Recruitment in the Post-Covid19 World

True recruitment solutions

New Considerations	Implications for the Workplace/Recruitment Process	Managing these Changes Effectively
CANDIDATE/ EMPLOYEE INTERACTION	• New research by ATS business, *Jobvite*, suggests that uncertainty, unemployment, and financial challenges – and all the stress that accompany them – will drive profound changes in the Employer-Candidate relationship. They will have new questions for a prospective Employer, like "How did you manage the Covid19 crisis within your business?" "How would you manage a 2nd wave?" "Do you have provision for home working?" • Candidates will expect interviews to be conducted via web-based video conferencing, at least at the early stages of the process, if not in its entirety • Some Candidates/Employees may remain nervous about returning to the physical workplace for the foreseeable future	• Recruiters must arm themselves with compassionate insights to provide a personal recruiting and hiring experience • Recruiters must know their clients/business inside out in order to be able to answer more questions than ever before • Make sure your software for remote comms and remote working is in tip top condition, especially at first interview stage! • Consider which roles can still be done from home effectively • Have a robust Staged Return to Work plan for each Employee
CANDIDATE ATTITUDE & PRIORTIES	• Everyone's priorities and motivations have changed, so expect Candidates to be more concerned about how a prospective Employer supports and treats its Employees • *LinkedIn* shows that job searches for remote work have increased by 60% globally since March 2020 • Working from home has also demonstrated the importance of the workplace as a collaborative space where colleagues can work together on projects, bounce ideas around and engage on a more personal level with one another. Offices will, when they return to "normal", become polarised between two extremes: the boring functional office used for meetings, and the exciting collaborative space used for creative work	• Employer Brand is still key to Candidates, so encourage your current workforce to write reviews on Glassdoor, LinkedIn etc • Embrace generosity of spirit, humility and spontaneity in your comms and working practices, values that will connect with people in the current climate • Companies that offer greater flexibility will benefit from improved engagement and loyalty and will have access to broader and more diverse talent pools as they become unconstrained by location
MENTAL & PHYSICAL HEALTH & WELLBEING	• Employees might have enjoyed a more healthy work day during this time – no lengthy, expensive commute; taking a lunch break; taking a walk at lunchtime; sitting in the sun with a cup of tea during a break; finishing work "on time" to take advantage of post-work time with family etc. So, Employers will need to do more work to entice them back into the office by investing in Workplace Health Initiatives • From a commercial perspective, research shows there is an up to 34 x financial benefit of having a happy, healthy workforce	• Employers that consider how their physical workspace can work with and for their Employees will both retain talent and attract it • Focus on using your physical space effectively, creating highly-visible and impactful solutions that have a practical purpose rather than simply entertaining staff: e.g. fostering a connection with nature by ensuring your workspace has some green space in or around it – increase of O2 = increase in energy; encourage and enable healthier life choices in your staff – don't just offer free gym membership (that might never get used), but instead try and incorporate exercise into workplace activities • Offer flexible working to increase work/life balance
"ePRESENTEEISM" & BURNOUT	• Despite some of the obvious upsides to "working from home", new research conducted by LinkedIn (in partnership with the Mental Health Foundation) found that 54% of HR managers think mental health issues such as anxiety, isolation and loneliness have become more prevalent amongst employees in their company due to the impact of coronavirus on the way we work, and 56% fear lower team morale = a burnt out workforce = lower productivity • A new phenomenon of "ePresenteeism" – Employees feeling the need to overcompensate for working at home by being more available to their Employer – will eventually lead to resentment, lower productivity, a less well-equipped workforce overall, and, potentially, real-life **Absenteeism** when the Employee returns to the office	• Make sure your HR managers have the right skill set, knowledge, and tools to support Employees, and to understand individual needs and treat them accordingly • Encourage a focus on what is in the Employee's control and empower your staff to navigate their own path • Build resilience in your people – the change is here, so encourage an attitude of getting through, not over, it • Foster a culture of Work Hard/Play Hard, and encourage SMART, results-based working rather than hours-based effort