



Workforce Summit

Tuesday October 24, 2023

Trends, Issues & Recruitment

Presented by: Masha Ali, CHRL

Agenda



Introduction - Masha Ali, Principal HR Consultant



Trends in HR – Work Location



Trends in HR – Technology



Trends in HR – Wellness



Tools - Technology



Tools – Personality Assessments



Recruiting Younger Workers – Performance Management



Recruiting Younger Workers - DEIB

Masha Ali, CHRL - Principal HR Consultant

- Works with SMEs to provide fractional HR services to clients
- Acts as an extension to your business
- Provides HR products to meet the needs to growing businesses including HCM system (HRIS), performance management software, personality and skills assessments, and so much more
- Works to empower leaders to manage and retain staff with the tools they need to be successful



Broad trends in HR/hiring – Work Location

- Employees are pushing back against being forced to return to the office, whether for hybrid or 100% in the office.
- A large portion of the workforce made significant changes in their lives such as moving to more affordable areas, and have been enjoying a better work-life balance without the need to commute long distances for work. For those whose work responsibilities can be completed 100% online using modern tools, they do not understand the need to get back into the office.
 - This is causing more employees to search for more flexible employers that allow more remote opportunities.



Broad trends in HR/hiring - Technology

- Employees are looking for technology to manage their “employment experience”. They don’t want to print and fill out forms, they want to see their HR file on demand, they want instant access to data such as vacation and sick leave entitlements.
- They no longer want to have to check with their supervisor or HR to obtain their own information. They want to manage their benefits online, make vacation requests, basically have access to information at the touch of a button. All on their mobile device!



Broad trends in HR/hiring - Wellness

- In addition, there is a growing demand for employers to provide more than your standard health and dental benefits. They want mental health support, assistance with stress management, and in general, support for different issues altogether. We call this an overall wellness program. Some of these are provided in a standard Employee & Family Assistance program (known as an EAP), and what we are seeing, is more of these companies are adding additional services to handle the demands of the population.
- E.g. Lifeworks, Homewood Health, & Telus Health

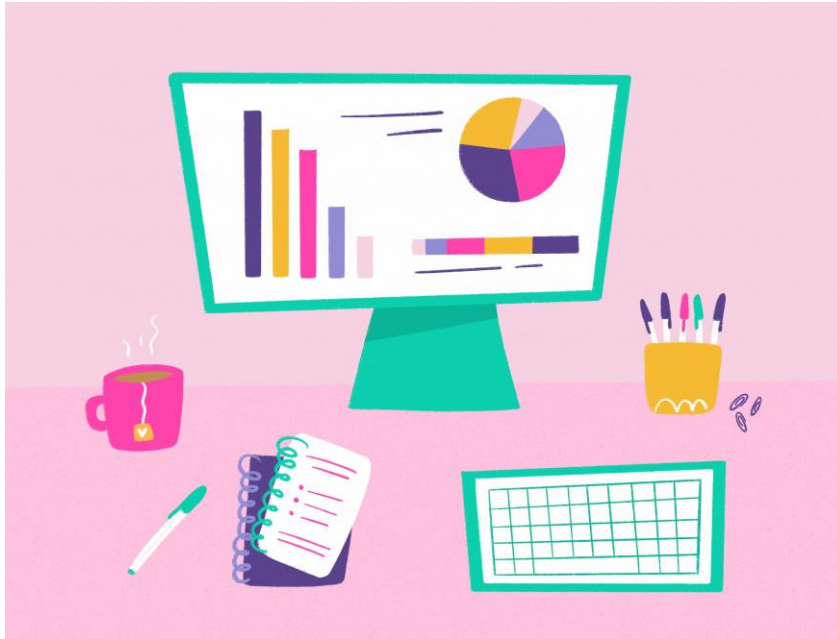




Tools to manage trends - Technology

- With regards to hybrid work, from an HR point-of-view, and tying into the need to have information readily available, I always push clients to digitize their HR processes and programs.
- Most small businesses typically have an online Payroll system, but their HR processes are completed manually, using excel spreadsheets, file folders, etc. Cloud access with the use of HRIS / HCM - Human Capital Management systems can alleviate these issues.

Tools to manage trends - Technology



- Communicate using a variety of tools such as Google Workspace or MS Office. These subscriptions have collaborative tools that allow employees to communicate quickly with one another.
- These programs / suites of products usually always have “Intranet” type of sites as well.
- Building internal websites to store HR and benefits information is a cost-effective way to ensure staff have access to important information.

Tools to manage trends - Technology



My preference is to implement full HRMS products with clients. These cover so much including:

- benefits enrolments
- managing time off requests
- supervisors documenting verbal or formal warnings
- Storing employment documentation
- Completing tax forms
- Reading and signing off on HR handbooks, and so much more.

Basically, arming employees and leaders with data to make informed decisions, without wasting time by asking HR or others to look up spreadsheets, files, etc.

Tools to manage trends – Hiring Assessments

- Use personality or behavioural assessments during the hiring stages to ensure you are recruiting those with the right soft skills and behaviours to be successful in the role
- Prevent waste of time and resources hiring the wrong person
- Provides science in recruitment

Certain roles require certain skills, e.g. Analyst roles require analytical and detail-oriented skills. Having the candidate complete an assessment in conjunction with an interview can help you to make an informed hiring decision.



Recruiting Younger Workers: Priorities & Adapting

Career Development & Continuous feedback and coaching:

- Younger workers want to have career plans, they want a clear path that can show their progression and how fast they can move into a leadership role.
- While smaller employers may not be able to offer as much career growth, I help them to implement performance management processes and systems that are easy to use / follow that allows for frequent feedback, coaching, and mentoring.
- Executing the historic annual performance review is no longer relevant. Having interim reviews for new hires, follow-ups to the actionable items in the reviews, and regular coaching and mentoring is key to keeping the workforce engaged.
- In addition, creating formal mentoring opportunities, coaching, job sharing, and cross training helps to increase engagement in the organization.

Recruiting Younger Workers: Priorities & Adapting

Purpose and Meaning & DEIB – Diversity, Equity, Inclusion, and Belonging

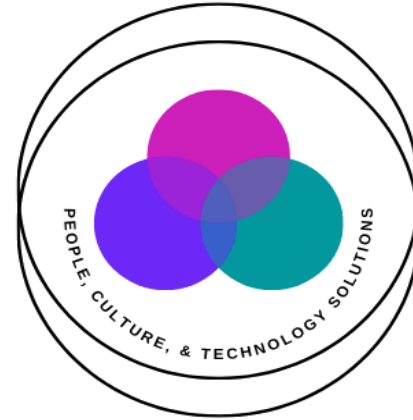
- This is a topic that every organization is discussing. The younger generations not only want fairness in the organization, they want to feel supported, they want to see meaningful policies, and know that their employer is making an attempt to have a positive impact on their communities.
- With this topic, obviously there is a lot an organization can do, but it is not just about creating policies, and having a one-time education session.
- This is an on-going commitment to DEIB and the program that one employer creates may not work for another.
- My advice is always this, don't rush, let's create a proper plan, one that is right for your organization. You should always start with a survey so that we can uncover the best areas to focus on, then we proceed from there.



Thank-you!

- Let's talk!
- What questions do you have?
- What scenarios do you want to discuss?
- What have been the main issues at your organization?

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