

# Market Burst

## Top trends in talent

1. Flexibility will be essential to retaining the female workforce post-pandemic
2. The post-pandemic world will call for new skills
3. Work will be done differently in 2021
4. CHROs' top priorities for Pandemic recovery
5. Creating a positive candidate experience with technology

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## Flexibility will be essential to retaining the female workforce post-pandemic

The burden of care for families has disproportionately fallen on women over the course of the last 12 months. This has led to over 2 million women exiting the workforce. In the US, 100% of all those exiting the workforce in December were women as extended lockdowns take their toll on this labour category. If not remedied, this loss will cause drastic setbacks to the modern world of work.

**80%** of respondents said their employer is 'responsible' for ensuring a better working world after the pandemic  
– [The Adecco Group: Reset Normal](#)

Employers now bear the responsibility of offering flexible solutions so workers can care for families and maintain their work engagements. These may include allowing leaves of absence, scaled back work schedules, or removing hiring biases that could overlook candidates who have taken time away from the workforce.

In the US alone, **2 million** women have exited the workforce in the last 12 months  
– Fortune

## The post-pandemic world will call for new skills

As the adoption of technology increases, 50% of all employees will need reskilling by 2025, according to the World Economic Forum's *Future of Jobs* report. Critical thinking and problem-solving top the list of skills employers believe will grow in prominence over the next five years. Newly emerging on the list this year are skills in self-management, including active learning, resilience, stress tolerance, and flexibility.

**50%** of all employees will need reskilling by 2025  
– World Economic Forum

[Read more:  
The Reskilling Revolution](#)

## Work will be done differently in 2021

In 2020, every industry faced overnight change in the wake of COVID-19. Communication, collaboration, and innovation took on new meaning as consumer habits changed and organisations shifted focus to respond to new ways of doing business.

To effect these changes, leaders altered their communication cadence and messaging to staff, enabled collaboration across newly remote teams, and encouraged innovation at all levels of business.

**41%** say leadership communication is better now than it was pre-pandemic

**37%** think collaboration has improved

– CPA Practice Advisor

As a result, the way talent is hired in 2021 will be vastly different than this time last year. Interviews will be conducted virtually, and onboarding will be automated and without in-person processes – both contributing to faster end-to-end hiring. Moreover, talent will seek to continue the flexibility they have become accustomed to with remote work.

**84%** of C-suite HR leaders plan to roll out additional support for mental health

## CHROs' top priorities for pandemic recovery

In the last 12 months, new challenges in maintaining workforce engagement have cropped up for business leaders. From social issues to remote work isolation to mental health and employee wellness, CHROs are leading the charge in addressing these topics with their workforce's best interest in mind.

PwC recently conducted a survey of CHROs across Fortune 1000 companies and found that 84% of C-suite HR leaders plan to roll out additional support for mental health. To address social issues, 52% of CHROs are implementing diversity and inclusion training for their workforce. 75% of CHROs are also focusing on upskilling initiatives as a way to engage workers.

**52%** of CHROs are implementing diversity and inclusion training for their workforce

**75%** of CHROs are also focusing on upskilling  
– PwC

## Creating a positive candidate experience with technology

2021 has found organisations fully immersed in digital operations, and hiring is no exception. The remote world has expedited the shift to fully digital talent sourcing and candidate assessment, virtual interviewing, and remote onboarding. Through each step of the hiring process, candidate experience has remained a top priority.

Organisations are implementing technologies to improve the candidate experience, like on-demand interviewing and immediate feedback, while also maintaining personal touches to ensure genuine human connection throughout the hiring process. While technology is the enabler of these necessary steps, the experience delivered to candidates and hiring managers during the talent acquisition process is the most critical element for success.

**24%** of businesses have started using AI for their talent acquisition needs  
**56%** of managers plan to adopt automated technology in the next 12 months  
– Forbes

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