

# 2019 RECRUITING TRENDS





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## Introduction

Gone are the days where hiring and recruiting were transactional, dull, ineffective, and costly. We welcome the 2019 hiring landscape with open arms as it delivers overdue technologies, strategies, and innovations that bring back color into the talent world.

Artificial intelligence is changing the way we screen, recruit, and interview candidates. Interview techniques are becoming more personal and effective.

Diversity in the workplace is getting the recognition it deserves. Millennials continue to shape the modern workforce, and Gen Z-ers will soon take the stage.

This report discusses 4 of the biggest trends in hiring and recruiting. By staying abreast of these trends, companies can retain a competitive advantage in a tough labor market.



## Diversity & Inclusion: A Standard, Not a Strategy

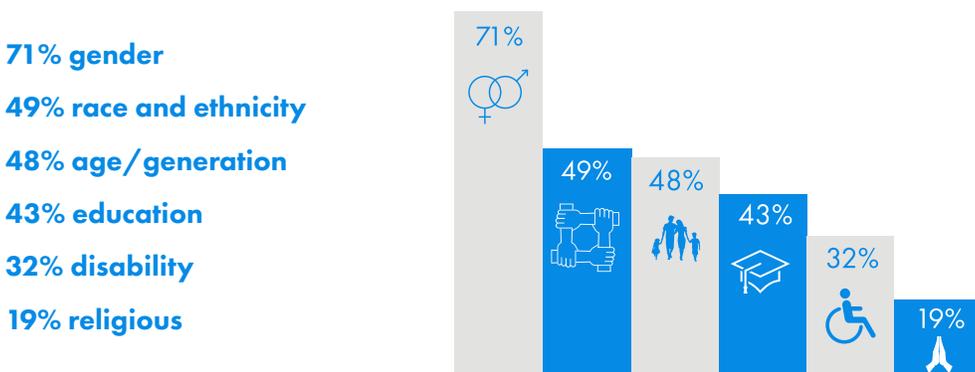
78% of talent leaders in the U.S. agree that diversity is the top trend in 2019. And for good reason. When employees don't feel included or accepted, culture and morale dip. Retention decreases. Productivity plummets. Company financials don't go unscathed, either.



Surprise: a workplace with a broken or absent culture of diversity won't support diverse talent... which likely explains why 27% of companies claim they struggle with retaining diverse talent.

So, it's safe to say that diversity and inclusion (D&I) are the backbone of a thriving and creative workplace. D&I initiatives are still far from perfect, but companies have started to shift gears and concentrate on what keeps their organizations afloat: people.

In 2019, companies will hone in on these top 6 diversity initiatives.





## Innovating the Interview

Hard skills matter. That's a no-brainer. But soft skills like adaptability, agility, and critical thinking matter, too. Some might say that soft skills are even more important than hard skills. **Research suggests that traditional interview techniques can overshadow those vital skills.** Yet, that tradition continues to dominate the talent industry.

### TRADITIONAL INTERVIEWING CONCERNS

63%

say traditional interviews  
FAIL to assess soft skills

57%

say they FAIL to understand  
candidates' weaknesses

18%

say they DON'T KNOW  
what questions to ask

## Out With the Old. In With the New

Recruiters and hiring managers wised up this year. We'll continue to see an increase in the use of new, more personalized interview techniques:

Online soft skill assessments measure traits like agility, teamwork, flexibility, and critical thinking. Meanwhile, AI can be objective and remove biases that are all-too-common in traditional interviews.



59% of hiring managers  
and recruiters use soft  
skill assessments

*Think of job auditions like a “try before you buy” strategy. Candidates are paid to go on-site for a day-in-the-life type deal so employers can see their skills in real-time. It’s also a solid opportunity for candidates to feel-out culture and overall fit.*



Try Before  
You Buy



57%

of hiring managers and recruiters  
say job auditions are effective



69%

say casual interviews offer a more  
candid view of a candidate’s personality

*Interviews/meetings in a casual space, such as coffee or lunch, catch some heat for their lack of structure. Heat or no heat, they’ve become increasingly more popular and will continue to rise in 2019. Casual interviews offer a unique and candid perspective into a candidate’s character.*



## Navigating a Gig Economy

Millennials take up about one-third of the workforce. Generation Z will soon steal the limelight as the largest, most diverse generation ever. The digital age created a workforce that can work from just about anywhere. There's more pressure on businesses as the job market becomes more competitive.

Those leading changes have accelerated a trend toward a gig economy. Currently, a gig economy makes up 34% of the workforce. **Research shows that it'll jump to 43% of the workforce by 2020.**

***"Gig economy is a job market characterized by the popularity of short-term contracts or freelance work in place of permanent, full-time positions."***

Companies are starting to prepare for the takeover of a gig economy:

***61% of businesses plan to replace 30% of permanent positions with freelancers and independent contractors.***

This is good news: the option of remote work influences about 68% of new workforce entrants.



