



It's not me, it's you:

The 2022 workplace trends that keep you from attracting and retaining the workforce of your dreams

Employees are refining their list of wants and needs for if and when they return to office. After years of feeling overworked and underappreciated, good employees are going to make you meet them in the middle. They may even have you drive all the way over to their side of town. #compromise

The **workplace trends of 2022** are clear deal-breakers for current job seekers. If you're having a hard time finding candidates, there is probably a reason why (*and it isn't because there aren't any*).

Before you go asking candidates why they want to work for you, make sure you're giving them good reasons to.





Trend 1 | Purpose

Your values are misaligned.

If you had a hard time staying afloat during the widely predicted 2020 social, political, and economic high tide, there may be someone else to blame for the shipwreck, other than just Miss. Corona. The past two years have proven difficult, but in the face of adversity, companies with solid foundations, intentional goals, and transparent values have risen to the challenge.

A well-organized plan makes it easier to maneuver through hardships. Employee's jobs and sanity are both saved in the process.

Employees are seeking companies with values that match thier own.

People want to do meaningful work. They are hyper-aware of "salesy" pitches and disingenuous offers. Finding purpose means creating an authentic environment for you and your employees.

Purpose varies from one organization to another. Whether you're defining or refining, finding the underlying "why" within your organization can be overwhelming. We can help manage complicated, purpose-driven projects. Our customizable platform is an easy place to track goals and create a culture motivated by your company values. Defining and implementing purpose cultivates trust in and outside of the company.

Trend 2 | Power Skills

You're waiting for someone more "qualified".

This is the third time this week that his coworker needs help downloading "something called a PDF." And, for the third time this week, he will politely walk through step-by-step instructions that he will be asked to repeat twice over before the end of the work day.

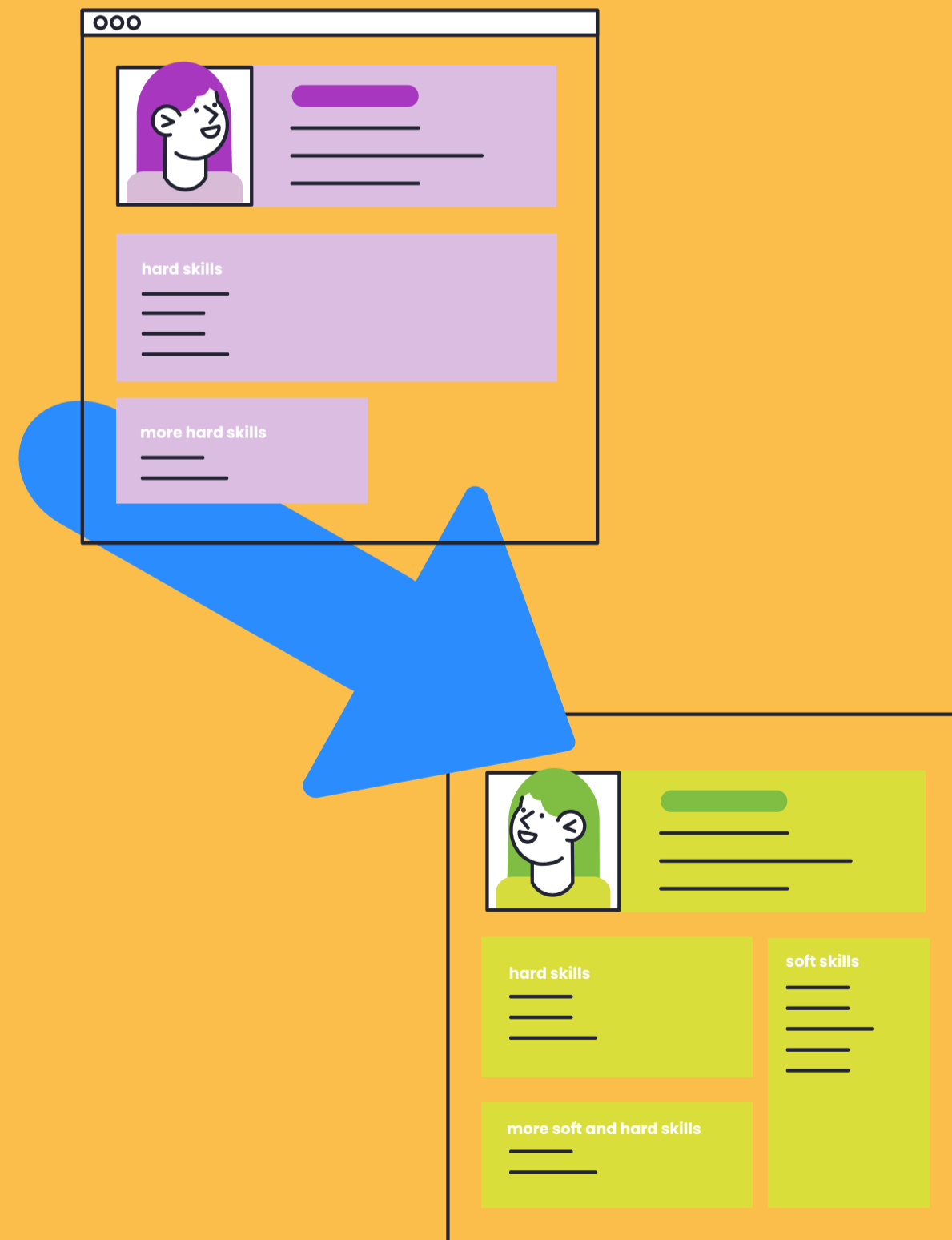
Employees that remain empathetic towards others, solve persistent challenges, and remain patient during the process are getting and keeping high-earning jobs, even without a specialized degree. These are called power skills.

