



BHAKTI NEWLETTER
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HR trends in 2020

Companies are in a process of constant evolution. Digital transformation will continue on the agenda as a key to talent management and retention in 2020.

Agile adaptation and efficiency in collaborative models will be required.

This means, the digital transformation, the automation of processes and the attraction of talent expert in new technologies are presented as the main challenges for the human resources department of this new year.

Diversification of the workforce

In general, this trend comes from previous years and will increase in 2020 within companies. The focus will be the achievement of the business goal caring for human value, leaving behind more classic environments that do not encourage this "falling in love" with the company.



Recruitment Challenges to Tackle in 2020

As you embrace the beginning of a new decade, it is critical to understand that the Recruitment industry is expected to experience new challenges. Preparing yourself in advance is always a good idea to tackle some known and some unknown problems. Some of the significant challenges are addressed here and what needs to be done to tackle them.



Attracting the Right Job Candidates

The skills, attitude, and mindset of employees play a vital role in defining the success of an organization. Achievement of company's objectives becomes easier when talented and motivated people are on board working together as a team. Recruiting the right people is as crucial as managing finances and generating sales.



Attracting the right candidates towards your organization, though, is not an easy task. Certain factors, if understood appropriately, may help you attract and recruit the best people in the market.

Review your company's approach

Recruiting new candidates means you are trying to attract the best resources from another company. And no company would want to lose out on such employees. To make sure this is not happening, always review whether staff in your company is happy, you are rewarding and promoting them properly.

Clearly define the job role

It is very vital to be clear what you are looking for and also what you will be offering. A recruitment scenario in the past few years has seen that job-seekers want to work with companies that offer them growth opportunities at present and also in the future. The need is to advertise the job description well enough to attract candidates of high caliber.

Fine-tune the interview process

Having a team of quality interviewers is equally essential. Many companies ignore this aspect. Ambitious and Confident candidates know their potential. They know they can attract multiple job opportunities around the same time. So as an organization, you should be putting your best people in front of such candidates.



Lack of Qualified Candidates

Recruiters have a huge responsibility of finding the appropriate candidate as per the required job description. On many occasions, they find this task challenging because they interview candidates based on certain perceptions. For instance, many recruiters limit themselves and only give preference to the candidate's past experience. By doing this, they are probably ignoring other attributes like their communication style, motivation level, etc. Often, further assessments have proved that a particular candidate has matched the job requirement despite some shortcomings in their profile.



Hiring managers might just be able to tackle this challenge if they start looking at distinctive abilities such as candidate's readiness to learn new things, flexibility to adapt within a new industry, etc.

Building a Strong Employer Brand

A study by LinkedIn has revealed that about 52% of professionals in the UK get inclined towards an organization's purpose when deciding on a job offer. This is even more when we talk about job-seekers between the age of 16 to 24. It becomes extremely important that businesses stand out among their competitors. Establishing the brand value of the company is one of the most powerful recruitment tools. BMSPL has maintained and focused on this aspect consistently since 1998. The challenge, though, is how to build a strong brand. The following strategies can help:



- Communicating precisely how joining your company can boost employees' career
- Highlight what all project-based and training-based opportunities are available to the employees



- Lay down growth hierarchy that employees are looking forward to
- Study the job market well and establish competitive salary structures
- Strengthen online branding tactics like the use of social media to interact with potential candidates.
- Engaging employees to share feedback periodically

The emergence of new players in the HR landscape such as Glass door, which give a public voice to disgruntled employees through reviews, will strengthen companies' commitment to this concept

Targeting Passive Candidates

Passive candidates are the ones who are currently not actively looking for job opportunities but may consider grabbing one if they come across something beyond their expectations. So the challenge here is how you can extend your search beyond job boards to hire a passive candidate.

Keeping a record of previously applied candidates is a very effective practice which is at BMSPL we name it as Database. This allows you to reach out to potential candidates who may not have fitted into a particular requirement in the past. Having an employee referral program in place has always been and will always remain a cost-effective strategy. Posting job openings on social media pages is also beneficial to stay connected to passive candidates.

To Conclude

We, at BMSPL unanimously believe that it is vital to keep a proactive approach in the ever-changing market dynamics. You can expect challenges beyond the ones discussed above in the new decade. So keeping a proactive approach will only help tackle these challenges.



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