

Top trends in talent

Market Burst.

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Gen Z and Millennial career expectations

Workplace demographics are changing as baby boomers retire in record numbers and younger generations with different priorities begin to reshape the workforce.

Businesses must keep up with these generational differences and the ways in which young workers are transforming the world of work.

General Assembly recently published their [Next Gen Perspectives Report](#), drawing attention to key characteristics of the combined Gen Z and Millennial workforce. Young people want to connect technology with humanity more than older colleagues and have a greater focus on elements such as UX design and digital marketing.

To attract young job applicants, organizations must highlight the impact of their tech skillsets on business and community. Support for ongoing training is also essential.



By 2025, Millennials will account for 75% of the global labor force

With Millennials taking over middle management and early leadership positions, they will expect employer-provided training options

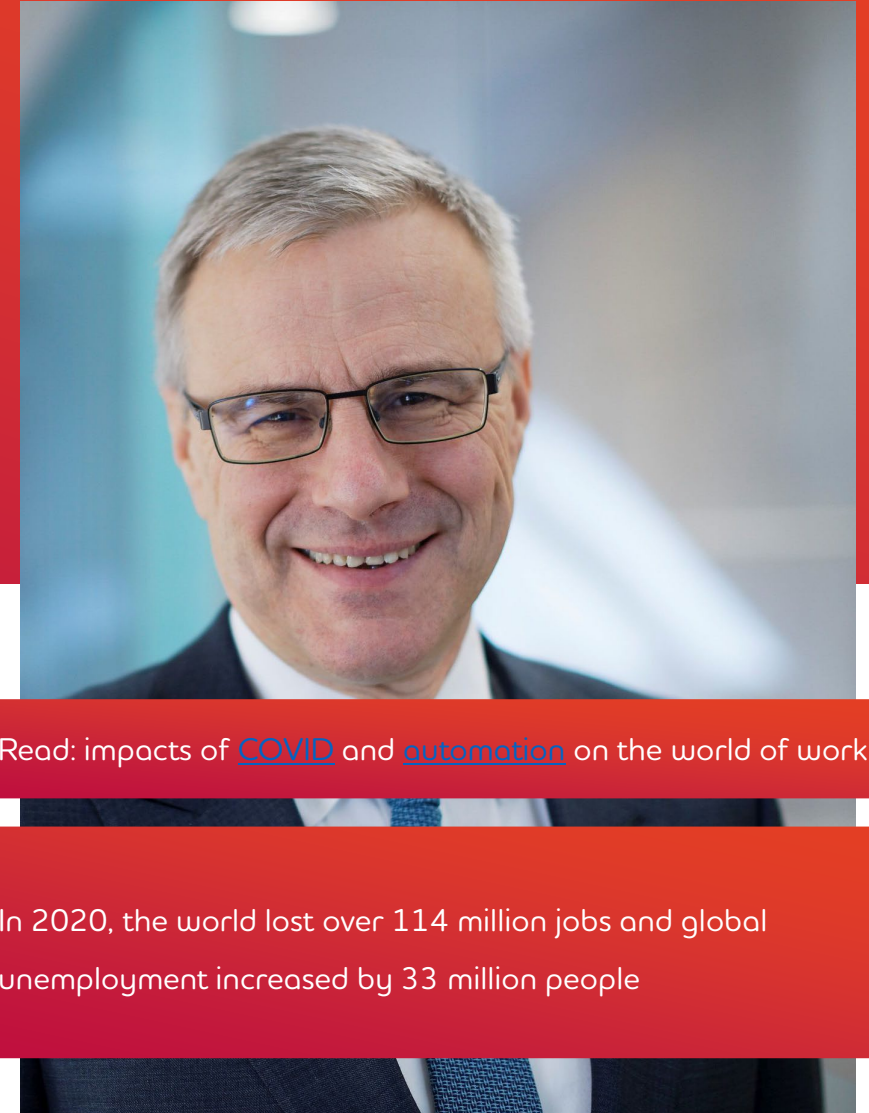
Starting the post-COVID recovery

The coronavirus pandemic has caused widespread economic disruption, while simultaneously accelerating automation.

Alain Dehaze, CEO of The Adecco Group, says “it is an opportunity to hit the reset button and create new models that embrace reskilling and lifelong learning”. Our sister brands, LHH and Modis, have recently pioneered the idea of [employment bridges](#) to facilitate the flow of workers from struggling sectors to those showing rapid expansion. Our sister brand Pontoon, has developed the concept of [talent rivers](#) for a faster, more agile, and more responsive hiring process

The evolution of workforce models directly correlates to the accelerated pace of today’s world. As the economy heads toward recovery, companies must be ready to attract, recruit, and hire talent in new ways if they want to keep up.

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Read: impacts of [COVID](#) and [automation](#) on the world of work

In 2020, the world lost over 114 million jobs and global unemployment increased by 33 million people

Flexible working continues to increase

More and more companies are reducing their office spaces and shifting to flexible working arrangements. Many organizations are even planning to reduce their office spaces while trialling flexible working initiatives.

If businesses expect to attract and retain a productive and engaged workforce, they will need to rethink the future of the office with an emphasis on flexibility. In Germany, **86%** of employees were able to set their own working schedules during the pandemic; half of these workers are expecting to see little to no change in their working situation as recovery starts. Meanwhile, in the U.S., **85%** of workers expect their companies to provide necessary equipment for effective remote working.

85% of workers expect companies to provide the right equipment for remote working

There is a continued focus on reskilling that leads to workforce flexibility. Microsoft has recently announced their plans to place 50,000 people in jobs that require tech skills. It's part of a larger scheme to reskill those affected by the pandemic and help workers move into new fields.

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Career coaching to keep up with today's world

With skillsets at risk of becoming obsolete, career guidance will be pivotal in providing visibility and orientation to employees transitioning to different roles. While appropriate career guidance is key for developing a more resilient, digital, and sustainable workforce, the recent [OECD report](#) shows that the service still lacks visibility and credibility. With other companies in the market slowly realizing the urgency, LHH has long been investing in [Ezra](#), a consumer-grade virtual coaching app that is revolutionising the coaching industry.

Only 20% of employees have the skills needed for their current and future careers

87% of executives say their organizations are already experiencing skill gaps



Automation in hiring creates a better experience for all

In hiring, processes have been a tedious experience taking up significant time in recruiters' and hiring managers' days. Thanks to proprietary innovations and tech partnerships, not only are we seeing the hiring process speed up, but automation has improved the experience for all parties involved.

Automation has reached every element of the hiring process. From text-to-apply technology to self-schedule interviewing to screening assessments, the hiring experience has never been smarter and more user-friendly for hiring managers, candidates, and talent acquisition professionals.

Automated HR processes cut hiring costs up to 17% and HR staff hours by 26%

Automation in hiring delivers a better experience for talent on-the-go and hiring managers with competing priorities.