

# Market Burst

## Top trends in talent

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September 2021

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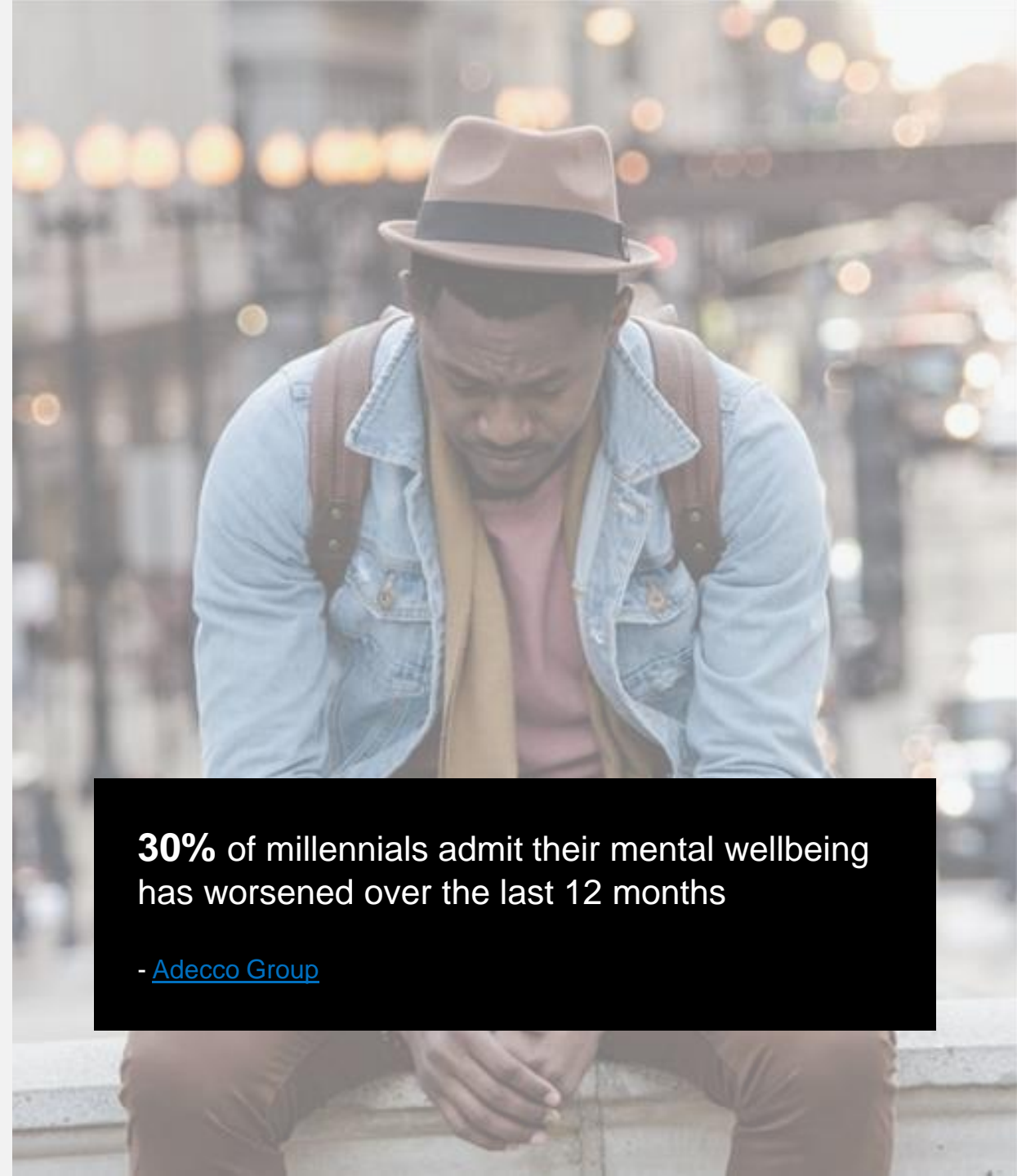
## The growing importance of mental health support

As we look beyond the pandemic, the increased expectations on mental health support are here to stay. Workers are increasingly looking to their employers to provide resources that aid in support of mental wellbeing.

