

# Beyond COVID-19: The Future of Work and Hiring

Global Report 2020



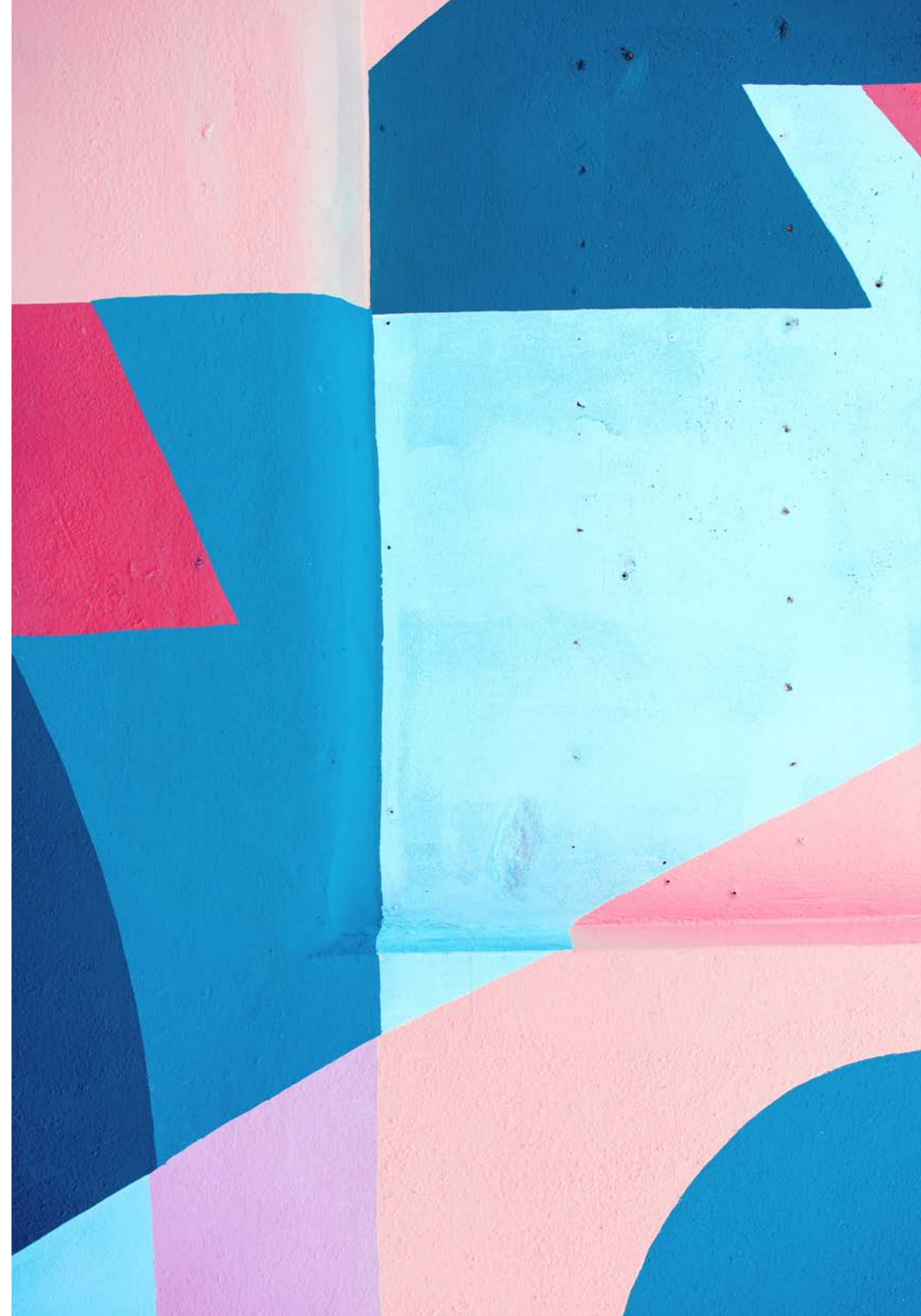
salt

# Introduction

What will the workplace look like post-COVID-19 and what will be the new norm?

We surveyed 154 professionals from around the world to identify the impact that the coronavirus pandemic has had on the workplace. The survey aimed to gain an insight on how businesses see themselves moving forward post-COVID-19 and hear about their plans for the future, from their hiring to policies.

In this report, we've collated the key insights to give job seekers and businesses, information on what the future of the workplace will look like, including a prediction of what skills will be in demand.



