



WORKFORCE TRENDS FOR YOUR BUSINESS IN 2021

A BRIEF INTRODUCTION TO THE WORKFORCE TRENDS IN 2021

2020 was a year of surprises and changes. For businesses, the most significant shift due to COVID-19 was an acceleration of their digital transformation. With remote work being a key solution to the business's operation, the pandemic gave a digital boost of approximately 6 years of organizations' digital communications strategies. But there is more.

Besides the technological advancements that saved the day, the confidence among HR and Business executives has united. Their belief in HR that can navigate future changes has doubled.

Now, more than ever, an organization's workforce and business issues have become equally important in HR's focus. And studies show that those organizations who have confidence in HR's ability to direct changes **in the next 3-5 years** have also experienced more positive outcomes. Moreover, those companies are **2.9 times more likely** to indicate that their organization is prepared to reskill and adapt to shifts.



Companies who focus on HR and strategize their workforce are more likely to be prepared for economic uncertainty times and even experience positive outcomes.

HOW DO YOU GET THE MOST OUT OF YOUR WORKFORCE TO NOT ONLY SURVIVE BUT ALSO THRIVE IN 2021?

The outbreak changed how businesses operate; there is no doubt in that. It drove change that will carry to 2021.

What are those shifts, and what should you, as a recruiter or manager, embrace to benefit your organization?

Here are 3 essential takes that you should implement to your business strategy in 2021:



**INCORPORATE
WELL-BEING TO
WORK PRACTICES**



**UNDERSTAND
BETTER YOUR
WORKFORCE**



**CREATE
SUPERTEAMS**

#1

A woman with long dark hair and glasses, wearing a white top and a dark blazer, stands on the left side of the frame. She is looking towards a whiteboard. On the right side, a man with short hair and glasses, wearing a dark suit jacket, is also looking at the whiteboard. The whiteboard is the central focus, featuring a pie chart with several segments. One segment is labeled with '25%' and another with a triangle symbol. The background is a blurred office setting with a window. The entire image has a blue tint.

**Incorporate
well-being to
work practices**

Among the economic instability caused by the pandemic, employees' physical and emotional well-being is of paramount importance.

Even for the trend reports of 2020, a Deloitte survey done with **9000 respondents** showcased that **80% agree** that well-being is important or crucial to a company's success, thus marking it as a top priority. With the outbreak's occurrence, the worker's safety and well-being had greater importance, and therefore the term became even more relevant than ever.



80%
of the
respondents
agree



20%
of the
respondents
do not agree

With the outbreak's occurrence, the worker's safety and well-being had greater importance and therefore the term became even more relevant than ever.

Companies that acknowledge the vitality of their workers' well-being and take actions that demonstrate that they perform better.

Those who take a one-size-fits-all approach rather than tailor their well-being actions according to the different needs risk failing to meet those demands.

Workers will be provided with:



New ways to connect.



The right to disconnect.



Mental, emotional and social skills.

In those points, technology is an enabler to connect with, providing digital collaboration platforms for remote work. Still, also it could help to disconnect so that workers recharge by sending simple auto-reply emails of the “out of work hours” type.

Moreover, disconnecting technologies can take it a step further and help people develop better self-awareness, work better in teams, eliminate distractions, and much more.



Well-being is crucial because depending on how managers leverage it, it can either turn out to be costly for the company or unleash employees' potential. Thus, designing for work-life balance is essential if companies want to thrive.

#2

**Understand
your workforce
better**



When reskilling is part of the actions that are undertaken to adapt to emerging new demands, it comes with no surprise that a company with leaders who know the strengths and weaknesses that lie within the workforce has the power to react smartly.

2020 has helped leaders understand the importance of the potential that lies in the workers. Furthermore, the outbreak gave employees an opportunity to speak up, identify their capabilities, and use them in areas of need from the bottom up.

Wondering what is the shift factor here since the pandemic occurred? Surveys reveal that when leaders empower and give choice and freedom for their employees to identify their strengths in areas where there are needed and they have interest in, it creates more excellent value for the company.

