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Recruitment in a Post-Epidemic China: Challenges and Countermeasures

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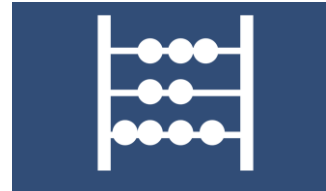
July 2022



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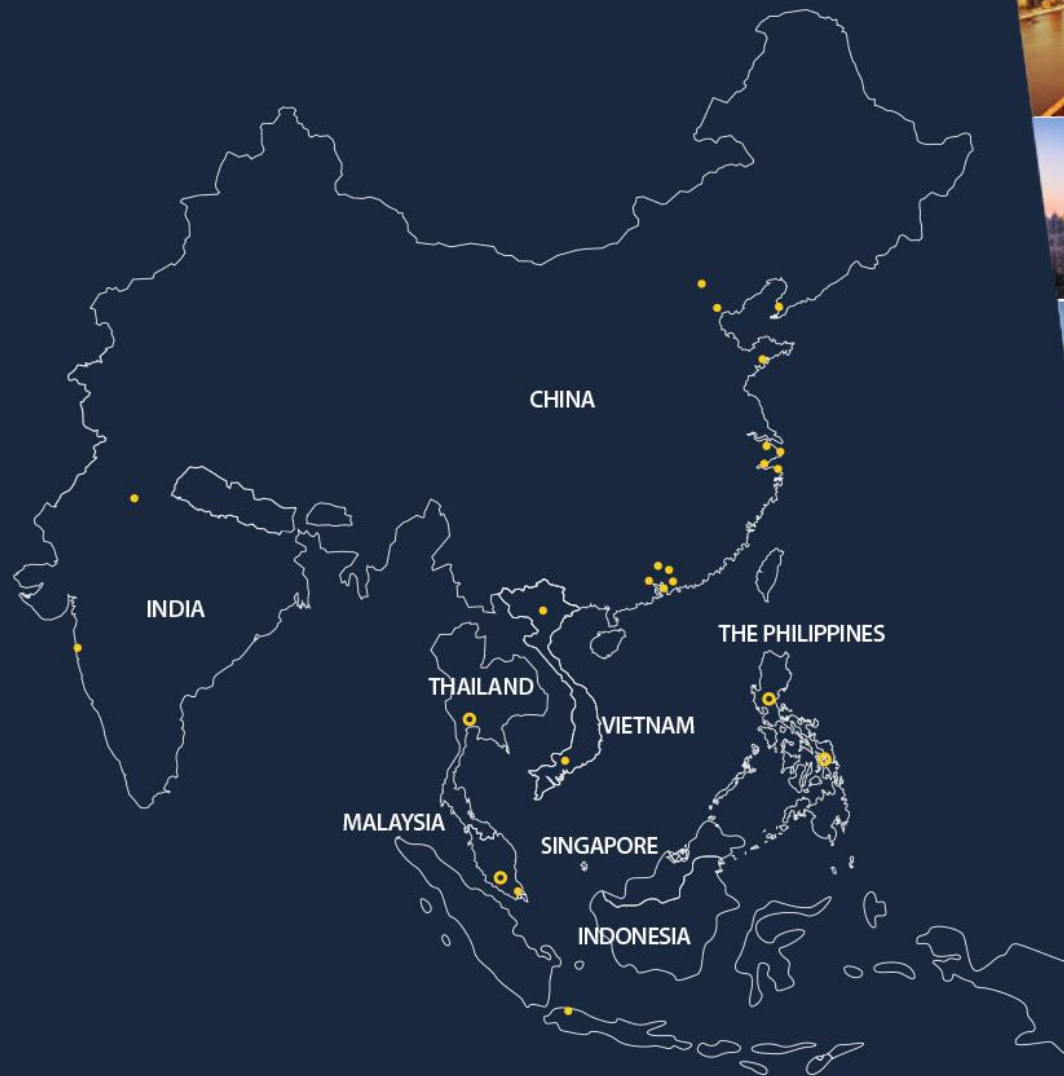


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- 2. Major opportunities of recruitment after the epidemic**
- 3. Countermeasures for navigating recruiting challenges**

The impact of the epidemic on recruitment



What are the major impacts on recruitment since the epidemic?

