

The Recruitment Trends to watch out for this year!



Last year, the recruitment industry was plagued with the fear of automation, an abundance of tinder-esque apps and a huge increase in the number of agencies.

Heading into 2017, the Futurestep division of Korn Ferry has released their predictions for future trends ready and waiting to spread into the industry.

Futurestep's CEO, Byrne Mulrooney, believes that the ubiquitous presence of technology in the talent world will continue to leave a bigger digital footprint this year: "It doesn't matter what industry our clients are in – everything from manufacturing to professional services and retail – every company can now be classified as a technology company," he muses. "This has forever changed the way talent acquisition experts do their jobs, and what candidates have come to expect."

The ten predicted trends can be seen below:

1. Rise of the Gig Economy

Reports predict that by 2020 around 40% of the American workforce will be contingent workers, or independent contractors, with the workers desire for diversity and flexibility two key motivators fueling "the gig economy." In some organisations, there's a shift to hiring a contractor to complete a task rather than hiring an individual.

Futurestep cautions organisations against thinking about cost when hiring contractors: "Don't expect to pay contingent workers less than full-time employees," warns Jeanne MacDonald, Global Operating Executive and President, Talent Acquisition Solutions, Korn Ferry Futurestep. "While their hourly or contract rates are often more than salaried employees, employers are paying for a unique skill that only a few select people can bring to the table."

2. Programming the Robot

Technology is changing sectors, from call centres to manual workers, employees will now require a new skillset; learning how to program the robots. Korn Ferry predicts a move to more highly specialised on-the-job training to help workers shift to new roles.

3. Location, location, location

An increasing number of businesses are moving company headquarters and facilities closer to specialised and available talent. For example, Dallas has become a favourable place for corporate relocation due to its solid highway system, favourable tax base, central location and niche talent.

However, organisations will continue to look outside the boundaries of their own countries for job opportunities. In the UK, around one in five nurses recruited in 2015/16 were non-British EU nationals. In addition, 72% of UK professionals in the technology sector would consider an international move with 23% actively looking to make a move overseas.

4. Hey Big Data!

Administrative tasks that were traditionally completed manually by talent acquisition experts, such as applicant tracking, are now being streamlined through Artificial Intelligence (AI) and Big Data.

Korn Ferry believes that this will free up time for recruiters to work closely with HR and talent acquisition leaders, which can offer a more in-depth, longer-term workforce planning approach, as opposed to “just-in-time” recruiting.

5. You’re the one

To help simplify big data, many clients are moving to one integrated smarter platform for all of their HR needs. However, there will still be a requirement for local recruiters and HR specialists who can understand regional nuances.

6. Data matters

Key performance metrics in the recruiting world have typically looked at the hire itself, such as time-to-hire and cost-to-hire. However, today’s successful programs use longer-term metrics such as how long a person stays in a role, how many times they get promoted, and what 360 reviews say about their fit within an organisation.

Also, significant enhancements in candidate assessments which analyse what candidates can *do* (skills and competencies) and who they *are* (traits and motivations) can help shape interviews to directly address the candidate’s strengths and weaknesses. The assessments also offer in-depth development plans that new hires can use on the job.

7. Big Brother

News of data breaches made headlines in 2016, and no type of business was exempt. In 2017 we expect to see holistic security and data privacy as a business priority within the recruitment industry.

8. Culture is the Key

A recent Korn Ferry executive study found that nearly three-quarters of respondents say culture is core to the success of organisational financial performance. An additional Korn Ferry study found 73% of respondents said their number one driver at work was doing a job that had meaning and purpose, while only 3 per cent said pay was the top driver.

This means in 2017, employers will need to focus on and invest in their employer brand to help candidates understand the company culture and motivations within the workplace. Through this investment, organisations can enhance their employer reputation in a customised, dynamic way that moves the needle to attract, engage and retain key employee groups.

9. Swipe to the left

The concept of social recruitment will reach a new level in 2017 as new mobile apps are increasingly used to source and secure talent. Usage of outdated recruitment platforms such as job boards will continue to decrease in use in 2017. Geo-targeting will also continue to develop.

10. Embrace Diversity

By 2020, it is estimated that there will be a shortfall of some 85 million qualified workers globally. Looking at the shortage of talent in the Science, Technology, Engineering and Mathematics (STEM), sector, one way to improve this is through diversity.

Most estimates state the number of women in STEM careers is less than 25% - highlighting the critical need for organisations to broaden their views to source and hire talent.