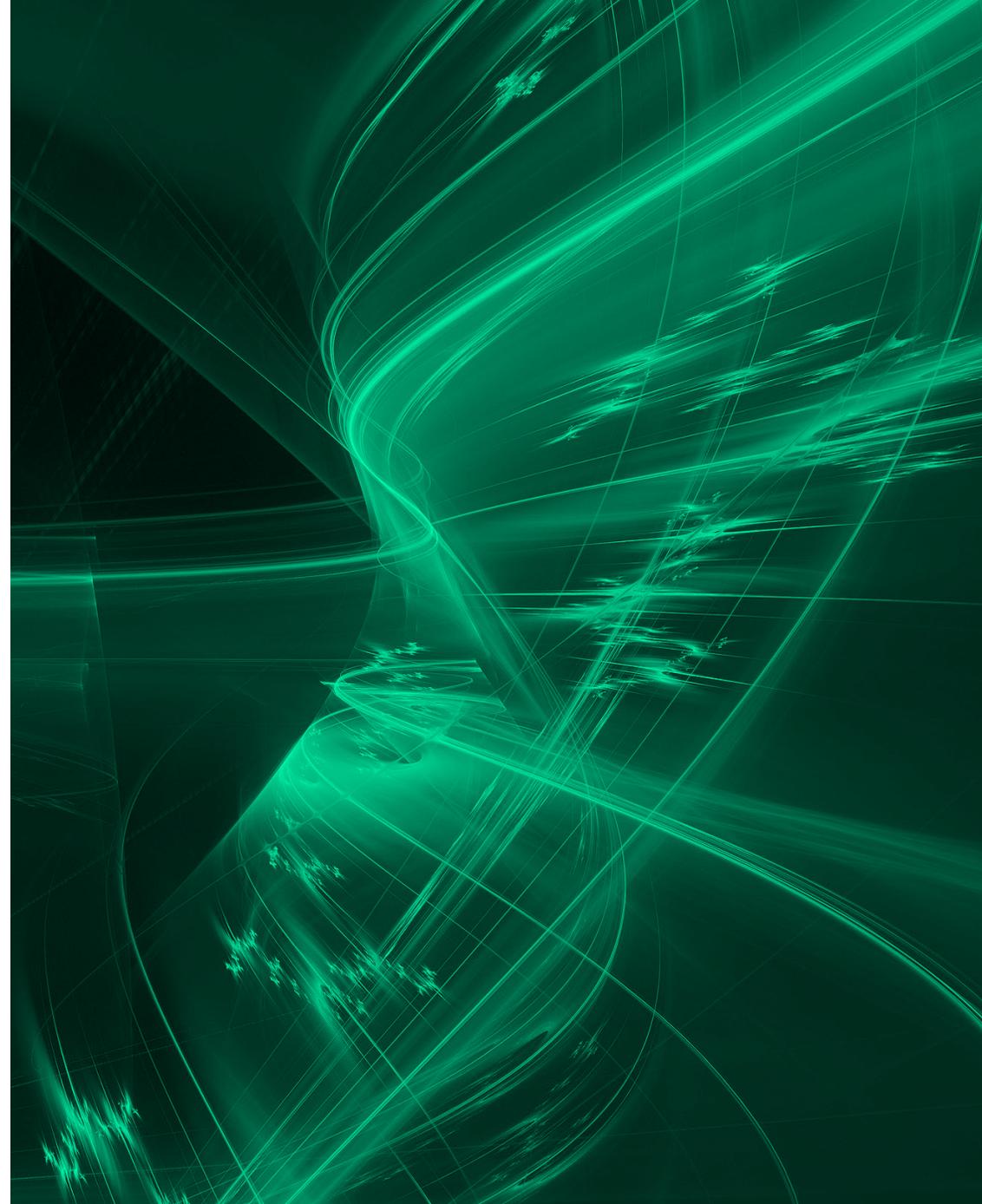
Defining the model is one step. The next is showing companies how to implement it in a structured, low-risk way that aligns with governance and culture.