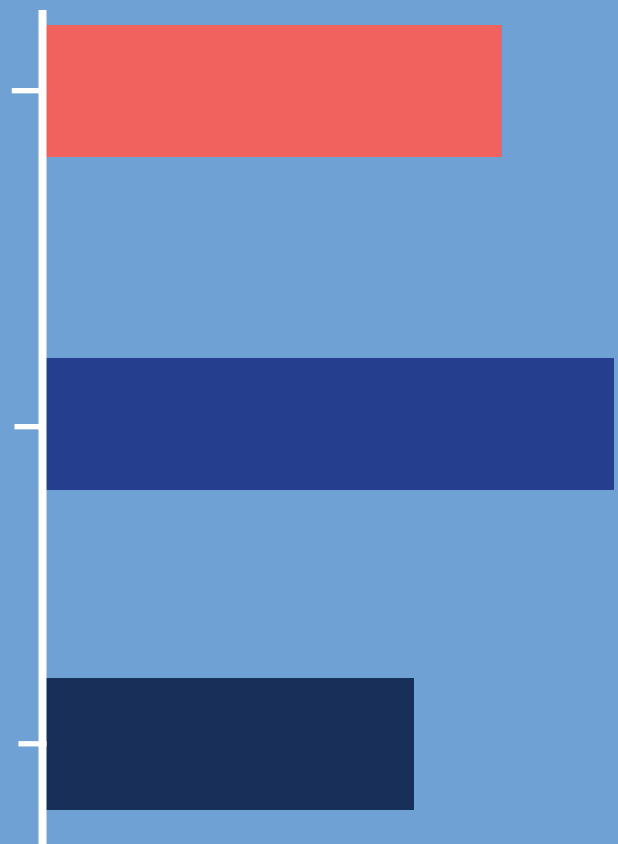
From a long-term perspective, this gives nurturing ground, unleashes creativity and innovation. Those are all factors for a thriving organization.

FACTORS FOR A THRIVING ORGANIZATION

The capacity to adapt is the most relevant skill to have to thrive in the labor market, according to 60% of the surveyed

Executives identify “The ability of their people to adapt, reskill and assume new roles” as a top-ranked item to navigate future disruptions, with 72% selecting it as the most important or second most important factor.

Yet only 17% say that their people are very ready to “adapt, reskill, and assume new roles.”



How do you give your workers freedom and purpose in what they do? Start by offering them the so-called “passion” projects - a talent platform where there are clearly outlined opportunities for:



Mentoring



Career development



Training



Networking



Project participation



Diversity and Inclusion

By doing so, you will give them the possibility to match their interests with current business needs. By choosing a passion project, they can develop new skills or expand their current ones and thus enhance those learnings to their everyday work.



The key for leaders in 2021 is to redeploy employees to areas where not only they are needed the most with their skills, but also where they have interest in and passion for.

ADAPTABILITY

THE WAY TO SURVIVE AND PROSPER

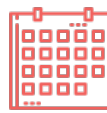
The pandemic shed light and showed us how crucial it is to be able to adapt.

Change is unnatural to our instincts. Some people are born to be more flexible, and others struggle. Regardless of the magnitude of resistance to change, Adaptability is a skill that can be trained. Here are a few key points to consider when training employees:



POSITIVE MINDSET

Have a “positive uncertainty” mindset/perspective – that is, to accept that the current situation will be resolved and learn to be comfortable that the world is uncertain.



MAKE A TO B PLANS

Accept that one cannot plan detailed A to Z plans, especially when the uncertainty levels are higher. By making few steps at a time in the small path you outlined, you feel more confident taking the next few steps.



PRACTICE GRATITUDE

To detach oneself from all one cannot do and all that is going wrong, learn to see what is doing alright and helping you.



#3

**Create
superteams**



Teams are the safe boat of organizations in times of disruptions and uncertainty. The collective power of newly formed and growing teams lifts companies when they most need it to survive and even thrive.

Their power lies in disruptive and unstable conditions and utilizing teams the right way can get the work done and unleash hidden talent.

In 2021, companies should take the lessons they learnt from the previous year and be ready to bring that to a new level – the creation of superteams. Superteams – that is not just people with diverse skills that collaborate well and complement each other's strengths, but also technology as part of that team.

By pairing people with technologies that would leverage those people's capabilities, leaders will experience speedy outcomes at a bigger scale that they could imagine otherwise.



Check out our previous whitepaper [“The 10 Biggest HR trends Age of AI”](#) to make sure that you are using the best tools for your organization.

The advantages of having a superteam are:

- ✓ Creating a heterogenous team – studies show that **diverse teams** outperform homogenous teams with 45% increased innovation and consequentially stronger financial performance for the business
- ✓ Doing the work faster and cheaper
- ✓ Incorporating new nature of working by bringing the distinctive nature of the human capabilities
- ✓ Enhancing people's decision-making with more data



The top factors for transforming organizations is the culture, workforce capability and technology. Executives need to bring perspective in those findings and make them work together in the form of superteams.

ACKNOWLEDGEMENTS

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People Analytics powered by AI

...with a human touch

Whaii Match is one of the first truly automated candidate screening tools to not only analyze based on skills but also on personality, values and culture. All automated. Using Artificial Intelligence (AI) it empowers the modern HR professional to hire the right people, saves time and makes sure no talent escapes un-hired.

It is set to transform the screening process completely.