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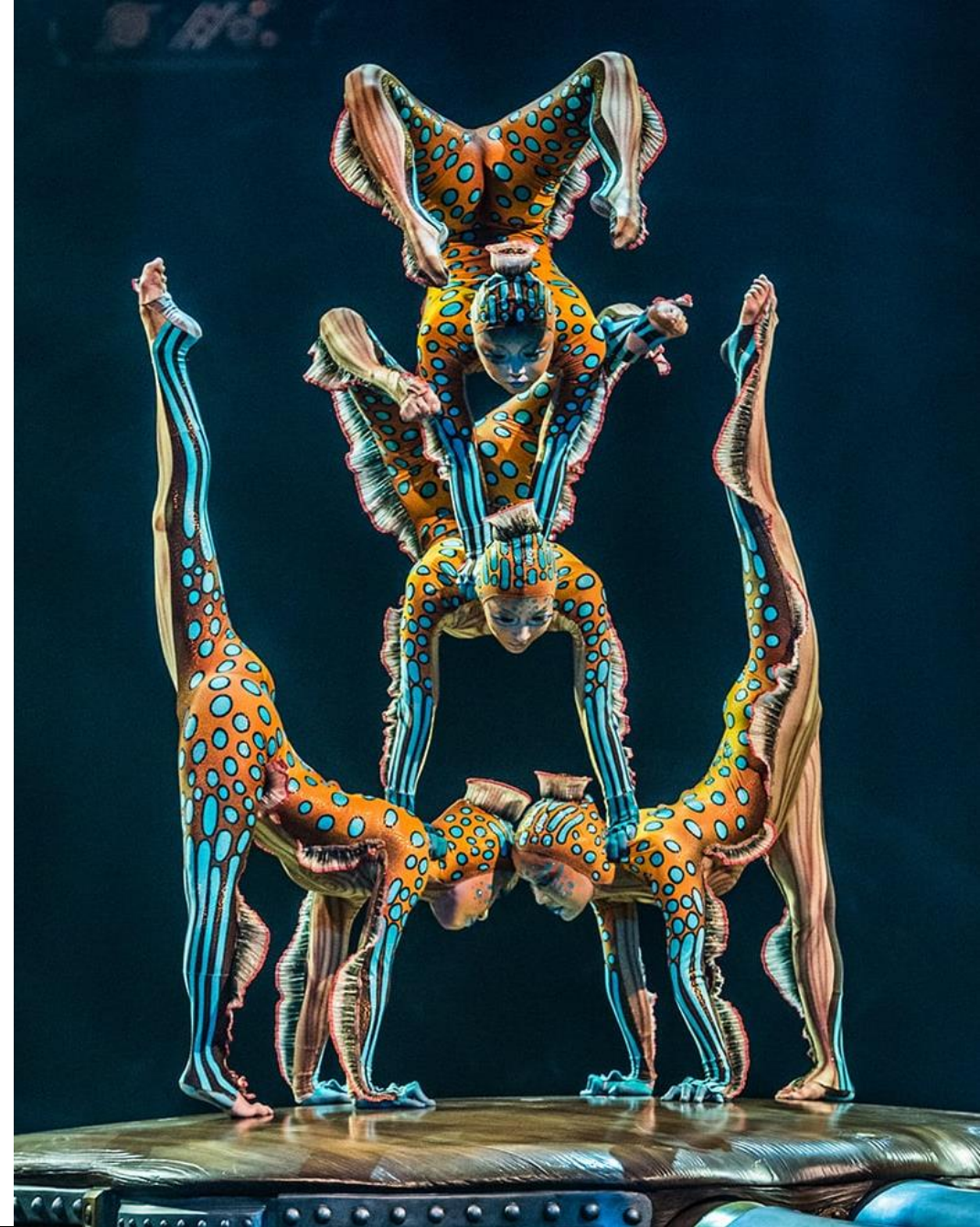
The Balancing Act of Modern Work: How to Manage Side-Hustles and Full-Time Work

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Global HR Forum 2024

The Balancing Act of Side-Hustles

- Income generating work performed on the side of a full-time job
- Represents nearly all of net employment growth since 2005
- Estimated 25% of those aged 59-77 have a side-hustle



