



# FUTURE OF WORK

LET THE FUTURE BEGIN

## AI & EMPLOYMENT

### WORK FROM HOME

81% employees believe that their employers will support remote work after the pandemic.

### GIG ECONOMY

According to Statistics Indonesia (BPS), recorded that 33.34 million freelancers in the Indonesia.

# CONTENTS



## 15 WORK FOR HOME

### 03 POST COVID-19 JOB TRENDS

*The well-established 9-5 working world has been upended as work-from-home became the new normal.*

### 05 JOB DEMOGRAPHIC

*Studies demographic are rapidly joining the workforce*

### 07 SALARY SITUATION

*2021 will see a salary freeze across all regions*

### 09 EXCLUSIVE!

## HIRING AND EMPLOYMENT TRENDS

### 11 TECH DRIVING DIVERSITY IN THE WORKPLACE

*Further studies from Boston Consulting Group indicate that diversity within companies has 19% higher revenues due to innovation (BCG, 2020).*

### 13 JOB SEEKERS AND TECHNOLOGY

*In today's gadget-friendly economy, many companies are optimizing their websites for mobile viewing.*



### 17 GIG ECONOMY

*Statistics Indonesia (BPS) recorded that 33.34 million freelancers in the Indonesia.*



### 19 AI AND EMPLOYMENT

*AI Specialist is the top emerging job in 2020 (LinkedIn, 2019).*



JL. BOULEVARD ARTHA GADING  
BLOCK B, NO15A, RT.18/RW.8,  
WEST KELAPA GADING, KELAPA  
GADING, NORTH JAKARTA CITY,  
JAKARTA 14240



WWW.TALENTINSIDER.XYZ



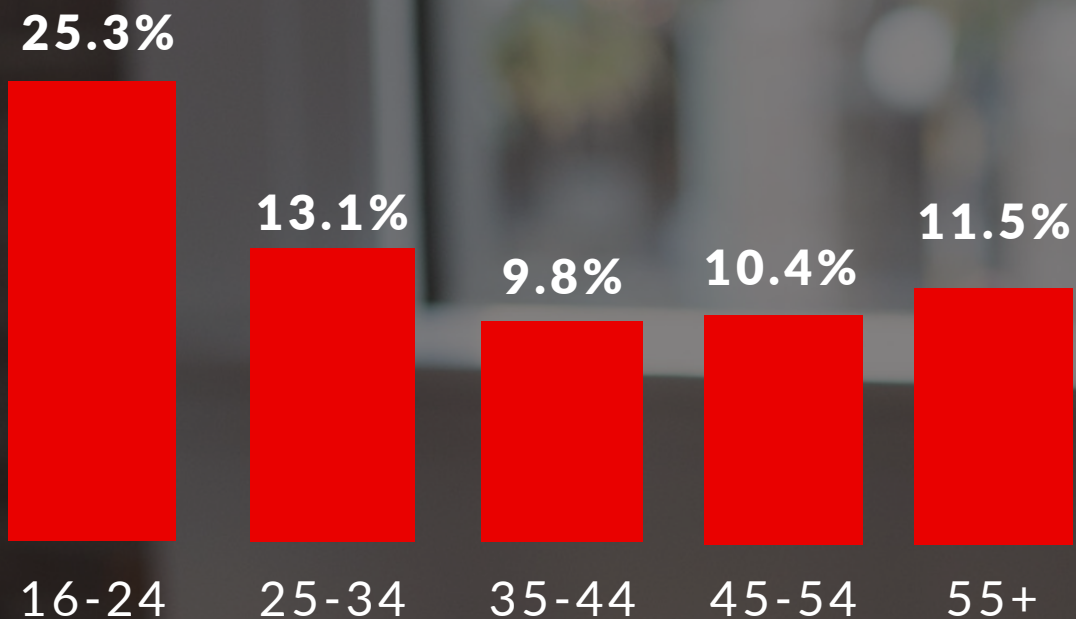
# POST COVID-19 JOB TRENDS

The COVID-19 pandemic has brought forth a job crisis no country was prepared to face. Current job trends show that governments and employers are scrambling to respond to the shifts in the labor market and finding ways to transition operations and services online. The well-established 9-5 working world has been upended as work-from-home became the new normal.

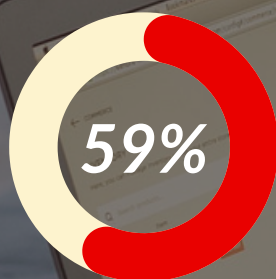
Among human resources, women and young people were the hardest hit by pandemic-induced layoffs and business closures as they are the ones who usually worked in some of the hardest-hit industries like tourism and food service. And while many industries were badly hit, some industries will thrive during this pandemic and experience increased demand for new hires.



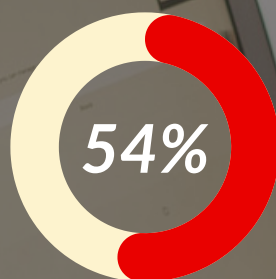
## Impact of Covid-19 unemployment rate by age group



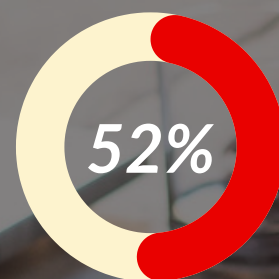
## How job seekers hunt for job



Save a Job from a mobile devices and apply to the job and desktop



Read employees' review



Look up salary information

A candidate's journey to employment varies from one age group to another. Identifying the right age group for the role plays an impact to your growth plan. Hence, it is important to understand the market, planning with department heads; which age segment of candidates are really keen for a new role and which are less likely to leave.



# JOB DEMOGRAPHIC

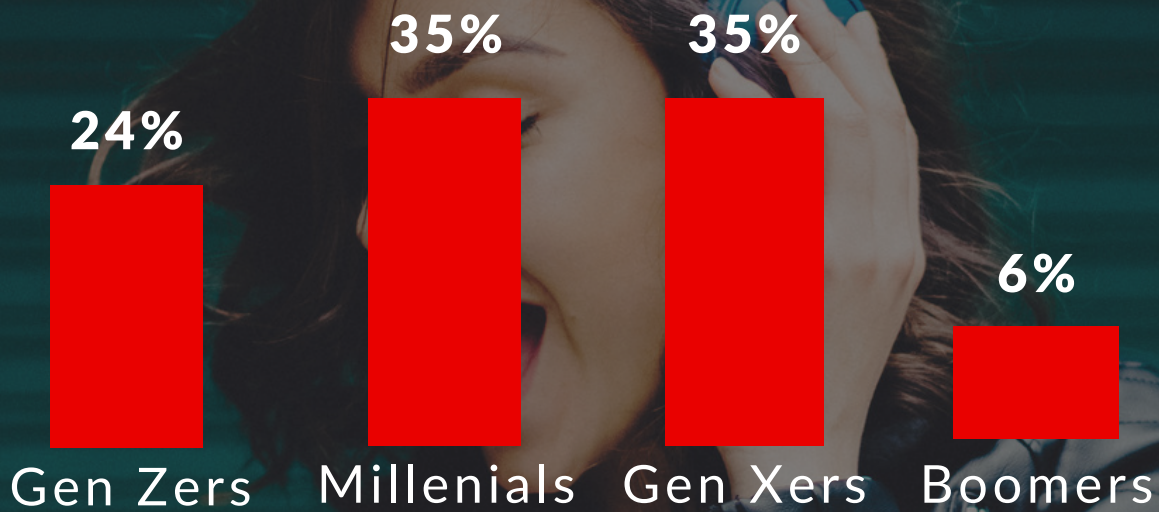
Studies have noted that members from the Gen Z demographics are rapidly joining the workforce, with the oldest members of the generation being 23 years-old. As of 2020, they make up a quarter of the global workforce (Statista, 2020).

However, experts note that employees falling under the Gen Z age range are expected to comprise up to 40% of the global workforce by the end of 2021 (Connect team, 2020).

This generation, like their predecessor, is digital native, likely familiar with AI, VR, blockchain, and other IT trends that are impacting, not just the workplace, but life in general.



## Global Labor Force by Generation



### Employer branding highlights

- ✓ A powerful employer brand is crucial to attracting and retaining the best talents.
- ✓ Successfully building your own top-notch work teams relies on having a robust employer brand.
- ✓ An employer brand must have a good EVP (Employer Value Proposition) to seal the deal for long-term retention.

During the Pandemic and post pandemic many organisations would have to re-plan and re-position their proposition to their targeted candidates of the different labour force generation. (Content strategy, Digital content, office layout and space, communication channels, working flexibility, whats best way of work for different generations and many more strategies that could help organisations thrive in uncertainty)



# SALARY SITUATION

Due to the economic fallout and uncertainties from COVID-19, companies are hesitant to commit to higher salary budgets. As a result, 2021 will see a global freeze on salary increases. Experts estimate the global nominal salary increase to be at 3%, which is lower than the 4% rate in 2019 (ECA International, 2020). In a survey on global salary trends, 38% of businesses said that they have implemented a salary freeze, compared to only 2% in 2019.

