

THE COVID EFFECT

How 2020 transformed candidate behavior

*UNDERSTANDING YOUR CANDIDATES TO HELP
STRENGTHEN YOUR TEAM*



2021

THE CANDIDATE OF TODAY

CANDIDATES ARE JUST PEOPLE - AND RIGHT NOW PEOPLE ARE GOING THROUGH SERIOUS CHANGES. UNDERSTANDING THOSE CHANGES WILL HELP YOU BUILD A STRONGER TEAM.

2020 has left everyone feeling a bit lost. If you can **offer candidates a clear and powerful "North Star" - a greater purpose** - people will want to join your journey (and team!).

51%
OF PEOPLE ARE
"NOT ENGAGED"

1

58%
OF PEOPLE
PREFER WFH

2

Both managers and independent workers are **happier with their current work arrangements than pre-Covid** - though ideally they'd like a mix of in-office and WFH.

When you increase PTO, what you're saying is **"I trust you to determine how you use and balance your time most effectively."** And if you're waffling between unlimited and fixed PTO, a recent LinkedIn poll showed an overwhelming preference for fixed PTO.

43%
OF PEOPLE
WANT MORE PTO

3

40%
OF WORKERS
INCREASED
COMMUNICATION

4

People are searching for **added support and inclusion**. The good news is, virtual meeting platforms have actually *increased* communication over the past year.

CANDIDATES ARE MORE RISK-AVERSE THAN EVER

Most people are just trying to weather the storm. If you want people to take a risk on you, your team, and your company, you have to provide the right incentives.

In our experience, today's in-demand professionals are most likely enticed by...

- Autonomy/flexibility/PTO
- Security
- Increased influence
- Less hierarchical structure
- Less bureaucracy

A little trust can go a long way. Meet candidates where they are, offer them freedom to do what they do best, and listen to what they have to say.

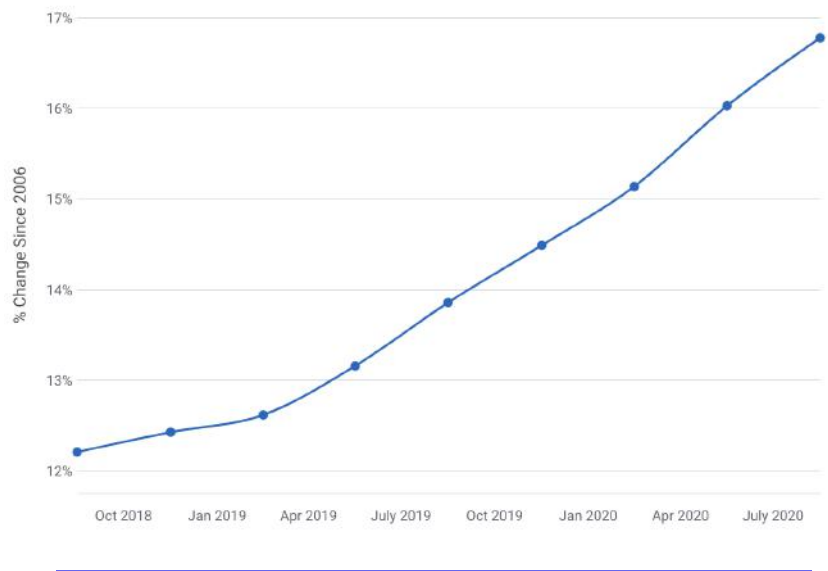
5
41%

Fewer Americans quit their jobs in May 2020 than the year previous.

WHAT DOES THE MARKET DEMAND?

Salary growth

Despite trying times, **wage growth in Q3 grew 2.6% year-over-year** and 0.6% quarter-over-quarter. ⁶



Hot industries

Technology has performed exceptionally well during the pandemic - which means tech professionals are in even higher demand. We've seen **top tech pros dramatically increase their salaries**, especially in cybersecurity and software engineering.

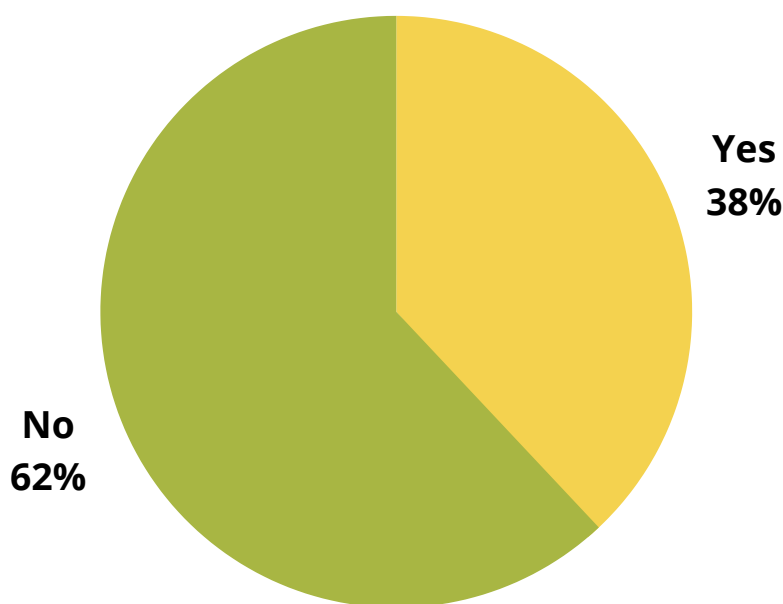
⁷

⁶. <https://bit.ly/3g0cGVX>
⁷. <https://bit.ly/2J49cUw>

LOCATION VS. COMPENSATION

Two employees are doing the same job for the same company – should they be paid differently based on location?

We asked our LinkedIn audience of 35,000+ professionals what they thought:



Different companies have taken different approaches, but if you want the best talent (period, no qualifiers), then you probably want to pay for output, not location. *Especially* if you're going after the top skillsets.



WHAT DOES THE FUTURE HOLD?

- **Massive competition for tech talent:** More sensitive data is being transmitted and stored than ever before - yet the number of technology professionals hasn't increased.
- **Recalibration of work/life:** People are working longer hours (10-20% more) while also expecting more freedom. How you support your team will determine retention rates in the coming years.
- **Saving money to spend money:** Competitive companies are reinvesting savings (from office spaces, reimbursements, happy hours, etc.) into hiring more, better people from across the country (and globe!). The talent pool just exploded. This opportunity only comes around once.

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We're happy to share what we've seen in the market, from salary fluctuations to WFH arrangements.

MORE QUESTIONS?