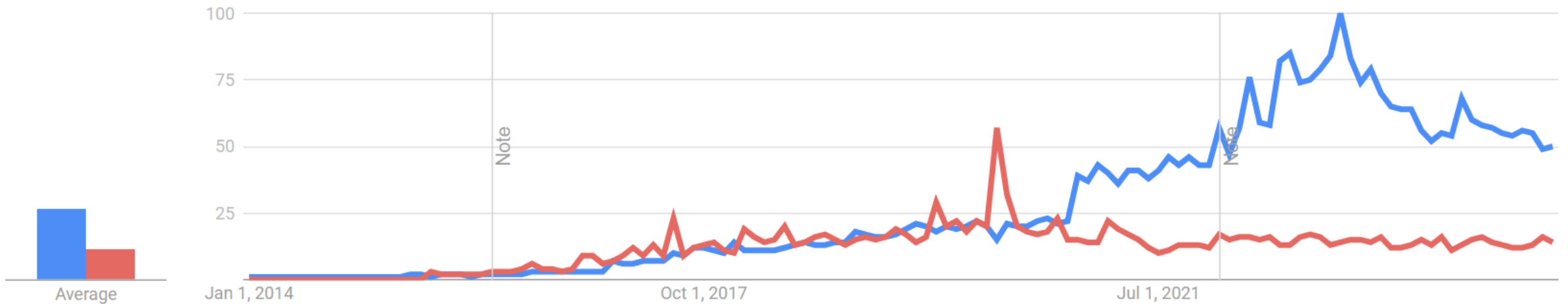
The Phenomenon of Side-Hustles

Interest over time 

Google Trends 2014-2024



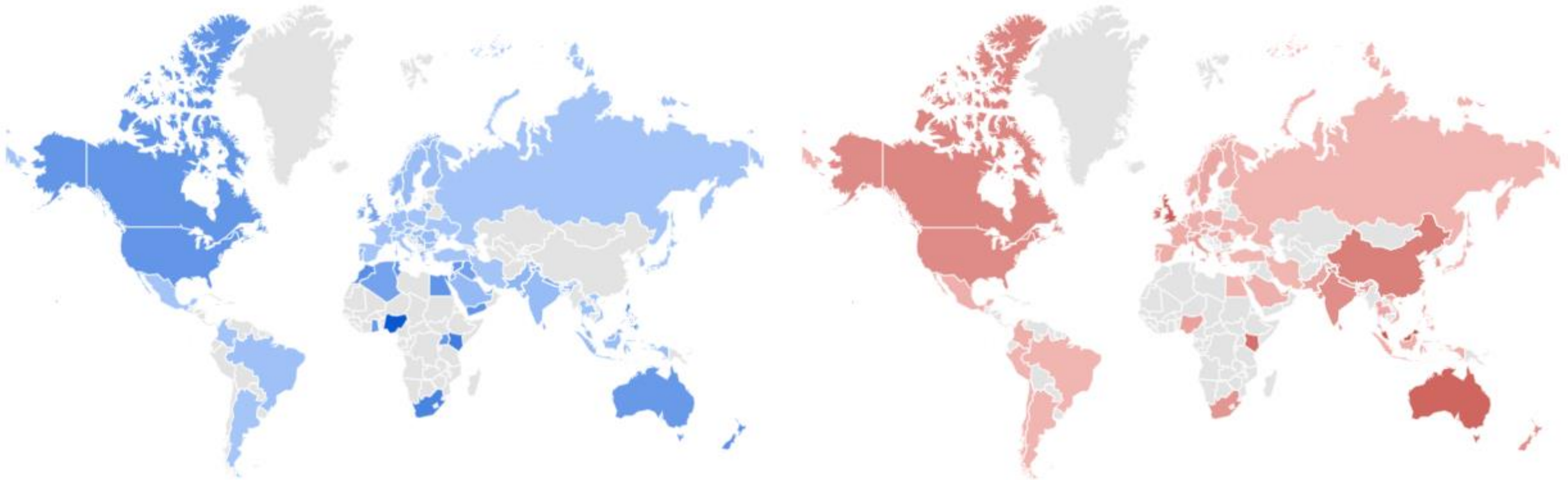
 Searches for “side hustle”  Searches for “gig economy”



The Phenomenon of Side-Hustles

Google Trends 2014-2024

■ Searches for “side hustle” ■ Searches for “gig economy”



Global Phenomenon

→ Side-hustlers worldwide

- 39% in the United States
- 19% in the United Kingdom
- 22.4% increase in Korea in Q124