Indirect impact of recruitment

Employer branding more important

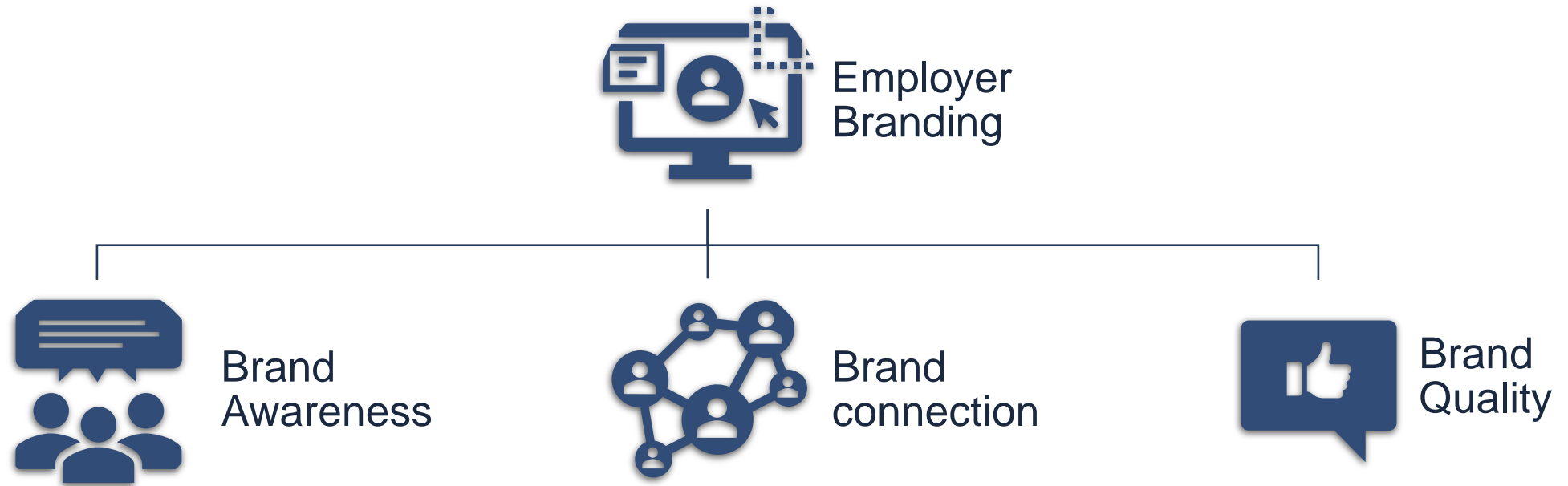
Work remotely becoming normal

Direct impact of recruitment

Traditional recruitment channel outdated

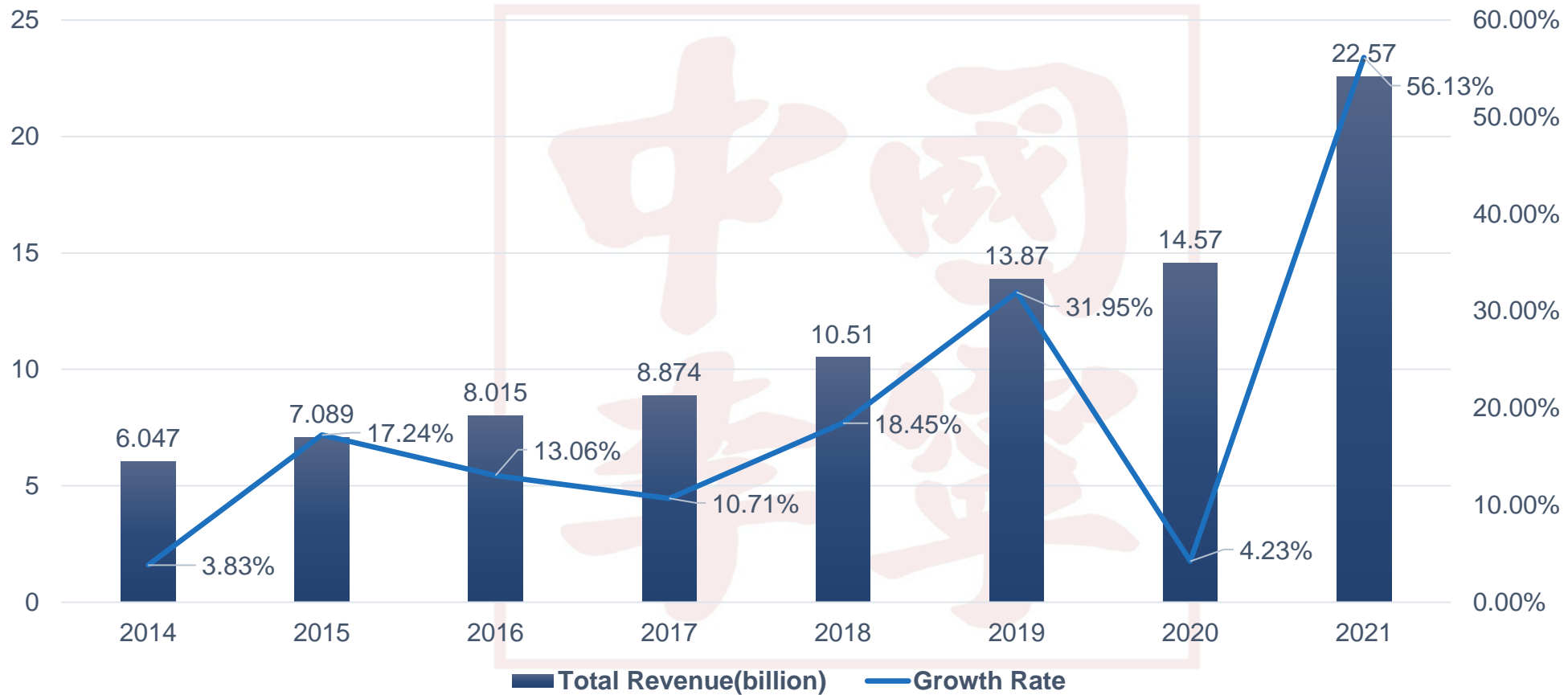
