



Need-to-Know HR Management Trends for 2020



Today's workforce looks so much different than it did just a few years ago.

As organizations shift toward mobile and remote workforce enablement, companies are struggling to overcome unique challenges. HR has the opportunity to offer employees more to help engage and motivate their best employees.

Understanding your employees' wants and needs is more important in 2020 than ever before to help keep them safe, engaged and loyal to your company.

Laser Focus In on Employee Experience



Employee experience is how your workers feel about your company from the time they complete their new hire onboarding through their ongoing training and development as an employee. A good experience can be the sole reason an employee decides to stay with your company long-term. A bad experience not only means they may switch companies after a short time, but they could possibly share their negative review with others.



A great employee experience includes:

A simple, fast application process

Skip creating accounts and logins; applicants don't want to jump through hurdles or spend a long time answering questions and repeatedly filling in their information. According to Glassdoor, the majority of job seekers/workers prefer a short process (from initial application to receiving an offer), with 62% saying they would like a process that is complete in less than 2 weeks.

Consistent feedback and development opportunities

Frequent check-ins with employees helps HR identify areas of opportunity for enhancing culture, training and development. When performance is measured during reviews or manager 1:1 meetings, it can be tracked over time and improved upon.

Speedy communication with mobile

Considering the majority of the population owns a smartphone (92% of Millennials, 85% of Gen Xers and 67% of Baby Boomers) employee data and systems need 24/7, mobile-friendly access to your HR system.

Start Investing in AI Recruiting and Digital Onboarding



AI, or artificial intelligence, and remote onboarding systems are quickly becoming top tools for recruiters and HR teams. Over the last five years, AI has improved HR software by not only automating manual processes but learning as it goes.

According to Forbes, AI enhances the candidate and employee experience while putting a stronger emphasis on uniquely human skills. As concerns for business continuity and safety rise, so too will the importance of AI and remote recruiting and onboarding tools.



AI and digital onboarding can be used for:

- Interacting with candidates through text, webchats and landing pages
- Virtual hiring events and scheduling
- Completing necessary applications and onboarding forms from a distance
- Answering top candidate and new hire questions

Put Your Company Culture Front and Center



No matter if your company culture is casual, where all employees take part in decision making, or more traditional with a standard hierarchy of manager to employee, it needs to be front and center. A potential employee will always look at your company culture (your mission, values, ethics and work environment) before they think about applying for a job. Let them see it by showcasing it on social platforms, your website and job descriptions. Giving applicants a look at what they can expect helps encourage them to apply and a strong company culture will keep them there.



A strong company culture features:

Regular Feedback from Employees

Talking to your employees, getting their feedback and ultimately acting on it are essential ingredients to a strong company culture. Managers who don't communicate with their employees, or manage their performance through reviews, will have a hard time retaining them. According to SHRM, 58% of employees who left a job due to culture claim managers are the main reason they ultimately left.

Frequent Employee Appreciation and Encouragement

Everyone wants to feel appreciated for their work and 69% of employees say they'd work harder if they felt their efforts were appreciated. Employees can be encouraged to continually produce high-quality work through development. Offer training or continuing education to show employees you're willing to invest in them as a valued member of the company. Developing employees through learning management keeps them motivated and helps increase productivity.

A Strong Onboarding Process

Considering how onboarding offers new employees their first, complete look at a company's culture, it shouldn't be surprising how important it is to have a strong company culture. Use onboarding to introduce employees to your values and provide examples of the employee and business will live up to them. With only 12% of employees strongly agreeing their organization does a great job of onboarding, this is a process that shouldn't be ignored.

Make Employee Processes Easy



Working between multiple HR software systems slows employees down and takes them away from the work that matters. With integrations and a central HR system of record, employees know exactly where to go to access information like clocking in and out, paystubs, training and more.



A streamlined system of record helps:

Deliver Timely Communication and Information

With one system, employees won't need to remember countless logins and passwords to enter information like hours worked or benefits selections.

Improve Data Accuracy

Human error can end up creating big problems for an organization. With integrations between systems, or one central system of record, data is shared automatically. For instance, when employees clock in and out, their hours worked can be synced directly to payroll for on-time paycheck delivery and fewer discrepancies.

Access Reporting for Better Decision-Making

Data drives decision-making. When HR can provide a complete look at essential workplace functions like recruiting and performance metrics, company leaders are better positioned to move forward with new ideas, or continue with what's worked.

Think Soft Skills Not Hard Skills



More and more managers are putting a higher priority on finding employees with soft skills, rather than specific job skills, commonly referred to as hard skills. According to research by Adecco, 44% of the executives surveyed think Americans are lacking critical soft skills such as communication, creativity, collaboration and critical thinking. Soft skills are essential to building a strong team and potential leaders or as HR industry analyst Josh Bersin calls them, Power Skills. Bersin says the skills of the future aren't technical, they're behavioral.



Examples of soft skills include:

Communication

Communication skills include listening, negotiation, nonverbal communication, presentation, storytelling, writing skills and public speaking, according to The Balance Careers. These skills can be identified during recruiting, especially with applicant tracking software which asks employees to list the number of communication skills they have, but also through development. Offer employees opportunities to build up their communication skills.

Critical Thinking

Looking at a problem, coming up with solutions and picking the best one is the definition of critical thinking. You want to be sure your employees can solve problems quickly and effectively. Part of being a good critical thinker is being objective, according to Indeed. Look for employees who list critical thinking skills like observation, analysis, inference and problem solving on their resumes.

Leadership

One in five exiting employees say they're leaving because their company lacked the opportunity to grow in a preferred job or career. You can help develop leadership skills in your employees. According to Harvard Business Review, there is a growing assortment of online courses, social and interactive platforms and learning tools from both traditional institutions and upstarts, making up the Personal Learning Cloud, that offer solutions.

Continuous Performance Communication Creates Effectiveness



Most companies recognize the importance of doing annual performance reviews with employees. In fact, 91% of companies believe an annual review is core to employee engagement. But performance management can't just be a one-and done to be effective. It needs to be a regular part of managing employees.



To increase the effectiveness of performance reviews:

Schedule Consistent Meetings

According to the American Management Association, employees need regular feedback on how they're doing, what they're doing well and what needs improvement. While you shouldn't stop doing annual reviews, consistent meetings throughout the year will help you manage your employees' performance more effectively.

Make Reviews Collaborative

While reviews are a time to evaluate your employees' performance, they're also a perfect opportunity to hear your employees' thoughts, concerns or ideas. When you include your employees in their reviews it helps keep them motivated. According to Gallup, 21% of employees strongly agree their performance is managed in a way that motivates them to do outstanding work.

Follow Up

Once the review is over don't let reviews just be lip service. Set three to four actionable goals for both the employee and the manager. Check in on the progress of achieving those goals, asking employees what they need from you to get them done.



Are You On Track in 2020?

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