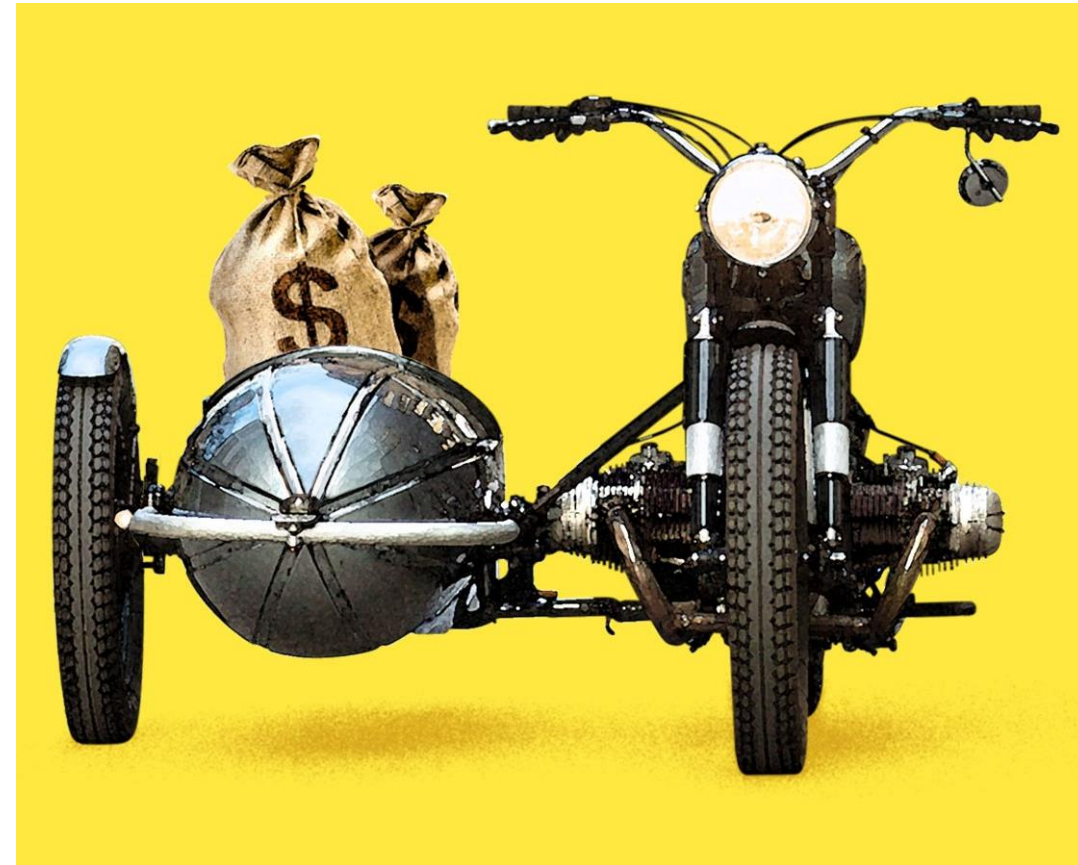
→ Expected to continue to grow

- Estimated 400 million gig workers in China by 2036
- Increase among Millennials (27.7% in Korea) and Gen Z (30.9% in Korea)



