HOW WILL 2021 EMPLOYMENT TRENDS IMPACT YOU?

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GOOD AS GOLD
TRAINING

As you say goodbye to one of the most challenging years ever, this year has changed your clients, candidates, yourself, and what we view as normal forever.

Today we will address four topics:

- Benefit by what you learned
- Current and future trends - clients and prospects
- Current and future trends - candidates
- Expect your best year ever

BENEFIT BY TEN THINGS YOU LEARNED

As a result of 2020, you are smarter, stronger and should be more focused. You can benefit by what you learned:

#1 - You are an essential employee

Companies need employees to stay in business. Many laid off and furloughed employees did not return which is why temp and contract have been so strong.

#2 - You can and did adapt to change

- You are working in a "new normal" and must continue to adapt and change.
- Many realized they did not have enough clients

#3 - SOP's Changed

Your standard operating procedures and the SOP'S of your clients changed and will continue to change.

#4 - ATS either enhances or hinders your success

All information must be entered into your ATS, not on legal pads or post-it notes.

#5 - Companies hired more temp workers and contractors

When workers did not return to work, flexible staffing flourished.

#6 - Many jobs and interview processes went virtual

We taught ourselves and our clients how to virtually interview, hire, and onboard.

Many onsite jobs transitioned into remote jobs (at least temporarily).

#7 - New focus on safety

Both clients and candidates focused more on safety.

Decisions were often made, based on how safety concerns were addressed.

#8 - New questions and objections

1

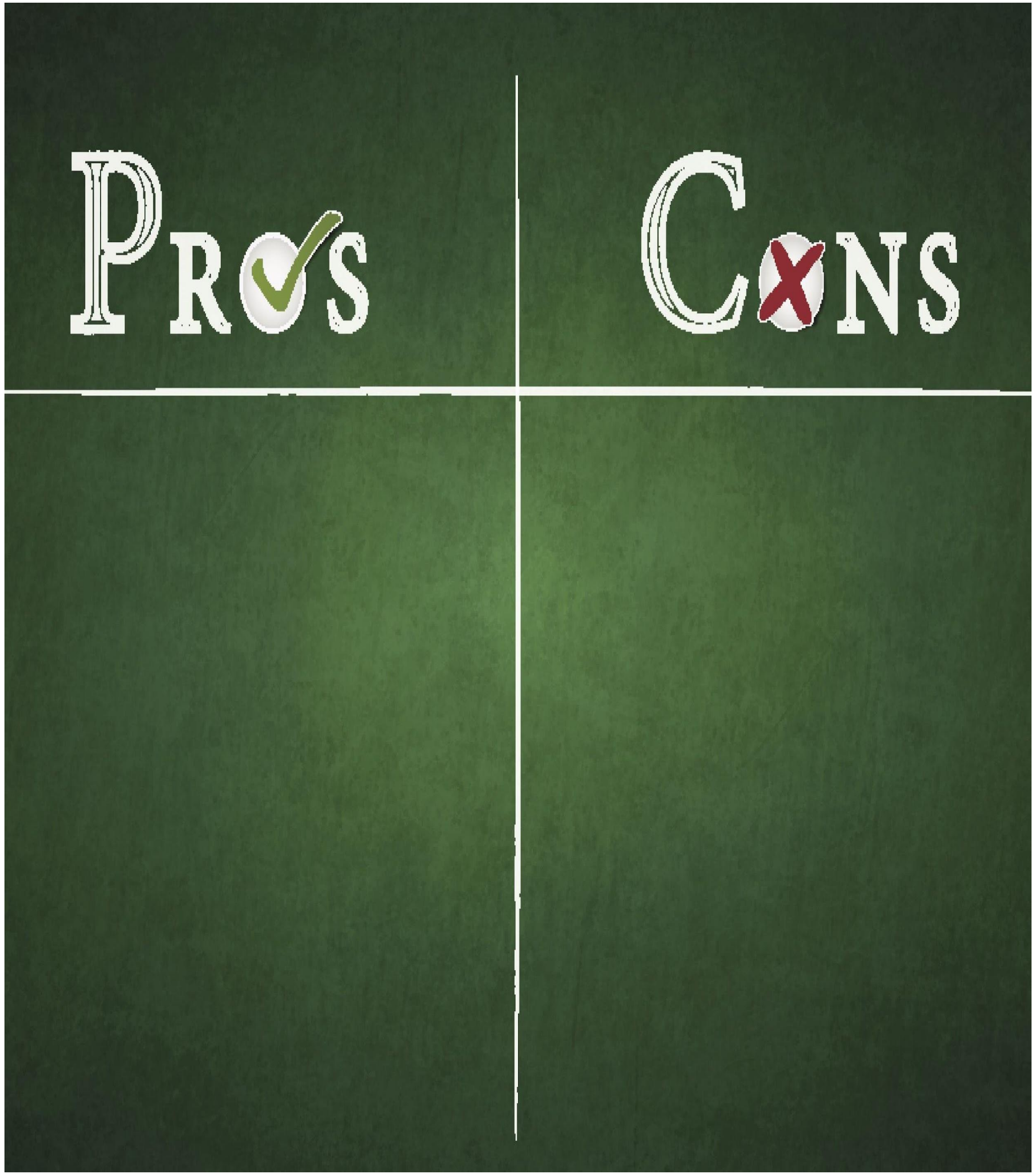
Safety, remote learning, childcare, and concerns resulted in new questions.