# About Salt

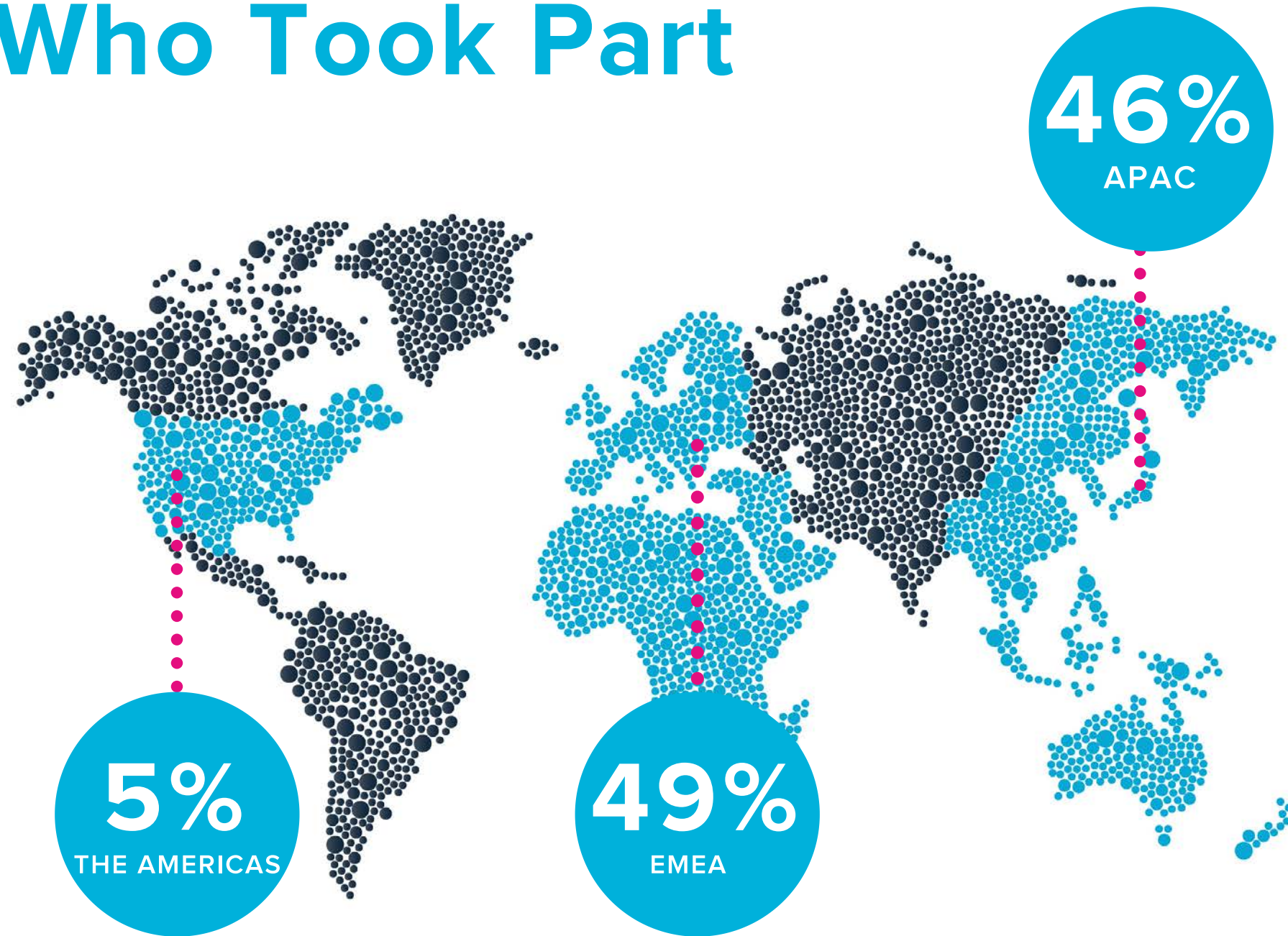
Salt is an award-winning global recruitment agency specialising in the digital industry.

Based in 11 locations, our consultants focus on 4 key areas: Technology, Creative, Marketing and Sales across permanent, contract and temporary roles. In New Zealand, our market coverage extends to Accounting & Finance, HR & Business Support, and Supply Chain & Operations.

Over 250 consultants are “Creating Futures” around the world and changing the lives of 1000s of people each year by helping them to start new roles in some of the most exciting start-ups, scale-ups, agencies, or large global powerhouses.



# Who Took Part



Results based on 154 responses

# Key Insights

64%

of businesses **have not** asked staff to go on reduced hours or take holiday

51%

are using a **government's** coronavirus scheme

60%

of businesses significantly **changed their business strategy** due to COVID-19, with digitalisation and flexible working most notable changes

75%

of businesses **will make** changes to their flexible working policies

# 77%

of businesses' hiring plans were affected due to the pandemic, with only 13% stating that hiring was not affected.

