

Market Burst

Top trends in talent

1. Creating boundaries between work and home
2. Building an inclusive culture that supports women
3. AI-enabled hiring to make the future work for everyone
4. Rebooting the workplace
5. Gen Zers are struggling with remote work

pontoon

Creating boundaries between work and home

The [World Health Organization](#) recently announced that working long hours has proven to be detrimental to health and wellbeing for nearly one million people a year. Covid-19 has significantly worsened these effects as more people worked remotely with less structured schedules and blurred lines between home and work-life.

Leading tech firms have added new features to their work from home tools to combat burnout and isolation. Google updated its Workspace tools to restrict working hours and create recurring “away” notifications to lessen digital interruptions. Adobe implemented AI to help reorganise their employees’ schedules based on priorities and last-minute changes to personal commitments.

Organisations will need to continuously evaluate mental and physical stressors impacting to their workforce to ensure employee wellbeing is a cared-for priority.

“ The Covid-19 pandemic has significantly changed the way many people work. Teleworking has become the norm in many industries, often blurring the boundaries between home and work. ”
- Dr Tedros Adhanom Ghebreyesus, WHO Director-General

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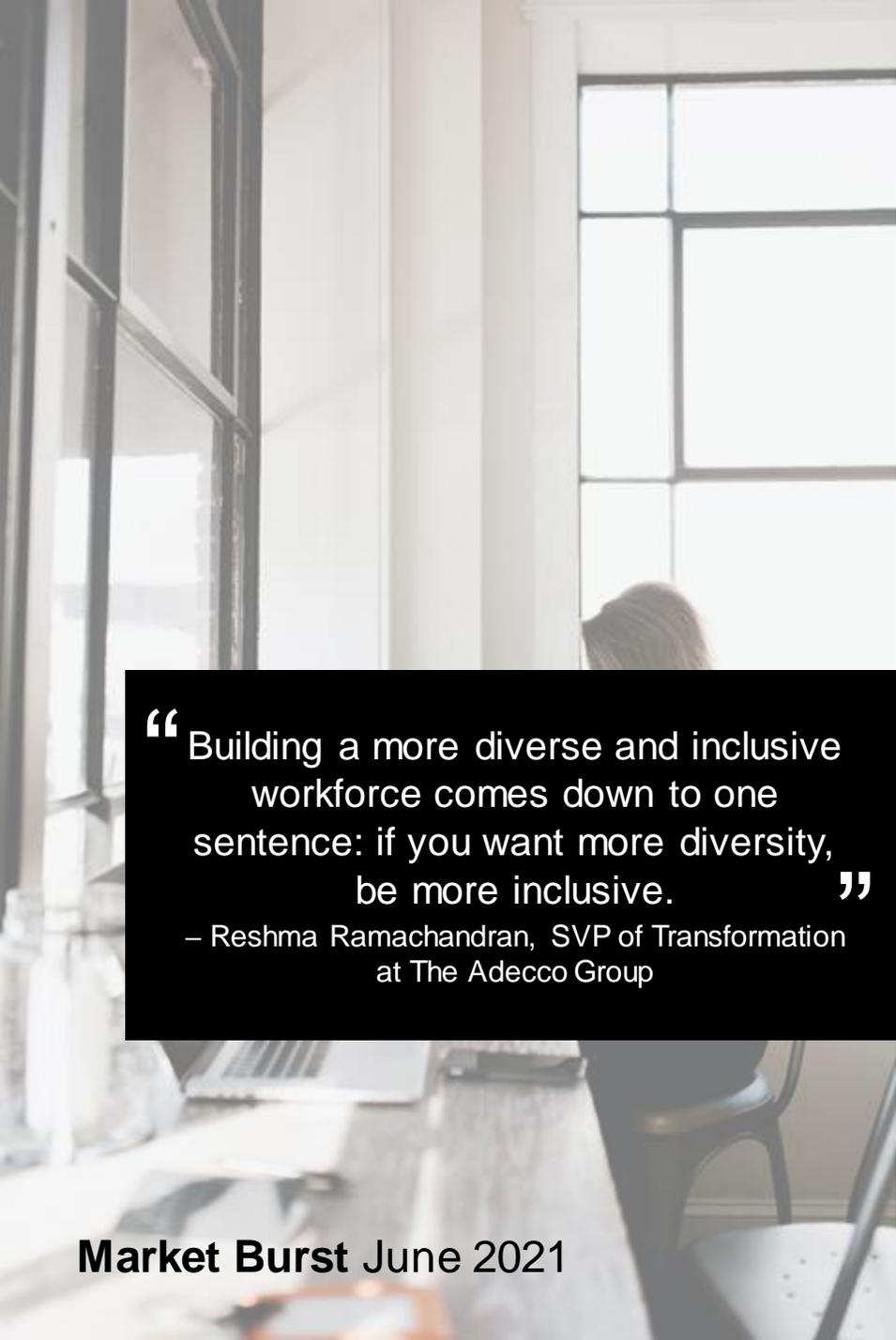


Building an inclusive culture that supports women

A recent survey by [PwC](#) showed that only 29% of female workers had positive feelings regarding job security after the pandemic. By comparison, 45% of men reported feeling optimistic about their future job prospects.

