RECRUITING FOR THE FUTURE

IMPACT OF TECHNOLOGY ON THE FUTURE OF WORK

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- My Background
- My industry experience
- Insider knowledge
WHAT WE DO

RECRUITMENT & EXECUTIVE SEARCH
experts in Sales & BDM Recruitment

OUTPLACEMENT REDUNDANCY PROGRAMS
EXECUTIVE CAREER DEVELOPMENT & MANAGEMENT

SPECIALIST HR CONSULTANCY SERVICES

Institute of Human Resource Management
The Professional Body of HR Practitioners in Kenya
THE CHANGING WORLD OF RECRUITMENT

Recruitment is constantly evolving

EMPLOYMENT CONTRACTS
Today We Have Freelancers, Contractors, Homeworkers, Remote Workers, Fixed Term

LENGTH OF SERVICE
Remaining in the same company for 15 yrs plus is no longer seen as dynamic. Length of service is on average 2 to 4 years per role.

Technology & Internet
Job Boards like Monster and Professional networks like LinkedIn have changed how the recruitment industry works.

Evolving Career
Careers are no longer static. Employees have to constantly update their sills to remain competitive in the employment market.

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The Changing Employment Contract

20th Century Company

100% CORE
Full Time Staff with all benefits

21st Century Company

100% CORE
Full Time Staff with all benefits

30% Peripheral
25% Core
45% Contract
KENYA LABOUR MARKET TRENDS

Kenya’s top 5 labor market trends affecting workforce strategy in 2019!

- **60%** Millennials entering the workforce
- **44%** Increasing number of contingent employees
- **61%** Globalization of labor supply
- **49%** Increasing number of temporary/seasonal employees
- **44%** Increasing number of consultant employees

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5 TRENDS SHAPING THE FUTURE OF WORK

- Globalization
- Mobility
- Millennials & Changing Demographics
- New Behaviors
- Technology
New Industries will emerge with new jobs that don’t exist currently

**ANALYSIS**

Based on the trends affecting the world of work, there will be jobs *in 3-10 years* that don’t exist now. Some emerging fields include:

- Personal Rapid Transit Systems
- Atmospheric Water Harvesters & Future Agriculture
- Driverless Everything
- The Sharing Economy
- Futures E-sports
- VR Gaming
- Commercial Drone Industry
- Out Trillion Sensor Future – Smart Home, Smart Health
- 3D Printing
- Big Data
- Crypto Currencies And Alternative Financial Systems
THE DAWN OF THE
FOURTH INDUSTRIAL REVOLUTION

1. Digitization / Integration of value chains
2. Digitization of product and service offerings
3. Digital business models and customer access

INDUSTRY 4.0

Mobile Devices
Cloud Computing
IoT platforms
Location detection technologies
Advanced human-machine interfaces
Authentication & fraud detection

Augmented Reality
Multilevel customer interaction and customer profiling
Big data analytics
Smart Sensors
3D printing

1.0 1760-1840
Steam Engineering

2.0 1830s-1915
Assembly Line

3.0 1969-2010s
Computing / Internet Nuclear Energy
ARE YOU IN THE 3%
15 Future Jobs that Will Disappear
According to Oxford University research 45% of current jobs will disappear.

1. Drivers
2. Farmers
3. Printers & Publishers
4. Cashiers
5. Travel Agents
6. Manufacturing workers
7. Emergency Dispatch Operators
8. Bartenders/Waiters
9. Bank Tellers
10. Military Pilots & Soldiers
11. Fast Food
12. Tele Marketeers
13. Accountants/Lawyers (via AI)
14. Stock Traders
15. Construction Workers
15 Future Jobs that Will Thrive

1. Robot Manufacturers & Service Managers
2. Raw Material Management
3. Big Data & AI Scientist
4. Artificial Bodies Manufacturers
5. E-Sport
6. Psychologist & Therapist
7. Gene Designer Babies
8. Virtual World Designers
9. Cyber Security & Private Data Brokerage
10. Entertainment
11. Real State Developers
12. Bio Chemistry & Tech Engineers
13. Private Services for the Rich
14. Elderly Care
15. Small jobs not worth automating
CURRENT RECRUITMENT CHALLENGES FOR HR
The Challenges for HR

