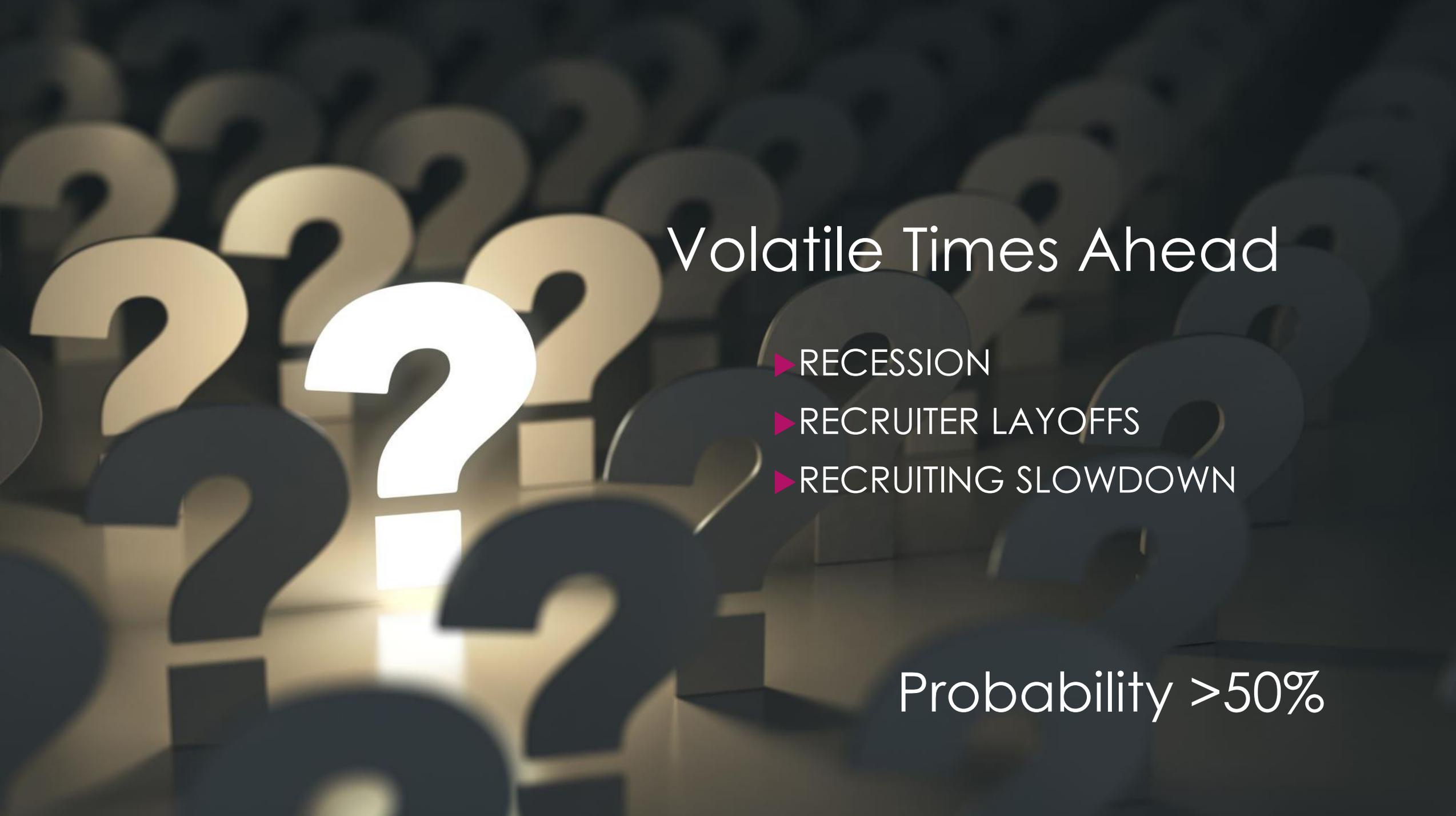




# **Fearful** Forecast - The New Now of Work + Possible Futures

KEVIN WHEELER

ATC | AUSTRALIA

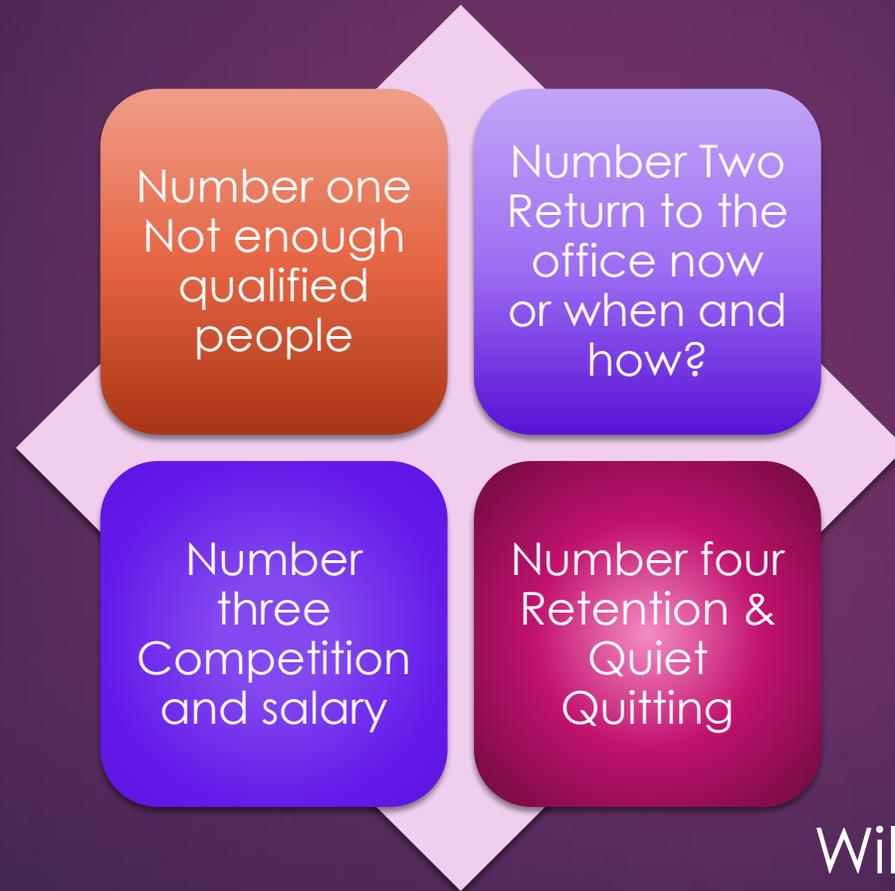
The background of the slide is a dark, textured surface covered with numerous question marks. The question marks vary in size and are rendered in a metallic, golden-brown color with a slight gradient and shadow, giving them a three-dimensional appearance. One question mark in the center-left is significantly larger and brighter, appearing almost white with a strong glow, while the others are smaller and dimmer, receding into the background.

# Volatile Times Ahead

- ▶ RECESSION
- ▶ RECRUITER LAYOFFS
- ▶ RECRUITING SLOWDOWN

Probability >50%

# TOP FOUR RECRUITING ISSUES OF 2022



Will these remain the top issues?



# 10 Predictions for 2023

## ✓ Prediction 1

Talent  
Shortages  
will Remain  
& Grow

- ▶ Skilled talent will remain constrained for years
  - ▶ Demographics
  - ▶ Changing Lifestyles
  - ▶ Changing work requirements
  - ▶ Attitudes about work
  - ▶ Training & Development
  - ▶ Constrained immigration

# TRENDS

A demographic  
timebomb is emerging  
World population  
continues to decline

Most of the world has  
sub-replacement  
fertility and high life  
expectancy

There will be a push to  
increase immigration &  
reach deeper into the  
unemployed.

Internal mobility will be  
a major focus

Employers will hire  
more virtual workers.

## Prediction 2

Remote isn't as sustainable as people thought it was

Only 16% of companies are fully remote

62% of workers aged 22 to 65 claim to work remotely occasionally.

