

# Hiring Trends in the Post-Covid Economy

The Covid pandemic kickstarted a massive recession that has drastically changed the employee and employer dynamic. Not only did many lose their jobs due to shutdowns, but many also left due to stress and illness.

This has left a gap in employment where employers are unsure how to move forward, and employees seek better opportunities. As the workforce begins to reopen, we are discovering new trends in how businesses approach hiring and operating.

To stay relevant in the current economy, businesses must adapt to the large number of individuals now reentering the workforce. In addition, a considerable number of un-or-underemployed people are soon to be seeking a stable career. Adapting to a few changes will help your business thrive in this wave of job seekers.

## What's Changed?

Every year, eager professionals enter the workforce as they attempt to transition out of school or university. However, due to COVID, a record number of applicants are reentering the workforce. Additionally, with working conditions having largely shifted significantly, many workers have grown accustomed to a more relaxed work environment.

As people reassess their positions with businesses reopening, there is now an [anticipated exodus](#) of workers unhappy with the traditional job market. Six key differences might impact how well your company can recruit new employees to meet current demands.

## Virtual Interviews and Hiring

A new, hybrid office experience has sprung from the pandemic that incorporates on-site work with certain positions continuing to function remotely. If you've continued operating throughout COVID restrictions, you are most likely familiar with offsite recruiting.

Many companies have begun hosting virtual hiring events and scheduling one-on-one virtual interviews through web services, such as Zoom. This has proved to be an invaluable method for recruiting while still upholding CDC guidelines. For many businesses, virtual recruiting [is here to stay](#).

Virtual hiring combines the most valuable pieces of the traditional interview process and allows it to become more streamlined. While still being able to meet with applicants one-on-one, you can cut the extra time and planning that interviewing involves.

While meeting virtually, you don't have to worry about scheduling around office availability or worry about waiting areas. By not relying on having people physically in your office, you can afford more interviews in a smaller time block.

## Promoting from the Inside

Many businesses are putting more emphasis on [internal mobility](#) than recruiting new employees to fill more difficult roles. Recent data shows that companies are promoting from within [20 percent](#) more often than they were before COVID.

This boils down to cost and time. For example, recruiting new employees requires a large budget with no guarantees of finding a suitable applicant. At the same time, learning and skill development budgets account for successful employees expanding their knowledge to fulfill more complex roles within the company.

Many employers are beginning to recognize the valuable skills and talents that are already helping the business thrive. Focusing on these employees helps guarantee a more successful future while fostering long-lasting professional relationships.

## Remote Workers and Meeting Virtually

Because of COVID restrictions placed on business operations, many workers have grown accustomed to working remotely. Recent studies have found that [about 37 percent](#) of occupations can be completed from home, and many employees find this type of environment helps create a more healthy work and life balance.

This type of work environment also provides flexibility for the business. While not having to house as many employees on-site, companies can free up office space and focus the budget on other essentials, like training and recruiting new talent.

## A New Focus on Tech Upgrades

Automation and artificial intelligence programs have been rising in popularity for years. However, COVID showed just how important these programs are for the future of business. Throughout many industries, automation revved up to [cope with surges in demand](#) for essential services.

Artificial intelligence helps keep production and daily operations cost-effective while still keeping up with demand in the industry. Many jobs related to customer support, sales, and food service might undergo a rapid transformation as e-commerce is expected to grow. Because of this, about [two-thirds of large business owners](#) have decided to further their investments in automation technology.

## Diversity Hiring and Office Culture

More than ever, [DE&I \(diversity, equity, and inclusion\)](#) commitment is crucial for any company's continued growth. Of course, we want to hire the person best fit for the role, but DE&I assessments aim to eliminate workplace biases. [Forty-seven percent of talent professionals](#) claim that hiring managers lack the accountability of interviewing or hiring a diverse workforce.

Much more attention is being placed on how companies conduct diversity and inclusion in their workspace. Employees want to feel safe and appreciated in their line of work, so a diverse office culture promotes a business's willingness to be inclusive and accepting.

## Attractive Benefits Packages

Those who are reentering the workforce post-pandemic have experienced life outside of work. Minimum wage and basic insurance are just not attractive to skilled workers with companies to choose from.

As a result, essential jobs are expanding the benefits offered to employees to get new workers in the door. Wages, bonuses, insurance, and retirement accounts are becoming a standard offer from most businesses. So it's important to look at what your company has to offer the employees.

Consider what will entice an employee to choose your business over the grocery store down the street. If you're offering similar pay and benefits, it may just fall down to workload and stress. Depending on the position in question, it might be easier to run a cash register or stock shelves.

## Final Thoughts

The pandemic hit the economy and job market hard, but the future's still bright for bringing in new talent. As restrictions are lifted, and people return to work, you can adopt new hiring processes to hire them.

Technological advances and appealing to prospective employees should be the greatest focus on bringing in new talent.