Skills assessment more difficult

What is employer branding? *page 1 of 2*

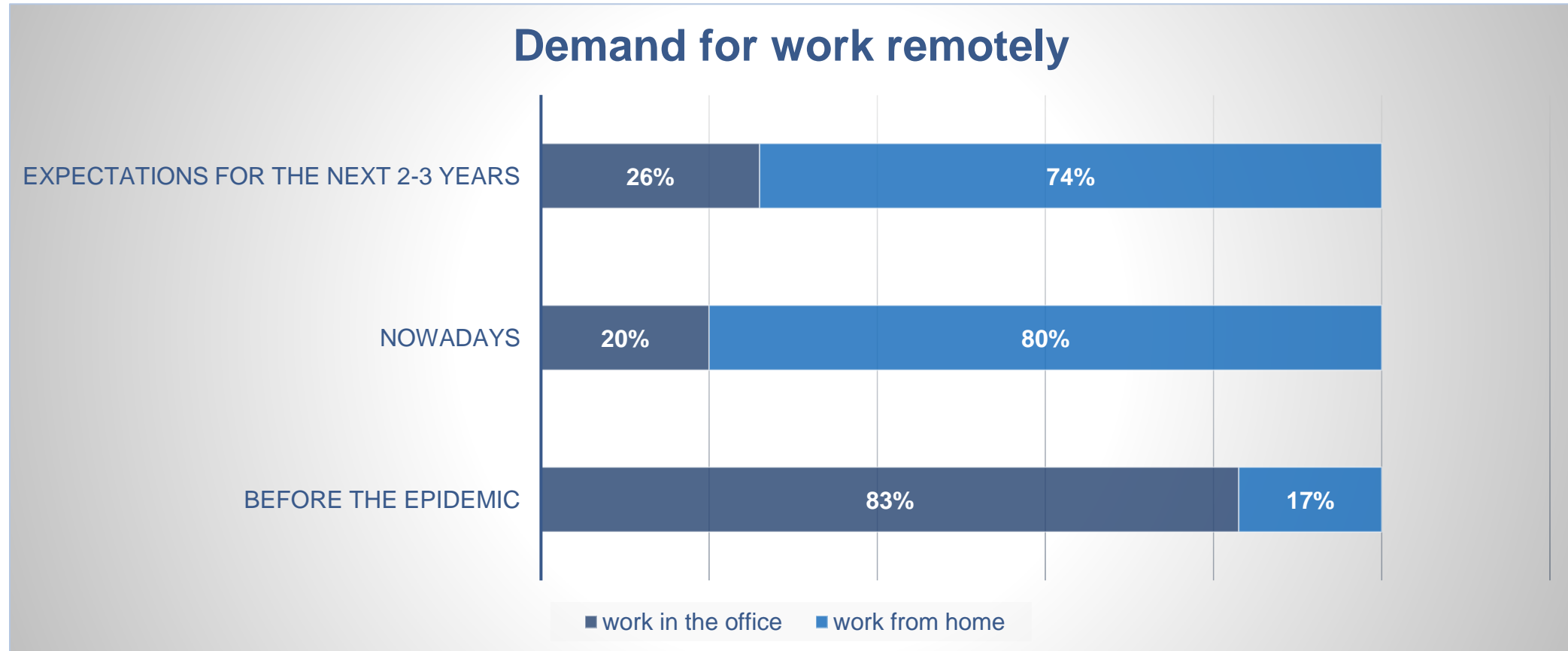


Case 1: Employer branding of Li Ning (2014-2021) *page 2 of 2*

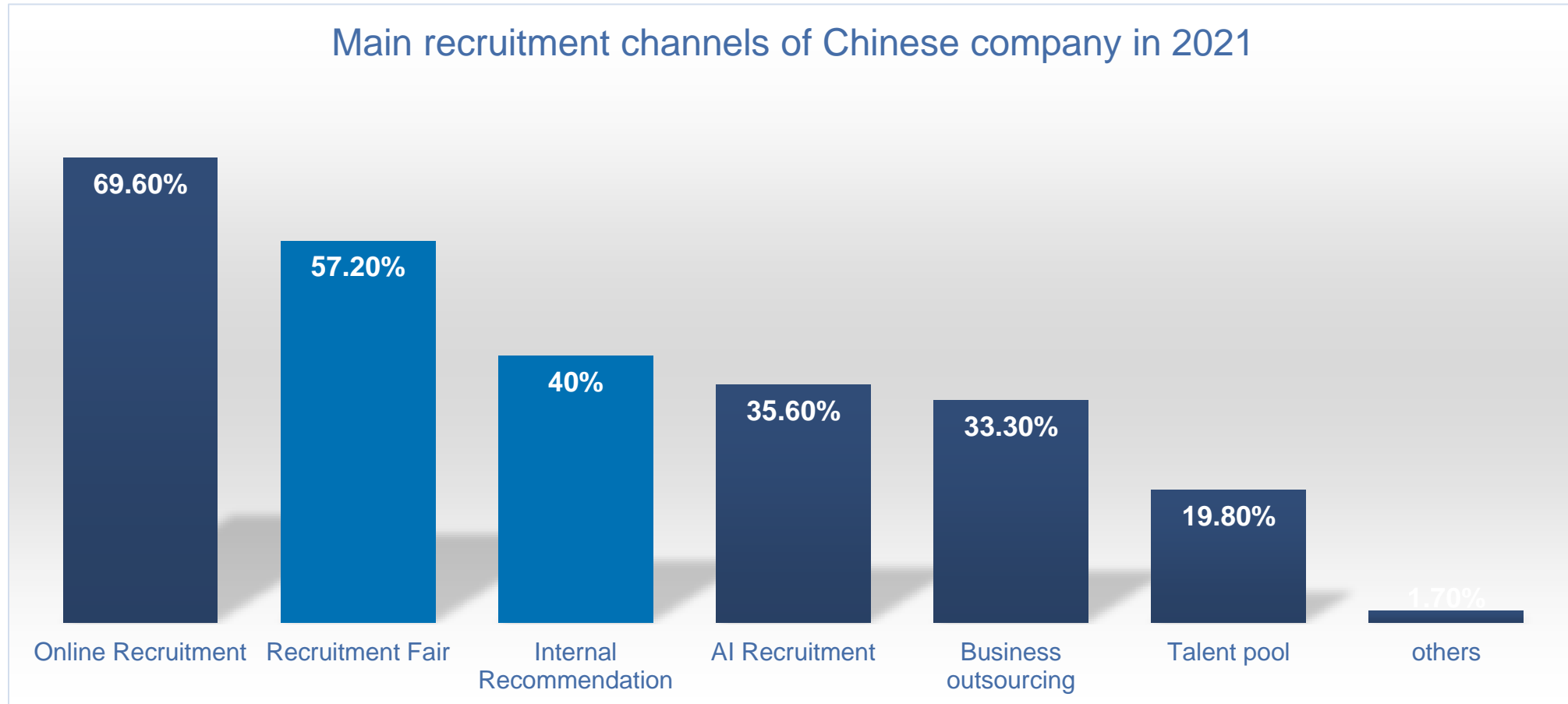
Total Revenue and Growth Rate from 2014-2021