Results based on 154 responses

Whilst some companies expressed that hiring was put on hold, 11% said that the pandemic created a demand for new roles, including:

- Client Services
- Delivery
- IT and Software
- Marketing
- E-commerce
- Sales and Business Development
- Project Management
- Manufacturing Lines/Warehouse Staff
- Developers
- Digitalisation

salt

# Workplace Changes

**LESS HOT DESKING** MORE FOCUS ON DIGITAL  
**GO FULLY REMOTE**  
NO OFFICE UNTIL 2021 SEATING PLANS  
**NO VISITORS NO EVENTS**  
**CHANGE OFFICE LAYOUT**  
INTRODUCE FLEXI HOURS **LESS TRAVEL**  
**MORE WORKING FROM HOME**  
**ROTATE WHO IS IN THE OFFICE**

75% of businesses said that they would introduce more flexible working hours and working from home policies, which could potentially be voluntary.

This would be in combination with having fewer people present in a physical office, with more focus put on remote and digital.

# Businesses predict a rise in demand across these functions

Results show multiple choice responses

**Creative: 66%**



**Marketing: 39%**



**Sales: 38%**



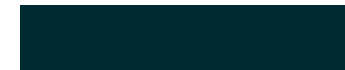
**Software Engineering: 36%**



**Data: 34%**



**Business Development: 32%**



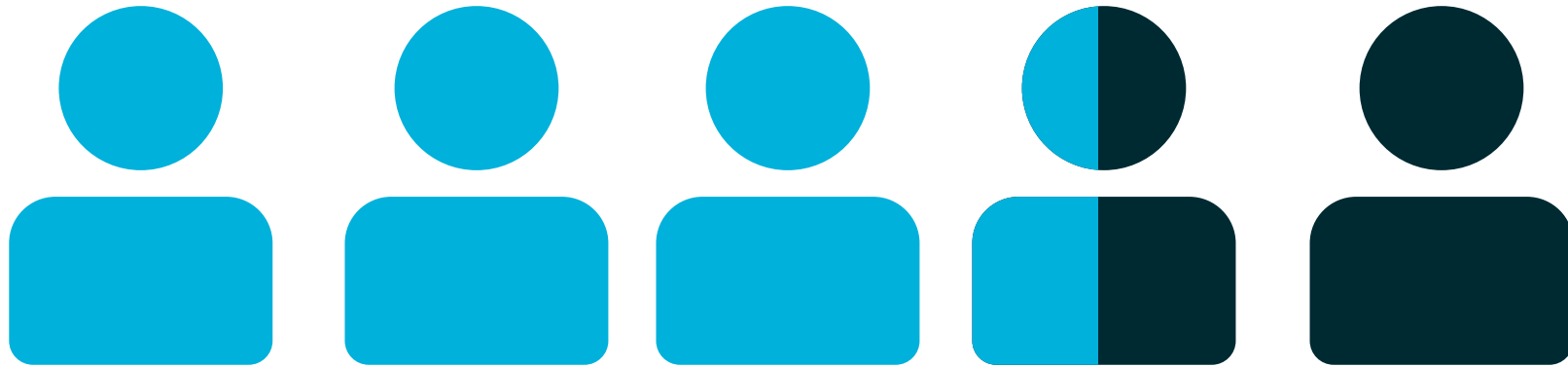
**Product: 32%**



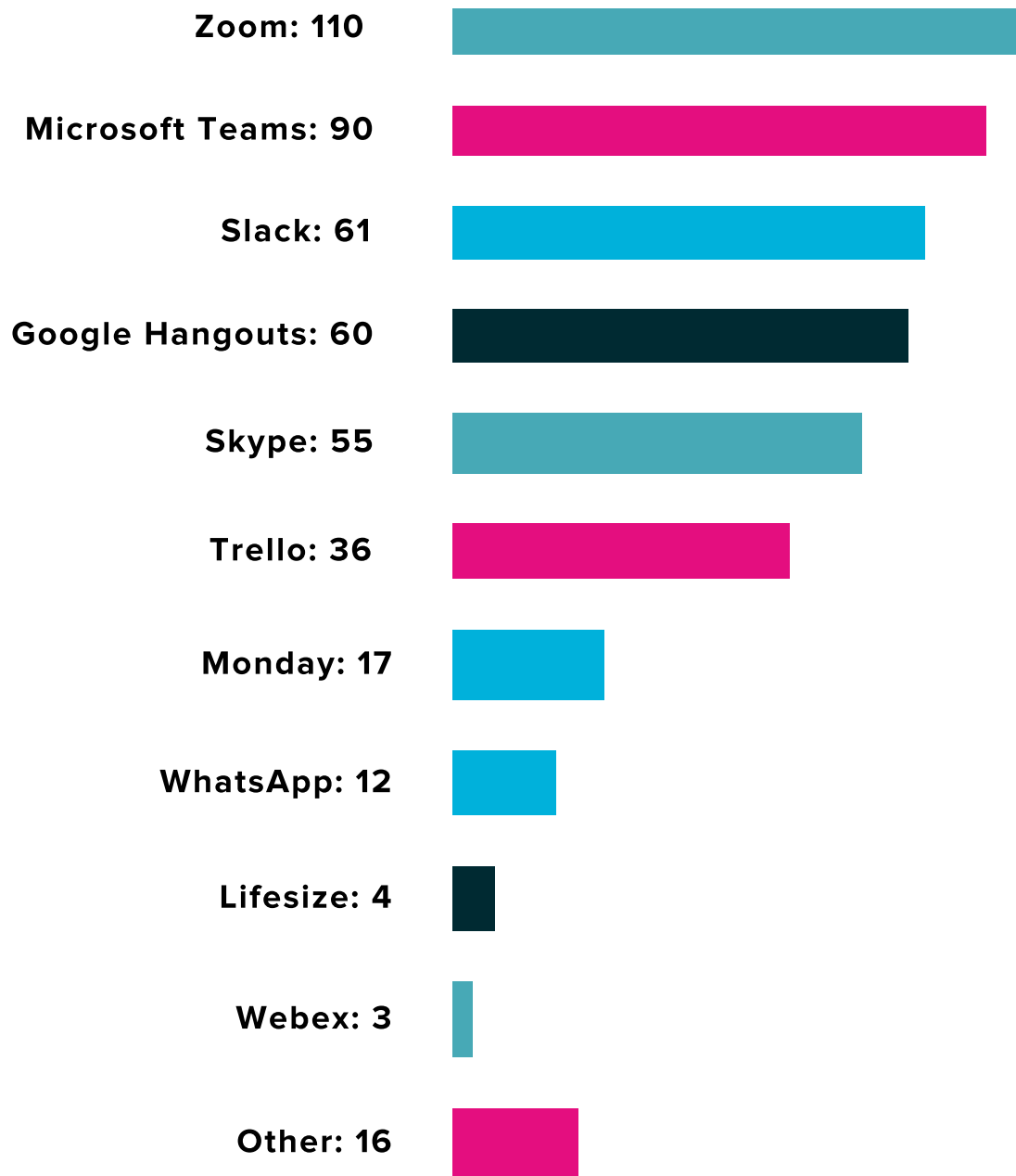
**Finance/  
Operations: 2%**







70% adopted remote interviews and onboarding practices, of which the majority were successful (60%)



