2018
HR Trends

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HR & Recruitment Trends in 2018 that You Need to Keep on Your Radar:

2017 was an eventful year in the HR world. There has been a major shift in the way recruitment and performance matters are handled – and technology and automation seem to be the main players.

The success of your company's HR department in 2018 depends on how you can employ the top trends to identify potential hires, engage employees and even evaluate performance. Technology is only one of the many trends to keep on the radar, so let's take a look at the top HR and Recruitment trends of 2018 so you can start preparing for a better future today.

1 Shift of focus to the employee experience:

Many organizations nowadays still adopt a "centralized" approach, where employee happiness is trivial, and generating tangible/monetary results is the main focus – if not the only one. Therefore, less autonomy is given to the HR department when it comes to prioritizing employee wellness. However, what some Employers fail to see is that happier employees are more productive.

Hawthorne Effect
Are you familiar with the Hawthorne Effect? It's the increase in employee productivity once they start feeling that their wellbeing is important to the company.

Here's what you can do to enhance your Employees' experience:

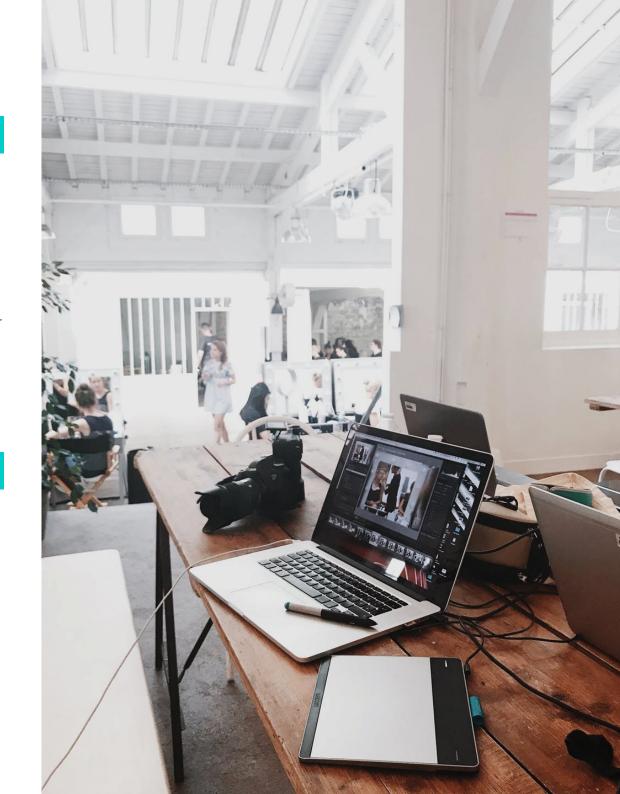## 1   Creating an Open & Creative Work Environment

The majority of employees hardly appreciate the feeling of being trapped in their tiny cubicles with dull white walls around them. More often than not, being confined to a restricted physical space can lead to a limited thought process. Therefore, redesigning your office can enhance your employees' experience tremendously.

You can opt for simple changes such as creating an open work space, or even adding artwork on the walls. Make sure that your company's work space allows your people to bond and share ideas freely. An ideal workspace should be a hybrid of a home and an office, in other words, it should be comforting and relaxing, but at the same time it shouldn't distract employees from performing their jobs well.

2   Digitizing the workplace

There is no denying that technology has drastically changed the way in which businesses operate. Automating your HR processes using a Human Resource Management System (HRMS) eliminates wasted time that is usually spent going through endless spreadsheets and leaves little room for error.

ZenHR HRMS for example, provides startups and SMEs with a cloud-based HR solution that automates HR processes like: Attendance, payroll, leaves & vacations and much more all with a simple click of a button. Ultimately, Adopting an HRMS can impact your bottom-line by focusing less on unnecessary manual work and leaving more room to focus on the real assets of your company: **Your People.**

3 Employee wellness as a Top Priority

Encouraging your employees to enhance their health and wellness through effective small-scale activities can help you position your company as an Employer of Choice. A properly designed wellness program can boost performance, increase efficiency and reduce employee turnover.

Here are some suggested ideas that you can follow at your company to promote a healthy work environment:

- **Health awareness programs:** Healthier employees are usually happier and more productive. Such programs can range from offering employees gym membership discounts and conducting smoking cessation sessions to focusing on employees' mental health.

- **Learning and development classes:** Look for ways to encourage your employees to reach their full potential in their careers by providing them with access to learning material or training opportunities. This could be as small as recommending free online courses and as big as sending employees abroad to attend courses.

- **Employee recognition:** Rewarding your super performers is a great way to boost their self-esteem and further motivate the rest of the team to excel.

- **Design a mini-library:** It is commonly known that "knowledge is power" So why not educate your employees by dedicating a small area with a variety of influential books?

- **Putting Plants throughout the office:** You may be thinking "How can this help my employees?" Well, a study conducted by the University of Exeter concluded that offices that incorporated plants made Employees 15% more productive. Plus, didn't you know that plants reduce fatigue & stress and are scientifically proven to enhance your mood? Enough said.

2 Mobile Candidate Experience:

Competition is always in the rise in the recruitment world. Recruiters must always be on the lookout for ways to improve the candidate experience. Trying to appeal & attract candidates in the age of digital disruption presents many challenges and opportunities for recruiters. The combination of candidates having "less time than ever" and mobile devices becoming tremendously advanced and augmented has almost eliminated the traditional process of job hunting on desktop computers and searching through newspaper ads for jobs.

3 Workforce Diversification:

"Strength lies in differences, not in similarities" - Stephen Covey

Workforce diversification is all about similarities and differences among employees in terms of age, cultural background, physical abilities and disabilities, race, religion, and gender. Long gone are the days when employers could easily get away with being biased and unreasonable in selecting their candidates. Employers nowadays have to abide by laws that protect diversity in hiring, and law makers are not willing to turn a blind eye to any breach.

Some employers have established their own in-house regulations and procedures to help position them as an "Equal Opportunity Employer".

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