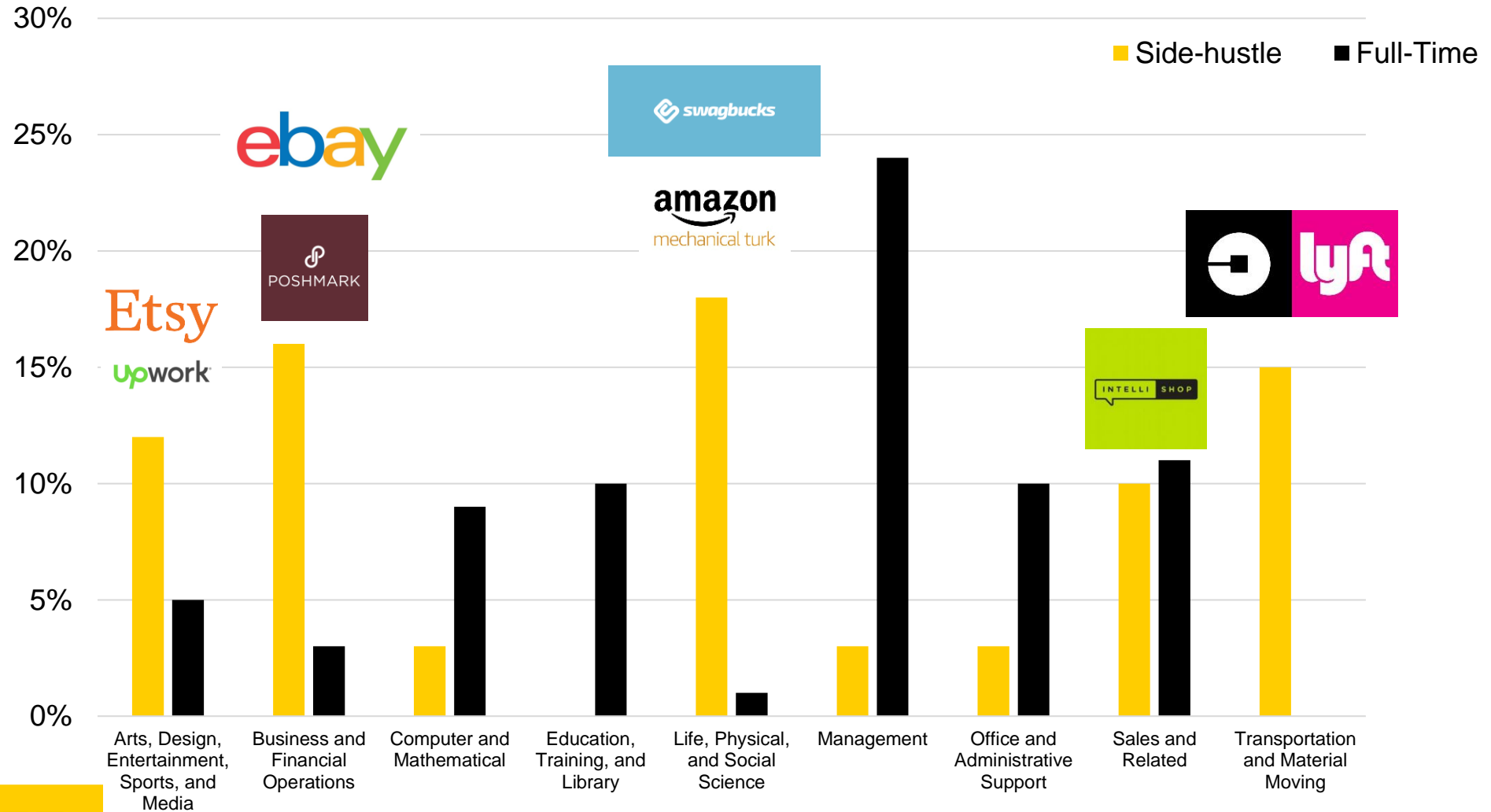
Our Research On Side-hustles

- Series of studies examining:
 - Empowerment
 - Status Differences
 - Diversification of Work
 - Freedom and Autonomy
 - Disclosure and Concealment
- Approximately 1500 individuals performing a variety of full-time jobs and side-hustles



Coauthors: Hudson Sessions, Manuel Vaultont, Amy Bartels, Rae Williams, Mike Baer, David Welsh, Ji Koung Kim, Sujin Jeong, Daniel Newton

