

Seven Important Facts About Staffing in 2020



These are challenging times for staffing professionals. On one hand, the economy is booming and companies are thriving. On the other hand, there are more jobs available than there are workers to fill them. Technology is making the job of hiring and managing personnel easier, but it's also creating its own set of challenges. And those are just a few of the issues to keep in mind as you try to reduce candidate churn and improve hiring and retention. Here's a deeper look the trends, problems, and thinking that will shape the staffing industry this year and beyond.

1 Talent shortages will change how you recruit.

In 2019, up to three-quarters of staffing professionals cited shortages as a significant problem. That trend will likely continue. As a recruiter, you can't be passive. You have to look beyond candidates who apply for available positions and consider cold calling the talent you want, even if that talent is already working elsewhere.

2 It's an investment.

Given the marketplace, prospective employees are in the driver's seat. To compete for top personnel, you'll need to establish realistic expectations about what it will take to make the hires you want when you want them.

Those expectations will probably mean:

- No low-ball offers; be ready to pay top dollar
- Covering moving costs for out-of-state candidates
- Medical and dental coverage
- A 401k plan
- Workplace flexibility that includes allowing some remote work
- Personal development opportunities or continuing-education reimbursement
- Paid time off policies that encourage work-life balance

3 You'll have to pick up the pace.

If your hiring process is slow and methodical, that can work well with your internal stakeholders.

However, it can also turn off candidates, who may:

- Feel undervalued
- Be more open to a competing firm and want to work there instead
- Take another offer that's already on the table

To keep candidates interested, give them honest, clear expectations on how long it should take for you to finish interviewing and make a decision. Don't leave them hanging. Keep in touch. And, yes, streamline how you work. The marketplace demands nimble, efficient recruiting.

One tip for keeping things moving: Tech is everywhere, so use it. Text candidates (even Boomers are okay with it). And use a web portal to report status updates on all available positions.



4 Now, about that social media.

As an employer, social media can be invaluable. Use Instagram, Twitter, Facebook, and other sites to post openings--after all, that's where the eyeballs are--and to learn about candidates even before you meet them.

Just keep in mind that the reverse is also true. Candidates surf sites ranging from LinkedIn to Glassdoor and Indeed in pursuit of details about you. By managing your online reputation, you can use this new era of transparency to your advantage. Build an environment that workers rave about. Focus on retaining employees and on making the involuntary turnover process a smooth one. Keep an open door. Make sure you're talking with existing employees--and soon-to-be former employees--to address any issues they might have.

5 Your values matter.

Workers, especially millennials, aspire to work for organizations whose values reflect their own.

For employers, it's important to define issues that are important to your company and outline the characteristics you value most in employees. Once you have, share them on your website and in marketing materials. By doing so, by consciously wearing your values on your sleeve, you can build an image that attracts young, high-caliber candidates. More important, you can foster a corporate culture in which they can thrive.

6 Be flexible. It's a gig economy.

As many as 57 million people now work in the gig economy, which means they have at least one freelance or contract position in addition to their full-time jobs. Translation: not everyone wants a new full-time position, but a part-time one? That's a possibility.

You need to be open.

Consider hiring remote workers, contractors, and temps in addition to the more-traditional full-timers. Connect people and offices with technology. Embrace flexible schedules. Be willing to adapt your needs to the realities of today's marketplace.

7 Why hire when you can reskill?

Given the gig economy and other facts of modern employment life, the reskilling trend promises to continue for the foreseeable future. Candidates are more willing than ever to broaden their job options by adding new skills. And the technology boom makes it inevitable that you'll have to, at some point, offer programs that teach new skills.

To stay ahead, invest now in online learning, training programs, or apprenticeships. Target existing employees who have potential to adapt or the knack for learning new skills. By giving them the means to upskill, you'll ensure your organization already has the people it needs this year and in the years ahead.

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