

careerminds

2021 Report:

The New Flexible Workforce

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The New Flexible Workforce

Introduction

The pandemic forced a large segment of the global workforce to go through a remote-work experiment on a scale never seen before. HR & business leaders are being forced to make unprecedented decisions about whether to return to the office, make the remote work experiment a reality, or find some middle ground by blending the two.

Now, both the limitations and the benefits of remote work are clearer. Despite many people returning to work as economies reopen — executives have indicated that for many employees, hybrid models of remote work are here to stay, as the "new flexible workforce" emerges.

Top HR leaders and their employees collectively agree that the shift to a more flexible workforce is improving the employee experience and promoting a better work-life balance. This is making companies that adopt workplace flexibility more competitive and agile in attracting top talent, forcing a full return-to-office mandate poised to suffer in the post-COVID war for talent.

Careerminds and Hunt Scanlon conducted a survey of HR leaders and employees to gauge their thoughts and opinions about the new flexible workforce. Over 100,000 individuals participated. The survey is a deep dive into how the new flexible workforce impacts the employee experience, companies' competitive talent strategy, and organizational culture.

The survey report illustrates the massive shift organizations are making to align to the new world of work and provides insights from CHROs and industry leaders on how and why their businesses are making the shift.

ARE YOU READY?

What Matters Most

HR Leaders say the top three reasons for the shift to remote work are to promote better work-life balance, attract and retain top talent, and deliver better employee experience. Cost savings was the least responded reason.

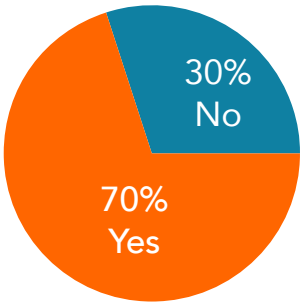
Over 65% of employees believe that hybrid workplaces are the future.

For Patrick Higgins, People & Organization Director at Mars Wrigley, workforce flexibility is no longer in the hands of corporations.

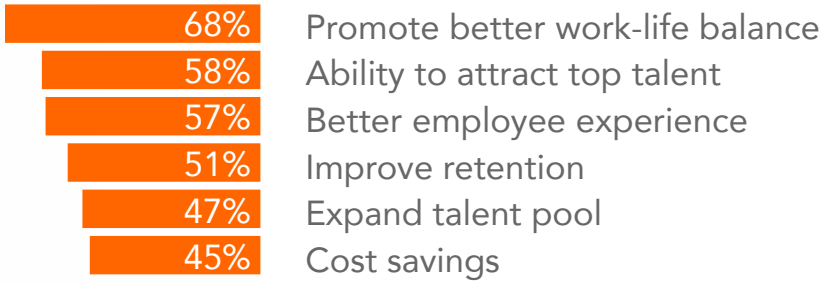
His advice for companies: ***"Get on board or get left behind."***

70% of top HR leaders are shifting to a remote workforce and 68% say the reason is to promote a better work-life balance.

Companies who shifted to a remote workforce:



HR's top reasons for shifting to a remote workforce:



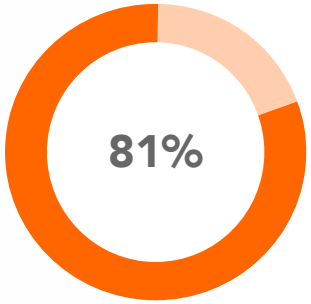
Recruiting and Retaining Talent

There are many factors that make companies stronger and more competitive with a remote workforce, such expanding your talent pool.

Mark Hovey, CHRO of Cianbro Corporation, says that in light of advances in technology and working virtually, ***"companies are now reassessing flexible work schedules in order to attract, recruit and retain talent."*** Flexibility is the weapon of choice in the new war for talent.

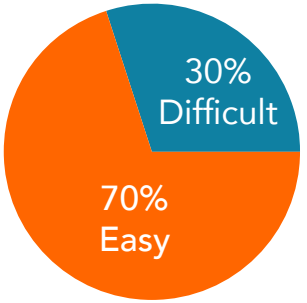
For employees, 70% are adjusting easily to the new flexible workforce.

For 81% of human resource executives, the new flexible workforce has made companies stronger and more competitive.



of employees say a flexible workforce will make their companies more competitive and a better place to work.

How challenging people found it adjusting to the new flexible workforce:



The Future of Work

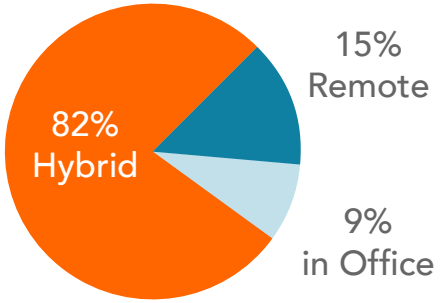
Instilling a culture remotely and employee engagement are viewed as the top two challenges caused by shifting to a hybrid/ remote workforce.