However, there are still sectors that will continue to create jobs and offer higher compensation to their workers. These include businesses in the healthcare/pharmacy sector, cleaning services, delivery services, grocery stores, online gaming, remote learning, and collaboration technology.

2021

## 1 in 3 workers

Expect a raise within 8 months of starting at a new company following a positive performance review



### Key takeaways

- ✓ 2021 will see a salary freeze across all regions
- ✓ While some industries are badly hit by the pandemic, there are still some that will continue to hire and offer higher compensation.
- ✓ The higher salary expectations are pressuring companies to boost salaries across the board.

Many companies have assumed that; the pandemic would help reduce the competition or talent war. This has in fact not been the case – hiring across group of talent pool remain highly competitive and in demand due to factors such as; merger, business acquisition, investment funds with high growth targets, sudden boom in e-commerce platform, logistics and transportation, health workers as a member of an organisation and many more factors that has led to companies facing a retention challenge when salary is the only key offering of the organisation.





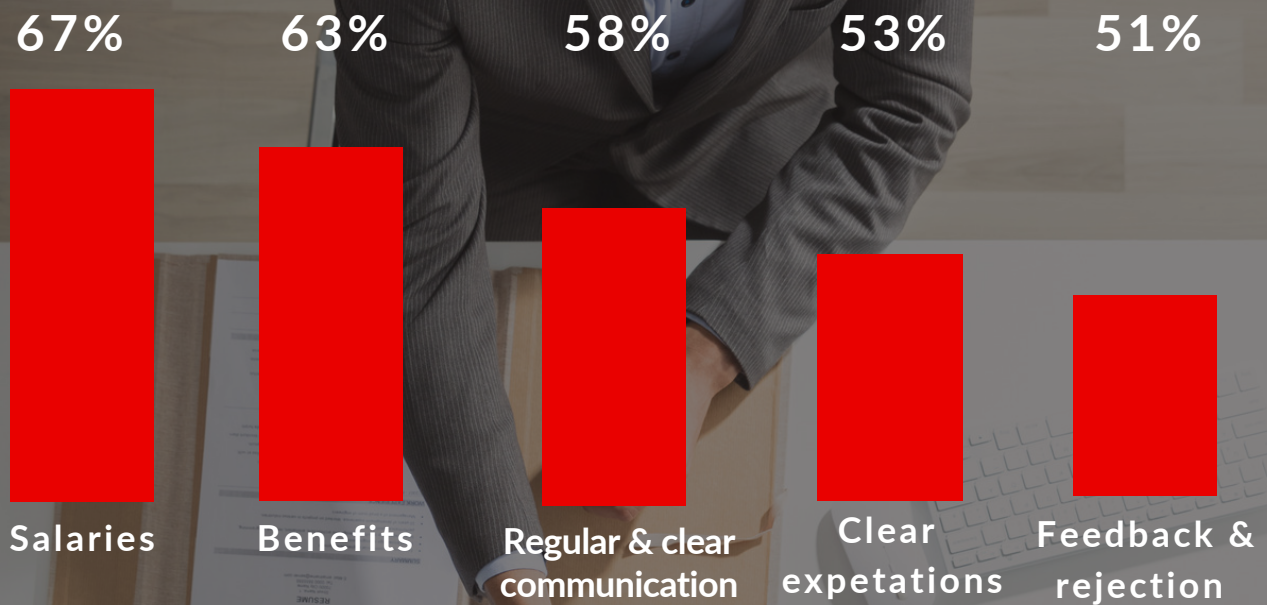
# HIRING AND EMPLOYMENT TRENDS

Apart from talent improvement initiatives, research sees companies use social media and brand management as part of their hiring strategies. Social recruiting and recruitment marketing strategies are becoming an increasingly important part when it comes to talent acquisition since research indicated that more than 75% of job seekers research about a company's reputation and employer brand before applying (Business 2 Community, 2018).

In addition, more research reports show that job seekers want to learn more information about job opportunities that employers are offering. These include data on salary (67%), benefits (63%), as well as the state of internal communication (58%) (Glassdoor, 2020).