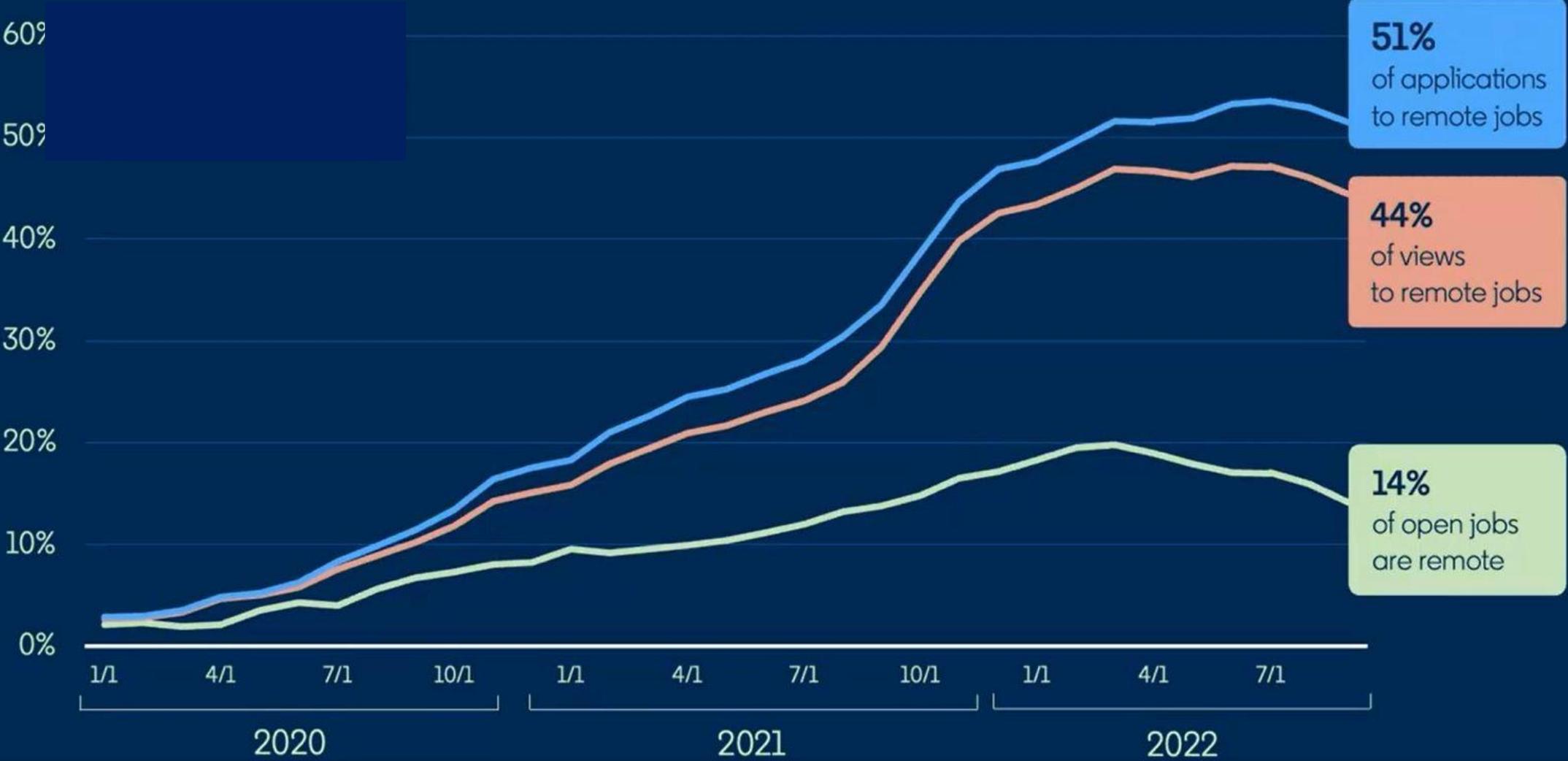
44% of companies do not allow remote work of any kind.

