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Market Burst

Top trends in talent

July 2021

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Building inclusive workplaces post-Covid

As many get ready to return to the office, organisations will have to ensure that their post-Covid setup is optimised to attract and retain a diverse range of talent.

Adecco Group CHRO, Gordana Landen, recently [shared her perspective](#) on how the Covid crisis provided an opportunity to drive increased inclusion. Whilst flexible working schedules and remote setups can attract a wider talent pool, it's important to remember one size does not fit all. We must “keep an open mind about how and where we work and embrace change as a way to build a more diverse and inclusive environment for all workers.”

Pontoon's Head of Consumer Products and Life Sciences sector, Karin Selfors-Thomann, recently joined Pyramid Consulting's Intentionally Inclusive webinar to discuss the role of MSPs in the evolving DE&I landscape. Discussing how remote work has opened possibilities and further increased the competition for talent, Karin reinforced that to remain competitive in a new world of work, companies must “look beyond your home market and look globally” to attract diverse talent. [Watch the full webinar here.](#)



Making progress in LGBTQI+ inclusivity

In June, Pride Month was celebrated around the world. Organisations continued to explore how they can achieve an inclusive working environment that is free of discrimination. Company-wide trainings are a good starting point to raise awareness and support diverse colleagues, but it's also essential to have regular reviews of diversity policies and reinforce the importance of maintaining an environment that offers equality.

Employees from across the Adecco Group [shared their stories](#) of coming out at work, emphasising that the freedom to be your authentic self, boosts productivity and confidence. With 31% of LGBTQI+ workers saying they have felt unhappy or depressed in the workplace, it is critical to focus on talent - rather than labels - to create an environment where everyone feels safe and appreciated.

[At Pontoon](#), we value our people and their varied backgrounds. Our focus on creating an inclusive environment covers awareness education, unconscious bias trainings, webinars and interactive sessions that encourage openness and safe discussions among peers.

46% of LGBTQI+ individuals are closeted at work

28% of LGBTQI+ employees have not opened to anyone in their lives

Recruitment science propels workforce planning

People analytics can predict future workforce needs, find untapped pockets of talent and empower recruitment professionals to make more deliberate and precise decisions. While talent specialists' skills and gut instincts are irreplaceable in the hiring process, people analytics can help save time and secure top talent faster.

By [effectively using data](#), recruiters can identify local talent pools and match talent to opportunities quickly. Additionally, tools focused on candidate assessment, onboarding, or employee engagement also use data for better diversity and inclusion, enhanced employee experience, and faster hiring.

Pontoon's Business Intelligence specialists support our program teams by providing critical insights. Our Market Intelligence platform offers an unprecedented view into talent supply and demand. It supports workforce planning with a global overview of potentially available candidates, standard wages, and diversity mix. Elliot Owens, Pontoon's Head of Business Intelligence, says "We use our data to be consultative, to be story tellers and to help our customers make the best decisions to ensure the future success of their business".

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– Elliot Owens, Head of Business Intelligence at Pontoon/Adecco

Surge in green jobs further accelerates the need for upskilling

The renewable energy market is booming, and finding candidates with the right skills sets for roles in this growing sector has become more challenging than ever.

Shifting to a skills-based approach when hiring and evaluating candidates based on their capabilities can help diversify talent pools and make hiring more effective. While some roles require specialised education, others can be hired from other industry sectors and up or reskilled as needed.

According to a study from [LinkedIn](#), job postings highlighting responsibilities rather than requirements get 14% more applications per view. Focusing on the candidate's ability to perform certain tasks removes unnecessary barriers to entry, such as requirements for a specific degree or qualification.

Employees without a 4-year degree tend to stay **34%** longer than employees with a degree



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A woman with long brown hair, wearing a pink sweater, is sitting at a desk in a cluttered office. She is looking down at a silver laptop. The desk is covered with papers, a white water bottle, and other office supplies. The background shows a corkboard with various papers and a pink sticky note.

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Challenges of the new working models

The long-term implementation of hybrid working in a post-pandemic reality comes with new and emerging challenges. For example, remote work could cause inequalities between workers who decide to return to the workplace and those who don't. Colleagues caring for children, other caregivers, and people with disabilities will be more likely to remain at home, reducing their visibility with employers as compared to their peers attending the office.

[Recently quoted studies](#) suggest that female graduates with young children are 50% more likely than their male counterparts to work entirely from home. In addition, 69% of mothers said they would like to work from home at least one day a week after the pandemic compared to just 56% of fathers. Employment experts warn that while men will return to the office in droves, more women will likely remain at home with potentially adverse effects on their careers.

Organisations must look at various strategies to prevent inequalities, such as standardised policies, more workplace childcare options, facilitating cohesion and trust among remote and office workers.