# Top Information and Jobs Seekers Look at Jobs Ads or When Researching a Company



## Key takeaways

- ✓ More companies will use social media to assess candidates.
- ✓ Brands will have to improve their reputation to have a chance at top talents.
- ✓ Companies will be leveraging technologies like CRM to reach out to candidates.

An organisation that adapts with the old and new generation will realise that the future is not only about salary as it becomes an endless battle to attract or retain based on salary. It would be a combination of communication channel, work culture and overall benefits. Adapting and integrating for the existing and new employees with the right factors would possibly require some companies to restructure going through a minor operation for the better functional health of the organisation on the long run.



# TECH DRIVING DIVERSITY IN THE WORKPLACE

Initiatives to promote diversity in the workplace are spearheaded by the IT industry. Recently, Google stated that it has seen a slight increase in female hires across the company from 31.3% in 2017 to 33.2% in 2018 (Forbes, 2019). There was also a slight increase in the number of female tech hires at the company—from 24.6% last 2017, women tech expert hires have increased to 25.7% in 2018.

Further studies from Boston Consulting Group indicate that diversity within companies has 19% higher revenues due to innovation (BCG, 2020). This finding is significant for tech companies, start-ups, and industries where innovation is the key to growth. It shows that diversity is not just a metric to strive for; it is actually an integral part of a successful revenue-generating business.



Ensuring an organisation has the right balance of race, gender and more importantly its spread across the organisation, it is also proven to help a business thrive on performance and eventually overall growth in revenue. Though it has not seen much impact in Indonesia, it could be seen on a later stage when hiring international candidates.

Startups that have had to make changes post strategic advises from venture capitalist when expecting funding from overseas, tend to hire overseas candidates leading these startups to perform major or minor adjustments in teams.

Large multinational companies have long ago noticed and have implemented the need to have a few HR business partners across the organisation who plays a key role in identifying the gaps in the organisation and divisions. HR Business partners help advise and accommodate international hires, to then advise leaders to make changes that lead to overall increase in performance.

**19%**

higher **revenue** due to innovation

company that have **diverse workforce**



### Key takeaways

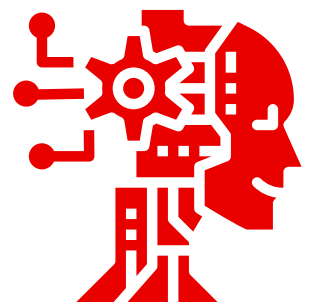
- ✓ Companies are embarking on promoting diversity in the workplace.
- ✓ One of the immediate effects is the spike in female hires.
- ✓ Diversity drives higher revenues.



# JOB SEEKERS AND TECHNOLOGY

Today's job seekers often lean towards applying to companies that have a credible online presence. If they can do a quick company background check on a company they've shortlisted on their website or social media, they are more likely to follow through on sending their applications and look forward to a potential job interview.

In today's gadget-friendly economy, many companies are optimizing their websites for mobile viewing. Undercover Recruiter added that 89% of job seekers think mobile devices play a critical role in the job-hunting process; 54% read employees' reviews, 52% look up salary information and 59% say it is important to save a job from their mobile device and later apply to the job on a desktop.



**89%**

of **job seekers** think mobile devices play a critical role in **job hunting process**

Having a digital presence is incomplete when it is not mobile friendly, an effective way to keep candidates aware is to have content that is short, simple and straight forward. It must be shareable and have quick links to be able to share with friends and family of what they are ready.

Whether it is a job opening, product launch, company activity or even a thought leadership.

It can be further integrated with chat bots to answer questions on common topics that help potential candidates understand questions on; interview process, hiring manager background, contact details of interviewer, more information of products & services, common benefits, social media links & many more that would otherwise be in a FAQ section.



### Key takeaways

✓ Today's job seekers lean towards companies that have an online presence.

✓ Companies respond by optimizing their websites for mobile viewing

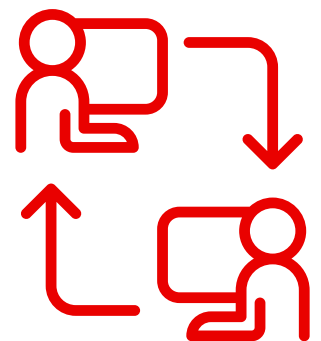
✓ Companies are investing in chatbots to cater to both customers and potential employees



# WORK FROM HOME

In 2020, COVID-19 forced the world to work remotely. However, it is important to note that many workers look forward to continuing this setup post-pandemic. 75% of workers say that being able to work from home would make them happier, while 50% said that they will not go back to a job that does not offer WFH setup after COVID-19.

