

6 Recruiting Trends That Will Shape 2021

Recruiting today looks radically different than it did just a year ago. Accelerated by COVID-19 and the movement for racial justice, changes that were expected to take years are happening instead in months. Virtually recruiting remote workers is the new norm for many. Internal mobility and upskilling programs are being built out, many for the first time. Diversity is finally being treated with the urgency and accountability it always deserved



Source LinkedIn

#1: Recruiting will hire less, build and borrow more

Facing unprecedented uncertainty and volatility, companies will move away from static jobs in siloed departments and toward project-based cross-functional work, where employees will shift to new projects as business needs change



#2: Recruiting will help keep the business accountable on diversity

Remote work will vastly expand available talent pools, allowing for greater access to candidates from underrepresented groups and deflating empty excuses that the talent isn't there to be found



#3: Virtual recruiting is here to stay

Companies have dabbled with video interviewing in the past, but the lockdown realities of COVID-19 have sparked them to create an end-to-end virtual recruiting process for the first time

Candidates for entry-level positions may experience a completely virtual hiring process, not setting foot in the office until they're onboarded, if then. Executive candidates, on the other hand, will continue to receive a more bespoke process with numerous onsite visits and face-to-face one-on-ones.



#4: Recruiters will lead the transition to remote work is here to stay

Recruiters have traditionally been strong advisors to the business when it comes to workforce planning; now, they have the opportunity to become indispensable. Remote work tantalizes with its promises of diverse talent pools, increased productivity and retention, and savings on salaries and facilities, not to mention smaller carbon footprint.



#5: Your employer brand will hinge on empathy and actions

A candidate's impression of a company will be heavily influenced by their everyday interactions with recruiters on the ground. Recruiters will be more empathetic in their outreach, accommodating in their approach, and understanding of what candidates are going through.

By putting people first, employers will show — not tell — what their company is all about.



#6: Recruiters will build new skills to align with the business

Recruiters will increasingly serve as the bridge between a company's hiring needs and other key HR initiatives. No surprise then that they're rapidly adding skills like diversity and inclusion, decision-making, and HR strategy to their tool belts and resumes. They will bring clarity to talent data, reshape employer branding, and fine-tune the virtual hiring process — all in a continuous process of improvement.

