

Top trends in talent

# Market Burst.

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# The way forward for app-based gig hiring



COVID-19 has accelerated the development of the gig economy, especially for quick commerce and instant delivery. According to a recent study by Monster, [92%](#) of US workers believe now is a good time to search for work in the gig market, and women are especially interested in joining app-based delivery platforms. Uber confirms that their female driver population has increased by nearly [80%](#) since the beginning of 2021, while DoorDash says almost [6 in 10](#) of their delivery workers are female.

In a recent whitepaper, [the Adecco Group](#) analyzes some of the challenges facing this growing market by looking at the working conditions of delivery platform ecosystems. The biggest issue is the lack of a consistent legal framework to regulate how app-based platforms treat their affiliated workers. With the global gig economy expected to grow to [\\$455 billion](#) in 2023, policymakers need to redefine the current work models to serve the gig population better. Top considerations include worker job and income security, access to benefits, and career development opportunities.

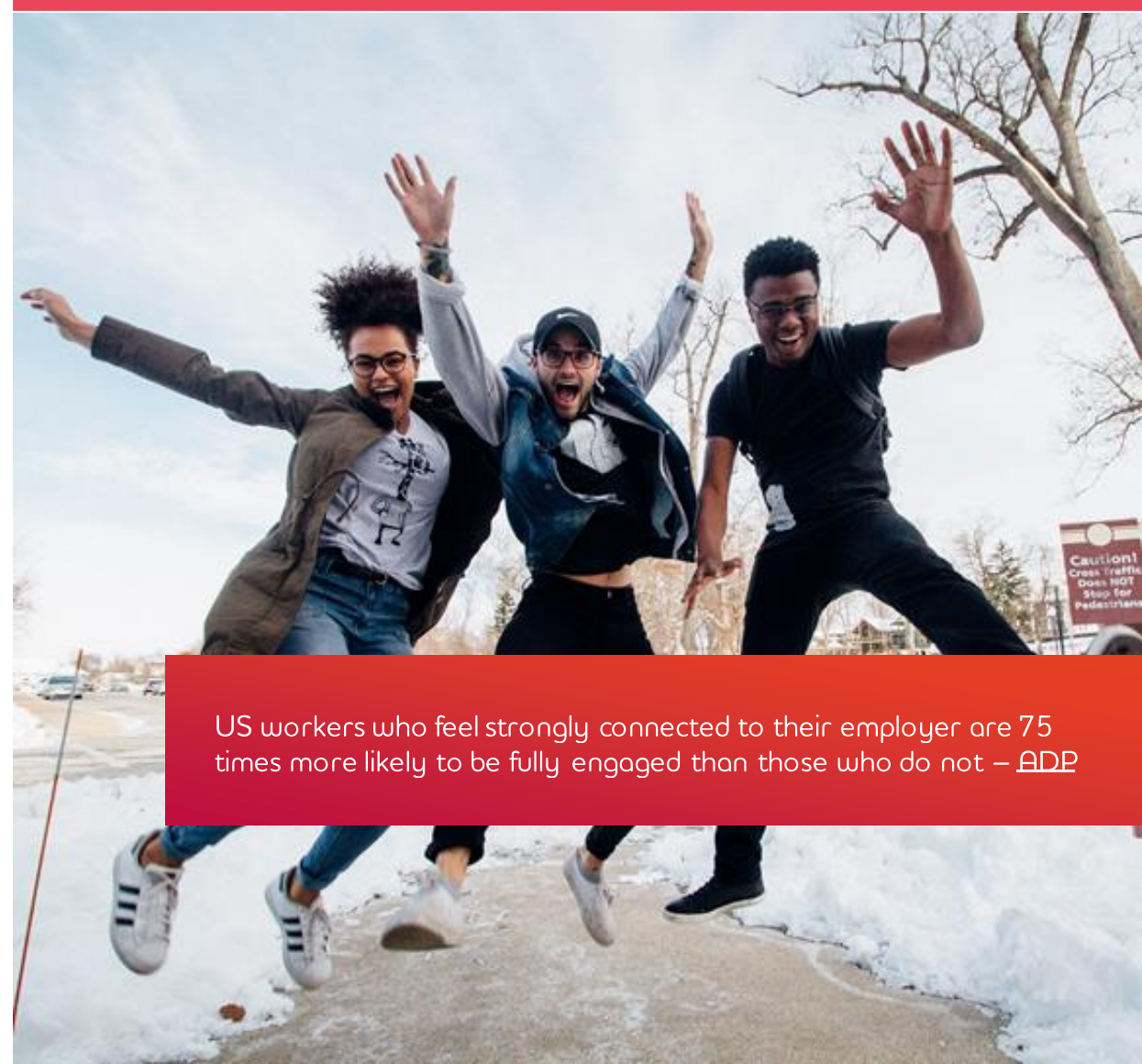
## 2022 will be the year of the empowered worker

The last 12 months have been a candidate market. Employers fought for their job openings to stand out while job seekers had more options than ever whether searching for a career change or returning to work after time away from employment. Companies will need to evolve their ways of attracting talent, hiring for potential, and engaging their workforce.

As we emerge from enduring nearly 24 months of a global pandemic, the way we work will be changed forever. Workers' expectations must be incorporated into business strategies if managers want to retain their employees. This will mean increased transparency to short- and long-term strategic cycles, inclusive cultures fostered throughout the company, and impermeable manager-worker relationships.

An engaged workforce will be the difference between companies that thrive and those that come up short. There will need to be alignment across all functions from executive leadership to business development to human resources and beyond. Additionally, information sharing will have to become the norm, with clear channels between upper- and middle-management and frontline workers.

Market Burst December 2021



US workers who feel strongly connected to their employer are 75 times more likely to be fully engaged than those who do not – [ADP](#)

# Talent shortage or attraction deficit?

Employers are facing bigger challenges than ever before in their efforts to find and hire talent. At the same time, unemployment is remarkably high. Together, this makes for a complex hiring market for businesses to navigate.

In the US, labor participation has declined by 1.1 million workers aged 25 to 54 years old as of November 2021 compared to February 2020. Currently, there are more open positions than there are unemployed workers to fill them. In fact, for every 100 open positions, there are 67 unemployed workers.

So why are we facing a talent shortage? Because candidate expectations have shifted.

Employers need to come to the table with opportunities, flexibility, and compensation that will entice workers to change roles or re-enter the workforce. Increased wages, signing bonuses, and robust benefits packages are swaying factors for candidates who may be on the fence between offers or even those who are deciding whether to come back to work at all. Safe working conditions and precautionary measures to prevent the spread of COVID-19 are also a must-have for candidates to consider working for you.



# Collaborating to achieve an inclusive world of work

As the global economy steadily recovers from the pandemic years of 2020 and 2021, the world of work has an opportunity to reset and build a more inclusive future. Pandemic impacts are far-reaching, from the 2 billion workers who make up the informal economy, to established organizations that employ workers worldwide.

To further our sustainable employment practices, the **Adecco Group** has committed to creating rewarding work opportunities and increasing access to employment for workers of all skill and experience levels.

Employers, governments, and individuals share the responsibility to demonstrate inclusion and diversity in working environments. To do this, employers must be flexible and accommodating, whether that means augmented schedules for family providers and caregivers, or remote work for those who lack the means to travel to worksites. Governments must be responsible for access to education, health, and wellness establishments and development resources for people to join the workforce. As individuals, there is a responsibility to create open and inclusive environments built on the foundations of acceptance and respect.

