

## 4 Emerging HR Trends

From Jean Seawright's September 21, 2017 Presentation:

*New Administration, New Day for Businesses: Anticipated Changes & Emerging Trends in the HR Arena*

**Trend #1: Increasing Cannabis Conundrum.** See article and sample policy. Ensure your drugfree workplace policy includes a proper disability disclaimer and references to marijuana and prescriptions drugs.

**Trend #2: Shift Away from Traditional Vacation/Sick Time Policies to Paid Time Off (PTO) Policies.** See sample policy.

### Why PTO?

- Allowing use of PTO for any reason supports a work-life balance and flexibility—two things Millennials crave.
- Employee feel more in control of their time off.
- Managers no longer need to micromanage the reason why people miss work.
- One bank of time is easier to track and administer.
- As healthcare costs continue to rise, fewer employees go to the doctor for minor illnesses and doctor's notes are more difficult to get. PTO eliminates this need.
- If a paid sick leave law is enacted in your jurisdiction, PTO benefits can run concurrent with sick leave benefits. Makes the transition easier.
- PTO policies actually decrease the number of unscheduled absences.
- Employees perceive PTO policies as promoting diversity (holidays), privacy, and equity (people with or without children).

### NUMBER OF PTO DAYS ANNUALLY

SOURCE: WorldatWork 2016 PTO Programs and Practices Survey

Length of Service	Average Number of PTO Days
Less than one year	16
1-2 years of service	17
3-4 years of service	18
5-6 years of service	22
7-8 years of service	22
9-10 years of service	23
11-15 years of service	25
16-19 years of service	26

### **Trend #3: You Need Them More Than They Need You!**

#### **Emerging HR Trends to Attract Talent:**

- **Focus on Employer Branding:** Job seekers are sophisticated shoppers and employers must showcase their brand and “sell” candidates on why they should work at the company.
- **Visual Communication:** Employer career pages should convey a concise but compelling message about why the business is a great place to work. Millennials and Generation Z prefer visual platforms, especially YouTube.
- **Personal Sharing:** Consider adding video to the company’s career site showing current workers sharing stories of what it’s like to work at the company.
- **Highlight Value & Meaning:** During interviews, focus on company values and social causes that the company supports.
- **Maximize Employee Referrals:** Tap into your employees’ social networks. Boost the referral bonus \$\$\$\$. Make every employee want to be a recruiter for the company!
- **Get Social:** Post ads on LinkedIn, Facebook, Twitter & Snapchat; optimize the company career site for smartphones. Move toward chat-based messaging for following up with candidates.
- **Partner with Local Workforce Development Entities:** Consider private, nonprofit & government agencies (*e.g. Goodwill, Chambers of Commerce, vocational schools, etc.*)
- **Paid Internships & Scholarship:** Give college kids opportunities to interact with the business and connect with people.
- **Internal Recruiter:** Many companies are hiring internal recruiters to source candidates locally, help keep the pipeline full, and promote the brand in the community.

### **Trend #4: Renewed Focus on Retention.**

#### **Emerging HR Trends to Retain Talent:**

- **Unique Benefits:** Pet insurance, student loan repayment plan, gym membership, paid volunteer days, paid family leave, PTO, telehealth services, enhanced bereavement leave, and “Bring Your Parent to Work Day.” Offer customization when possible.
- **Better Bosses:** Managers must increase the frequency of communication with employees, offer fluid and less formal feedback, provide mentoring, and exercise exceptional listening skills and patience.
- **Uber-Competitive Compensation:** There is wage pressure at the two ends of the labor market: High skilled and low skilled workers. Wages are rising in restaurant and retail sectors. Employers are paying above market rates to retain talent. High performers are getting larger share of increases.
- **Better Onboarding:** Create organizational commitment from day one. Consider videos of current workers sharing information about the company, a scavenger hunt for new hires to get information about the organization, a welcome kit, and lunch with managers.
- **Enhanced Training:** Younger workers want to continuously build skills and knowledge. Highlight growth opportunities. Offer training in non-traditional work areas like personal finances, health and wellness topics, etc. Use YouTube videos for training.
- **Work-Life Balance:** Flexible work is the career goal of choice for younger generations. If jobs cannot be restructured to offer flexibility, highlight how the company supports a work-life balance (*e.g., closed on Sundays, closed to the public at 6:00 p.m. daily, etc.*)