A survey by slack of 9,000 workers in six countries found that 72% prefer a hybrid remote-office mode

Only 12% prefer to always work in an office setting.

Only **13%** would like to always work from home if given the choice.

# Share of remote job postings



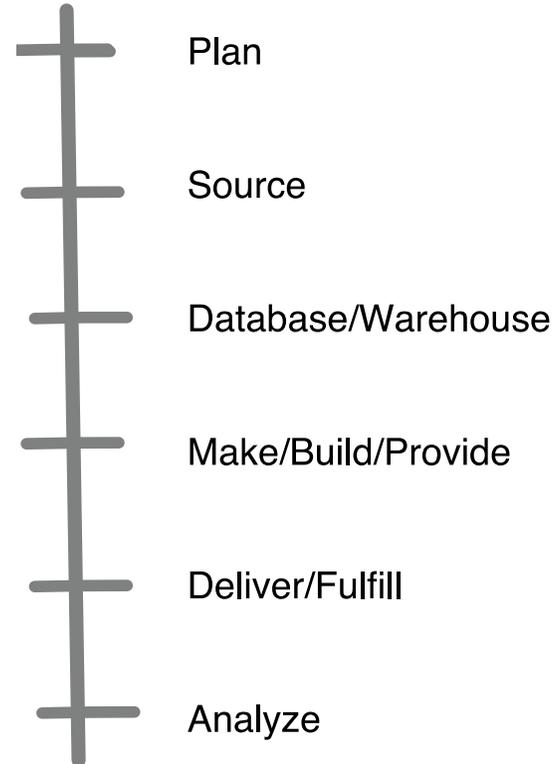
## ✓ Prediction 3

Whoever understands &  
dominates the talent supply chain  
wins the war for talent

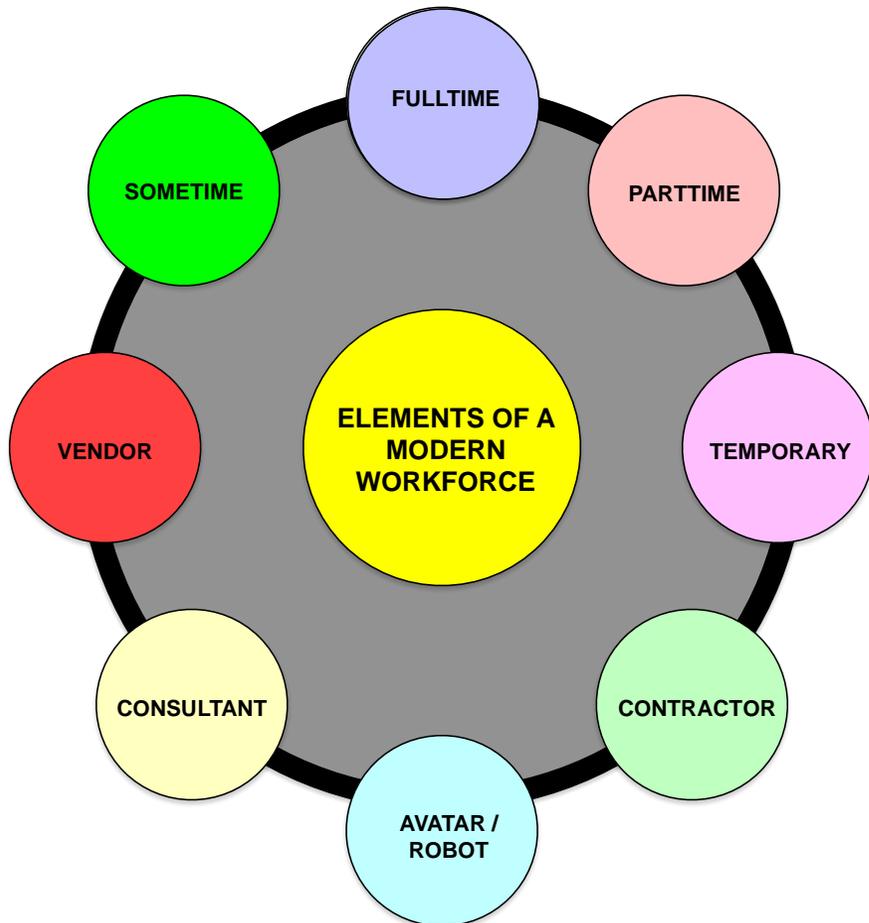
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# Think Like a Talent Supply Chain Manager