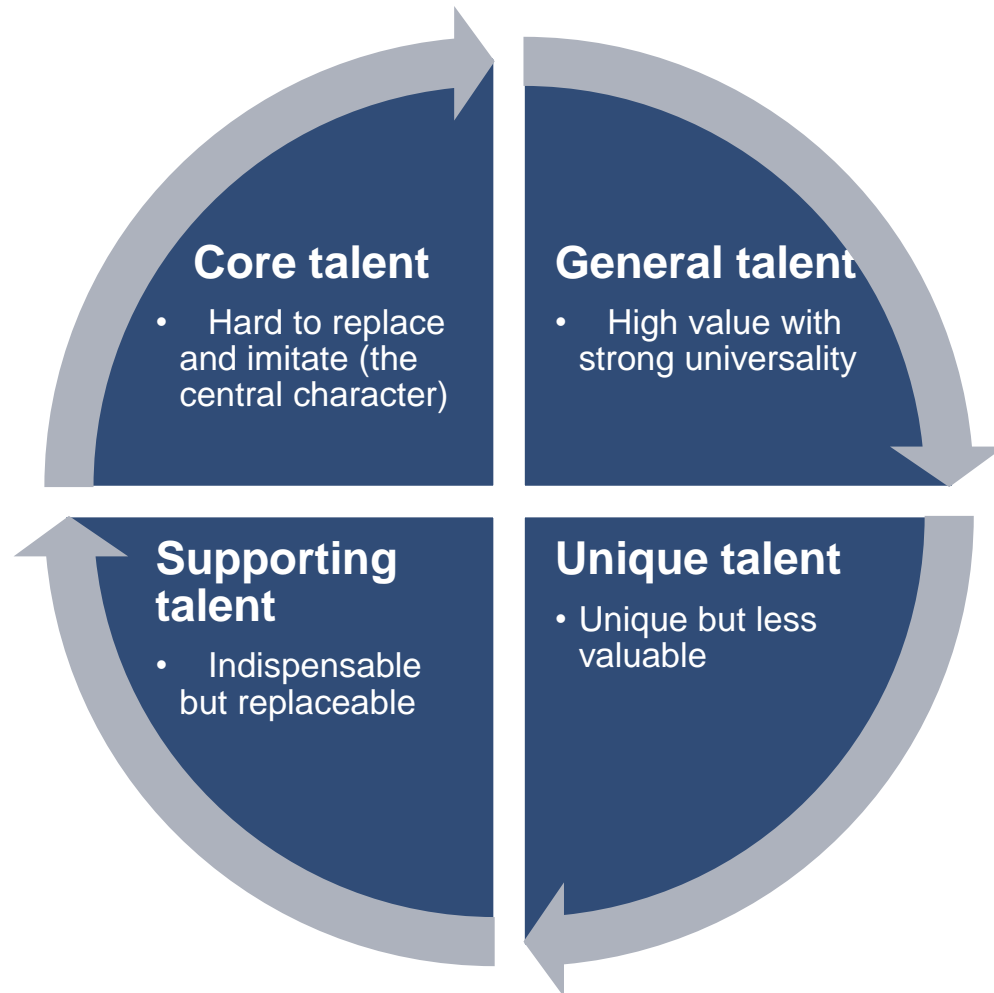
Work remotely becoming normal



Traditional recruitment channels outdated



Skills assessment becoming more difficult



Increased demand on soft skills

- Remote working skills
- Time management
- Self-motivation
- Communication, collaboration, teamwork
- Emotional intelligence

Constrained recruitment process

- No framework for skill-based hiring
- Constrained recruitment time & budget
- Video interviews and virtual interview processes limit the skills assessment