SECTION 5

FROM CONCEPT TO ACTION: BUILDING AN INTEGRATED AI + HUMAN WORKFORCE STRATEGY

BrightBox's Liquid Workforce Operating Model is designed and ready for use. It just needs to be configured to the exact requirements of the organisation.

BrightBox also provides a structured roadmap that combines AI precision with human oversight, making adoption low-risk and practical:



STEP 1: ASSESS WORKFORCE MATURITY

The process begins with a diagnostic of the current workforce value gap, and what's required to close it as quickly as possible. We identify where you are today and where you need to be to meet your business objectives. To establish a baseline, we look at hiring cycles, retention levels, compliance exposure, and cultural alignment.

STEP 2: MAP SKILLS TO STRATEGY AND NEEDS

We then map the skills you need today and, in the future, use the Liquid Workforce Operating Model to map these to your business strategy. We then use our LiquidSkills Agentic AI Platform to acquire the insights needed to inform skills-based workforce design decisions, ensuring growth plans are backed by real capability, not headcount guesswork.

STEP 3: FOCUS ON PRIORITY AREAS

Rather than a wholesale shift, BrightBox helps organisations prove value through targeted use cases. For example, by deploying a specialist team to accelerate a product launch or deliver a compliance programme. These use cases build confidence with boards, investors, and employees by providing evidence, and increasing value that can be measured in weeks, not months.

STEP 4: SCALE WITH CONFIDENCE

Once initial use cases start to deliver quick and measurable value, organisations can extend the Liquid Workforce Operating Model across functions, business units, and geographies. Eventually, it becomes the universal workforce operating model for sourcing and managing on-demand tech skills.

MOMENTUM BUILDS QUICKLY WHEN THESE STEPS ARE FOLLOWED

For executives, this roadmap removes uncertainty. Each step is transparent, evidence-driven, and directly tied to strategic outcomes. It demonstrates that the Liquid Workforce Operating Model is not a disruptive overhaul but an integrated framework that evolves with the organisation.

With the roadmap embedded, the final step is to reinforce the outcomes and show how BrightBox turns this system into a measurable competitive advantage.

CONCLUSION

Workforce agility can no longer be left to chance. The Liquid Workforce Operating Model, enabled by BrightBox's LiquidSkills AI Agentic Platform, turns boardroom ambition into real results that are delivered faster and with a lower cost and risk profile than traditional strategies.

That means you benefit from:

- Faster execution: shortening time-to-market directly accelerates revenue and innovation. Every week gained in launch speed translates into competitive advantage and sales.
- Lower risk, lower cost: resources flex with demand while governance and compliance remain embedded.
- Investor trust: the workforce becomes a measurable strategic asset that markets can rely on, not a liability they question.

The results speak for themselves. External validation shows that strong onboarding programs can increase retention by 82% and remote-ready hires with structured integration are 54% more productive in their first six months.

BrightBox has already delivered these outcomes with clients ranging from Planixs to CGI, proving that speed, compliance, and efficiency can coexist.

The choice for leaders is binary - continue stretching legacy models that are failing, or adopt a system already proven in the market to deliver at speed.

BrightBox helps you to effectively and manage build a resilient workforce that keeps pace with your strategy and demonstrates reliability to your key stakeholders – employees, partners, suppliers and investors.



DELIVERING BEYOND EXPECTATIONS

BrightBox is a strategic partner dedicated to driving client growth. Our commitment to delivering beyond expectations positions us uniquely in the industry, offering a potent combination of agility, expertise, and technological innovation.

Are you ready to unlock unexpected benefits and take your business to new heights?

Contact BrightBox today to discover how our innovative solutions can empower your business.

Contact **Matthew Banks** for more information:

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or [click here](#) to book an appointment:

