

Top 21 Trends for 2021

21 Trends for 2021: Transforming Talent and the Future of Work



ManpowerGroup®

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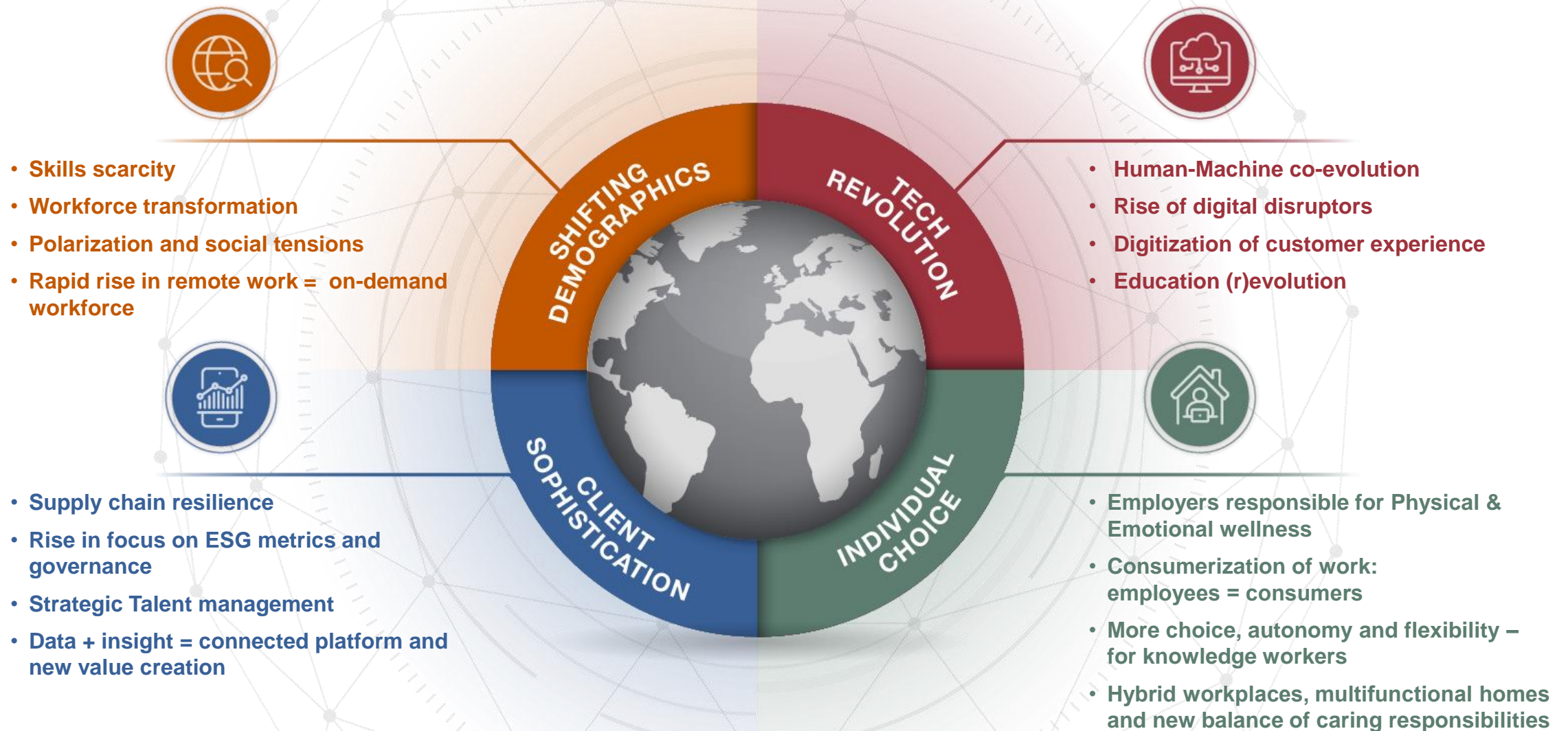
Existing trends are accelerating, driving digital transformation at an unprecedented scale as a result of the global health, economic and social crisis. Coupled with uncertainty and the emergence of new trends organizations need to transform their workforces to ensure they have the skills and competencies needed to retain and retool for an uncertain future.

Organizations can better prepare for the coming 2021 trends impacting talent and the new global “work” order by:

- Creating greater workforce flexibility
- Strengthening talent sustainability and worker wellbeing
- Powering digital transformations

These 21 Trends in 2021 outline the major forces of demographic shifts, rise of individual choice, growing client sophistication, technological revolution as well as emerging trends shaping the workplace and workforce of the future.

Four Forces and a New Reality: Existing Trends Accelerate





Shifting Demographic Trends

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- 1. Skills Scarcity**
 - 2. Growing Polarization**
 - 3. Rapid Rise in Remote Work**
 - 4. Gender Gap Accelerating**



TREND #1

Skills Scarcity

Skills scarcity is accelerating due to the most significant workforce transformation since World War II. **The global talent shortage is expected to result in 85m unfilled roles by 2030***. Tech and human skills will continue to grow in demand while admin, hospitality, and legal/business support jobs will decline. Individuals and organizations will need more and faster reskilling solutions.

Sources: ManpowerGroup "What Workers Want" report, EY/SAP: The Staffing Industry Faces a Dynamic Future, 2020.





TREND #2

Growing Polarization Requires Companies to Stand Up and Speak Out

Increasing social tension and greater recognition of inequity, especially race, will call for more transparency from organizations around human capital, diversity and inclusion as key to recovery and growth.

Employee and customer demands for companies to take a stand on social justice, climate change and other global issues, will continue to magnify where politicians have done too little. Policies will emerge to address social challenges and disclosures on race, gender and other Human Capital metrics as Stakeholder Capitalism picks up pace.

WHEN OUR SOCIETY IS BROKEN FOR *SOME*,
IT IS BROKEN FOR *ALL OF US*.

A Message to Colleagues About Recent Racist Events

Published on June 1, 2020



Jonas Prising **fluencer**

Chairman & CEO of ManpowerGroup, leading the world of work into the Human Age.

13 articles

✓ Following

Like so many people, over the last few days my family and I have shared our sadness and outrage at the chilling racist events of the last week.

Below is a message I shared with my colleagues at ManpowerGroup earlier today...



TREND #3

Rapid Rise in Remote Work

Creating an on-demand workforce, hybrid work models and untethered work are all on the rise. Reducing real estate footprint, an increasing urban exodus, global mobility and creating job opportunities beyond borders will drive both employee and employer preferences. **43% of workers think the Covid-19 crisis marks the end of every day in the workplace.**

30%
BEFORE
COVID-19

48%
AFTER
COVID-19

48% of employees will likely work remotely at least part of the time after COVID-19 versus 30% before the pandemic



TREND #4

Gender Gap Accelerating

Women are disproportionately affected by both social and economic crises due to the pandemic. Therefore, they are over-represented in job losses across industries including retail, leisure and hospitality and underrepresented in growth sectors including tech, ops and logistics, while also taking on more caring responsibilities at home.

WOMEN

More likely to be furloughed (12% vs 10%)

More concerned about going back to the workplace

More appreciative of the office as a means of separating work from home

MEN

More likely to want to be in the office for visibility & promotion

More relieved, happy and confident about a return to the workplace



The Rise of Individual Choice Trends

- 5. New Hierarchy of Individual Needs Calls for Greater Flexibility, Autonomy, and Choice***
- 6. Health and Well-being, Physical and Emotional***
- 7. Omnipresence of Digital Interactions***
- 8. Employees as Consumers with Demands for Transparency and Equity***



TREND #5

New Hierarchy of Individual Needs Calls for Greater Flexibility, Autonomy and Choice

Concerns for health, employment security and skills development along with flexibility to achieve best blend and balance of work and home responsibilities will be shared by individual and organizations alike.

The homebody economy will grow as consumer behaviors shift and wellness at work becomes the norm. Employers will increasingly redesign and revalue the workplace for best blend of 'heads down' remote work and 'heads up' collaboration and creativity. Gig, freelance and contract work will optimize worker choice.





TREND #6

Importance of Health and Well-being, both Physical and Emotional

With never-seen-before levels of employer responsibility, this requires a greater role for HR, with more duty of care including ways to help employees switch off and disconnect. There is a growing need for new empathetic leadership skills for the caring age. Acknowledgement of using tech for good, including the value of sharing personal data to support overall health and prevent virus spread.



Employee Health & Wellbeing



New Work Models –
incl part-time,
contract, flexible



More Upskilling,
Learning &
Development



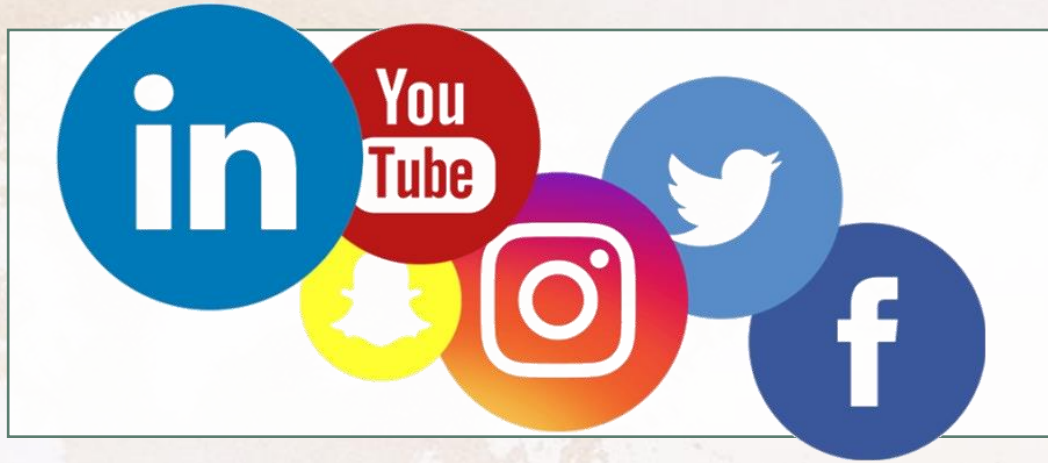
Become More
Data-Driven



Leadership
& Manager
Development



Diversity, Equity
& Inclusion



TREND #7

Omnipresence of Digital Action

Increased adoption of social networking and virtual communities is swelling digital adoption with new ways to interact anywhere, anyhow, anytime.



TREND #8

Employees as Consumers with Louder Demands for Transparency and Equity

We see employees as consumers within the organization with the emergence of a new employer / employee relationship that reflects What Workers Want – security, sustainability of skills, work life blend, and wellness.

There is increased demand on organizations to act as global citizens and environmental stewards, adopting new levels of *stakeholderism* with clear environmental, social and corporate governance goals and metrics.

Give workers what they want –
**security, sustainability of
skills and the ability to
manage work-life blend**



Technological Revolution Trends

9. The Continued Human-machine Co-evolution

10. Every Company Must Become a Tech Company

11. Technology Will Allow Individuals and Employers to Learn More About Wellbeing Management

12. Rise of Digital Disruptors and the Digitization of the Customer Experience

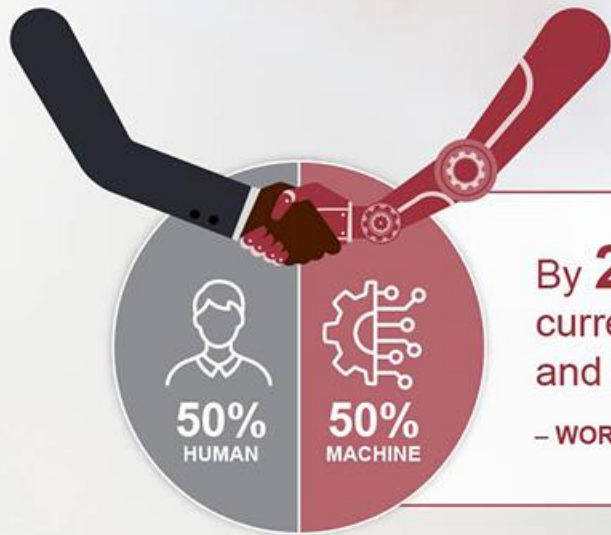
13. Education (R)evolution



TREND #9

The Continued Human-machine Co-evolution

The reacceleration of automation at scale fueled by 5G will speed up the skills revolution, transform industries and drive increased productivity, with higher wages and more new-collar jobs.



By **2025**, the time spent on current tasks at work by humans and machines will be equal

– WORLD ECONOMIC FORUM



'SuperTeams' will combine the best in human skills and intelligent machines



TECHNOLOGICAL REVOLUTION

TREND #10

Every Company Must Become a Tech Company

Sophisticated and ethical AI, will change the nature of work while 'SuperTeams' will combine the best in human skills and intelligent machines working together to solve problems, gain insights, and create new value.

The growth of cyber and remote working means every company must be a tech company to be able to compete and create more value.



TREND #11

Technology Will Allow Individuals and Employers to Learn More About Wellbeing Management

Organizations will need to balance using technology as a tool to solve for 'always on' culture or enhancing productivity with growing responsibilities around data ownership and transparency as trust and ethics is increasingly viewed as a basic need.



TREND #12

Rise of Digital Disruptors and the Digitization of the Customer Experience

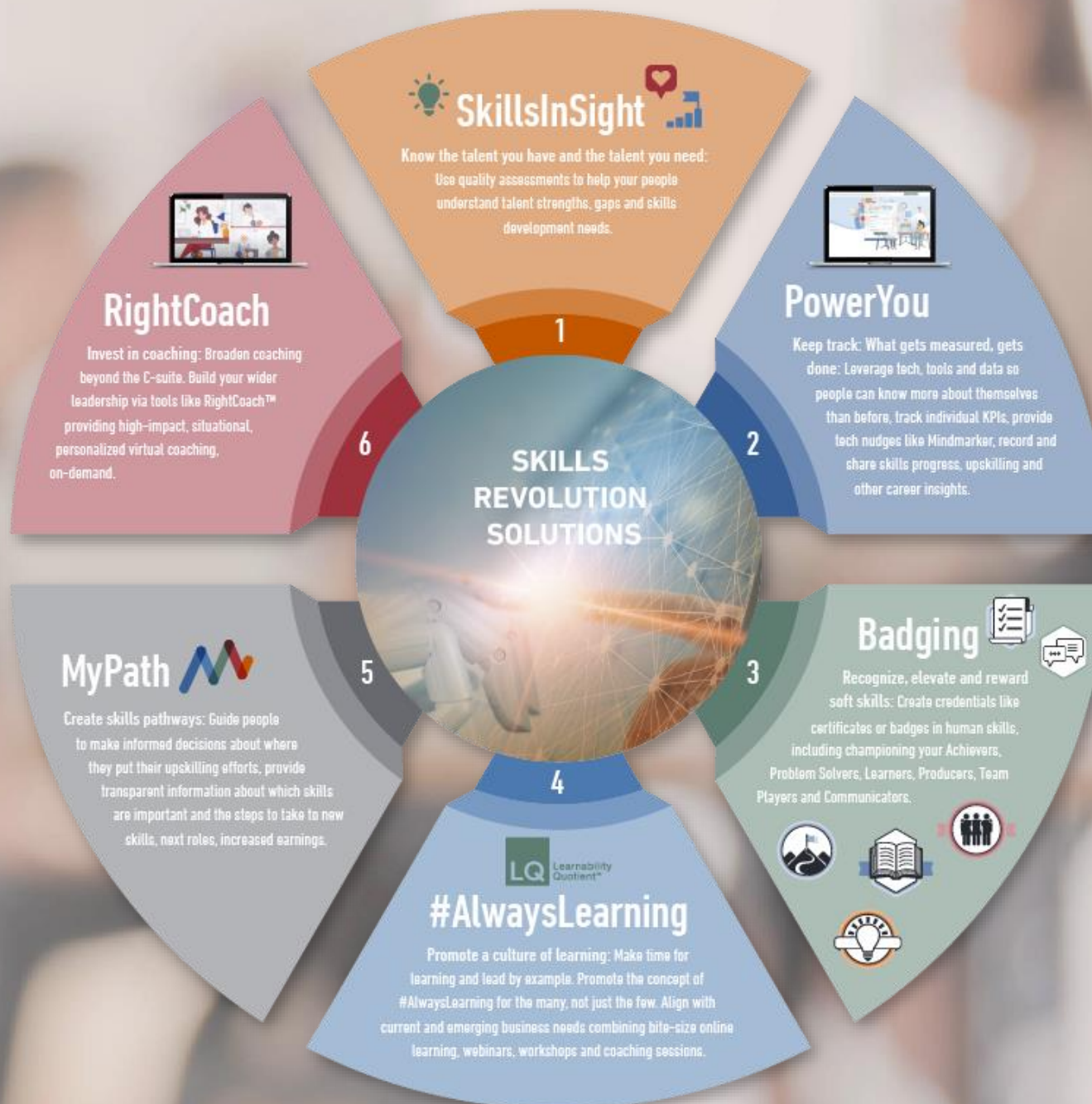
The growth of new industries, including telemedicine, pharma, edtech, and self-care will drive changes in personalization and on-demand, remote, touch-free, and contactless solutions bringing together the best of technology and human skills.



