

## Knowing the Job Market Future

As those of you who have been following my articles, you know that I'm constantly checking [www.shrm.org](http://www.shrm.org) (Society of Human Resource Management or SHRM) for the latest issues and concerns from the HR perspective. Every administration change, whether national or in the state house, there will be changes that impact HR practices. Market conditions are one of the other internal factors that influence business decisions. Thus, I'm constantly checking the SHRM site as well as local and other sites for current trends.

I found an interesting article titled "SHRM Research Delves Into State of the Workplace" by Kathy Gurchiek (June 21, 2024, [www.shrm.org](http://www.shrm.org)). This article highlighted findings presented at the SHRM Annual Conference and Expo (SHRM 2024) in June. So, here are some points that were perspectives from the HR side. You can understand how HR is approaching the challenges that they are facing as they navigate the business.

- Employee morale and engagement continues to be a significant challenge. The goal is to create "civil and respectful" workplaces. This impacts employee performance in so many ways.
- Recruitment and retention on also competing for the top spots on the priority list. Current employees continue to look outside the organization for opportunities.
- On the flipside, the HR costs of doing business are rising in a time when pressure continues to reduce costs. Finding options through technology, etc. to allow for staff reduction in HR continues.

The solutions to be considered during this discussion along with my thoughts.

- Compensation continues to be a critical conversation point for both recruiting new employees and for retaining the current staff. When you are interviewing for a position, remember the "R" word – research. Know the market and know the company. You will then be in a better position to negotiate.
- The labor market continues to be a challenge. There is lots of discussion over the value (or not) of diversity and inclusion. The market is answering this as HR is still looking at other "labor pools" for talent. Use that to your advantage. Your experiences and knowledge coupled with the resourcefulness and flexibility make you a viable option to their traditional hiring pools.
- They are also focusing on how to make their workplace more engaging for the employee. This can be with schedule flexibility, improving workplace policies, training opportunities, just to mention a few.

Your job in the recruiting process is to understand the prospective employer and show them what you are bringing to the workplace that will meet their goals. You are selling yourself to the folks you meet. Understand where they are coming from. Research the company. Understand their goals and needs. Explain how you can be an asset to their success.

Best wishes.

*Kitty*

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