



7 TALENT MANAGEMENT TRENDS FOR 2021

Introduction

2020 has dramatically changed the landscape for Talent Management. Organizations had to shift their thinking to identify new ways to deliver training and manage employee engagement. The global climate will continue to influence how Talent Management initiatives are identified and prioritized as we enter the new year. We've compiled seven of the most important Talent Management trends we think are worth following in 2021.



1 Employee Rewards Program

The initial allure of working from home is wearing off for many employees. To promote learning and development and boost morale, many organizations are launching eLearning employee rewards programs. Reward programs may consist of collecting points that are redeemable for prizes or earning badges that can be displayed on a user's profile to indicate a ranking or status. Rewards systems are a great way to recognize employees for their continued growth and incentivize them to invest time in their personal and professional development. As goals are achieved, employees can see themselves moving along their career paths and training programs.

TIP



Poll your online learners to gauge their interest on the types of rewards they would like to earn, i.e., company swag, an extra floating vacation day, etc. By offering rewards that users prefer, individuals will be more motivated to complete specific tasks in the Talent Management System.





2 Blended Learning

The emergence of COVID-19 has forced organizations worldwide to rethink and reimagine how they will deliver learning initiatives. Companies are employing a combination of virtual classroom training, self-paced modules, and on-demand resources to convert traditional instructor-led-training. This approach supports self-directed learning while including valuable touchpoints for interaction with instructors and subject matter experts.

TIP



Keep in mind that while you may have been able to accomplish traditional classroom training in two days, virtual classroom sessions should be broken up into shorter segments. Even though the training hours may be the same, allocating more time to complete the curriculum allows for much needed breaks from the screen.



3 Interactive Content

Traditional, static content like PowerPoint templates and PDFs are inherently limited. In many instances, content cannot be updated in real-time, making it a time-consuming and manual process. When you no longer have the advantage of meeting face-to-face with your learners, it is critical that your content encourages better connectivity. Interactive content like flip cards, image carousels, videos, interactive quizzes, and other tools make learning more engaging and memorable. Consider employing these interactive components into your learning strategy to help your employees retain the information effectively.

TIP



To help break up a virtual instructor-led training course, launch a quiz at the halfway point to gauge how employees are understanding and retaining the information being taught. Rather than using a standard multiple-choice format, include interactive components like drag and drop, fill in the blank, and sequencing questions.





4 Curated Content Subscriptions

Instead of relying on a massive catalog of learning courses, companies are investing in curated content packages to provide employees with relevant and timely learning courses. Curated content subscriptions, which can be easily integrated into an organization's learning management system, help employees develop skills while allowing organizations to focus their time on other important learning initiatives and programs. Companies can leverage these subscriptions to help employees stay compliant, take role-based training, and keep up with the latest trends in their industry. These subscriptions also come with an added benefit – ongoing curation ensures that content is current and addresses timely topics.

TIP



Looking to invest in leadership and management training? Consider purchasing a curated content subscription, like Cornerstone's [Content Anytime](#), to help your organization invest in growing employees into leaders.



5 Ongoing Performance Management

Many organizations are using the current landscape to increase the frequency of performance touchpoints. Not only do ongoing, informal check-ins provide recognition at a time of uncertainty, but they rely on up-to-date and future-looking information. When HR managers are making tough decisions and management teams are seeking increased productivity, shorter review timeframes can provide companies with a clearer picture of the business.

TIP



At the end of a long-term project, encourage your direct reports to collect feedback from peers and project team members in the organization to assess how an employee is performing. When feedback and recognition are provided by indirect managers or across departments, previously unknown insights emerge, helping your employees feel valued and motivated.





6 Large Scale Efforts in Microlearning

In light of recent events, many companies have quickly deployed campaigns to promote diversity and inclusion in the workplace. As a result, microlearning, the delivery of bite-sized, laser-focused content, has become a popular technique to educate employees on hot topics such as diversity, inclusion, belonging, and resilience. Unlike long-form content, microlearning makes learning more engaging and improves knowledge retention. It's a popular learning approach because it allows learners to consume content in a short amount of time, and it mirrors the way individuals are already consuming content and videos on popular channels like YouTube.

TIP



Make new microlearning content readily available on the welcome page of your learning management system, so employees can easily find and consume the content. Creating a schedule to spotlight different microlearning ensures that your welcome page always has fresh content.



7 New Recruiting Communications

Email is not the be-all, end-all channel that recruiters should use to communicate with potential candidates. Outside of traditional channels like phone calls and emails, many applicant tracking systems now have SMS capabilities to communicate with candidates, whether it's to remind them about an upcoming interview or to inform them about their current job status. These timely reminders can help candidates progress through the recruiting process more quickly and efficiently. In addition, Talent Management Systems are piloting chat-based messaging to interact with candidates in a real-time format.

TIP



When sending a communication via text, don't assume that a candidate knows who you are. Make sure that you include pertinent information such as your name, company name, and the role the person has applied for in every SMS message.



ABOUT EDUCE GROUP

Educe Group is a consulting services firm that implements and manages the technologies that enable an organization's people to learn, collaborate, achieve, and be rewarded in the workplace. From technology strategy and vendor selection, to software implementations, managed solutions, and web-based content development, Educe Group has earned a reputation for developing longstanding client relationships based on candid advice and consistent delivery.



educegroup.com



info@educegroup.com



(301) 215-7370