## GENERIC CHAIN



# ✓ Prediction 4 Everyone Will Be Expanding their Workforce



Including those with  
divergent ideas,  
physical or mental  
challenges, and the  
elderly

# ✓ Prediction 5: Skills Win Over Jobs



One primary set of skills  
Focused and Narrow  
Usually resistant to change  
Career-Oriented



Varied & changing skills  
Broad & varied  
Flexible/Agile  
Multi-careers

FROM ONE

TO MANY

AUTOMATE?



Branding Expert	+
Sourcer	++
Screener	++
Assessor	+++
Influencer	-
Marketer	+
Closer	-
Administrator	+++
Analyst	+++
Reporter	++
Advisor	-
Planning	++

LIKELIHOOD OF BEING AUTOMATED: +++ HIGHLY LIKELY, ++ LIKELY, + POSSIBLE, - NOT SOON

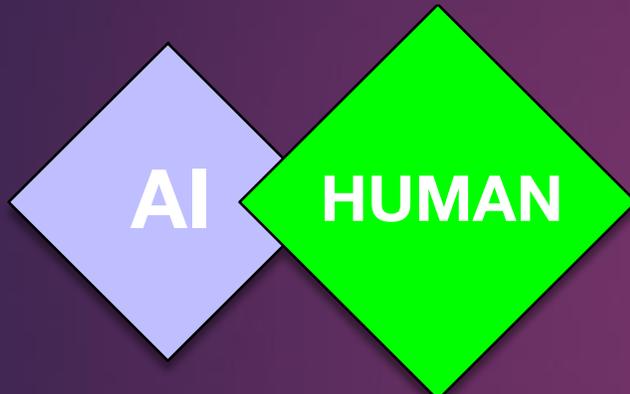
Example:  
Deconstruction  
of Recruiter  
Skills

# Continued Decreased Focus on Credentials

- ▶ The trend will be to deconstruct jobs into specific skills
- ▶ More focus on hiring teams with complementary skills
- ▶ Less focus on credentials and traditional job requirements.



## ✓ Prediction 6



**COLLABORATION GROWS STRONGER**

Using tools to

- ▶ improve hiring accuracy and speed
- ▶ provide more candidates with a positive experience
- ▶ reduce the number of recruiters needed

Recruiters begin really embrace tools that augment their work

✓ Prediction 7

Employment Marketing &  
Branding Grow in Importance

# More Varied & Targeted Attraction Strategies

- ▶ Attracting the right people through
  - ▶ Targeted marketing
  - ▶ Sponsored job ads
  - ▶ Broadcast media
  - ▶ Social media
  - ▶ Mini-career sites
  - ▶ Stronger referral networks
  - ▶ Relevant content
    - ▶ Podcasts
    - ▶ Videos

## ✓ Prediction 8

RPO  
Continues  
to Grow

- ▶ Increasingly capable of supplying talent as needed.
- ▶ Reduce the need for large internal TA functions
- ▶ Use technology effectively