TREND #13

Education (R)evolution

The ongoing need for upskilling and reskilling will change the future of education. Individuals and organizations will shift towards on-demand, micro-certification, virtual teaching and cloud coaching at scale providing new solutions for the Skills Revolution.





Rise of Client Sophistication Trends

14. Acceleration of Workforce Strategy and Strategic Talent Management

15. Data-centricity Increasing Demand for AI-driven Assessments and Solutions

16. Supply Chain Resilience, Resulting in Race for Organizations to Evolve as Connected Platforms and Ecosystems

17. Renewed Demands on Leaders



TREND #14

Acceleration of Workforce Strategy and Talent Management

In a race to optimize workforce mix and achieve competitive advantage, organizations will seek out more internal, consumer-focused, personalized solutions, and new operating models for future agility to redefine workplace and worker.





Assessing Potential,
Identifying Soft Skills
with **SkillsInSight™**



SkillsInSight™ Assessment

Mapping Career
Advancement with
MyPath



Shaping the Future of
Net Zero Employment
with **Career
Development Studios**



TREND #15

Data-centricity Increasing Demand for AI-driven Assessments and Solutions

The results producing
meaningful interpretations,
insights and actions that can
bring data-driven changes in
behavior, helping organizations
predict performance
and individuals know more
about their skills and potential.






TREND #16

Supply Chain Resilience, Creating Connected Platforms and Ecosystems

Supply chain resilience and vendor consolidation will be at a premium to mitigate uncertainty and manage risk.

Organizations will need to create ecosystems that establish increasing returns at scale, zero marginal costs, and sustainable competitive advantage via aggregated suppliers, satisfied users and amplified networks.



Organizations are becoming more sophisticated as they prepare to reset and adapt to a new reality with greater agility, increased focus on workforce planning, more supply chain resilience and the consolidation of vendors to manage uncertainty and risk.



Nearly 4 in 5
candidates say the
overall experience
they receive is an
indicator of how
a company values
its people.

– CAREER BUILDER

TREND #17

Renewed Demands on Leaders

There is renewed demand on leaders to lead with empathy and digital agility, championing ESG and being a part of driving the green deal and climate action regardless of sector, with focus on recovery and sustainability.



Emerging Trends: Ones to Watch

18. A Recovery Revolution with Rise of Healthtech, Edtech, Greentech & ‘Amazonization’ of Healthcare

19. Pivoting to Progress

20. Amplified Consumerization of Work

21. Net Zero Employment Emerges as the Epitome of Responsible ESG



TREND #18

Recovery Revolution with Healthtech, Edtech, Greentech & ‘Amazonization’ of Healthcare

Rapidly changing healthcare, new norms in telemedicine and AI diagnoses along with hybrid education will emerge reinvented post-pandemic. NextGen tech, healthcare, and green economy industries will compete for in-demand sustainable skills.

The largest global vaccination program in decades will lead to new co-operation, roles, skills, pace of production and definition of last mile health delivery, as well as drive growing demand for healthcare supplies, distribution, biometrics and talent.

Working to Change the World:

A Sustainable Future for Workers





TREND #19

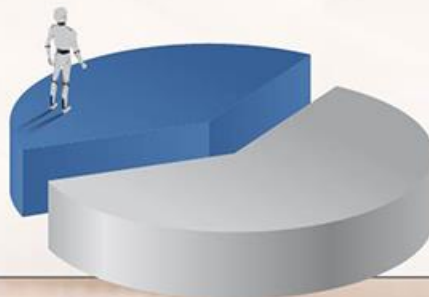
Pivoting to Progress

Businesses will need to demonstrate greater agility: think Airbnb shifting to long term/ local rentals, high fashion to leisure wear, gyms to home fitness, restaurants to take-out. Heavily impacted industries are reinventing - air and travel, retail, finance & banking, fashion, commercial real estate, food and beverage will all transform for the long-term.

