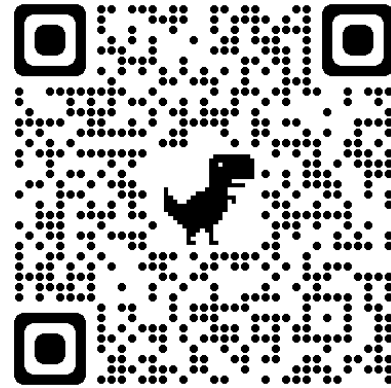# Hiring in a hybrid world

David Rushmere – Machins Solicitors
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Introduction & connect with us

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1. Open the LinkedIn app on your mobile device

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Today's agenda

- What is hybrid work?

- Why is it here to stay?

- How do organisations need to adapt?

- In a hybrid world…:
  - How do you attract job seekers?
  - How do you interview?
  - How do you induct staff?

What is hybrid work?

"While some employees want to work from home all the time after the pandemic, most would prefer a balance where they are in the office for some of the week and at home for the remainder. This has led to the use of a relatively new term: 'hybrid working'." **CIPD**

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Current UK labour market dynamics

- Pandemic-enforced autonomy fuels diversity and expectation of customisation

- End of employer-led labour markets

- UK skills shortages - in the week of 13-19 September, there were 1.9 million active job adverts in the UK (REC)

- Today's labour market is highly transparent

- Rise of knowledge work augments mass career-customisation

- Inflexibility reduces access to full talent pool / candidates

Attracting job applicants in a hybrid world

- 'Employer brand' is now paramount: today's jobseekers approach work with a consumer mindset

- The end of location-specific work gives rise to a national talent pool

- Compelling strategic narrative

- Leadership visibility

- Organisational values, ethics, purpose & vision

- Developmental opportunity

- Accentuated employee experience

How to screen, assess & qualify candidates in a hybrid world

- Zoom replaces (and improves upon) phone interviews. Set your expectations

- Online assessments and ID checks

- Interviews for all-remote roles

- Remember candidate experience

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Onboarding candidates in a hybrid world

Senior executives are role-models. The office is

place to:

- Build and maintain organisational culture

- Enable spontaneous moments of creativity and innovation

- Build social capital

- Induct/initiate/train/familiarise new starters

- Learn, develop and grow

- Celebrate achievement

- Enhance unstructured collaboration

- Hold great meetings

Conclusions

- "The 'finish' line is a mirage" – McKinsey

- No 'right' way

- Build an authentic online employer 'brand'

- Remember candidate experience

- Create your hybrid work blueprint

- Experiment and learn

- Embrace the benefits of technology; recognise the limitations