Major opportunities of recruitment after the epidemic



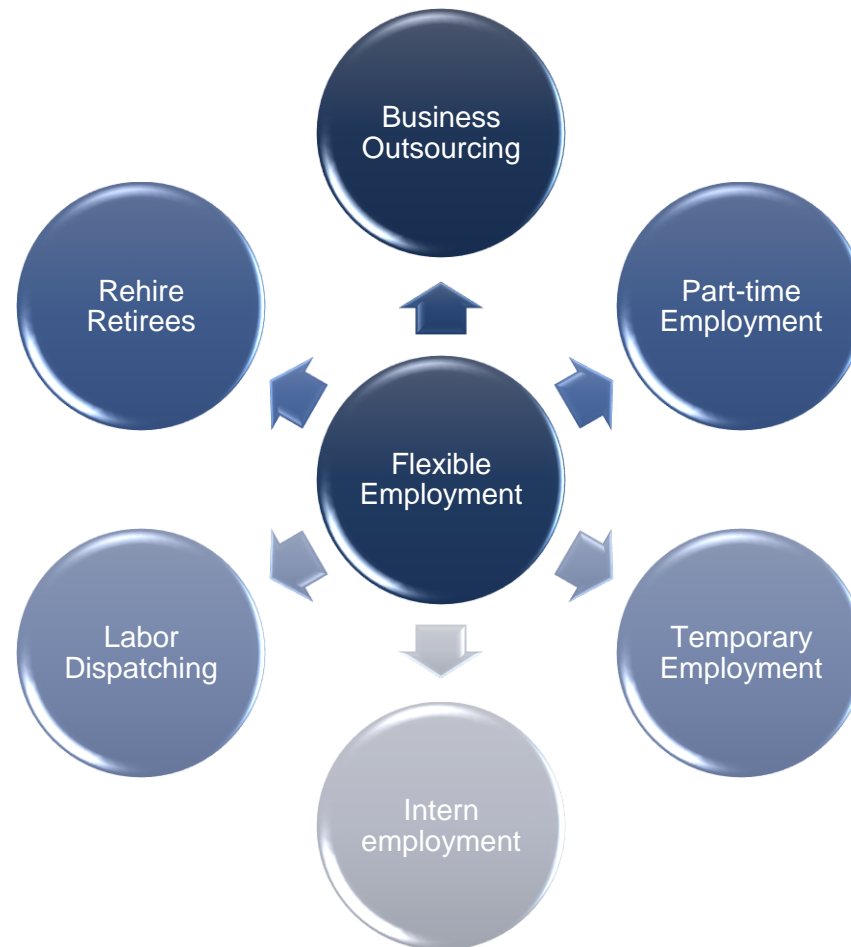
Major opportunities of recruitment after the epidemic

Flexible employment increased tremendously

Location no longer limits the talent pool

Business outsourcing model has been greatly bloomed

Flexible employment increased tremendously *page 1 of 3*

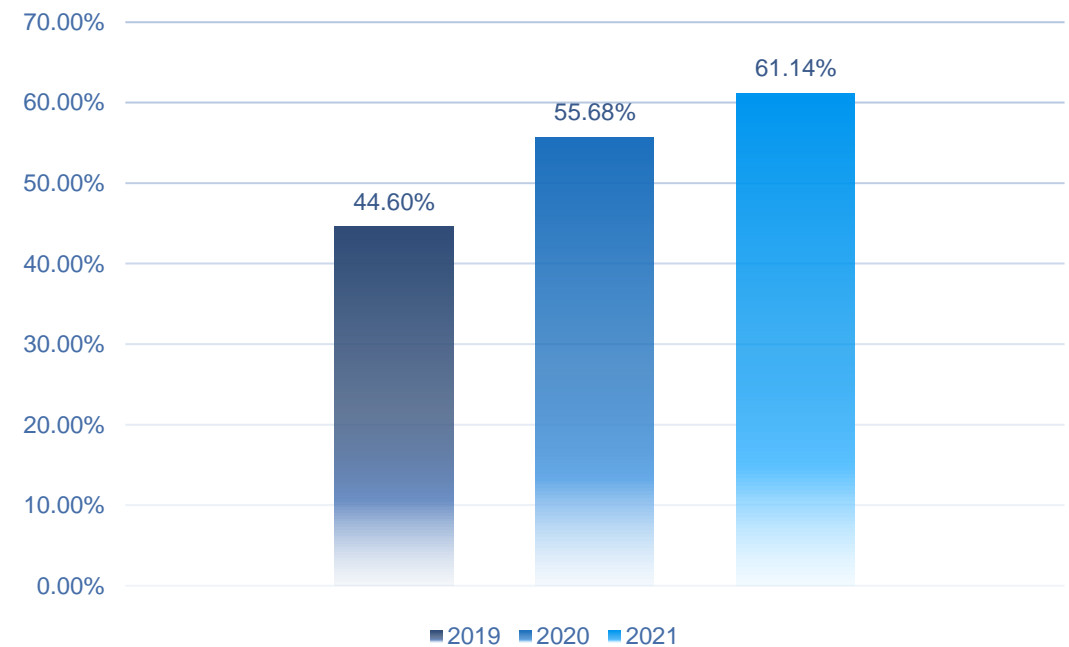


Flexible employment increased tremendously *page 2 of 3*

The number of flexible employment workers in China reached 200 million in 2020



FLEXIBLE EMPLOYMENT RATIO



Flexible employment increased tremendously *page 3 of 3*



- Expanded access to talent
- Decreased overhead
- Reduced turnover
- Increased activity

