

# Market Burst

## Top trends in talent

1. Companies adapting to permanent remote work
2. Expat perspective on the post-pandemic reality
3. Preparing for the next new generation of workers
4. Businesses increasing pay in response to the talent shortage
5. Vaccine requirements influencing the workplace

November 2021

## Companies adapting to permanent remote work

As organisations prepare for a post-pandemic norm, they will need to tap into employee experience to redesign flexible work environments. Some firms, primarily within the technology sector, have already embraced future work models, including permanent work-from-home policies and [virtual-first approaches](#).

[PwC](#) is one of the latest companies to announce a full-time remote work setup. All 40,000 client services employees in the US can now work virtually and live anywhere they want, forever. Interestingly, workers' location will impact their compensation - employees who opt to work virtually from a lower-cost area can expect a pay decrease. This links with recent news of the location-based pay debate at [Google](#). The firm informed their employees that if they switch to a working area with lower labour costs, they can expect a reduction in pay.

[Adecco Group](#) will move their North America headquarters in Jacksonville next year to revamp office space for a hybrid workforce. The staff will not return to assigned workstations. Instead, they will make online reservations for a workspace on the days when they report to the office. Otherwise, employees will work remotely.





## Expat perspectives on the post-pandemic reality

The pandemic came with many challenges that impacted the entire workforce, but some have been especially hard hitting to the expat community. [90%](#) of employees working abroad said they couldn't see their families and friends back home due to various travel restrictions. Australian borders were closed for nearly two years, almost entirely blocking any travel in or out of the country.

Despite the Covid-19 hardships, the outlook for expats in the year ahead seems optimistic. A recent report by HSBC revealed that [4 in 5](#) people employed abroad do not plan to move home in the next 12 months. Instead, they will continue to embrace living in host countries, with nearly [50%](#) saying their adopted communities were widely supportive in the wake of the pandemic.

Over [7 in 10](#) expats agree that normality will return, underpinned by the sense of stability within their adopted countries. Australia, Switzerland and Jersey (UK) top the charts when ranked as a stable place to live. [92%](#) of professionals recommend these locations, even after the economic turmoil caused by Covid-19.

## Preparing for the next new generation of workers

While the workforce still adjusts to GenZers' approaches and behaviours, firms need to watch out for the approaching GenAlpha. According to a report by mccrindle, [65%](#) of kids entering primary schools today will end up working in emerging fields such as nanotechnology, autonomous transport and cryptocurrency. Experts predict that Alphas will be life-long learners, focused on expanding their skills and competencies rather than collecting degrees. They will expect engaging and immersive upskilling options based on VR and gamification.

GenAlphas are already technology and social-media natives – this will likely remain a part of their DNA when entering the workforce. They will look for a job at tech-forward companies that offer a great experience for employees based in virtual and physical offices. Hybrid working will be Alphas' "normal", and they will expect companies to have fully equipped remote setups as the standard.

To source the next generation, recruiters will have to turn to TikTok (as of 2021) and other up and coming mediums which will develop in the years to come. Role opportunities will need to appeal to their interests, which will likely revolve around workplace wellness. [42%](#) of Millennials – Gen Alpha's parents – admitted to working too hard during the pandemic but now they expect employers to boost wellbeing initiatives at work, paving the way for their children.

## Businesses increasing pay in response to the talent shortage

Most employers globally have been challenged in recruiting and retaining workers after during and after the pandemic. The latest surveys show that [66%](#) of companies have already raised base pay due to the talent shortage.

A recent report by our sister brand, Hired, revealed that almost [6 in 10](#) tech workers expect a pay rise in the coming months. [74%](#) said that lack of pay increases are a driver in looking for a new position. At the same time, a little over [a quarter](#) of surveyed tech professionals said they would accept a lower salary in exchange for company stock.

In the current, candidate-driven market businesses need to deliver salary transparency. Employers must be clear about their compensation models if they wish to retain their employees and attract new talent. It's crucial to be open about compensation structures across different locations and highlight adjustments based on living costs for remote roles.

## Vaccine requirements influencing the workplace

[Italy](#) is the first country in Europe to implement a regulation requiring the nation's entire workforce to obtain the Green Pass. Employees without this mandatory health certificate - indicating they have been vaccinated, recently recovered or tested negative - must take unpaid leave at work. While the new regulation caused some resistance across the country, government officials say that it also resulted in more than 500,000 people taking the vaccine.

SIA has recently reported that nearly a third of [UK](#) workers would consider changing jobs rather than working with an unvaccinated colleague. Almost [6 in 10](#) employees in Britain want to know if their colleagues took the jab and would speak to their manager about it. Vaccines are currently not mandatory in the UK, except for the frontline NHS staff who are bound to get the Covid shot by April 2022.

A federal appeals court has temporarily halted the [US](#) administration's vaccine requirement for companies with 100 or more workers. Recent reports revealed that [37%](#) of unvaccinated US employees would leave their job if required to get a vaccine and [7 in 10](#) would quit if weekly testing is not an option.



pontoon

Market Burst November 2021