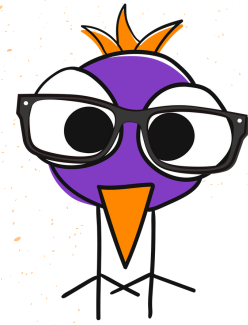


# 2025 Tips and Trends

## For Employers

### What You Need to Know



#### Introduction

It's 2025, and the landscape of hiring is undergoing rapid changes. Employers, particularly those running small to mid-sized businesses, must adapt to stay competitive. Whether you're looking to expand your team, hire specialized talent, or retain your current workforce, understanding the key trends shaping recruitment in this year will help you make informed decisions, and attract top talent.

Here's a deep dive into the recruitment trends you need to know, along with helpful strategies for finding the right candidates and building a team that supports your long-term growth.

#### The Job Market: The Challenges and Opportunities for Employers

In 2025, the labor market is expected to remain competitive, with a few notable shifts affecting hiring strategies for small and mid-sized businesses.

- **Demand for Skilled Talent:** While unemployment rates will remain low (around 3.5% to 4.5% globally), the demand for skilled talent will be higher than ever. Companies in fields like technology, healthcare, e-commerce, and green energy will compete fiercely for candidates with the right technical and soft skills.
- **Talent Shortages:** Small to mid-sized businesses may find themselves struggling to compete with larger corporations offering bigger budgets and more extensive benefits packages. However, there is a silver lining. Businesses that can offer flexibility, a positive company culture, and opportunities for growth are still well-positioned to attract top talent—especially younger generations looking for purpose-driven work.

**Tip for Small Businesses:** To stand out in a competitive market, consider highlighting your company's flexibility, growth opportunities, and close-knit team culture. These factors are particularly attractive to younger workers who may prioritize work-life balance and career development over higher salaries.

## Remote, Hybrid, or Onsite? Adapting to Work Model Preferences

The future of work is still in flux, and small businesses need to assess how their hiring strategies align with employee preferences for remote, hybrid, or onsite work.

- **Remote Work:** While the demand for fully remote roles may not be as overwhelming as during the height of the pandemic, many employees in tech, marketing, and creative fields still prefer remote work. Small businesses should consider offering remote or hybrid opportunities, even if it's on a flexible basis, to attract a broader pool of talent.
- **Hybrid Work:** The hybrid model is expected to be the dominant choice in 2025, offering employees the flexibility to work from home while maintaining some in-person connection with their teams. This model works well for small businesses with physical office space but also allows you to tap into talent from broader geographic areas.
- **Onsite Roles:** There will always be a need for onsite employees in industries like manufacturing, healthcare, and retail. For smaller businesses in these sectors, the key to attracting talent will be offering a positive work environment, competitive pay, and a clear career path.

**Tip for Small Businesses:** Offering flexible hybrid options or remote-first policies can give your organization a competitive edge when recruiting, especially when talent may be spread out across regions. However, be sure to make your company's expectations clear—whether fully onsite or hybrid—to avoid potential confusion during the interview process.

## The Importance of Retention: Keeping Your Talent

Attracting top talent is just the first step. This year, employee retention will be just as important, particularly for smaller businesses looking to avoid the cost and disruption of turnover.

- **Employee Engagement:** Foster a strong company culture by engaging employees with regular feedback, recognition, and opportunities for growth. Employees are more likely to stay with a company that invests in their success.
- **Work-Life Balance:** As the demand for flexible work grows, providing a healthy work-life balance will be key to retaining employees. Make sure your team feels supported in both their professional and personal lives.

**Tip for Small Businesses:** Implement employee feedback loops, recognition programs, and clear development paths to retain your talent and keep them engaged long-term.

## DEI: A Top Priority for Hiring in 2025

Diversity, Equity, and Inclusion (DEI) will continue to be a critical focus for employers this year. Small businesses that prioritize DEI initiatives and foster inclusive cultures will not only see improved employee engagement but also attract a wider talent pool.

- **Inclusive Hiring Practices:** Implementing more inclusive hiring practices is essential. This means rethinking traditional hiring methods that may unintentionally overlook qualified candidates from underrepresented backgrounds. Consider using blind recruitment, diversity-focused job boards, and revised interview techniques to make the process more inclusive.
- **Workplace Culture:** Candidates are increasingly looking for workplaces where they feel valued and supported. DEI efforts should go beyond hiring and extend to creating a workplace culture that champions diversity, equity, and inclusion at every level.

**Tip for Small Businesses:** Start small by committing to diverse hiring panels, offering unconscious bias training, and ensuring your company values reflect an inclusive work culture. These steps don't require significant investment but can make a big difference in attracting a diverse talent pool.

## Recruitment Technology: Tools to Help

While large companies may have the budget for expansive recruitment teams, small businesses can still leverage recruitment technology to streamline their hiring process and compete for top talent.

- **Applicant Tracking Systems (ATS):** Small businesses might benefit from investing in an ATS to organize, track, and manage candidates. These systems can save time by automating candidate sourcing, resume screening, and interview scheduling, making the process more efficient.
- **AI-Powered Recruitment Tools:** AI tools are becoming increasingly popular for screening resumes, analyzing skills, and even conducting initial video interviews. Using AI can help small businesses scale their hiring efforts while ensuring they're targeting the right candidates for their roles.
- **Job Matching Platforms:** Platforms that use AI to match candidates with roles based on skills, experiences, and interests are growing in popularity. These platforms can help small businesses reduce time-to-hire and ensure they're reaching the most qualified candidates.

**Tip for Small Businesses:** Embrace the automation and AI tools available to make your hiring process more efficient. There are plenty of affordable tools that can help you keep pace with larger competitors without breaking the bank. If that's not your thing, just call us, and the Little Birdy team will handle this for you.

## Salary Expectations and Benefits: What Candidates Want

In 2025, salary expectations will continue to be a critical factor in attracting candidates, but non-monetary benefits are playing an increasingly important role.

- **Competitive Salaries:** Small businesses must offer competitive salaries to stay attractive, but they don't always have to match the highest-paying companies. Look for creative ways to offer equitable pay that aligns with industry standards and your financial capabilities.
- **Flexible Benefits:** Offering benefits that align with employees' needs, such as mental health support, parental leave, and wellness programs, can help small businesses remain competitive in attracting and retaining talent.
- **Career Development:** Candidates want to work for companies that provide clear career growth opportunities. Offering training programs, mentorship, and opportunities for advancement will help you stand out as an employer of choice.

**Tip for Small Businesses:** If you can't compete on salary alone, make up for it by offering unique benefits that resonate with your target employees, such as flexible schedules, remote work options, and clear career paths.

## Conclusion: Navigating the Hiring Landscape

The job market in 2025 will be competitive, but small and mid-sized businesses can thrive by adapting to evolving recruitment trends. Offering flexibility, prioritizing diversity, leveraging technology, and focusing on employee engagement will all be essential in attracting and retaining top talent. By embracing these changes and adjusting your hiring strategies accordingly, you'll position your business to succeed in the coming year and beyond. And, remember, the Little Birdy team is here to help you! Please get in touch to learn more about how we can support your hiring journey this year.

# littlebirdy®