

THE FUTURE OF WORK IS NOW:

TOP TRENDS FOR 2023

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THE FUTURE OF WORK
EXCHANGE 

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We are committed to collaborating, thinking creatively, and delivering new and better talent solutions for the workplace of today. All of our workforce solutions are delivered based on the unique challenges of each client.

Simply put, the ultimate mission of Guidant Global is to challenge and transform the one-size-fits-all, quick-fix, impersonal, and rush-to-revenue approach which prevails across the MSP market today by delivering solutions in a better way.

Our team has unprecedented insight into the world at work. Guidant Global is active in over 80 countries, managing over 200,000 engagements, for over 125 clients each year. Global talent shortages are rife. Our insight helps businesses buck the trend to get the best talent.

TREND #1: THE WORKPLACE OF THE (PRESENT) FUTURE

In the early days of the COVID-19 pandemic, many businesses turned to remote work to prevent the spread of infection. As lockdowns and quarantine orders became the norm, remote work was now seen as a viable way to maintain staff engagement and promote consistent productivity during an unprecedented time.

Since then, remote and hybrid work models have become foundational in the new world of work. Ardent Partners and Future of Work Exchange ("FOWX") research finds that 82% of businesses leveraged relied on the remote and hybrid work structure in 2022 more than they had in 2021... proving that, despite the call by some CEOs to return to the office, flexible work models are here to stay.



82% of businesses increased their use of remote/hybrid teams in 2022 compared to 2021.

TREND #2: THE CONTINUED RISE OF DIRECT SOURCING

Direct sourcing, talent communities, freelancer networks, talent marketplaces, and digital staffing are all deep and valuable outlets for candidates. Thus, businesses can take an omni-channel approach and optimize their hiring by aligning talent acquisition strategies with these sources of talent. The omni-channel approach is centered around maximizing various sources of talent (through VMS, ATS, direct sourcing, etc.). In short, businesses can boost candidate engagement by providing a tailored worker experience that provides better clarity, opportunity, and assessment inclusivity for each prospect.

Extended workforce programs that leverage direct sourcing have been shown to boost cost savings, improve hiring transparency, and enable real-time talent engagement. Ardent Partners and FOWX research has found that direct sourcing is a top-three workforce priority for global enterprises in 2023. With “Direct Sourcing 2.0” solutions accessible to modern hiring managers, the next generation of talent acquisition has arrived.



77% of businesses state that direct sourcing has allowed them to hire higher-quality skillsets and expertise.

TREND #3: THE CANDIDATE EXPERIENCE IS PARAMOUNT



91% of enterprises state that they now reflect their culture, vision, and brand throughout the candidate experience.

For nearly two years, job candidates have held the power in determining their career paths. In an age where a scarcity of major skillsets is the norm, businesses need to amplify their commitment to the candidate's "journey" and overall worker experience.

One of the biggest takeaways from the recent "Great Resignation" was the realization that talented professionals wanted more than compensation to accept a position; they desired a purposeful journey throughout the candidate experience that reflected the overall culture, vision, and beliefs of the hiring organization.

From one-click job applications and working interviews to relevant content and diversified offerings, businesses are prioritizing the candidate and the overall candidate experience in 2023.

TREND #4: EXTENDED WORKFORCE, AGILE TALENT

Ardent Partners and Future of Work Exchange research has shown that 81% of businesses used more contingent workers and sources of external talent in 2022 than in 2021, a powerful statistic that highlights the power of the extended workforce as well as its overall value and impact on enterprise operations.

Three years ago, the extended workforce became a lifeline for businesses scaling their workforce amidst the challenging pandemic conditions. As the crisis ebbed and flowed, the extended workforce shifted from general staff augmentation to a more critical means of production and delivery and a vital channel to close existing skills gaps.

Today's extended workforce, comprised of temporary staff, gig workers, contractors, freelancers, and consultants is actively driving "critical" value to the greater organization, according to 92% of businesses.



82% of businesses utilized more contingent labor and extended talent in 2022 than in 2021.

TREND #5: A DIVERSE WORLD OF WORK



65% of businesses plan to leverage AI and related technology to measure and improve diversity over the next two years.

Today, enterprises no longer view diversity with a “check-a-box” mentality. Instead, it has become a cultural movement within business emphasizing the depth of talent pools, talent communities, and talent networks without bias or barriers. The truth regarding diversity, equity, and inclusion (DE&I) is that extended workforce/contingent workforce programs that are diverse tend to be more successful. If businesses can embed a spirit of inclusion within their direct sourcing and talent acquisition processes and follow this mindset, they can broaden the existing talent landscape and improve upon it with new ideas and opportunities.

Established diversity programs existed in many enterprises, but the events and civil unrest in 2020 initiated the development and communication of more purpose-driven goals that are linked to societal, economic, technological, and sustainable shifts. To achieve these goals, many businesses are trying to harness the power of a diverse workforce.

TREND #6: WORKPLACE CULTURE'S MUCH-NEEDED TRANSFORMATION



Nearly 80% of businesses state that worker burnout is at an all-time high.

Workplace culture is reinforced by how leaders allow staff flexibility to accomplish their work while attending to their children and extended family. FOWX regularly discusses the importance of conscious and empathy-led leadership as well as other non-technological shifts that ushered in the Future of Work. Those discussions revealed that the best viewed workplace cultures are ones that prioritize enterprise values and support “beyond-perk” attributes for their staff, such as hybrid work models, true flexibility, and behaviors that reflect corporate, ethical, and social responsibility.