Top 5 O*Net Job Families of Side-Hustles and Full-Time Work



Key Takeaways from Our Research



Features of the Work: WHAT you work on matters



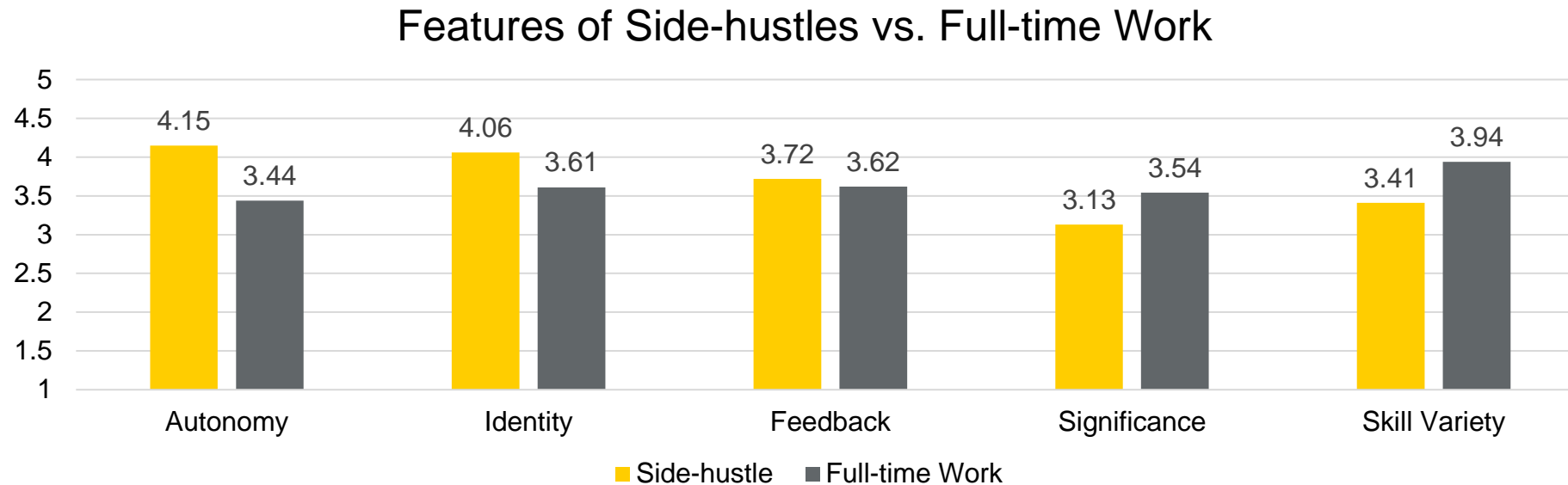
Motives of Pursuit: WHY you work on it matters



Tensions to Manage: HOW you work on it matters

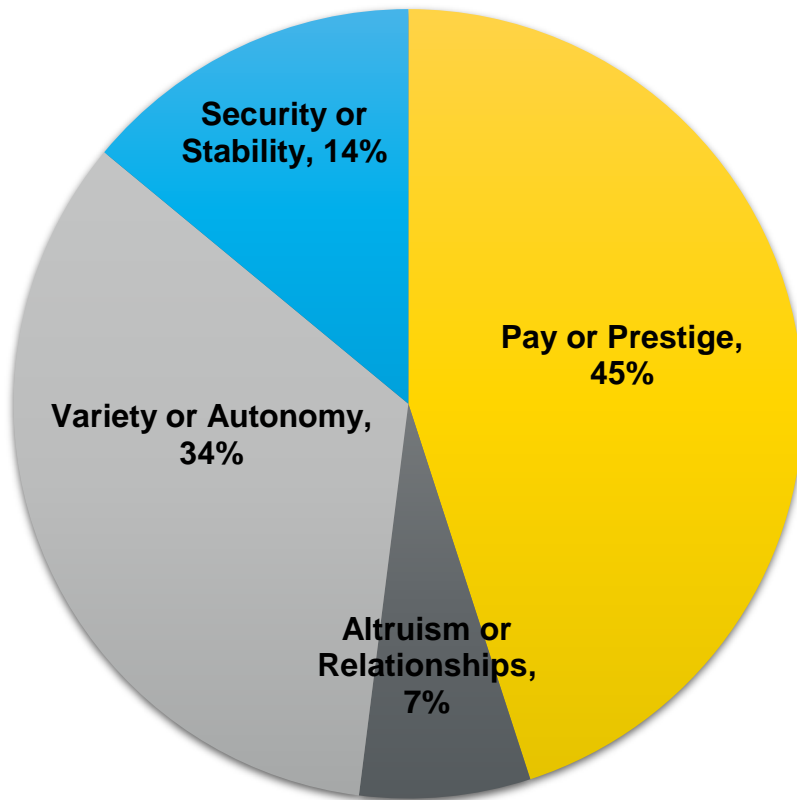
WHAT You Work On Matters

→ Workers feel empowered if side-hustles give them autonomy, identity, feedback, significance and skill variety



WHY You Work On It Matters

Top Motive for Pursuing Side-Hustle



→ Motives for pursuit

- Pay or Prestige
- Altruism or Relationships
- Variety or Autonomy
- Security or Stability

→ Career related motivation

- Develop or maintain competence, credibility, and expertise
- Leverage or learn new skills and abilities
- Further develop networks

HOW You Work On It Matters

- Work on side-hustles “spills over” to full-time work
- Positive aspects of side-hustles
 - Creates positive emotional state
 - Enhances full-time work performance
 - Promotes optimism, engagement and well-being
- Challenging aspects of side-hustles
 - Creates distraction at work
 - Inconsistency in status creates stress
 - Depletes resources and well-being



The Future of Side-Hustles

Continued growth among younger workers



Enabled by artificial intelligence



Promotes life-long learning