

THE FUTURE OF WORKING: 2036

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RECRUITMENT CONSULTANTS

Global recruitment and employer branding

Global competition hots up

It's hard to imagine any modern business surviving without a heavy dose of technology - be it computers, blackberries or smart phones. And with advances in technology allowing information to travel faster and more reliably than ever before, it's not hard to see why companies are cottoning on to the relative ease of recruiting talent from overseas, as the increasingly transient barriers of distance and geography fade in a heady blur of virtual meetings and teleconferencing.

But what does this mean for the world of recruitment? And how should employers compete for talent in a market that's set to go global?

End of 'job for life' by 2036

A 57% majority believe that global companies will dominate future markets as technology broadens their reach - something that 36% of employees believe will widen talent pools. In support of this, 39% of respondents think that organisations will have access to jobseekers from around the world, making international opportunities more accessible to those with the right skills, not just the right geography.

Almost half (48%) of the employees that we surveyed believe that a job for life will soon be a thing of the past: in 25 years time workers are likely to have a series of careers, with new skills being learnt continuously. Employers are likely to benefit from this by having a fresh stream of talent entering their organisation; each bringing with them new skills, outlooks and approaches.

Furthermore, 26% and 25% respectively think that people will work independently, rather than for large organisations, and for more than one employer at a time. This could raise questions around divided loyalties; however, it's likely that diverse working will produce a well-rounded, multi-skilled workforce, capable of working on different projects and under different brands simultaneously.

It's no surprise that respondents think an increasing reliance on technology will lead to the majority of job applications being made online, through smart phone apps, or via video phones. It's also thought that CVs will be uploaded to a central global database - further strengthening the idea of an international recruitment market removed from physical constraints. As a result of this monumental change, employers would be wise to up their game when it comes to attracting and securing top talent. If companies wish to attract top talent from a pool that's set to go global, they will need to set themselves apart from the masses - be that by offering attractive salaries and benefits, flexible working, or access to the latest technology.

Employees will need more than just the right qualifications

Nearly a third (32%) of employees believe that having a degree will be less valued by 2036, meaning that jobseekers will have to find new ways of differentiating themselves from a sea of similarly skilled, experienced and creative candidates. More than half (55%) also realise that there will be far more competition for career progression in the future, as people will be vying for roles on a global level. Workers are therefore likely to possess a range of relevant and highly sought after skill sets, much to the benefit of employers.

It is however just as important for employers to do their homework when looking for new recruits. Job applicants must be evaluated not only in terms of technical know-how and relevant skill-sets, but also in terms of how they will fit into the culture of the organisation. This could be difficult if recruiting from a global talent pool, but the key is to find talent that can work in a way that compliments your company's ethos, vision, and technological capabilities.

With global companies dominating the market, and employees from the far reaches of China, Japan and America able to apply for remote positions in France, England or Brazil, employers will need to market their company to international jobseekers. Employer branding will therefore be essential to attracting and retaining future talent in an increasingly competitive environment.

If you're serious about propelling your business into the next generation of recruitment, retention and talent management, follow Office Angels' five point plan for employer branding essentials:

1. Appeal to ambition

Brand reputation works harder for major employers, reflected in the fact that less high profile businesses may find the recruitment process more difficult. But even if your brand isn't a household name - and you can't match the salary offered by some of the major players - you can appeal to the right talent by speaking their language.

Career progression is often rated even more highly than salary expectations for some candidates: we see first hand plenty of evidence to suggest that companies offering a clearly defined career plan, mapping out the expectations of the individual and what can be expected from the organisation, will often secure the best talent.

When considering a prospective employer, jobseekers also place more importance on culture and location than brand reputation alone; so consider your company culture, identify how it could be improved, and formulate a strategy for how to communicate this culture effectively during interviews.

2. Know who you're talking to

Whether its demographics or cultural differences, the message is clear: know your audience. It's vital to understand what makes an interviewee tick so that you can tailor your offering and sales message accordingly.

Successful businesses adapt their employer brand to their various target audiences - taking into account different values, ambitions, needs, geographies and cultural backgrounds. What appeals to an older worker is vastly different to what attracts a Generation Y employee, so your approach needs to take into account these varying factors.

With Generation Y wanting more flexibility and better rewards, this group can be harder to manage and will readily switch jobs if their needs are not being met. But this is a key demographic to get right, as by 2036, a large proportion of your workforce will fall into a category of workers that want their professional lives to fit around their personal lives. But employers will be able to implement new and exciting ways of connecting with a generation that has been raised with technology as its life blood. As the ever-connected generation, these workers will expect access to social media as standard, think nothing of sending personal emails during core working hours, and expect a flexible working environment that is facilitated by new technologies. But this generation will also accept the need to check work emails at the weekends, understand that a changing global economy could spell the need to work night shifts, and inject a fresh understanding of what appeals to the switched-on masses. Employers should take all of this into account when marketing their company at interview, and when formulating future employee engagement strategies.

3. Make every impression count

While a jobseeker's first impression of your organisation will determine their immediate interest in your company, this judgement will keep on changing. Each brush with your brand influences a person's perception of you, so the process of building a favourable employer brand actually begins far earlier than the recruitment process itself.

It's important to review every encounter that an individual might have with your brand - from seeing your billboard as a consumer, to calling your helpline as a customer. Identify any areas that may be damaging your brand before, during and after the application process; and work with your recruitment partner, HR department and marketing function to help create the right experience at every encounter.

4. Recruiting for your brand

It's important that your recruitment experience reflects your brand correctly; and in turn, attracts and engages the right people.

You need to consider where you advertise a role; how easy it is for people to apply; how you respond to applications; the number of interview steps; who will conduct the interviews; how you handle the rejection and offer process; and finally, how you secure the interest of your new recruit until their start date.

5. Use your employees as brand ambassadors

Your employees can act as your strongest brand advocates, as they understand your company culture first hand. But if you want them to communicate a positive experience, they must live and breathe the brand, understand what it represents, and be passionate about what you're trying to achieve. For this to happen, inclusion is key: when developing your brand propositions, involve everyone in your organisation - from sales and marketing, through to HR and operations.

Before taking your brand to market, make sure that your proposition is fully communicated, understood, and embedded internally. Focus as much of your efforts on internal buy-in as you would on your external marketing: there's no point spending millions on marketing campaigns if an existing employee fails to represent the brand in their dealings with a potential customer or would-be employee.

Our five point plan is just a starting point, but if you want to stay ahead of the curve, it's important to think ahead - 25 years in this case. Of course, Office Angels is always on hand to discuss recruitment and talent management strategies in more depth; and for those of you wishing to brush up your own skills - or to improve those of your employees - there's our free Education Zone.

7000 training courses at your fingertips

The Education Zone is Office Angels' online training tool - providing clients and candidates with an opportunity to build on the sort of skills that will be highly prized in a competitive future market. With over 7,000 training modules at all levels and across all specialisms, there's something to fill every skills gap, and to build on every talent.

It's flexible, comprehensive, and easy to use, and is available for anyone in your company to access 24 hours a day, 7 days a week.

For more details, contact your local Office Angels consultant, or visit www.office-angels.com