The heart of workplace culture must pump with purpose, fueling both leaders and workers alike with a sense of inclusion and well-being. These non-technological attributes, when combined, form the foundation of a corporate culture that is appealing to new and existing workers, helping to improve talent retention.

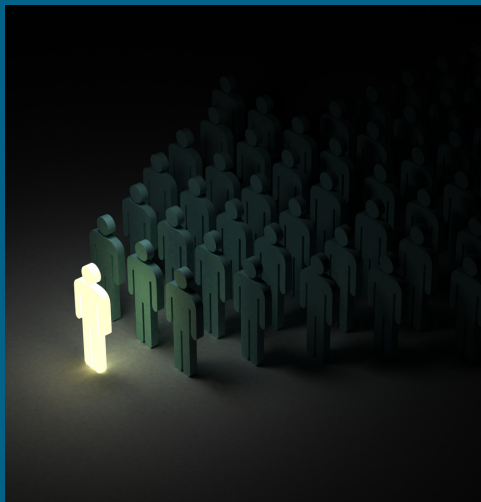
In a time where roughly 45% of all talent works remotely (according to Ardent Partners and Future of Work Exchange research), a positive, human workplace culture ensures that the all workers can benefit from this major shift in HR leadership.

TREND #7: A NEW ERA OF BUSINESS LEADERSHIP

2023 is a critical year for “the human factor” for executives. Businesses are now managing economic uncertainty, a tightening labor market, and the need to balance remote/hybrid models with the need for in-person collaboration.

Ardent Partners believes that leading with a human edge could be the surest way for enterprises to increase talent retention while also improving how work gets done in what will certainly be a challenging year.

Workers desire purpose, crave flexibility, and want an overall sense of alignment between their human personas and workplace characters. This translates into the need for greater humanization from business leaders and the greater adoption of conscious leadership styles. Executives can now transform the way they lead by implementing measures related to mental health, worker well-being, and empathy-led initiatives.



72% of business leaders state that they currently invoke conscious leadership styles, a 92% increase over the past two years.

WORKFORCE MANAGEMENT IN CHALLENGING TIMES

Whether the economic downturn of 2023 is "hard" or "soft," businesses will continue to face challenges and struggle to advance in uncertain times, especially as it pertains to its workforce.



Talent Acquisition

Nearly 70% of businesses in Future of Work Exchange research state that talent engagement and talent acquisition strategies will be impacted by any economic downturn and associated activity.



The Contingent Workforce

Over 80% of enterprises state that they will increase the utilization of contingent labor within the next six months as a direct reaction to any recession-led business issues, a reflection of the dynamic nature of the extended workforce.



Talent Transformation

Within the next six months, nearly 73% of businesses plan to shift external talent onto critical enterprise projects and initiatives, a surefire sign that businesses are strategically developing plans to harness the deep expertise of the extended workforce.

ABOUT THE AUTHOR



Christopher J. Dwyer is the Senior Vice President of Research at Ardent Partners and the Managing Director of the Future of Work Exchange. For the past 16 years, Christopher J. Dwyer has been the industry's preeminent contingent workforce management (CWM) analyst and an early Future of Work evangelist. His research focuses on the application of innovative workforce and technology strategies that help businesses around the world optimize how work is done. Dwyer is the author of hundreds of research studies and briefs related to CWM, talent acquisition, human resources, and supply management, and the underlying technologies that enterprises can utilize to improve how talent is engaged and managed. This research has enabled thousands of organizations make smarter technology investment decisions related to their talent and workforce needs.

As the Senior Vice President of Research at Ardent Partners, Dwyer oversees all research programs related to talent and workforce management. His research and consulting in the digital and on-demand staffing space have helped revolutionize how businesses source talent and labor. Dwyer is also the architect behind the new Future of Work Exchange site, which has quickly become a groundbreaking destination for HR, talent acquisition, procurement, and other key business executives as they seek the best strategies, solutions, and innovative tools for managing the arena of work and talent.

Dwyer is the voice behind The Future of Work Exchange Podcast, the industry's first podcast dedicated to both the contingent workforce and Future of Work spaces. Now in its seventh season, the podcast is one of the top Future of Work-oriented shows across all major podcast platforms.

Dwyer has been quoted/featured in USA Today, Staffing.com, The Christian Science Monitor, Forbes, CNBC, The Recruitment Innovation Exchange, and other major business publications. He has been honored multiple times by HRO Today (2013, 2014, 2015, and 2016) as an "Analyst and Advisor Superstar" and was twice recognized as a "Pro to Know" by Supply and Demand Chain Executive Magazine (in 2014 and 2019). And, in 2018, he was named as a "Top 100 Future of Recruitment Influencer" by Analytica. He welcomes your comments at cdwyer@ardentpartners.com. Connect with Dwyer on LinkedIn.

THE FUTURE OF WORK EXCHANGE

The Future of Work Exchange (powered by Ardent Partners) is the premier destination for HR, talent acquisition, procurement, IT, and finance executives focused on the convergence of talent and innovation and the impact that the extended workforce has on business operations and bottom-line performance.