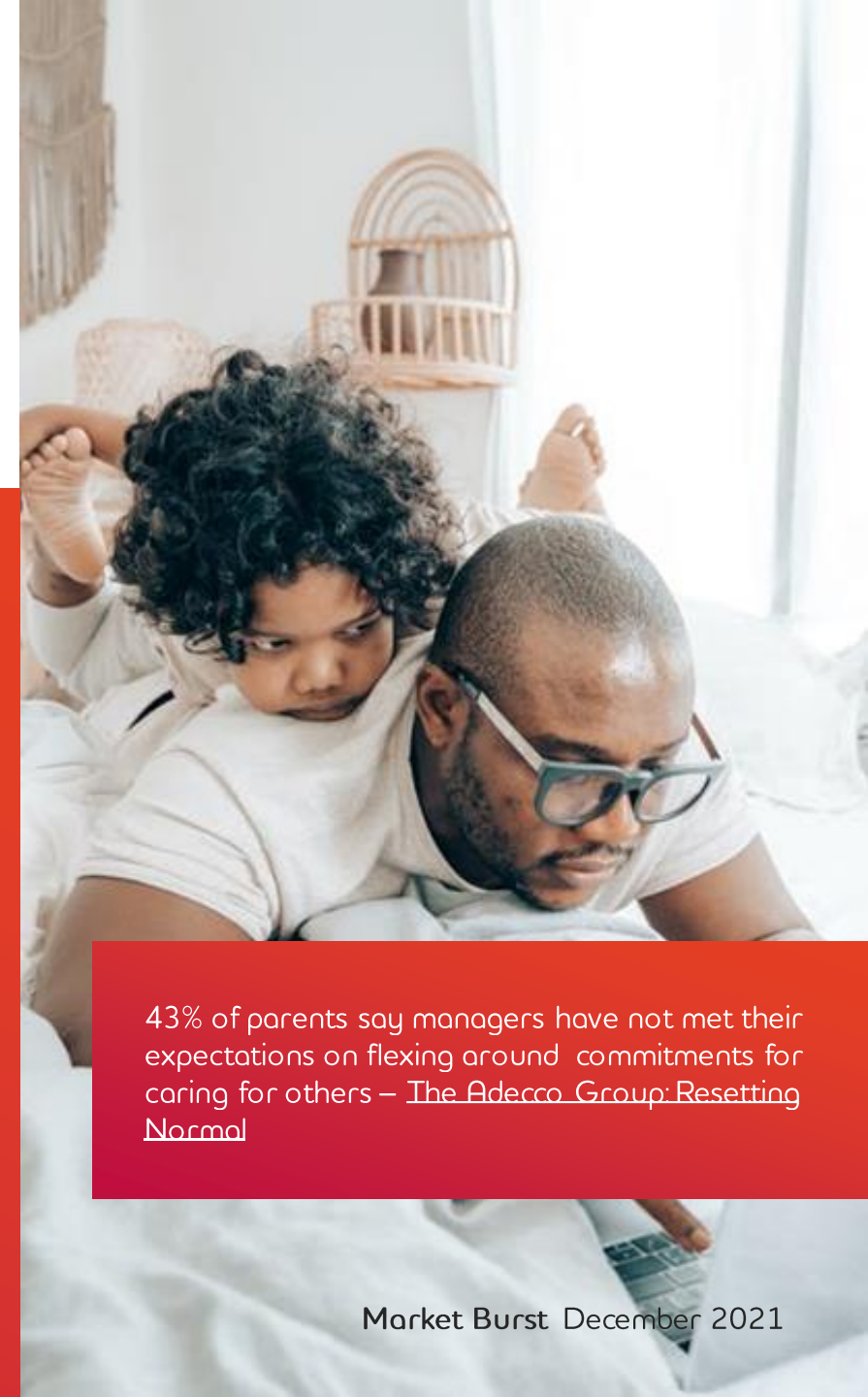
To achieve a truly inclusive world of work, we must strive for equality and equity

[The Adecco Group celebrates International Day of Persons with Disabilities](#)

# Childcare challenges persist for many working parents

While the world slowly returns to normal, parents are still struggling with childcare availability. Women have shouldered most of the caretaking for many families over the last 24 months, with many taking time away from work to stay at home with their children. A recent study by McKinsey showed that 23% of mothers with children under 10 consider leaving employment, citing childcare responsibilities as a primary reason.

Businesses need to create more sustainable work environments that allow employees to combine work and childcare. This may require setting new norms for many firms, including rethinking the traditional 9-to-5, introducing a shorter workweek or embracing asynchronous working hours. More critical is the need for companies to start evaluating their employees' results rather than when, where, or how many hours they work.



43% of parents say managers have not met their expectations on flexing around commitments for caring for others – [The Adecco Group: Resetting Normal](#)