Results show multiple choice responses

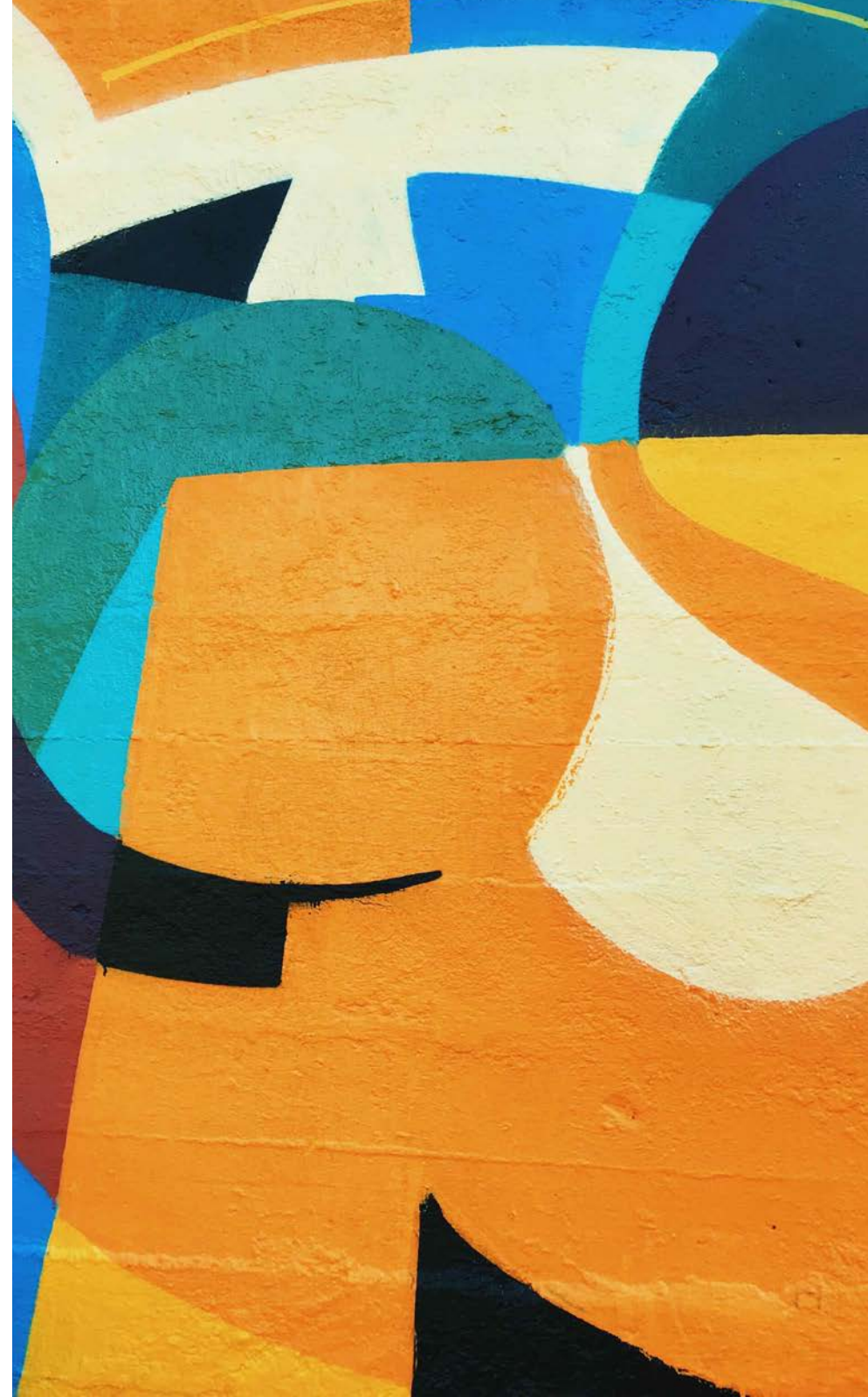
Zoom, Microsoft Teams and Slack were the top three tools used by businesses for connecting and collaborating with their teams, followed by Google Hangouts, Skype and Trello.

Many people said that they use a combination of different tools to engage. Some other options included: Workplace by Facebook, Asana, Email, and Telegram.

# How to Maintain Employee Engagement

According to the businesses we surveyed...

Due to employees working remotely, businesses have had to be adaptable and creative with how they keep their employees engaged. With your team working from home, you may be tempted to micromanage their workload. However, many of the people we surveyed have said they are relying on trusting their employees aside from the standard catch-ups and team meetings. Creating a trusting workforce will benefit your business with **employees who feel trusted are 76% more engaged than those in "low-trust" workplaces.**





It's important to stay socially connected with your employees, especially with the lack of interaction you'd normally get in an office. [Our respondents suggested replicating your workplace culture offline, as much as you can online.](#) That can be anything from team meetings (where you don't discuss work), quiz nights and coffee breaks. Other ideas include: virtual afternoon tea, remote bars, fitness classes, cinema parties, and parent and kids clubs. A good office culture can boost productivity, morale and employee wellbeing.

# Summary and Outlook

The way we work is undoubtedly going to change. Businesses' apprehensions around working from home and flexible working have been eradicated as people have shown they work just as well, if not better, when at home. Going forward, we will see flexible working become the norm, and companies will, in turn, see higher retention of their talent.

It's an exciting time for digital as more companies realise its potential and embrace digital technology and business models, for some companies, for the first time.

Coronavirus caused many businesses to adapt their business strategies and this resulted in some creative and innovative ways of reaching new customers. Businesses who perhaps pondered too long on digital were forced into action and saw the benefits.

We've seen government and healthcare lean on digital through the pandemic and this further highlights the power of digital and trajectory of the digital industry.

Whilst it cannot be denied that the economy has faced a devastating downturn, there is optimism for the "new normal".

For people on the job market; we realise this time is difficult. However, we are seeing Hiring Managers open to hiring again as they begin to think about the future and life post-COVID-19. Digital skills are in demand, especially for companies beginning their digital transformation.

[www.welovesalt.com](http://www.welovesalt.com)



**Hiring? Find out how  
Salt can help you**

**Submit a brief** 

**Looking for a new  
challenge?**

**Explore jobs** 

**salt**