

workplace trends

the digital revolution and its impact on hiring and retention.

Digital technologies are fundamentally altering nearly every aspect of business operations and playing a key role in driving company performance. In fact, according to Randstad's most recent research, the majority of companies (60%) believe redesigning their organizational structure to embrace digital technologies is critical to their future success — and that includes how they hire and retain talent.¹

the digital difference

Companies that have invested in digital technologies and tools have enjoyed substantial outcomes, including:

89% agree they are “meeting our business objectives more effectively.”

82% agree they have seen a return on their investments.

80% agree they have increased revenues.

The business case for a digital strategy is clear. Conversely, organizations that aren't fully embracing digital technologies may lose ground when it comes to speed to market, revenue generation, overall market position and the talent management strategies that are required to drive these business critical elements.



the hiring manager's role in digital success

With 67 percent of companies agreeing that they lack the resources to become a digital leader, hiring managers need to ready themselves for the demand that will soon take center stage if it hasn't already. Assessing current skill sets and forecasting future needs is imperative as companies move towards their digital future. Start by understanding where the company is going and what skill sets it needs in order to get there. As a hiring manager, once the skills requirements are defined by you and your business partners, there are a few additional things to consider: Do your current employees have the ability to develop these skills, or will you need to look outside of your company? Do you have the training programs in place to equip employees with the digital expertise they will need to succeed?

If your organization is among those struggling to attain the expertise to tackle digital transformation, consider finding or creating new sources of value through digitally savvy partners. Partnering with a digitally proficient recruitment and workforce solutions partner is a critical piece to the digital puzzle, in fact two-thirds of hiring managers say it is highly/very important.

The right workforce partner can help identify and articulate the emerging skills you need to facilitate digital progress and utilize the best of technology and human interaction to secure those skills.

our proprietary skills gap analysis

Randstad can help ensure you have the right people with the right skills at the right time to meet your organization's goals. Our proven process includes:

- 1 Develop a skills inventory for each employee that assesses their current knowledge, skills and abilities.
- 2 Determine the gap between your organization's current talent pool and where it needs to be in the future, including the number of staff and the skills/abilities needed to acquire.
- 3 Create a robust strategy to close the talent gap, which could include training and development programs, a recruitment strategy to hire required skills, restructuring initiatives or outsourcing.

Contact your local Randstad consultant for more details on conducting a skills gap analysis.

why randstad

As a trusted human partner in the post-digital world, we have the digital knowledge, expertise and resources to help you attract, engage and retain the very best workers. Our progressive approach to recruitment and hiring — centered on the best of high-tech and high-touch processes — can help solve the most complex workforce challenges you face across your organization. We're here to help with all of your talent needs.

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¹ Randstad's 2018 Workplace 2025 Study: The Post-Digital Frontier