Continuing higher education is not always a realistic goal for people entering the workforce. However, there are other ways and means to develop essential skills that are not easily taught in a classroom. While an ideal candidate has a balance of both hard and power (soft) skills, it's pretty easy to upskill employees that have a willingness to learn. You can show anyone how to do a hard job, but it's more difficult to demonstrate abstract concepts, such as, common sense, and apply them to people's work ethic.

Consider accepting applicants with fewer bullet points in the education section. Compose your interview questions around problem solving and other applicable power skills.

Get excited about training good employees so that they become great ones.

Use our platform to track employee milestones, promotions, or other on-site skills that keep turnover rates down and your company morale high. These skills are crucial to running a successful business of any kind.



Trend 3 | Employee well-being

You have low standards.

Over two years later and the whole corporate world is still picking up the pieces of their rose-colored glasses, smashed and shattered by the effects of the 2020 coronavirus pandemic.

Seeing through pretty, pink lenses never stopped complaints, but they made turning a blind eye to the unresolved issues in the workplace a bit easier. No one had time to find a new job, nor the financial security to resign until they did. However, when lockdown transformed swivel chairs into couch cushions, many people were forced to re-evaluate decisions regarding their future and career.

While they may have accepted the bare minimum before, employees are now raising the bar when it comes to salary, benefit packages, and their overall wellness.

Some solutions are more obvious than others. If you want a quality performance, you're going to have to pay a premium price. However, not everyone's needs are met with a bonus check. Rewardian is consistently developing and improving our software to encompass more data around employee wellness. We are able to track employee engagement to better understand what motivates employees and their behaviors. Customized benefit packages can improve an employee's quality of life, work, and wellness without an increase in salary.

Offers like remote working access, childcare stipends, and gym memberships are all examples of benefits that create a happier, healthier employee. Since not everyone needs childcare or a gym membership, consider creating customized plans, catered to individual employees.

While you may not be able to appease or impress everyone, the social and emotional benefits of providing specialized care adds substantial and unique value to you, your employees, and your brand.



Trend 4 | Invite constructive criticism

You're a bad listener.

The workforce is only getting younger and Gen-Z has just entered the group chat. This suggests an entirely new set of skills, personalities, and opinions. Trends change every year, but employers should consider prioritizing the wants and needs of these kids if they want to sustain a healthy and successful work environment. The voices of employees from all generations should be valued by the company, however, Gen-Z has a huge influence on the evolution of current social and political movements. Technology is advancing exponentially and Gen-Zers are the frontline pioneers and innovators. They are only ever one Tik-Tok trend away from crashing the stock market.

When used for good, their immense power may save the world. Though the 2020 pandemic altered some previously made predictions, Gen-Z is the most ethnically diverse, best-educated, and most resilient generation to date. Gen-Z is a hard working and hard playing group of individuals. Their previous life experiences have made them adaptable, independent, fun, the Sagittarius of generations, if you will. This makes them a great candidate for Rewardian systems and strategies, like gamification. The system's goal is to get consumers, employees and partners to inspire, collaborate, share and interact with each other.

When your employees feel heard and valued, workplace productivity and efficiency increases.

Finding ways to celebrate with your employees is a great way to show them you value their feedback.