Location no longer limits the talent pool

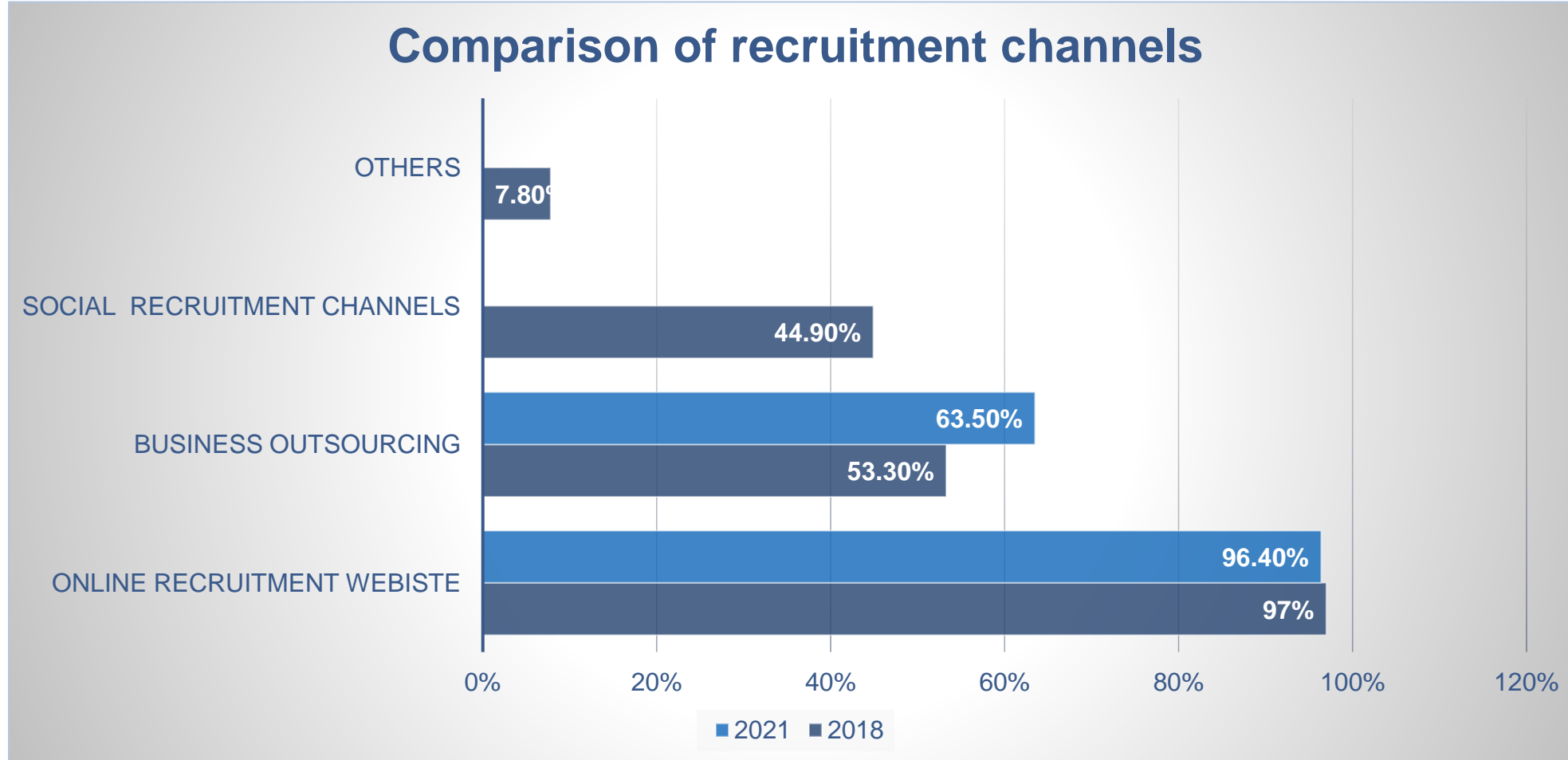
COVID-19 has forced many companies to transfer parts or all of their operations online, proving that location doesn't need to be a limiting factor for many business transactions — including talent recruitment. Where the search for the perfect candidate used to be limited by geography or relocation budgets, now companies have the opportunity to tap into a much bigger talent pool.

Case 2: Expanded talent pool

Britain in July 2020 set up a national office of "talent" is put forward, set up 300 million fund to support all kinds of research and development institutions, open the unlimited "global talent visa", introduced extraordinary talent policies, does not require the applicant to the former have jobs, Jane all the red tape, and to recruit the world's most outstanding scientists, researchers, and entrepreneurs.



Business outsourcing model has been greatly bloomed



An abstract, low-angle photograph of several modern skyscrapers. The buildings are rendered in shades of light blue and white, creating a sense of height and architectural complexity. The perspective is tilted, with the buildings converging towards the top of the frame. The background is a deep, dark blue, which makes the lighter buildings stand out. The overall composition is dynamic and geometric.

Countermeasures for navigating recruiting challenges

What can we do?

