

# Market Burst

## Top trends in talent

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May 2022

## The Great Return of boomerang employees

During the Great Resignation many individuals changed jobs in search of balanced schedules, increased flexibility and work cultures prioritising mental health. However, recent market reports show that employees are increasingly considering a return to their previous workplaces. The question to be asked is – are we on the brink of the Great Return?

A workforce management firm – UKG – reported that more than [2 out of 5](#) employees worldwide felt they were better off at their old job. The sentiments differ per country - [60%](#) of French employees say they prefer their previous workplace, while nearly [8 in 10](#) UK job leavers are satisfied with their decision. Still, boomeranging cannot be denied - [1 in 5](#) employees have already got back to their previous companies, while a whopping [41%](#) are open to being rehired.

Returning employees are an [attractive hiring option](#) as they bring new perspectives but are familiar with the original organisation, which speeds up onboarding. Tapping alumni pools may offer a solution to the omnipresent talent shortage, and some firms started to build networks of ex-employees even before the current worker return patterns. For example, [Citi](#) recruits over 12% of their hires annually from alumni, with the average savings of \$75,000 per hire. Previous employees make up 20% of [Sodexo](#)'s workforce, and the firm reports 44% higher retention among their re-hired workers.



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## Stay interviews replace exit interviews

Many businesses have started conducting stay interviews to discuss potential issues before their employee decide to leave for new opportunities. This trend developed as a retention strategy in the fight against the Great Resignation.

Stay interviews provide a safe space for employees to reflect on their work experience while also allowing organisations to gather meaningful insight into the company culture and how it resonates with their people. While this feedback strategy isn't the sole antidote to high turnover, nearly [2 in 5](#) job leavers who had no sense-check of their perspectives said it would have impacted retention.

New research from the Workforce Institute at UKG shows that [63%](#) of employees feel their managers have ignored their voice, while nearly [9 in 10](#) admit colleagues aren't heard equally in the workplace. Meanwhile, paying attention to the voice of the employees is as much an investment in HR and culture as it is in corporate strategy and growth. Organisations are much more likely to perform well financially when their employees feel heard and engaged.

[Stay interviews](#) can be designed as engagement check-ins or used to drive employees at risk of leaving back into the organisation. Whatever the exact purpose, managers should think of these conversations as supplementing everyday interactions and survey feedback.

## Transition into green-jobs

The Green Transition is here. Identifying, assessing and developing green skills has become essential in adjusting to a low-carbon economy. The latest Global Green Skills report from LinkedIn reveals that the volume of workers moving into green jobs is currently too low. While postings requiring green skills grew [8%](#) annually over the past five years, the share of green talent has increased only by [6%](#).

The top 3 skill categories that developed fastest between 2016 and 2021 include Pollution Prevention, Ecosystem Management and Environmental Policy – all three with over [80%](#) growth. However, it's important to realise that we also need green skills for jobs that aren't strictly focused on the environment. The corporate services sector tops LinkedIn's green skills intensity chart, followed by manufacturing, power, and mining. Public administration and construction are right behind, proving that transition into green jobs is not only a concern of energy firms.

In fact, a lot of the current green shift is driven by changing customer behaviours and a need for sustainable services and products. PwC reported that [8 in 10](#) consumers are likely to buy from a company that stands up for environmental causes, and [76%](#) would discontinue a relationship with a firm that treats the environment poorly. The pandemic brought new focus to solving climate change – it's now also about individual actions that make a difference, for example, choosing sustainable fashion or electric cars. As such, employers across industries need to invest in ESG and green reskilling, while workers must adopt a proactive approach towards embracing eco-friendly skills.



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## HR staff is burning out

A recent study by Workvivo, an employee experience app, reveals that [98%](#) of HR professionals admit they have felt burned out in the past six months. The pressures of planning for a return to the office, overseeing health protocols, and recruiting during Great Resignation are taking their toll. But it goes deeper than that.

Amid the global pandemic, HR operated as a hybrid of a safety officer, wellbeing champion, and employee experience advocate – all of which were on top of their regular responsibilities. Human Resources departments took on a lot of additional work in completely unprecedented circumstances, but only a few feel valued. In fact, [1 in 2](#) professionals think their organisation doesn't support HR efforts. Along with not feeling appreciated, HR departments report being under-resourced, with [7 in 10](#) saying they don't have the tools and assets needed to do their job well.

The situation is concerning, as [78%](#) of HR professionals are open to leaving jobs, and their departure would only worsen the current talent crisis. In addition, without a proper focus on people functions, firms could experience organisational culture crises. A well-developed employee experience strategy – driven by HR – is currently one of the critical assets in transitioning to the new world of work.

## Technology preferences in the new world of work

A recent survey of 1,000 IT professionals in Europe and North America reveals that [5 in 10](#) end-users choose messaging tools over traditional email to communicate with colleagues. The use of Slack, Zoom or Microsoft Teams has increased over the pandemic, as the remotely-based workforce appreciated real-time conversations with their peers, even if only via chat. Legacy office technologies are losing their dominance, and the trend will likely continue with [GenZers](#) starting their professional careers.

The same survey points out that many workers feel overwhelmed with the number of available tools. [51%](#) of organisations want to consolidate various communication functionalities into more all-encompassing solutions. Firms look for providers who offer unified products rather than having separate vendors for video conferencing, instant messaging, email, and VoIP. At the same time, nearly [8 in 10](#) believe the available communication solutions effectively meet the current business demands.