Moreover, almost 70% of full-time employees are working from home amidst the pandemic. 80% of workers, on the other hand, expect that they will continue working from home at least three times a week when the health crisis is over. Among respondents, 81% believed that their employers will support remote work after the pandemic.



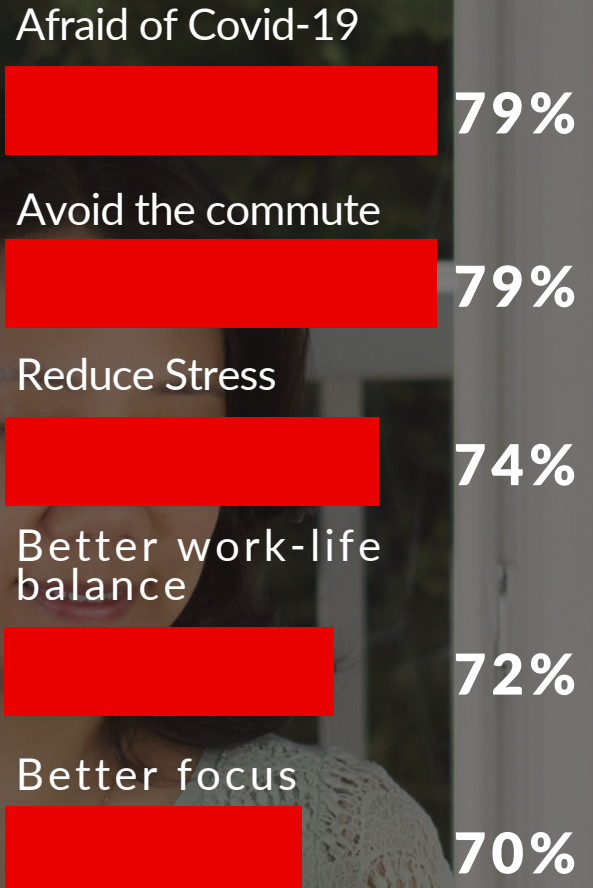
With companies such as Google, LinkedIn, Facebook and many others implementing an optional work from home program. The last one year has been an eye opener for many organisations; not only on how to engage and move into a digital way of working but also notice a significant drop in operational cost that would have otherwise been a major running cost; additional office space for new staff, network provider, parking, in office food & beverages, company outing, face to face meetings/events, business travel and many more.

Which has now been replaced with claimable office desk, monitor, F&B allowance, stay home & stay healthy hampers and other benefits that accommodate with the covid-19 impact, this allow employees to continue work despite the WFH impact.

The impact of WFH has been more psychological; commuting to work has been one way of how employees switch on and off their cognitive awareness of work focus. This has now been replaced with morning team meetings via zoom, slack(app), personal morning routine or even accompanying their infant to classroom via zoom before starting their work for the day.

So whats to look forward to? Would companies still want to implement WFH post covid-19 or it would be re-invented to another "new normal" when we go back to WFO? What would HRs do differently to attract, accommodate, retain and develop their employees? ented to another new

## Reasons Why Workers Want to Work Remotely



### Key takeaways

- ✓ 75% of workers say that being able to work from home would make them happier.
- ✓ 50% said that they will not go back to a job that does not offer WFH setup after COVID-19.
- ✓ Companies expect employees to have a workstation at home that's conducive to remote work.





# GIG ECONOMY

Alongside remote work, the gig economy is also here to stay, especially with the increased demand for services such as pick up and delivery, home improvement, and transport services during the pandemic. Gallup's study mentioned that about 36% of global workers are now involved in the gig economy and that freelancers contributed \$1.2 trillion to the global economy in 2020, even in the midst of a pandemic (CNBC, 2020).

Also, workers participating in the gig economy in the global are expected to grow to more than half by 2023 (MBO Partners, 2019).

According to Statistics Indonesia (BPS), recorded that 33.34 million freelancers in the Indonesia.



## Gig Economy



“Hiring the right talent and the best would be key moving forward” -CNBC



### Key takeaways

- ✓ Alongside remote work, the gig economy is here to stay.
- ✓ 36% of global workers are involved in the gig economy.
- ✓ Freelancers contributed \$1.28 trillion to the global economy in 2018.

