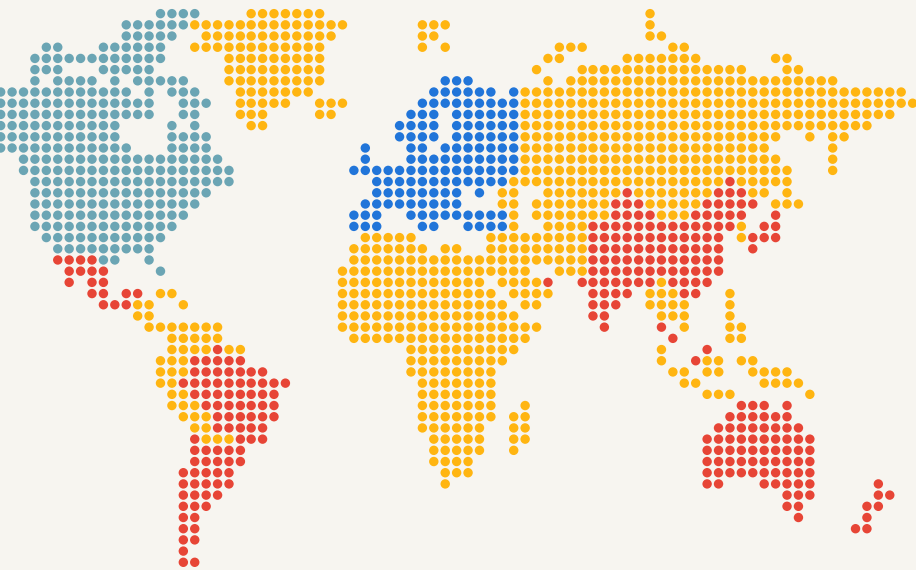


what 5 global trends are we seeing in today's world of work?

Randstad's Director of Group Public Affairs, Annemarie Muntz, talks about labor trends across the world, the impact of covid-19, #newways of working, and Randstad's advocacy role.



shifting demographics

"In the West, we've been seeing an ageing population for several years already," says Annemarie. "But covid-19 has pushed polarization to the fore: not only between young and old, but also between lower incomes and higher incomes, between different skill levels, and between different types of working contracts. Overall, those with stable contracts were well supported, while those with insecure relationships were out of work and income. Our vision for a futureproof labor market is to implement a holistic, integrated, social innovation agenda that ensures decent social security, health insurance and proactive skilling of workers, regardless of the type of working relationship."

globalization and supply chain management

"We're not just talking about people mobility when it comes to globalization. We're also talking about economic supply chains, which have become very complex and dispersed. A well-known example: my smartphone was manufactured in China, sold in the US, with a case made from Indian leather, distributed from a Danish company to a store in the Netherlands. With the diversity of suppliers, workers and types of contract ever-increasing, we're expecting supply chain management to be under even more scrutiny in the future – with risk management becoming more important as well. We are moving from a just-in-time to a just-in-case society."

diversity and sustainability

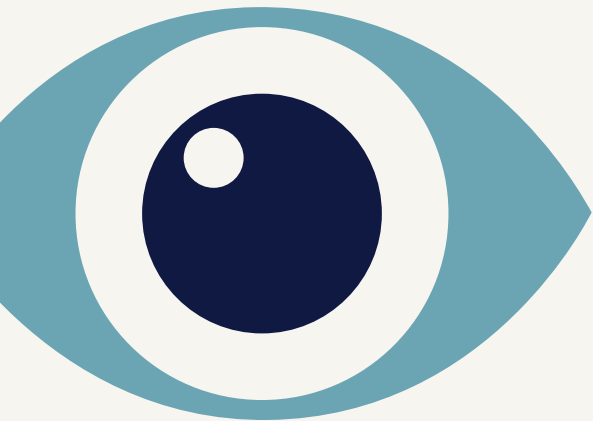
“Diversity and inclusion are keywords going forward. Whether that’s the demographics of the labor force, or the types of contract they’re on – it all needs to be managed. Equally, we’re already paying more and more attention to fair supply chain management – ensuring decent and fair working conditions for all, that are in line with the Human Rights agenda and the UN Sustainable Development Goals. Sustainability has become an integral part of most companies’ strategies. It’s our role to further implement this agenda for our sector, together with the rest of the recruitment industry and our industry federations.”

automation and AI

“While automation, robotization, artificial intelligence and digital tech were already moving fast, covid-19 forced many companies to act on what they were already working on. During lockdown, twice as many people were working remotely compared to before, the division between work and home has definitely been broken, and automation stepped up another gear. But what the pandemic also taught us is that human connection is extremely important. The ‘last mile’ in the recruitment process is always the human touch – we can’t make meaningful connections through tech alone. As Randstad, we can play a role here: shifting from acting as sourcing specialists to becoming relationship enablers.”

talent mismatch

“Before the pandemic, we already saw a mismatch between talent supply and demand: the right people were not always in the right place geographically, or workers didn’t have the right skills. With covid-19 and the ensuing economic crisis, we’re seeing rising unemployment. Reskilling is crucial for a sustainable and effective labor market. Workers, employers, recruiters like Randstad, the education world, governments – all need to work together to find modern ways that resonate with today’s workers to reskill the workforce.”



“What the pandemic taught us is that meaningful human connections are extremely important.”