## ✓ Prediction 9

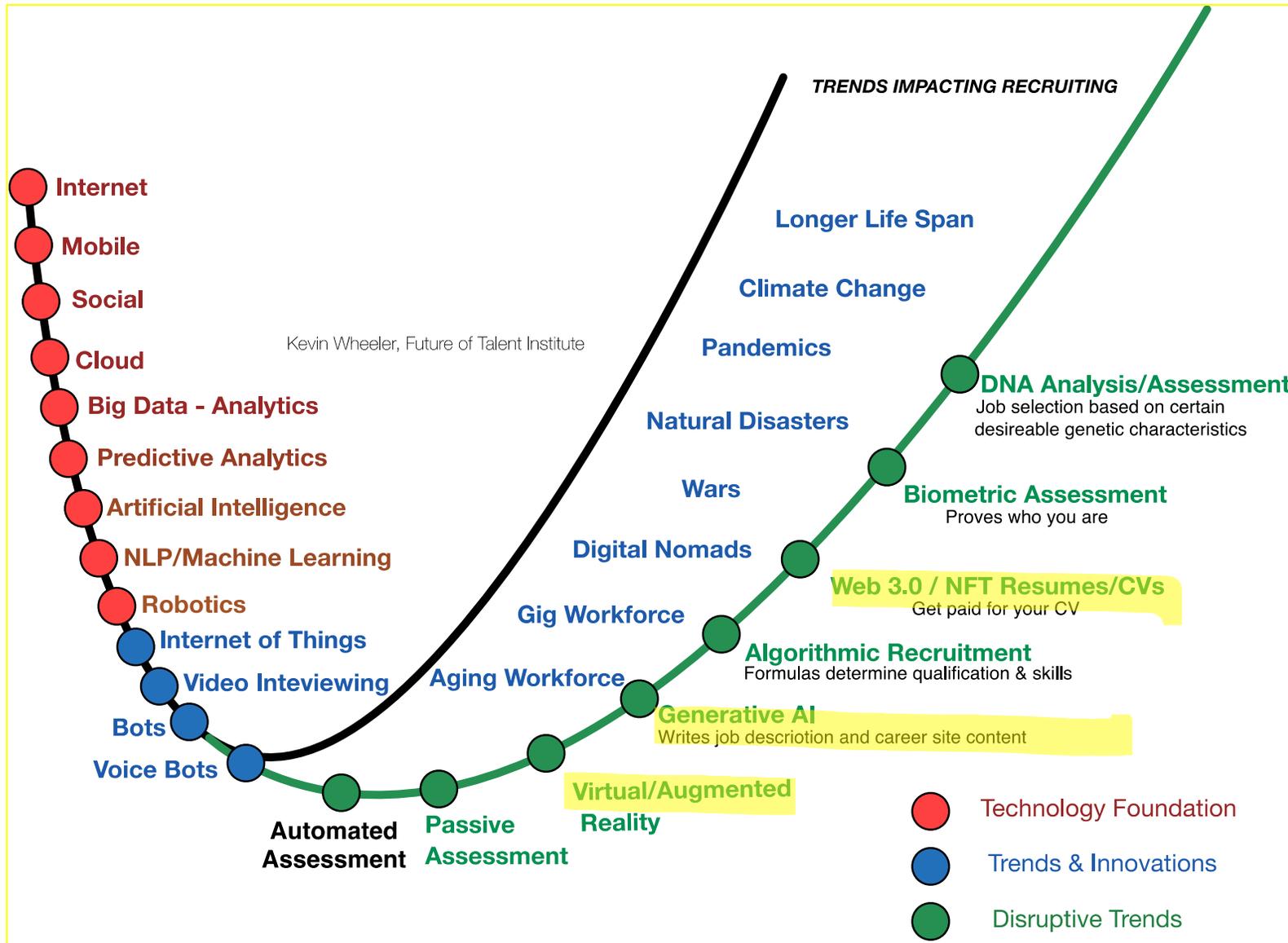
Talent  
Intelligence  
& Analytics  
Become  
the Norm

- ▶ Using data to gather insights and intelligence about people, skills, jobs, competitors, demographics, and geographies.
- ▶ Creating a holistic picture of the workforce
- ▶ Understanding the trends, pressures, changes, and future direction of work.

✓ Prediction 10

Emerging  
Technologies that  
will have an  
impact





# Disruption Curve

# Augmented Reality

- ▶ Testing candidates' skills
- ▶ Simulating a work experience.
- ▶ Onboarding
- ▶ Virtual “any time” career fairs

# Generative AI

- ▶ Automatically generate content, marketing messages, and job descriptions
- ▶ Requires only a few words as a prompt
- ▶ Providers include
  - ▶ Jasper
  - ▶ Hyperwrite

## Check out our main features

 AutoWrite TypeAhead ReWrite

Continue typing to receive TypeAhead suggestions; whenever you pause, the AI will suggest ways to continue your writing. Hit tab or right arrow to accept.