According to the latest [Resetting Normal report from the Adecco Group](#), 7 in 10 employees say having mental health support will be important to them in the future. Nearly 74% expect their company to increase the focus on this issue.

Many of the companies listed on [Fortunes' 100 Best Workplaces for Millennials](#) are focusing on mental health as one of the key strategies for retaining this vast worker population. Businesses must re-evaluate employee wellbeing approaches, encompassing mental wellness, as millennials will shoulder significant responsibility for post-pandemic recovery and progress.

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**30%** of millennials admit their mental wellbeing has worsened over the last 12 months

- [Adecco Group](#)

## Retirements surge as a pandemic by-product

During the pandemic, workers who are approaching retirement age have reassessed their finances and personal circumstances, leading many to enter retirement early rather than returning to work. The result has been an immediate impact on the growing labour deficit. Looking ahead to longer-term consequences, slower economic growth is expected. Additional ripple effects are the reduction in knowledge transfer and a gap in the levels of experienced workers available in the market versus new entrants.

Despite the overall shortage of workers, companies do not appear to have been focusing on recruiting or retaining older workers. Current data shows that [78% of tenured workers](#) have seen or experienced age discrimination in the workplace. [Nearly half](#) fear that their age will exclude them from being selected should they decide to return to work.

Pandemic retirement has also magnified inequalities among the older population. The share of retirees aged 55-64 [rose 5%](#) for workers without a college education [but fell 4%](#) for those with a college degree.

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## Recruitment jobs see a spike

[LinkedIn](#) has recently found that there is a boom in demand for recruiters. In the UK alone, there were [9 times more open roles for recruiters](#) posted on LinkedIn in June 2021, compared to the same time last year.

Traditionally, candidates best suited for recruiter roles have had previous recruitment experience or have an HR background. While this may seem a perfect solution for a quick ramp up, experts point to alternative talent pools as a source of untapped quality talent.

Businesses can address the recruiting talent shortage by looking at candidates skilled in building relationships and influencing decisions, such as marketers, sales professionals, customer service reps, and project managers. Rather than relying solely on education or previous experience, now is the time to switch to [skills assessments](#) that test the aptitude and capabilities for talent that would thrive in the recruitment space.

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**59%** of recruiters were hired from other recruiting jobs during the pandemic

Job security jumped **21%** as a priority for recruiters when job hunting

- [LinkedIn](#)



## Balanced career options are the way to move forward

The pandemic has made people reconsider their work options. Recent workforce surveys show an appetite for shifting into careers that offer better work-life balance and more meaningful jobs. [Nearly 70%](#) of workers admit that they would consider changing professions. While a higher salary is still one of the reasons for changing jobs, a more balanced career is also a top-of-mind priority.

In the recent [Resetting Normal report from the Adecco Group](#), burnout itself is expected to be the next worker-impacted pandemic. 63% of those surveyed said they had worked more than 40 hours per week over the last 12 months. This has been felt most amongst younger generations, with more than half of this worker subset reporting burnout.

Managers have struggled to identify when staff may be facing burnout or working beyond their capacity. It is increasingly unavoidable for companies to establish processes, resources, and tools to foster openness, enable workers to develop resilience and ask for help when needed.

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## Talent allocation designed for the new way of working

Talent management has become a high priority in the new hybrid world of work. While upskilling the current workforce is crucial for developing people and closing talent gaps, it's also important to better utilise employees' existing capabilities.

Experts have recently focused on deploying ["flow-to-work" operating models](#), which create communities of flexible, on-demand resources. These talent communities comprise specialists with similar skills, irrespective of the business function, that can be deployed on crucial projects across the organisation.

[Talent marketplaces](#) is another approach. These platforms match employees' interests and capabilities with current business demands, allowing organisations to identify and redeploy the workforce against critical projects.

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