2

New objections like only wanting to work from home became common.

#9 – You learned if you were a Vendor or Trusted Advisor

- COVID-19 tested the relationships with your clients
- COVID-19 tested the relationships with your candidates
- COVID-19 tested the relationships with your co-workers



#10 - Pros & Cons of working remotely

- Many details were not in ATS
- Lost the interaction with co-workers
- Children learning virtually complicated working from home

CURRENT AND FUTURE TRENDS – CLIENTS | PROSPECTS

COVID-19 Accelerated the Digital Transformation of The Workplace

Two studies conducted by McKinsey and KPMG found that at least 80% of leaders accelerated the implementation of technology due to Covid-19.

Satya Nadella, CEO of Microsoft stated, "We've seen two years' worth of digital transformation on the advancement of technology at work, in two months."

Hybrid Workforce | Workplace

Microsoft's hybrid workplace environment will allow employees to remain remote less than half the time.

A survey of Google employees found employees wanted to return to their office but not every day. Stanford University conducted a study of major companies and employees and found that two days a week was the optimal situation.

This allows for structure and sociability at the office while offering independence and flexibility while working at home.

Interviews | Hiring | Onboarding – Virtual

The interview, hiring, and onboarding process was forced to a virtual process and companies realized it saved them time, money and opened a global workforce for jobs that would remain virtual.   Engagement and retention will continue to be the greatest challenges which must be solved in the coming year.

Women Will Continue to Experience Workplace Setbacks

Facebooks COO Sheryl Sandberg sounded the alarm when she wrote a Fortune byline stating, "Getting through this crisis means helping women get through it too." The pandemic heightened the challenges women were already facing around childcare, work-life management, and inequality. It is estimated that two-third of women are planning a major career change, post pandemic.

Companies Committing to Diversity

Most large companies have a designated a "Chief Diversity and Inclusion Officer." However, companies know they are being scrutinized more than ever by stakeholders since the Black Lives Matter movement put racism on the map, demanding big changes and investments.

There is a major shift surrounding diversity and many companies have allocated resources to address workplace inequality. One example: Bank of American has pledged $1B over the next 4 years to combat racial and economic inequality.

Hatred of ZOOM Will Increase

Too many people have grown to intensely dislike all the Zoom meetings and the inability to interact with customers, vendors, or co-workers in person. Companies will need to find ways to connect with smaller groups to build team resilience. Calls should be broken up with a social hour, or lunch on the company.

Surge in Retirement – In the Third Quarter Of 2020 - 28.6 Million Left to Retire

Many companies encouraged early retirement for high-priced Boomers and this surge is predicted to continue in 2021. This will create a challenging experience gap. Keep in mind – Boomers make great contractors!

Layoffs Will Continue - Retailers, Small Businesses, Restaurants, and Storefronts Continue to Close.

McKinsey reported that many sectors continue to be hard hit including hotel, aviation, airlines, cruise, oil & gas, colleges, restaurants, gaming leisure, and entertainment.

Hourly Workforce is Treated Like They are Essential

Hourly employees often treated like second-class citizens were essential for economies to run. The US hourly employee that represents 43% of all essential workers, earn less than $20 an hour. In 2021 and beyond they will be treated more like full-time employees with benefits and under the Biden Administration there will be legislation to increase the minimum wage to $15 an hour.

CURRENT AND FUTURE TRENDS – CANDIDATES

Employees are Demanding More from Employers

Thinking beyond Covid-19 and the negative economic impact, employees want their company to be part of the solution. A study by Workplace Intelligence found that over three-fourths of employees believe the pandemic increased the need for companies to support their employees with training, tuition reimbursement, and student loan repayment. Over half of employees said “cleanliness” is a top concern. Companies like Salesforce have employees fill out of online health survey and have temperatures checked before being allowed back in the office.