"This past year has really changed the dynamics of the global workplace," says Kyle P. Kane, EVP & CHRO at Northwest Bank.

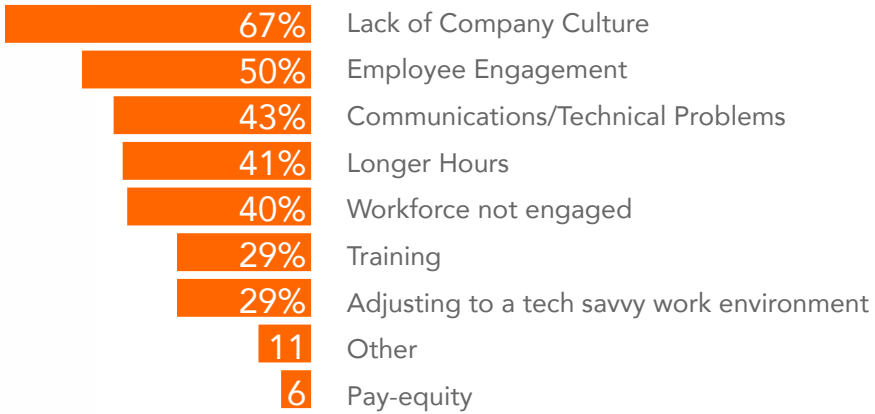
"While nothing can truly replace the benefits of working side-by-side with your colleagues, the seamless transition to remote work and flexible work environments has really flipped the perspective." The key decision every company must now make, he says, is to what extent – and how – these flexible options fit into your culture."

82% of top human resources professionals predict the future of work to be a hybrid workplace.

Workplace options that best describe companies' futures:



The biggest challenges caused by shifting to a hybrid/remote work:



Remote Work and Diversity

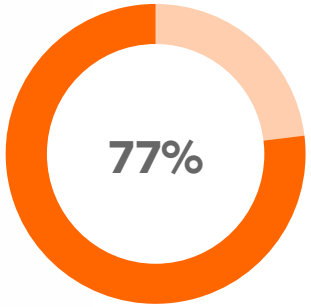
Diversity and Inclusion is a key initiative for executives and HR leaders and is positively impacted by a flexible workforce.

According to Margaret-Ann Cole, chief people and transformation officer at Porter Novelli, the way and where people work will be changing constantly.

"The businesses that thrive in the future will be designing their operating models based on input from employees and using new methods and tools of collaboration. Culture becomes more important than ever before, making empathy and inclusivity core to good leadership."

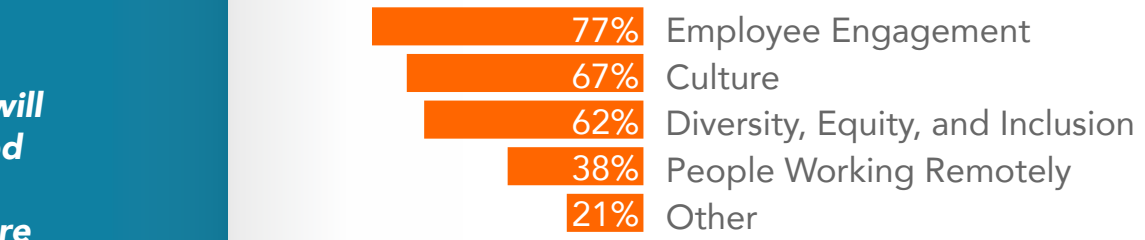
Culture, DE&I, and Engagement are the top three priorities for 2021.

77% of HR Leaders feel a remote workforce expands diversity.



of HR thinks that having a remote workforce expands diversity.

HR's top priorities for 2021:



About Hunt Scanlon Media

Hunt-Scanlon Media has been defining and informing the senior talent management sector for over 32 years. Our global staffing intelligence data comes in many forms: daily newswires, annual leadership and state of the industry reports, market intelligence sector briefings, and in our flagship newsletter Executive Search Review. Our exclusive news briefings, interviews, industry trends reports and rankings, forecasts and expert commentary offer unique insight and market intelligence as we track global talent management developments. Since our inception, talent management professionals worldwide have turned to Hunt Scanlon Media — making us the most widely referenced, single source for information in the human capital sector.

Hunt Scanlon | Media
Leadership Intelligence

About Careerminds

Connect with us to learn more.

Careerminds is a leading provider of global outplacement services and a thought leader on topics around remote work and hybrid workplaces. We utilize cutting-edge technology in multiple languages in over 50 countries around the world. Our personalized, one-on-one career coaching, allows us to deliver customized services to anyone, anywhere at a lower cost than other firms.

This survey was commissioned in partnership with Hunt Scanlon Media. For more information on Careerminds or the survey, you can contact us at **info@careerminds.com.**

CONTACT US

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