Enhance employer branding

Upgrade the traditional recruitment methodology

Talent attraction and retention

How to enhance employer branding? *Page 1 of 2*

4P

01

People

02

Product

03

Position

04

Promotion

How to build employer branding? *Page 2 of 2*

People

- Identify the company's business strategies (short term and long term)
- Assess skills gaps and talent shortages
- Align recruiting strategies with business strategies

Product

- Enhance the incentive policies (supplemental insurance, paid time off, flex time, paid professional development)
- Improve the talent management

Position

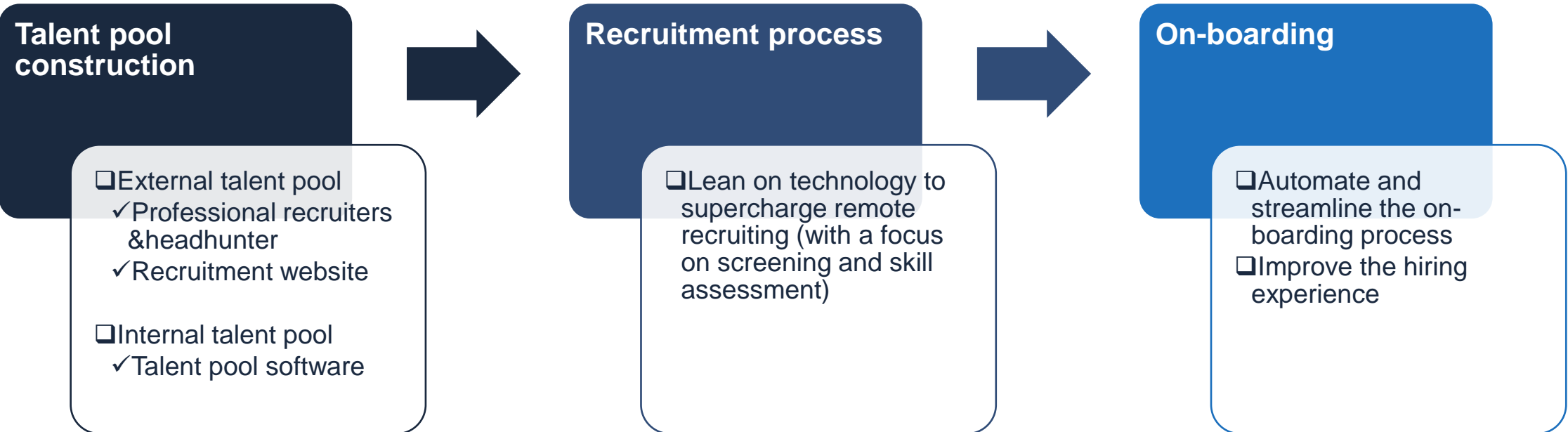
- Pinpoint the employer branding in the market
- Bring into the company's value and culture

Promotion

- External – advertise the company in the market
- Internal – improve the employees wellness

