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**Homage to The Home  
Teresita Abay Krueger**

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## **Homage to The Home - Creative Disruption and The On-Demand Economy**

**Teresita Abay Krueger**

### **Abstract**

*There is little argument that the current on-demand economy, also known as, the "gig economy", is creating career opportunities outside the traditional classifications and reinventing the definition of jobs and work. This is especially true for women, working mothers along with their homes and families. Only as recent as this past decade, women have had but two options: maintain a traditional full-time employment or exit the workforce. The notion of "lean in" as coined by Sheryl Sandberg or "opt out".*

*However, today, a growing number of workingwomen and mothers are dismissing those limitations. Instead, we can now drive new rules of engagement, reinventing those rules and redefining the perception of success, to the benefit of home and family life.*

*The gig economy appears a promising third path that optimizes time, offers balance and flexibility; all the elements necessary for a supportive home environment. In fact, according to a recent report by Harvard University<sup>1</sup> in the last decade, the number of women entering the gig economy has grown significantly. Exploring this new blueprint could position the home as the next best inflection point for society. We are on the cusp of a new modality: creating value, learning and motivating, changing governance and reshaping profoundly humanity and dignity.*

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### **1**

**Contract Workforce Outpaces Growth in Silicon-Valley Style 'Gig' Jobs, New research shows labor shift affects health care, education and other industries that have traditionally offered stable employment**

*By Anna Louie Sussman and Josh Zumbrun, March 25, 2016*

*Questions remain on how to ensure the social, cultural and moral infrastructure to coexist while enabling sustainable livelihoods. And the implications to the home environment are arguable one of the urgent national issues in our time.*

*Consider the following; it was only a decade ago, that workers in the U.S. and Europe worried about their jobs being outsourced overseas. Today's entrepreneurial enterprises, offer alternatives that match businesses with experts, building a labor economy partly driven by the new digital platforms acting in real-time providing a global workforce suited to the tasks of the 21<sup>st</sup> century. These same new platforms can potentially improve access to millions to work and purposeful productivity. A [McKinsey](#) study points this out.*

*The new reality of work, home and family will be different, and rather than applying the old paradigm that separated home and work, we need to understand and leverage a future where each crosses the other. Specifically, we need a mindset that recognizes these new platforms, embraces the labor on-demand economics, the design elements that could maximize positive outcomes for the home and identify the array of challenges represented.*

*url links :*

*<http://www.mckinsey.com/global-themes/employment-and-growth/independent-work-choice-necessity-and-the-gig-economy>*

**See Book: "People, care and work in the home"**

<https://homerenaissancefoundation.org/resource/people-care-and-work-in-the-home/>