

# 4 Workplace Trends For 2022 >>

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# Employer Branding is Key

Beyond a pay package, candidates will be evaluating the organisation's mission, sustainability practices, benefits and culture. A company's social media and online presence will need to effectively communicate its brand values to be holistic and progressive.





# Remote Working is Here to Stay

Organisations that want to attract the best talents will be offering remote options, flexible work practices, and hybrid schemes as a matter of course. These options also open opportunities for a broader and more diverse range of candidates.



# Emphasis on Diversity and Inclusion

With progress in social justice and a more socially aware workforce, a company's diversity and inclusion initiatives will be a crucial point of consideration for candidates.





# Evolving types of work

The growth in remote working has also spurred a trend for contract and project work as people want flexibility in how and where they work. In addition, there will be an emphasis on digital skills that have become essential in this era of remote work.