How to upgrade the traditional recruitment methodology? Page 1 of 3

Blockchain

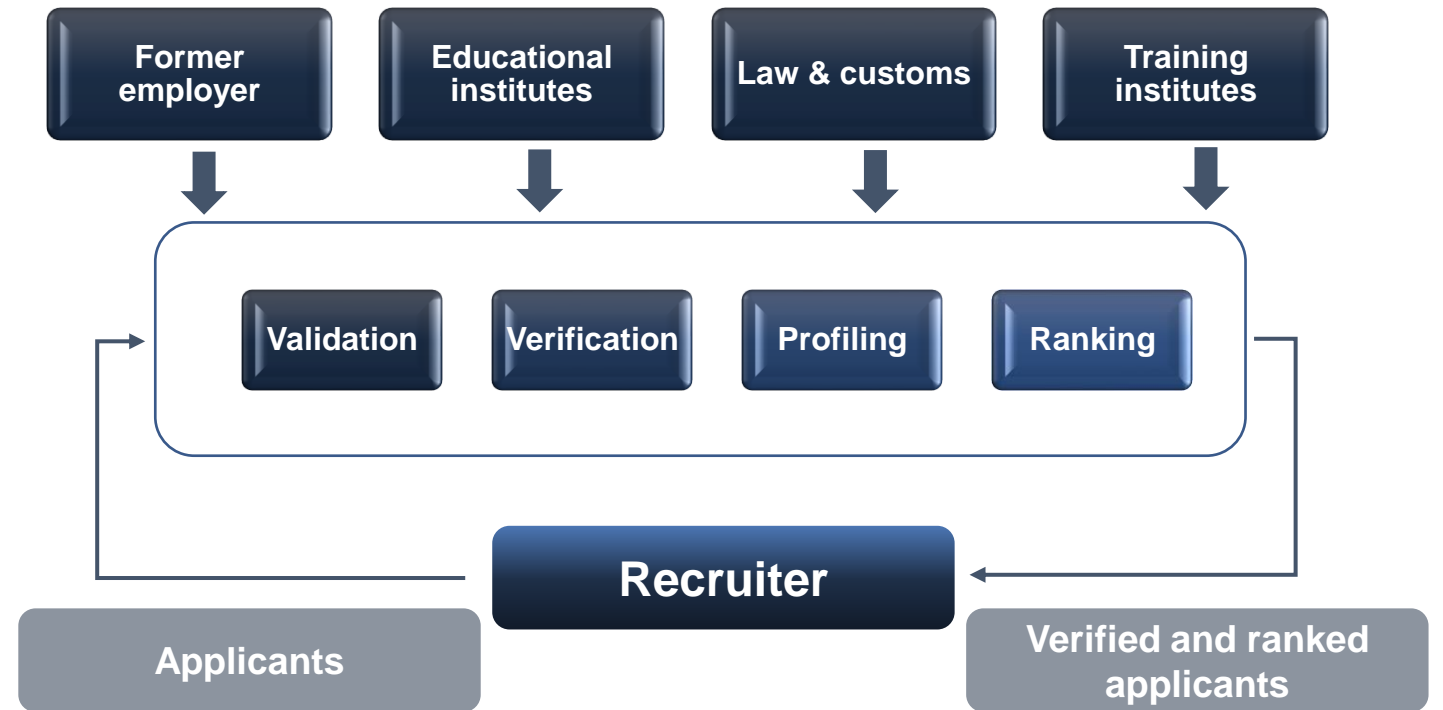


How to upgrade the traditional recruitment methodology? *Page 1 of 3*

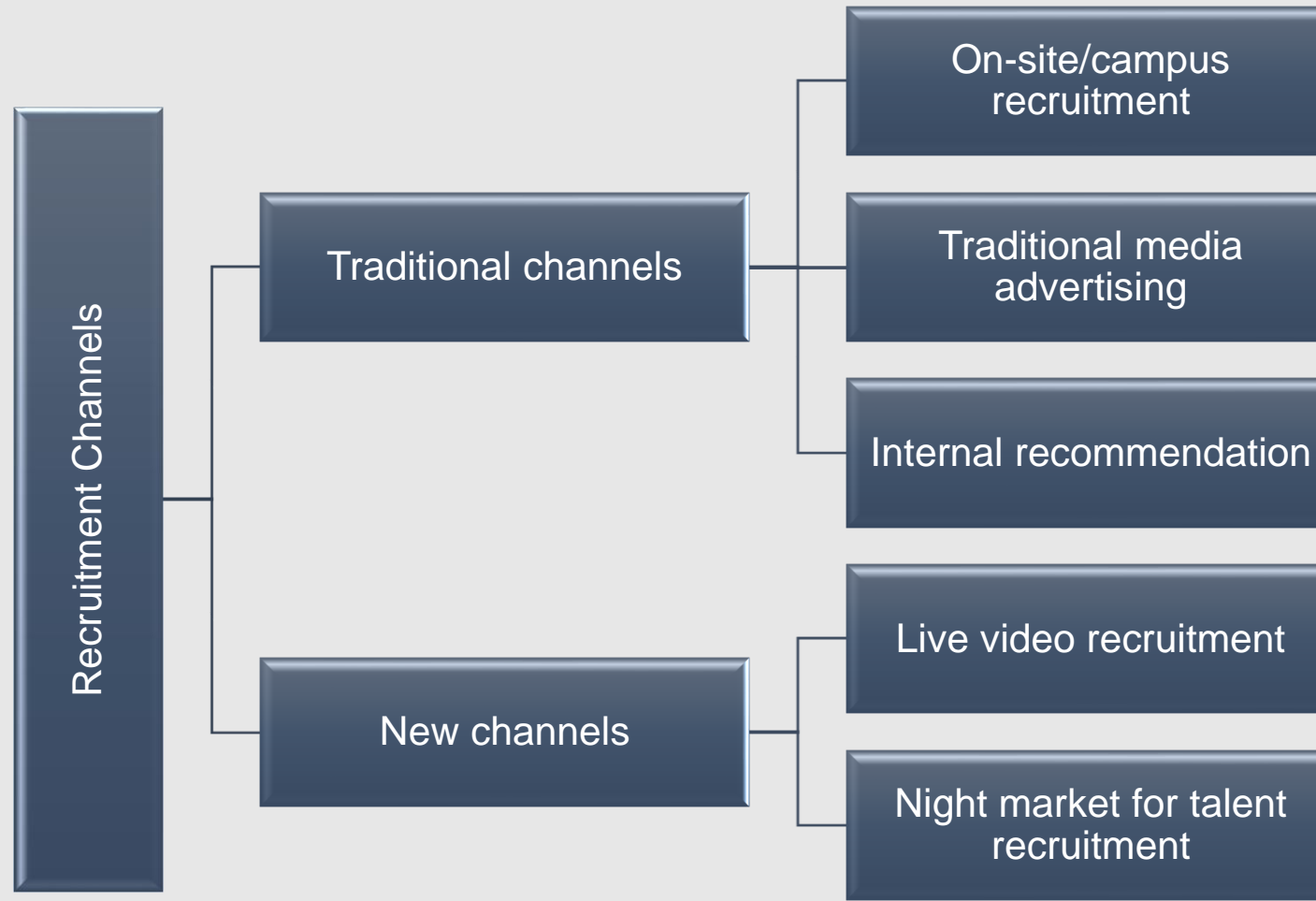
What can the blockchain innovate the recruitment?



Blockchain during recruitment



How to upgrade the traditional recruitment methodology? *Page 3 of 3*



How to attract and retain talent

○ ○ ○ ● ○



Begin by finding the right employees and giving the right salary



Bring company culture across to job seekers



Inform job seekers of career growth opportunities



Demonstrate commitment to diversity, equity, and inclusion



Give regular feedback and set a path for advancement

Publications Resources



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Feel free to contact me after the webinar for a free consultation



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