

# The talent war must be addressed with **new solutions**

The intensity of the contest for talent is getting fiercer, with the underlying problem of shortage of available skills becoming ever more prevalent. Access to talented skills is becoming a constraint to organizational growth, as cited by several studies, with this challenge set to rise.

To address such challenges, it is imperative for business owners and leaders to consider the new dynamic of talent sourcing.

The UAE continues to evolve and diversify its local legislation and processes to align with the new emerging era in which we are living and working in. The current freelancer license, flexible startup scene and ability for employees to work in dual roles have enabled access to untapped talent pools.

That said, the ability for C-Suite leaders to attract and retain new and emerging talent for future growth remains a constant challenge. It is with this in mind that the COO Network has recently signed a strategic alliance with gigthree.

gigthree is pioneering the 'work on demand' revolution for business leaders and subject matter experts in the Middle East and ASEAN regions. Its state-of-the-art digital solution matches and connects fully vetted professional executives and highly skilled talent with progressive-minded clients looking for practical skills

and performance in a fast-paced economy.

"COOs are currently grappling with new and emerging challenges, with access to talent being one. Our strategic alliance with gigthree is both timely and aligned to addressing the needs of the current COO, where through new solutions our members can leverage the global virtual talent base" Mandip Dulay, Co-Founder, COO Network

Commenting on the strategic alliance, Hanadi El Sayyed, Co-Founder and Chief Operating Officer of gigthree said: "In today's on-demand economy, flexible, highly skilled talents are needed more than ever. We are excited to deliver an on-demand solution to the COO Network members, giving them access to previously untapped vetted world-class professionals and subject matter experts in the Middle East and ASEAN, for their talent requirements. We are committed to helping leaders transition from strategy to execution and accelerate the enablement of an innovative workplace, adapt plans, and quickly reallocate resources to achieve their goals."