



RECRUITMENT POST COVID CRISIS

Potential new hires who have applied for, been interviewed for, or even been offered a position are now in limbo. Since social distancing, self-isolating and working from home has become the new norm, due to the coronavirus (COVID-19) pandemic, recruiting and hiring at this time and after, has its own challenges. The steps HR and hiring managers take today to avoid losing out on top talent and bolstering their employer brand will determine the future of most businesses post the COVID 19 outbreak. Will the coronavirus outbreak turn the remote workforce into the new reality? Should hiring managers and employers invest in digital interviewing tools?

Have a succession plan

Now, more than ever, companies should be thinking about what happens if their CEO gets sick. Large companies tend to have these succession plans, but smaller operations often don't document everything, which can leave them unprepared for emergencies.

They need to talk about who's going to be making those decisions. Outline, in every department, who makes the key decisions and, if that person is sick, who's going to make them in their absence. I think that's vital to companies moving forward.

Recruitment Efforts Using Virtual Interviewing Technology

The Coronavirus outbreak has forced many HR teams and recruiters to work remotely, they're now relying heavily on virtual interviewing technology to maintain recruiting efforts. In-person interviews, conference calls and standard face-to-face meetings have now been shifted completely online. But while this pandemic is impacting the way we work, it's also impacting the needs of some businesses that need to hire more urgently than ever before. As a result, hiring qualified talent in a



quick and efficient manner is crucial to fill open positions and continue providing strong business outcomes during this time.

As more and more of the workforce is working from home indefinitely due to COVID-19, HR is relying heavily on video interviewing, which will lead to HR teams starting to either reevaluate or leverage the technology they are using at scale. While tools like Hangouts, Zoom or Skype are convenient, they're not designed to fit interviewing needs, as they're designed for video conferencing. As a result, HR technology such as virtual interviewing solutions have been vital in the role of providing recruiters with the tools needed to complete a quality interview that is efficient and enhances the candidate experience.

Build a Solid Talent Pipeline to Resume Recruitment When Needed

Ensuring a solid pipeline of talent prospects will always be necessary. As companies may find themselves in a hiring freeze, an established pipeline ensures a smooth rebound when recruitment resumes. Also having a powerful employer branding strategy integrated with your recruitment strategy will help bridge any gaps.

Companies are having to heavily rely on video-based interviews now more than ever. These video conference solutions are also being used to assist HR teams with recruitment follow up communication and new employee onboarding amid the pandemic.

Pivot to Hiring Candidates for Flexible Roles

Because of COVID-19, recruitment marketing strategies will need to pivot to focus on hiring candidates for flexible roles that can also be done from home. There are long-term benefits to having a more flexible workforce that will last well after this period is over. Flexible jobs help diversify teams by keeping parents - especially women - in leadership roles. Shifting to a more flexible workforce can also help companies save money by only paying people for the work needed in the moment during these turbulent times and beyond.



Stay Connected With Top-Tier Talent Digitally

Even during this time, companies should keep looking to stay connected with top-tier talent. Even if they are not expanding their workforces now, this strategy helps prepare a company's talent funnel for future hiring pushes by making sure those conversations have already kicked off, and connections are made. Digital tools are an important element of this search. For example, companies can lean on their talent networks for support as they look for candidates to fit specific job openings. By tapping into an organization's existing talent community, meaning those who have already applied to a position or signed up for job alerts and updates from the company, HR teams can reduce the time to hire and find candidates who are invested in their company's vision, values and goals.

Consider interim hires

You may have a lot of spots to fill when the economy starts running again, and that's a daunting to-do at a time when you're trying to get back up to speed as quickly as possible. You may need to fill some positions on a temp or interim basis.

Maybe bring in people who come in for a four- to eight-week period, just to keep the oar in the water. So, keeping the ship moving forward, and perhaps some of those convert to full time.

Continue communication

Many companies have been very intentional about internal communications during this crisis. That's been a big win—and is a practice you should carry forward.

I think CEOs are being asked to be more intentional and to engage, and I'm hopeful that will be a permanent change that we see with HR departments and executive leadership partnering moving forward.



Allow remote work

With three out of four Indians on some type of lockdown, there are millions of employees working remotely, and many are realizing that they're just as productive at home. Many roles will go permanently remote, and companies run the risk of missing out on talent if they can't adapt.

The companies that will be best-equipped for hiring are the companies that master the art of remote work. Organizations can be proactive by developing training methods to translate their in-person skills to the online world.

The challenge is real

Undeniably, COVID-19 has had a huge impact on people and workplaces. The consequences of the pandemic and the economic effects are yet to be ascertained fully and before we do that, it will be unfair to comment on how this is affecting recruitment. These are challenging and uncertain times and most companies are focusing on employee health and safety and ensuring their current workforce is holding up well in order to come out of this pandemic stronger.