

## Summary note – Fit for the new dawn – Reforming the skills needed for a post-COVID-19 world

Date: 30th April 2020

### What defines the new era?

- **Technology:** the pandemic has triggered an irreversible trend of how we use tech channels. Digital platforms will be embedded in the recruitment processes and people will connect through these platforms. Emailing CVs will become somewhat obsolete and be largely replaced by video conferencing (see and listen to candidates, use filter interviews). As more people will work from home on a regular basis, technology will be used to unify teams and complement one another as well as to enable improvement in customer satisfaction and securing exclusivity. Video technology will become the new norm.
- **Putting well-being at the forefront of your people development strategy:** consider factors that can have an impact on stress levels and mitigate those by looking at flexible working, utilising technology, providing options to avoid rush hours when we return to work, thinking about your office sitting arrangements and shared facilities
- **Recurring 13-weeks cash forecasting:** as you don't know where your candidates and clients are going to be – manage your cash really carefully and understand if you can support your people financially; look at different innovative pricing models underpinned by higher levels of service enabled through technology
- **Getting the balance right:** great leaders recognise the need to develop a people strategy that is driven by a purpose, balance and not separate people's traditional recruitment skills and soft skills
- **Communicating is key:** when the time comes to start returning to office, utilising technology, interacting with furlough staff and introducing them to new work structures. Every single action taken is a communication of your strategies and directions.
- **Emotional intelligence:** we'll be using our personalities more to connect with people. Being an active listener is central to this.
- **Connecting with people via tech is the new norm:** use this as an opportunity to differentiate your business as it will be a matter of who is using this technology best (e.g., new ways of telephone selling); create guides not only for your staff but also candidates and clients to add value
- **Upskilling staff is vital:** people need to be media savvy - unify teams by using strengths to complement weaker areas, encourage furloughed staff to learn and assign projects to roleplay and trial new ways of interviewing using technology
- **Knowing your market inside-out:** Use data to understand the market, your clients and candidates. It will give your agency credibility and ability to become an influencer which will give you control over your marketplace
- **Looking at your remuneration packages:** urge clients to use digital platforms to increase interviews but also think about how you reward your people to generate higher levels of activity

## What should leaders focus on?

- **Lead your staff out this crisis:**
  - Writing down what you've learned about the disruption – decisions, teams and yourself
  - Create a “perfect nemesis” – write down what that perfect recruiter would do in this crisis and analyse how your business is responding to it now in comparison
  - Improve the quality of the strategic debate within your board and/or advisors – challenge one another as it's important to be aligned from a strategic point of view
  - Purpose is the new strategy – align these by focusing on the critical behaviours and continue to amplify your success stories.
- **Putting people first:** Great leaders recognise the need to develop a people strategy that is driven by a purpose. Wellbeing of staff and candidates is central to this. Review your business plan weekly and link your strategy to your mission statement not to your yearly targets.
- **Communication:** Central to your business success, but will have greater importance when the time comes to start returning to office, utilising technology, interacting with furlough staff and introducing them to new work structures. Every single action taken is a communication of your strategies and directions.
- **Technology:** “Time kills deals” – a slow process will cost you so use tech to avoid this and revise your business models. 7 in 10 clients will be reluctant to use the new technology. You need to identify the early adopters so that others will see the benefits and follow. Also, coach your people to learn and become comfortable using tech channels.
- **Not everything needs changing:** challenge what you do but take comfort in knowing that not everything was wrong - recognise the things that worked well for your business and try to get them up and running quickly, but also look at processes that can be refined, enhanced and changed to fit the new norm incorporating the positive lessons learned
- **Refining your recruitment processes and policies:** advance your recruitment and technology skills, enhance your CRM (e.g., to store video files), use platforms like Zoom or MS Teams to screen candidates and share files with clients using Dropbox

## What key skills do recruiters and leaders need for the new era?

1. **Adaptability and flexibility:** be agile as rigid ways of working can cause your business to fall behind your competition
2. **Being tech savvy:** mastering the available tech is key to staying ahead of the game
3. **Creativity and innovation:** be future oriented and inventive in how you engage with people
4. **Data literate:** your business is driven by using your data intelligently
5. **Curiosity and critical thinking:** be a critical thinker to understand and analyse your candidate base
6. **Leadership:** be honest with yourself and your people. It's okay to say you're not sure about some things.
7. **Emotional intelligence:** we are moving to an era where personalities are the power of influence for businesses to develop
8. **Commitment to life-long learning:** keep challenging yourself and others, encourage people to learn skills outside of the recruitment merits (e.g., by listening to leadership or motivation TedTalks)

Please note that other platforms and tools are available outside of the ones mentioned in the webinar.

### GC index model: how people prefer to make an impact

- The model looks at 5 key areas:
  - Creating original ideas (The Game Changer)
  - Making sense of the ideas (The Strategist)
  - Making them happen (The Implementer)
  - Making them brilliant (The Polisher), and
  - All working together (The Play Maker) – all about bringing people together and orchestrating the activity
- This tool allows to profile an individual in order to see what area(s) of work would get the most impact from that individual – this helps with driving performance, motivation and raising an individual's professional esteem

### Quotes:

“Purpose is the new strategy, we may be in the same storm together but we are not in the same boat – your purpose will determine how you get out of this, so focus on the critical behaviours, lead by example and continue to amplify your success stories.” - **Dave**

“Every action is a communication – the way you communicate your purpose will build trust and loyalty, which impacts on performance and profits. Get this right and you'll be in a good place.” - **Brad**

“There is a tool that we all possess, and it is free – your own mindset; use it to create pillars of success and get your team in a positive mindset to move forward” - **Howard**

“We need to connect people – as we move forward, beyond this crisis, technology will imbed itself deeper into processes and will become the norm – it is exciting to think of all the new opportunities that technology will bring us.” - **Paul**

### Some exclusive free offers for you

#### GC Index offer from Franklin Hackett

Franklin Hackett would like to offer you the opportunity to complete a **free** GC Index profile and then have a 90-minute remote feedback session.

You can access this offer here: <https://www.franklinhackett.co.uk/recmembers>




#### Free business consultation from LoveWorkLife and ToAugment

Our regular panel of speakers, Howard & Paul from LoveWorkLife Consultancy and Brad and Dave from ToAugment are offering you the opportunity to have a **free** 60-minute remote business consultation with one of them.

To access this offer please email [info@loveworklifeconsulting.com](mailto:info@loveworklifeconsulting.com) or [info@toaugment.com](mailto:info@toaugment.com)



## Presenters' contact details

	
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