

Creating a Sustainable Hybrid Workforce Strategy

The Hybrid Workforce is here to stay and requires organizations to rethink their people strategies

The workforce of the future is here

The COVID-19 pandemic has forced a dramatic change to the workplace, and those who predict either the demise of the office or a return to normal will miss the mark. Rather, a **hybrid approach** to the workplace, with a mix of on-site and remote employees, will remain the new standard.



As we continue to manage through the pandemic, we have learned that this approach requires organizations to lead and connect their workforce in different ways, and many organizations have successfully responded to these challenges. For instance, in our research 50% of the organizations we surveyed intended to invest in new technology and 42% planned to modify their real estate footprint to support continued remote work. However, there has been limited opportunity to plan for the longer-term implications related to this new paradigm, particularly as it relates to human capital management – traditional people strategies often may not reflect the different needs and expectations of both remote and on-site workers. Now is the time to proactively manage the major talent and change implications created by this dramatic shift.

Preparing for the shift to a hybrid workforce

When preparing for this transition, organizations must examine four key areas:

Engaging Leadership

How do we...

- ...enable leaders to foster connection & grow their teams?
- ...effectively manage individual and team performance?
- ...genuinely create a culture of inclusion and belonging?

Talent Management

How do we...

- ...identify the right talent for career opportunities?
- ...deliver impactful learning to upskill our workforce?
- ...reward and recognize well to increase productivity?
- ...ensure we maintain equity in our talent practices that allow all of our people to unlock their potential?

The Employee Experience

How do we...

- ...build up our workforce to be more agile and adaptable?
- ...shape the right employee experience?
- ...evolve our technology to support new ways of working?

Agility & Nimbleness

How do we...

- ...know if the organization is ready to make the shift to a new workforce model?
- ...properly and quickly prepare the organization to adopt the change?
- ...integrate the value of agile workforces into our brand – ‘who we are’ and ‘how we operate’?

Once these issues have been thoughtfully considered, organizations must ensure they have the right people, leaders, experiences and tools to effectively manage a hybrid workforce:



The Right People who are skilled, emotionally intelligent, independent and persistent in solving problems and managing difficulties in a hybrid model



The Right Leaders who foster innovation and connection across the team and can cultivate open, candid dialogue around goals, performance and development



The Right Culture and employee experiences that reinforce the new moments that matter to inspire, elevate, connect and remove friction



The Right Technology and Infrastructure that supports the needs of communication, collaboration and frictionless employee experiences

Creating a sustainable hybrid workforce

Once these issues have been addressed, in order to create and maintain a successful, highly engaged hybrid workforce, organizations must ensure they utilize a holistic approach that aligns to the business strategy and reinforces the desired organizational culture and employee experience, with talent programs and HR practices that support the new ways of

working. Using an Agile People Strategy framework to help identify, prioritize and continuously improve upon talent, organizational and HR solutions can help deliver positive business outcomes and enable the desired employee experience – in both traditional and hybrid workforce environments.

KINCENTRIC AGILE PEOPLE STRATEGY FRAMEWORK



The long road ahead

While many organizations successfully transitioned to a remote workforce almost overnight early in the pandemic, the move toward a hybrid workforce model will take some time as vaccines are distributed and the impact of the pandemic eases. Now is the time for organizations to begin planning for the day when employees can return safely to the workplace. HR teams should use this time wisely to help design the processes, policies and culture that will make a hybrid workforce model successful.

ABOUT KINCENTRIC HR AND TALENT ADVISORY SERVICES

Kincentric solutions blend decades of expertise, data-driven insights and powerful technology platforms to shape deliberate strategies that drive meaningful outcomes. Our holistic approach begins with a thoughtful assessment of your organization's strategy, current talent and organizational initiatives, and HR functional readiness. Working closely with you, we will identify the critical talent and organizational priorities, ensure your HR function is prepared to deliver on these priorities, and create a plan to accelerate adoption of a hybrid workforce strategy.

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We're here to help.
To discuss your HR functional readiness, **contact us**.