The gig economy will continue to grow – companies would now need to adapt to the different challenges (Yellow font) identify automation of Ai within the business, adapting to the market condition and select key roles that would need to retain top talent and let go the surplus. This would help businesses run more efficiently moving forward. Creating a competitive hiring market that would impact in the significant growth of the Gig economy (Freelancers) from 27% to 55% of the economy.



# AI AND EMPLOYMENT

AI Specialist is the top emerging job in 2020 (LinkedIn, 2019). Companies will continue to integrate AI and ML as technology further evolves into making business processes more convenient, and this means that more jobs in AI will be available to job seekers in the coming years. Indeed noted that there was a 29% increase in AI-related job postings between May 2018 to May 2019 (Indeed, 2019). In addition, experts also predict that the AI job market will increase at a growth rate of 31.6% until 2023 (Analytics Insight, 2020).

As cloud computing software becomes more mainstream, AI job titles also see expansion in the market. Datamation pointed out that from “statisticians” and “mathematicians,” newer job titles such as data scientists and predictive analysts are becoming more of the norm (Datamation, 2019).





**Data scientist  
and predictive  
analyst**

**Are replacing statisticians  
and mathematicians**



### **Key takeaways**

- ✓ Virtually nothing is immune to the influence of AI and machine learning. This is true in the job market.
- ✓ The ever-widening adoption of these technologies also means heavy demand for skills related to them.
- ✓ AI developers, AI engineers, and algorithm engineers are some of the positions that will be in increasing demand.

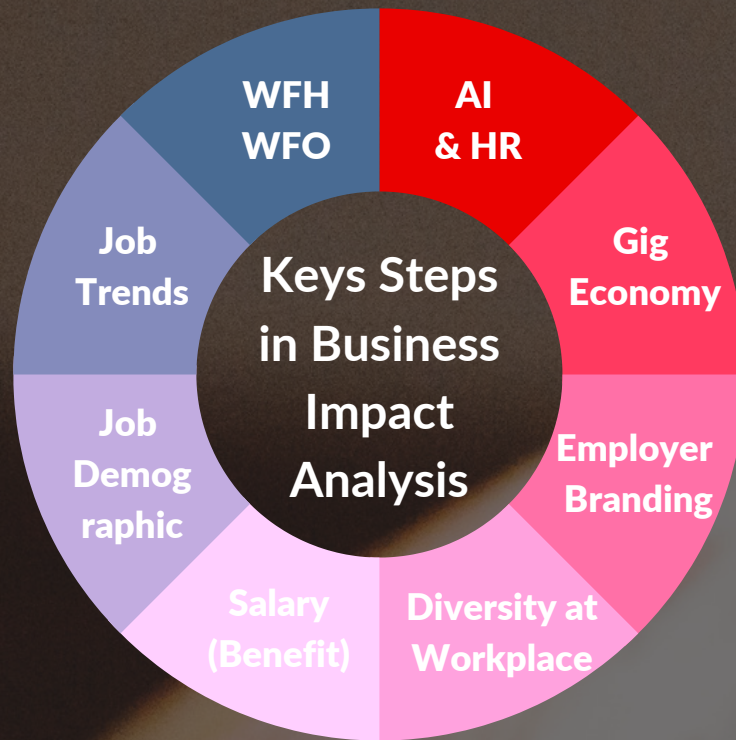


# OPPORTUNITIES AHEAD FOR JOB SEEKERS

COVID-19 is still wreaking havoc on economies worldwide. The most hard-hit sectors might need more than five years to recover from the economic slump if they recover at all (McKinsey, 2020). Both employers and employees have embraced remote work and have swiftly implemented collaboration technologies and turned to the cloud for practically any aspect of work or service that can be done online.

However, as we learned from the trends mentioned, not all are able to transition their work online. Young workers, particularly Gen Z, face a very uncertain job market post-COVID-19. What we can see as a possible option to stay relevant in the job market is to invest in skills needed for the industries that are thriving during the pandemic, which are seen to also succeed after.

Meanwhile, the gig economy and freelancing are looking to still be prevalent, with companies investing in creating and fine-tuning more intuitive freelancing platforms to assist both employers and professionals to utilize. Those looking for a part-time job turn to popular platforms like Up Work and Fiverr or alternative freelance marketplaces.



**Steps to implement Strategic approach**



Your organization needs you to be ready to lead the process of business and workforce transformation. this is the future of HR-and the future start now. For further information on the steps to implement the strategic transformation, please contact Talent Insider [www.talentinsider.xyz](http://www.talentinsider.xyz)

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