### Job Description

Electrical Engineer for Tesla Motors. The position is for an electrical engineer at Tesla Motors. The responsibilities for this position include but are not limited to developing and testing electrical components, troubleshooting electrical issues, and assisting in the development of electrical engineering processes. This position requires a bachelor's degree in electrical engineering or a related field, as well as experience in electrical engineering.



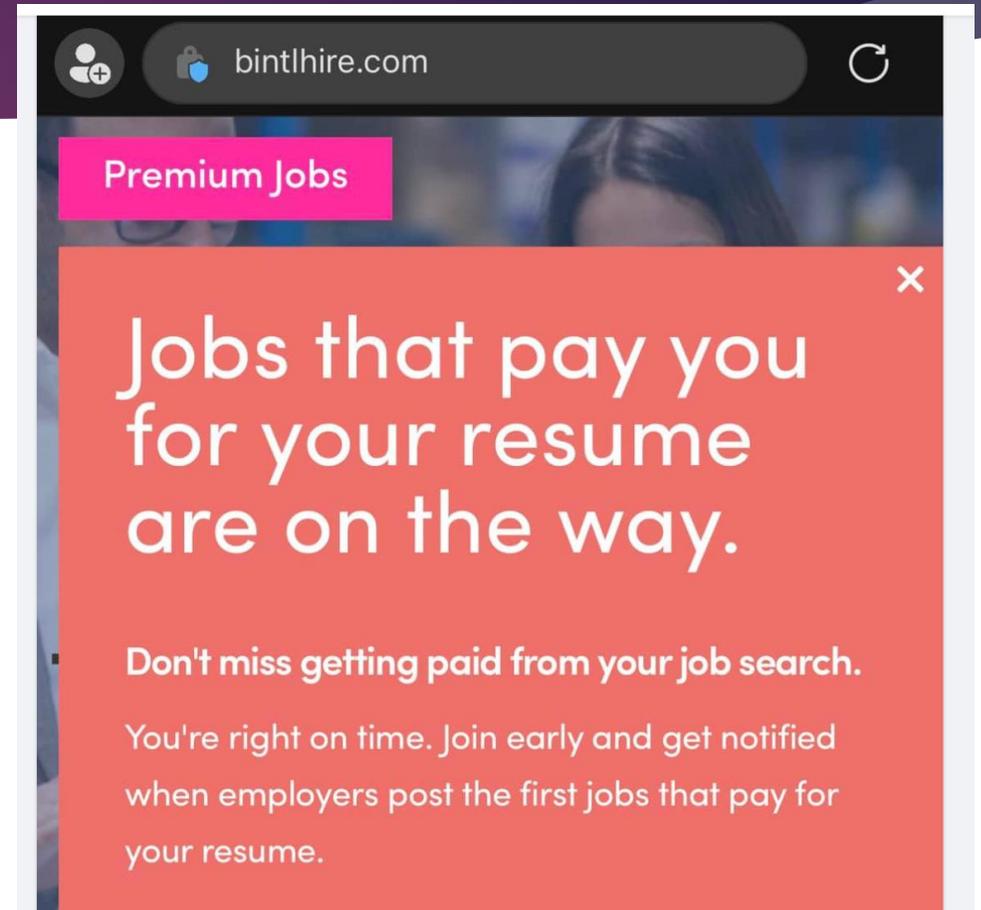
# NFTs for Recruiting?

An NFT is a digital asset that is “released” onto the cryptocurrency blockchain.

An NFT can be a file on a computer: be it a spreadsheet, an audio file, or a photograph, or a resume.

It is saved to the next block to be minted on the blockchain. Once published in this way, it is impossible to edit or remove. However, absolutely anybody can view it freely – or even make a copy.

NFT stands for ‘Non-fungible token’.



***BintlHire is the first job board to pay you for your data using Non-Fungible Tokens - NFTs***

# Thanks

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