Pandemic job losses has disproportionately effected female worker populations. According to the [TUC's](#) UK jobs monitor, in 2020, women accounted for 60% of job losses in hospitality and retail and almost the same amount beauty and care services.

As an advocate for women's workplace equality, Reshma Ramachandran, has been recognised as the 2021 [EMpower Ethnic Minority Role Model](#). Reshma believes that female and diverse mentors and role models can help underserved populations of talent find their voice and grow in their careers. By encouraging open conversations about gender, bias and work-life balance, people can collaborate to achieve resolution and a better understanding of the challenges others face. Inclusive cultures that support women in their careers will drive change and foster positive transformation in organisations while also attracting new and diverse talent.

A blurred background image of an office interior. A person with long hair is seen from behind, sitting at a desk with a laptop. Large windows are visible in the background, letting in natural light.

“ Building a more diverse and inclusive workforce comes down to one sentence: if you want more diversity, be more inclusive. ”

– Reshma Ramachandran, SVP of Transformation at The Adecco Group

AI-enabled hiring to make the future work for everyone

Over the next few years, humans and machines will increase collaboration to complete significantly more workplace tasks. Recent insight from the [Adecco Group](#) examines how AI impacts the world of work, including the tangible benefits and potential challenges of incorporating this kind of technology. Enhanced traceability, reduced bias, and employee empowerment are just some of the positive outputs of AI and machine learning. At the same time, these technologies can also be impersonal, and can lead to more human isolation.

Pontoon is already streamlining the recruitment and hiring experience by using AI in various ways, including SourceAI, MatchAI, EngageAI, QualifyAI and more. MatchAI, for example, compares candidates' capabilities with the skills required for a role. Multi-lingual chatbots are used within our EngageAI practice to screen candidates and schedule interviews if they pass the initial qualification steps. AI-based writing assistants scan job descriptions for problematic and gender-biased language to then recommend alternatives. Our HR teams use AI tools within talent intelligence platforms to provide personalised career guidance to employees based on their current capabilities, growth potential, and future positions of interest.

AI removes manual and redundant tasks from human workloads and also increases efficiency and accuracy. Striking a balance between humans and AI will be the key to unlocking peak potential in the future of work.

Rebooting the workplace

Many organisations are adapting their return to work plans as the world begins to return to a new version of normal. In many cases, return to work will be a combination of both remote and in-office environments.

A recent survey by [PwC](#) focuses on critical aspects leaders must consider for smooth and effective transitions. Managing the health and safety of returning workers is a top priority, including implementing new office layouts, mask requirements and sanitising stations.

Business leaders in the post-pandemic world need to develop strategies and action plans that put people first. These new workplace playbooks must clearly outline adjusted ways of working and address the needs of individuals working on-site, remotely or a blend of both.

49% of companies say they're planning to make remote work a permanent option for roles that allow it

40% of companies say they're planning to accelerate new ways of working and automation

Gen Zers are struggling with remote work

A recent survey from [Microsoft](#) has shown remote work has been a challenge even for the digital natives that make up Generation Z. 60% of Gen Z workers say they struggle with the realities of remote work. Being that they are early in their careers, many reported feeling isolated, challenged to learn without hands-on mentorship, or lacked the financial means to create a proper workplace at home.

To combat these challenges that Gen Zers are facing, organisations need to re-energise this demographic of workers. Gen Z tends to benefit from daily check-ins, virtual engagement sessions and remote team building activities that keep them feeling a part of the team in today's digital world.

Retention is critical for businesses to recover and meet the forthcoming business objectives. As the world returns to normal and the surplus of open positions grows, many workers are evaluating their next move in this candidate-driven market. Providing stability and engagement for Gen Zers will help organisations retain this valuable talent.

41% of the global workforce is likely to consider leaving their current employer in 2021

54% of the Gen Z workforce thinks of looking for another job

46% of workers are planning to make a major pivot or career change in 2021