

# Market Burst

## Top trends in talent

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## Manufacturing faces deep skills gaps and a lack of talent

The manufacturing industry has become a leader in accelerating automation and increasing innovative technology for high productivity and efficiency. Although the industry is quickly evolving, the workforce of available and skilled talent is lagging. In the US alone, this skills gap will cause 2.1 million jobs to go unfilled by 2030, says a new study from Deloitte and The Manufacturing Institute. In addition to the growing skills gap, nearly three-quarters of US manufacturers say they will have ongoing difficulties attracting and retaining workers in 2021 and beyond.

To remedy these challenges, organisations will need to attract new, diverse, and non-traditional candidate profiles, including hiring for potential and skill aptitude. To close the skills gap, employers will also need to provide on-the-job or vocational training to upskill and reskill talent to fit current and future roles.

## Hiring in the era of digital nomads

Before 2020, being a digital nomad was a concept that only few could make a reality. In the post-pandemic world, remote work and "nomading" will be much more common as we've already seen a significant increase in virtual jobs.

To accommodate this growing population of workers, organisations must adapt how they attract this talent, and countries are altering their immigration and foreign visitor regulations to accommodate.

Companies have had to adapt some practices before they can take advantage of the location-less talent. New considerations include heightened cybersecurity for workers operating on unknown networks, complex tax requirements for professionals working in different countries than the company operates, and some have even covered additional work-related expenses like internet access and necessary equipment that would have traditionally been available onsite.

The full scope of these changes has yet to be seen; however, organisations will benefit from the greater availability of global talent and workers will have more autonomy on where and how they work.

- Estonia and Greece will have digital nomad visas, allowing internationals to work within the borders and may even include tax breaks to attract further investment within the countries.
- Singapore has designed a Tech.Pass visa program encouraging tech talent to work from within their borders to enhance their presence as a technology-leading nation.
- Finland has created a 90 Day Finn relocation package to attract more technology talent.

The number of ads for remote jobs has risen more than

**150%** in some Western European nations

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# pontoon

## Acceleration in the automotive industry

Automakers have evolved tremendously over the last 100 years, but the next 10 will accelerate this transformation at peak speed. Technology advancements, a shift to green energy and market demand have created a need for more hybrid cars, plug-in cars, or fully electric vehicles to be more widely available. To make this happen, organisations will be pressed to grow their talent infrastructure and add expertise from specialists who deliver next-generation vehicles. Upskilling and reskilling will be crucial to develop existing talent and bring on professionals from other industries.

Harnessing a dependable talent supply chain will be necessary for the automotive industry to continue this path to evolution and serve the customers of tomorrow



In the next **10 years**, automotive companies will need more workers trained in automation, robotics, and Artificial Intelligence (AI).

## Focusing on workforce retention through learning and development

As we come out of the pandemic, workers are planning to leave roles for better opportunities that offer skill development and the ability to further their careers. For organisations to retain their talent and meet new business objectives, developing their current workforce will be necessary. By creating learning paths, career ladders and on-the-job training, employees will feel empowered and included as contributors to overall growth strategies.

At Pontoon, we've invested in our people and their development in 2021 by creating an unparalleled learning culture. As a result, our employee engagement has increased by **450%** across our learning platform.

**1 in 3** millennials will look for a new job after the pandemic

[Adecco's Aspire Academy](#) enables job seekers to gain new skills and qualify for better jobs – for free.

## The convergence of sustainability and skills

Creating a green future that is sustainable for generations to come must begin with today's workforce. The ILO estimates 18 Million jobs will be added worldwide with the sustainable energy sector if right-skilling is deployed adequately across the industry. For newly emerging and yet to be defined roles, upskilling and reskilling will be crucial to prepare workers entering sustainable energy jobs. To right-skill workers now, organisations need to be strategic in hiring for "capacity to learn" versus hiring solely on previous experience.

"People are the most valuable resource in the economy. When we speak about the Green and Digital transition, the underlying meaning should be to upskill and reskill citizens and to focus on education." - Eva Maydell, European Parliament member