



BRAZILIAN CHAMBER OF COMMERCE IN GREAT BRITAIN – TRENDS ON TALENT LANDSCAPE



April 2021

Trends on Talent landscape:

- **Just a reminder: in UK, perfect English is a requirement. :))**
- **Virtual is now the norm; yet the impact of Covid-19 combined with global movements for equality and diversity means that change is still happening apace. What would have taken years to achieve has happened in a few short months. Business should look closely at recruitment, onboarding, talent management and employee retention programmes to ensure they can keep pace, making effective use of technology to send all the right messages inside and outside the business. (LondonLovesBusiness Mar 23rd, 2021).**
- **Shift to omnichannel in B2B and B2C led by digital shopping. New go to market: in-person, remote and digital self-service interactions in equal measures.**
- **Covid: 1/4 of Corporate Women in American thinking on leaving their jobs. 77% of men think they share the load at home equally, while just 40% of women agree.**
- **Companies demanding better bosses: mindful, emphatic, self aware. Servant leader. 75% of Americans say that “their boss is the most stressful part of their workday”. So: be kind, be thankful, be positive, be well.**
- **Agile executives to accelerate innovation and change.**
- **DE&I – Diversity, equality and inclusion: gender, ethnicity. Being from Brazil can be a plus.**



More disruptive business environment



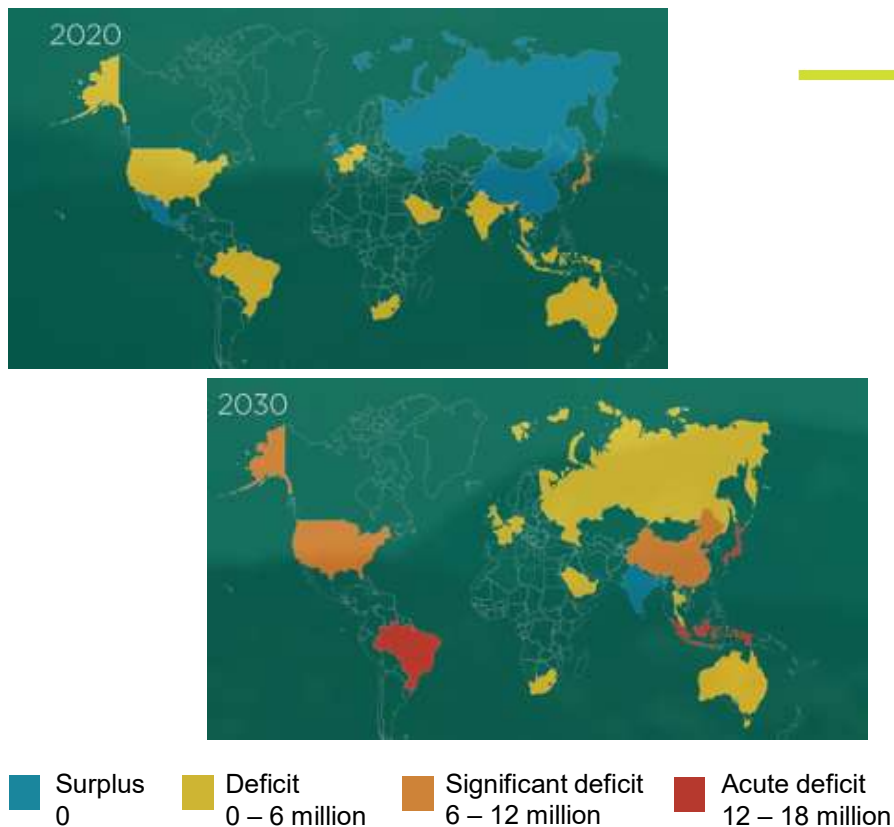
Key implications

- Prepare for faster adaptation. Be curious.
- Increase your ability to master even higher complexity and ambiguity
- Get clarity on rapidly changing roles and skills requirements
- Review your leadership “readiness” – self assessment vs peers
- Drive AAA – Alignment, Accountability & Action on everything you do.

Source: Roland Berger, BCG



Increasing structural scarcity of critical talent



Key implications

- Develop a clear understanding of skills & capability gaps (e.g. omnichannel, analytical, e-&q-commerce, leadership ...)
- Attract and retain key talents by understanding & meeting their needs
- Re-shape sales/marketing/operations... careers, develop people actively to unlock their full-potential faster
- Connect the “new” and the “old” world by advancing in the organizational context
- How to be ready for that? Training oneself. Do not wait for someone to tell you what training to do. Be a “ready now”.



THANK YOU

