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Talent Trends **2022**

COVID – 19 shook up the labour market! We saw historic workforce shifts in 2021, this will shape Talent Attraction and Retention in 2022 and beyond. More than ever, HR and TA leaders need to understand the talent market and become more aware of the broader talent behaviour to strategize and execute efficient Talent Acquisition.

Candidates drop off is a growing challenge. Candidates dropping off during the recruiting process has risen. They're leaving because of poor communication, lack of response, lack of role value proposition marketing and absence of/ missed opportunities to engage with potential employers throughout the recruiting process.

Candidates' and employees' priorities continue to change. This means employers need to work on creating a better employee experience now, and leverage that to attract candidates.

Here are five talent trends we believe are critical in 2022, companies that address these could gain a competitive edge in the talent war.

1- Location, Location, Location

Whether we like it or not, remote work is the future and it's here to stay. Employers who offer remote or hybrid will have a serious advantage in the hiring game. In 2022 flexible working isn't a nice to do, but an essential offering to attract and retain talent.

The pandemic forced companies to rapidly adopt virtual work technologies – and there are advantages to this new normal. The Hybrid model has some positives for employers -

- **Less wastage of time** – like the commute time, flights and easier to convene virtual meetings than an in-person meeting.
- **Transparent Remote workforce productivity** - audit process of regular screenshots guarantees productivity vs being physically present in the office does not guarantee productivity. Various studies show productivity either increased or remained the same with remote work.
- **Greater inclusion** - A connection between HQ and staff in other state or global offices, creating a level playing field. This empowers staff across the organisation and makes them feel included.
- **Virtual recruiting** - Access to Diverse and Inclusive Global Talent Pool beyond your local city or country even.
- **Significant lower real estate cost** – Although not the primary driver for flexible working, it is a business cost savings as a result of the hybrid model.



The Hybrid model is valued by employees and here's why it is attractive to talent

- **Flexibility and well-being** – the number one priority for talent is work life balance. The Hybrid model brings together onsite and remote working. It provides talent the freedom to choose either to work from home to care for dependants without disrupting career or enjoy the commute to work and set boundaries from personal and work environments without losing the social community of work colleagues.

In 2022, employers will increasingly focus on not just improving employee productivity, but also wellbeing through the Hybrid model.

2- Employee Experience and Recruitment Marketing

The great resignation and the talent reshuffle are a reflection on many changes in society, changes accelerated by the Pandemic. However, what also accelerated was the importance of the employee experience. Intentionally designing ways-of-working, creating a positive culture and so much more is at the heart of not only retaining talent but attracting new talent.

A poll conducted by [JobFitts](#) found that 80% of candidates research the likely employee experience before accepting a position with a potential employer. This means employers need to work on creating a better employee experience now, and leverage that to fuel talent attraction in the years to come through strategic Recruitment Marketing.

Companies with strong employer branding and recruitment marketing initiatives will win, enjoying better talent pools and less time and money spent recruiting.

Employee experience, employer brand and culture are important elements of Recruitment Marketing, fuelled by clear and inspirational communication of your 'why' and what success looks like for your company is critical to engage talent.

Longer time to hire - Take your average 'time to hire' recruiting metric from 2021 and add at least 15 days to that. Your recruitment efforts will not only need to be more strategic, but you will need to think like a marketer to promote your employee experience. To attract the right talent, you need to allow for a longer time to hire.

Pro Tip - Consider having a member of your TA team accountable for recruitment marketing and is responsible for reaching out and building relationships with potential talent. Passive candidates aren't necessarily the people you need today, they're the diverse, high-performing team you'll need tomorrow. Don't have the time, budget, skill and technology? At [Jobfitts](#) we scale up or down as needed, plugging into your existing company infrastructure seamlessly.



3- Growth by Design

Employees, especially high performing, high potential employees are seeking more than just promotions to stay engaged and committed to doing their best. In fact, promotions too quickly can lead to other negative consequences. Research shows though, employees are looking for growth.

Growth by design is about an intentional focus on creating opportunities both structured and unstructured for employees to enhance their skills and learn new ones. High performers are attracted to employers offering innovation in culture, strategy, processes, services, products, and business models that enable growth for them as individuals and the company.

Top Talent want CEOs who lead and champion innovation and relentlessly communicate its value to the company. They are seeking employers who reward them for their new ideas, processes, products and services that increase top-line growth.



Pro Tip - Build capability: bring in an array of dedicated design talent, plant designers throughout the business for growth by design.

4 - Technology that Enables

Are you ready for Gen Z? – Gen Z is entering the work force with a deep understanding of technology and can transform the way we live and work – driving digital transformation.

According to a research [study from Dell Inc.](#), 80% of Gen-Z aspire to work with cutting-edge technology. When it comes to choosing employment, 91% say technology would influence job choice among similar employment offers.

From the mobile phone and laptop, you provide to the systems that you use, each of these create moments of joy or frustration for your employees. Technology needs to enable your employee's flexibility and efficiency. Collaboration tools, systems and learning policies can be powerful tools in attracting the right talent.

2022 will see Tech Tools create a more inclusive and sustainable workforce. The focus will be on technology that enhances human connectivity rather than just productivity.



**Pro Tip –
Communicate
your technology
tools through
your Recruitment
Marketing.**

5.The rise of the fractional workforce.

The world of HR and recruitment is changing, fast. Now more than ever, companies need support navigating an ever-changing talent marketplace in a cost-effective way. On-demand and fractional recruitment will be one more tool for employers, allowing them to add to their team's capacity without adding to their overhead. At [JobFitts](#), we scale up or down as needed, plugging into your existing company infrastructure seamlessly.



Final thoughts –

Now is the time to ask, “What am I doing to future-proof my Talent Acquisition strategy?”

As we head into 2022, expect there to be a significant shortage of talent. Proactive recruitment will be a massive recruitment and selection trend as businesses engage in talent wars.

We have compiled our Top 12 tips for you to consider when structuring your Talent Attraction and Retention strategies for 2022.

- ①. Candidates want the hiring process to be faster, simpler and mobile-friendly.
- ②. Agility is still the #1 asset of successful TA teams
- ③. You need to stand out as an employer
- ④. Resist the urge to cast a wide net with your job ad. Instead, narrow your focus to attract highly qualified, values-aligned candidates, saving you time and energy.
- ⑤. Use scorecards to enable better, less biased decision-making after interviews.
- ⑥. Take time to source (list-build and sending highly customised reach outs to passive talent. No time? Talk to us or consider another flexible recruitment partner.
- ⑦. Market your employee experience and value proposition at every touch point of the candidate experience.
- ⑧. Communication is the key to keep talent engaged
- ⑨. Creating opportunities to coach, mentor and have some fun will prove attractive to potential and current talent.
- ⑩. Design and develop micro interactions with your teams to increase productivity and engagement, resulting in retention and attraction of high-performing talent.
- ⑪. Employees are looking for Purpose more than ever. Leaders need to take this opportunity to explain the ‘why’ behind policies, be seen by your remote teams regularly. Employees need to feel they are contributing to the purpose of the company, if this fails, they will look elsewhere.
- ⑫. Embrace purpose and communicate it in every interaction with candidates.



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