86% of employers that are automating plan to increase or maintain their headcount



38% of companies are accelerating their digitization and automation efforts as a result of the pandemic



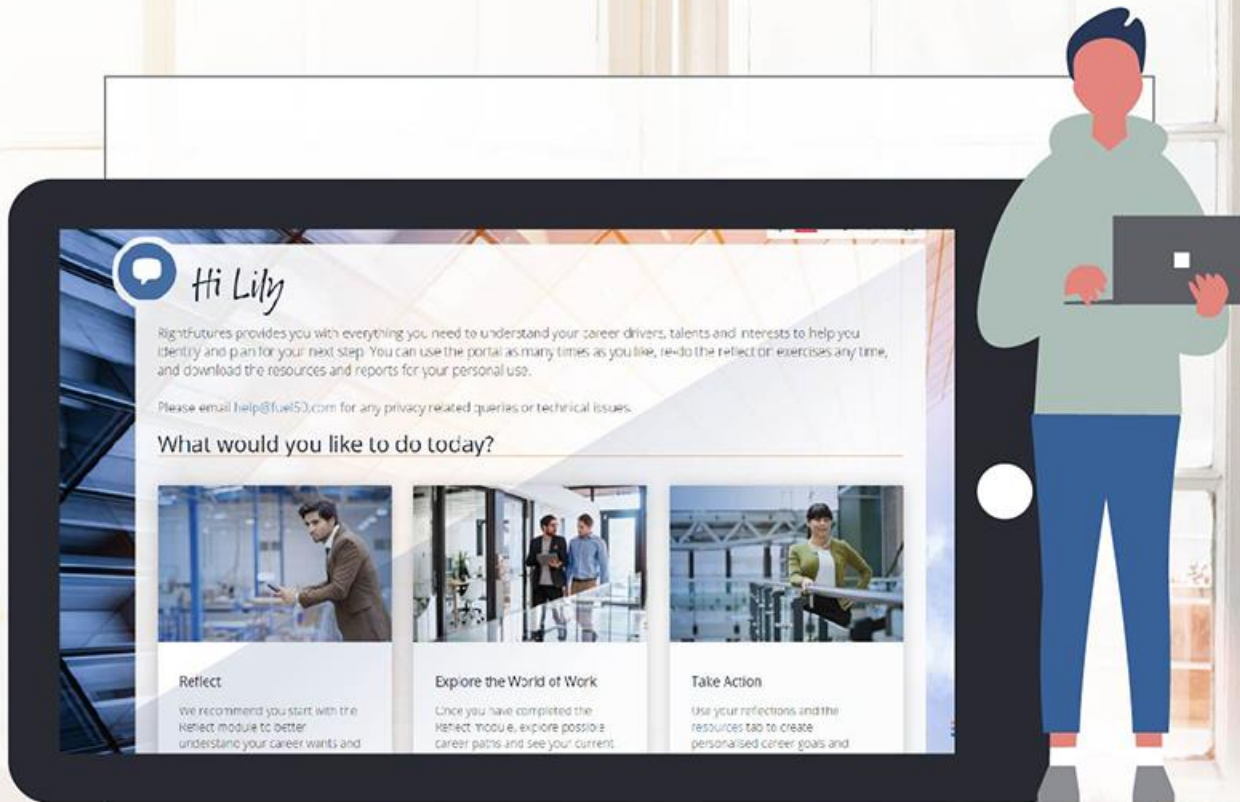


TREND #20

Amplified Consumerization of Work

As tech and online retail advances and the workplace goes hybrid, Artificial and Ambient Intelligence, mixed realities and multisense, multidevice experiences will become people's everyday interactions.

Expectations of new opportunities and breakthroughs, along with a seamless, personalized virtual experience at work and home will be a new reality in the digitized post-Covid world.





TREND #21

Net Zero Employment Emerges as the Epitome of Responsible ESG

As skills needs shift faster, best employers will commit to achieving a balance of being net zero on jobs. Every time companies restructure and jobs are lost, others will be created and people will be reskilled to fill new roles either inside or outside the organization.