Workers are Prioritizing Safety, Security, and Health

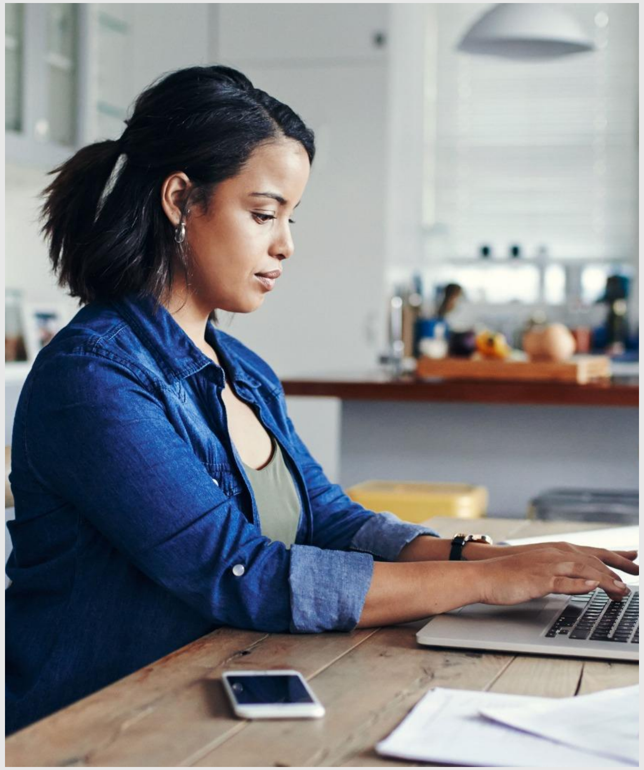
Employees expect their company to keep facilities clean, provide PPE, and communicate often about their reopening status. Companies that adhere to the CDC's national and localized guidelines will be more effective recruiting talent.

Changes Careers | Industries – Demand for Retraining and Reskilling Grows

Job losses will force many unemployed workers to change careers. Employers offering new skill training, in-demand skill training, or helping people transition into a new career will attract the best transitioning talent.

Company Loyalty is Decreasing

Employees are complaining that they are working in a vacuum and feel isolated. Others feel no connection or loyalty at all when working remotely. Company loyalty will continue to decrease as employees worry more about their own future.



Interviews – Virtual

Going forward, candidate must learn how to conduct a virtual interview and become comfortable with a virtual hiring and onboarding process.

Vaccinations

You will be asked if companies require vaccinations, and if an employee can refuse without jeopardizing their career. The jury is out – so stay informed of legal decisions in 2021.

Diversity and Equal Pay

Most job seekers prefer to work for a company with a diverse workforce and diversity management team. The killing of George Floyd was a tipping point during these times of hardship and political and social polarization. Salary Ban Laws will continue to be passed in more states with the goal of solving pay inequity.

Moving Away from Expensive Cities

More than half of the companies located in the US's 10 largest metropolitan areas are seeing an increased interest in living in the suburbs and 36% are seeing rents decline going into 2021. Some employees are willing to take a cut in pay to work remote or in more locations closer to their home.

EXPECT YOUR BEST YEAR EVER

HOLD YOURSELF ACCOUNTABLE TO DAILY RESULTS STANDARDS

- Figure out what you must produce to achieve your income goal
- Divide that production total by the remaining months of the year
- Know how many working days there are in every month
- Calculate what results you need daily to achieve your goal.

Daily results should include the following:

- Recruiting hits
- Interviews
- Presentations on existing opportunities
- Send-outs
- Orders or assignments written
- Placements
- Fills

If your ratios are too high for business development, ask yourself:

- Are you writing fillable contracts and orders?
- Is the salary or pay rate offered commensurate with experience required?
- Did you obtain interview times when you wrote the business?
- Did you obtain a specific target date to fill?
- Did everyone in the hiring process sign off on your order?
- Did you ask if internal candidates are being considered?
- Is the business you wrote in your area of specialization or niche?
- Do you avoid writing business with companies who have a bad reputation?
- Do you back fill and have multiple candidates in the final interview?

If your ratios are too high for recruiting, ask yourself:

- Do you consistently identify new resources for candidates?
- Are you only interviewing candidates who are qualified?
- Do you provide resources for least placeable candidates?
- Are at least 40% of your candidates referred?
- Are you using percentages when interviewing candidates?

If your ratios are too high for recruiting, ask yourself:

Are you pre-closing candidates to eliminate surprises?

Do you thoroughly prep and debrief candidates?

Do you market your MPC's their preferred companies?

Are you sending candidates on more than one interview?

HAVE FUN

All of these trends are in our favor so plan to enjoy your career more than ever before. There is also a light at the end of this very long tunnel.   Be that person who makes everyone else just feel better and you will not only be happier you will have a Record 2021.

QUESTIONS?