Recruitment is Inherently Reactive
Most HR Managers hire when a requirement is opened

Recruitment is Highly Transactional
High volume of applications & emails makes recruitment tedious!
Create a process that reduces the traffic and increases the quality

HR Managers are Generalists
They are doing everything else under the umbrella of HR

Appropriate Recruitment Strategy
1 Shoe fits all recruitment strategy does not work!
Innovative recruitment strategy must be appropriate to hiring requirements (Seniority, Volume, Specialism, Location, Cost, Impact on the business etc)
The process is not made clear from the start – each company has its own processes.

Job Descriptions simply listing skills and experience without a context.

The interview process is not structured – candidates are over interviewed and not tested enough.

The Tools & Technology are mostly automated, transactional, high volume – they remove the human element.

Rarely are candidates given honest feedback as to why they were not selected, this leaves emotional baggage.
RECRUITMENT CHALLENGES IN THE PUBLIC SECTOR

- **Finding New Talent/Headcount Strategies are limiting**
  Using Job Boards, Advertising and Referrals

- **Nepotism & Tribalism**
  Leads to lack of skills, non performance & accountability

- **Lack of Career Progression & Career Path Development**
  No Growth opportunity means loss of top & ambitious talent
  Salaries are not as competitive as in the Private Sector
  No substantial Training & Development Programmes
  Not enough Harnessing of Leadership & too much bureaucracy.
RECRUITMENT CHALLENGES IN THE PUBLIC SECTOR

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HOW TO MAKE RECRUITMENT EASY
ATTRACT THE RIGHT TALENT

Go beyond the Job Description
Give more information about the department, team size, reporting structure, or Hiring Manager

Length of Hire
Most business give yearly contracts yet expect candidates to remain for long term. Most dynamic Candidates will want to move after 2-3 years.

Your Recruitment Process
Explain how YOUR recruitment Process works – allow communication with candidates – do not let it be a BLACKHOLE

If you make it too process driven – you will lose best talent

Retaining Talent
Ambitious employees are always looking for a challenge!

Managers must be trained – biggest reason for leaving!

Succession Planning is KEY
MAKE YOUR RECRUITMENT PROACTIVE
Create an work environment where Talent

Do not HIRE REACTIVELY
You should be interviewing ALL YEAR round – not just for current open headcount. In build

PLAN YOUR RECRUITMENT NEEDS
Understand each DEPARTMENT, build a pipeline by continuously welcoming applications & Inquires

BUILD PIPELINES
For all your departments – ensure there an on going sourcing programme – constantly building potential profiles

RECRUITMENT ALL YEAR ROUND
Create strategies where you are allocating 1 day per month or Quarter to have open days and invite passive candidates.
Remove the Subjectivity in Selection

1. Positive Interview Experience
   First impressions count! Take time to EXPLAIN and SELL the role. Do not make into an interrogation! DO NOT OVER INTERVIEW and COMMUNICATE to potential New Employees.

2. Structured Interviewing
   Do not leave the selection process to typical generic questions. Understand the KEY COMPETENCIES and create interview Structure that draw out the competencies needed. SOFTSKILLS VS HARDSKILLS = Cultural Fit, Adaptability to Change, Developing new skills and learning.

3. Clarity in WHAT skills are actually
   Most businesses are looking for extra skills and experience that may not necessarily be needed for the job. Business must be clear.
Recruit as a Company

How to Delegate Recruitment to the Business

HR Managers are busy doing everything under HR umbrella! Recruitment Should be done by ALL.
Hiring with the Business

1. The Process
It is your responsibility to ensure you create the full Recruitment Cycle. Interview structures, case studies. The tools and systems etc.

2. Attract Talent Continually
Creating the JD is only step 1. Where to advertise and how to attract suitable candidates should be supported by HR.

3. Interview Coaching For Hiring Managers
Taking the time to Train Hiring Managers on how to Interview Objectively.

4. Support The Hiring Process
Ensuring your Oversee and Manage the hiring process ensures that you follow guidelines, legal requirements, Salary negotiation etc.
Thank you

QUESTION AND ANSWER SESSION
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