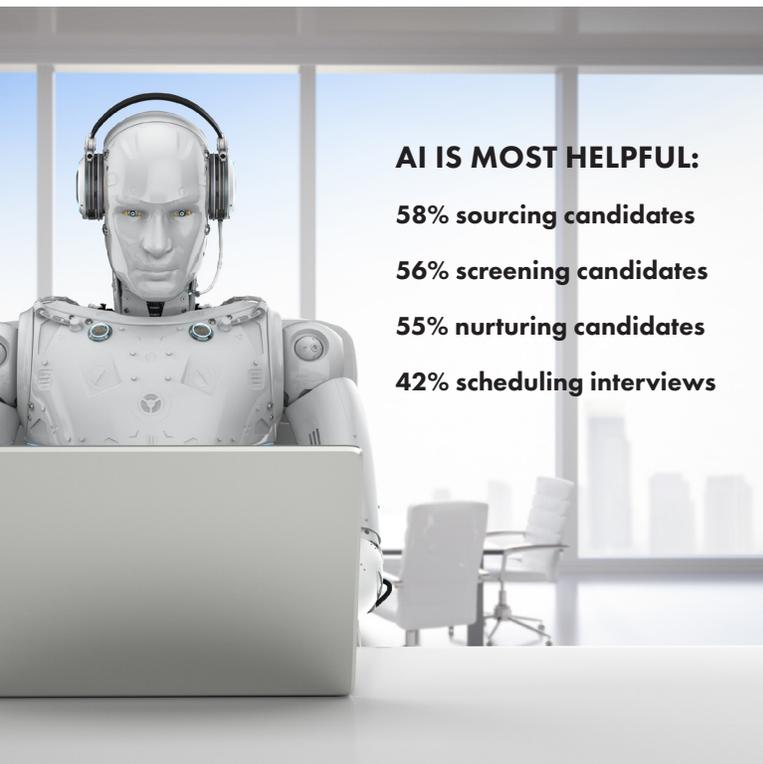
Traditional job boards are likely here to stay, but as we move forward, recruiters can take advantage of gig platforms like Fiverr and Upwork to find qualified contractors and freelancers.



## Artificial Intelligence: A Recruiter's BFF

Artificial intelligence (AI) is a machine's ability to execute tasks that would typically require human intelligence. The more access AI has to incoming data, the more it'll learn how to make decisions. Think Google, Alexa, Netflix, Siri, and Amazon. AI has also made headway in the talent industry.

When hundreds of resumes for a single requisition bog down recruiters, AI software does the grunt labor. It reads resumes and prioritizes the right candidates above the ill-suited ones. Chat bots answer tedious candidate questions. Mix those together and recruiters get back the time they so desperately need.



### AI IS MOST HELPFUL:

**58% sourcing candidates**

**56% screening candidates**

**55% nurturing candidates**

**42% scheduling interviews**

## AI is Not the Enemy

Humans will always need other humans. As it currently stands, AI is far from mimicking human-like emotions. So, recruiters can breathe a sigh of relief. The looming fear of an AI replacement isn't happening. Instead, expect AI to empower the talent industry. It'll automate mind-numbing tasks that rob recruiters of the most important facets of their jobs: candidate experience, developing relationships, and recruiting strategies.

### AI ISN'T EXPECTED TO REPLACE

- Relationship-building
- Measuring interpersonal skills
- Gauging candidate potential beyond credentials  
Persuading candidates to accept offers
- Judging culture fit



## Howdy, Gen Z-ers

There are more folks in Generation Z than any other generation before it. Unsurprisingly, a generation that large will have its effects on the workplace.

Gen Z has much softer undertones than the beloved millennial generation: Gen Z-ers are far more purpose-driven than their millennial neighbors. They see more value in mentorship and social impact programs than they do in raises and high compensation.

Companies will see that empowering work cultures coupled with growth potential will lead to long-term retention with Gen Z workers.

THE PERCENT OF GEN Z-ERS THAT SAY THEY'LL STAY AT A COMPANY FOR MORE THAN 3 YEARS IF...

... IT HAS AN **EMPOWERING**  
WORK CULTURE

29%

... THERE'S POTENTIAL  
FOR **GROWTH**

26%

... **COMPENSATION**  
WAS HIGH

15%

## Diversity is Still in the Limelight

48% of folks in Generation Z are non-Caucasian. **This makes them the most racially diverse generation in America.** That said, they need a workplace that prioritizes diversity.

48%

of folks in Generation Z  
are Non-Caucasian



## Conclusion

The world is evolving at a faster pace than ever before. In order to recruit the best talent, it's crucial to keep up. Placing emphasis on soft skills, allowing flexibility, and encouraging diversity are minor modifications to the workplace that will produce groundbreaking results. Using these trends to develop strategies and integrate new technology will go a long way in differentiating the good from the great in 2019 and beyond.

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