

CORONAVIRUS: HOW THE WORLD OF WORK MAY CHANGE FOREVER



«Coronavirus is like money: having penetrated a person, it immediately begins to look for a new victim.»

Presentation plan:

- 1) General changes - the attitude of employees, offices, changes in the labor exchange and the demand for professions
- 2) How has the coronavirus affected working relationships, employment in individual countries
- 3) Who will be the leader in demand and employment after the coronavirus and who was it
- 4) A brief conclusion - what did the coronavirus do in the field of work and in related components



To understand how the COVID-19 pandemic has affected the labor market, the city is working.ru compared the number of remote work offers for March 1 and 24 – also by field of activity.

The biggest changes have occurred in the areas of:

Science, education – the number of remote work offers has increased 23 times

Internet, telecom, IT – remote work is now offered 10.2 times more often

Art, entertainment, mass media – the demand for remote workers has grown 10 times

Security – 7 times more vacancies with the offer of remote work

Marketing, advertising, PR – the number of remote work offers has increased 5 times

Jurisprudence – the demand for remote workers has increased 4 times

Banks, investments – remote work is now offered 4 times more often.



Спрос в профессиональных сферах

Динамика вакансий в России в проф.сферах в июне 2020 по сравнению с февралем 2020



Динамика вакансий в России, Москве, Санкт-Петербурге и регионах в феврале-июне 2020

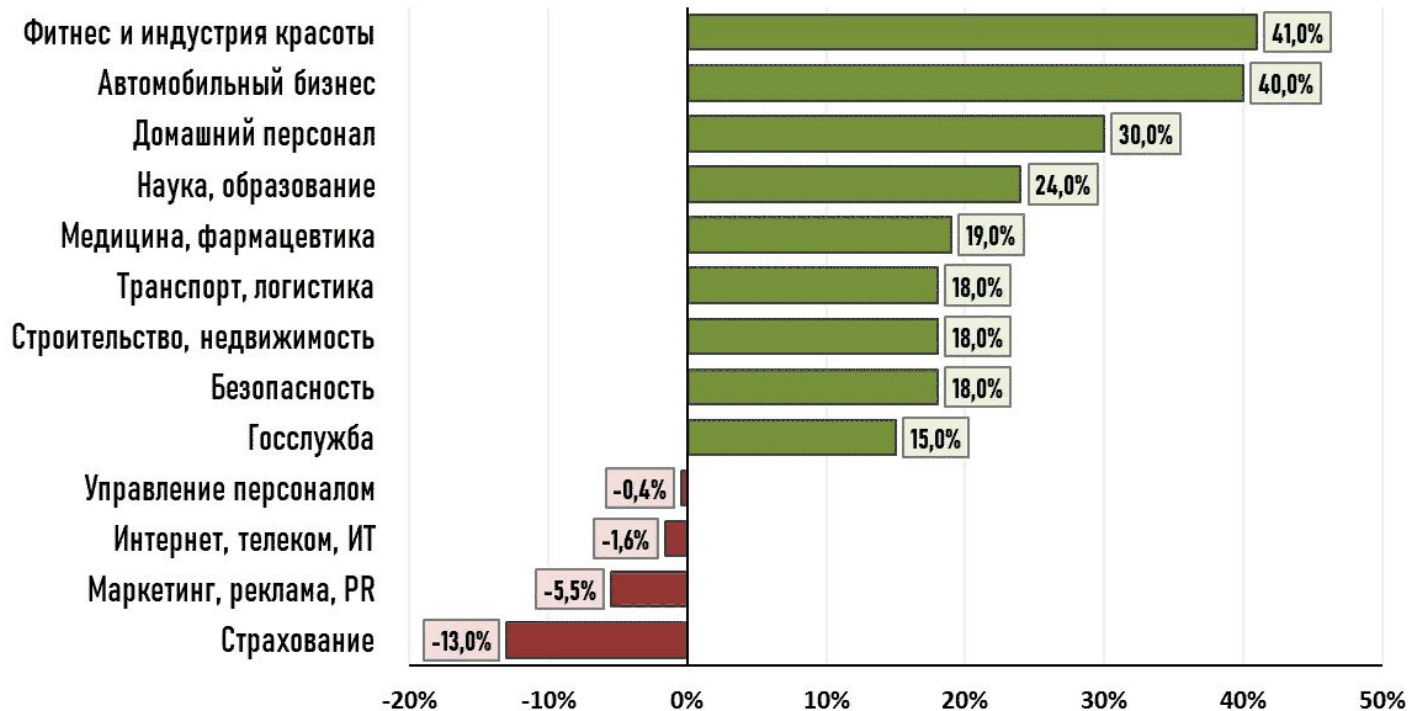
За ноль приняты показатели февраля 2020 года



Наиболее пострадавшие сферы



Изменение числа вакансий за март 2020 года



ИЗМЕНЕНИЯ РЫНКА ТРУДА ПРИ КОРОНАВИРУСЕ

Какие профессии пострадают от коронавируса?



Представители туриндустрии



Работники авиакомпаний



Официанты, бармены



Специалисты фитнес-отрасли



Продавцы-консультанты



Работники театров, музеев

Какие профессии будут востребованы?



Специалисты сферы продаж



Маркетологи



Дизайнеры



Программисты



Специалисты PR



SMM менеджеры



Копирайтеры



Онлайн-преподаватели



Займи Срочно



All those categories of professions that made our stay in public places as comfortable as possible.

And, of course, representatives of IT, Internet, telecommunications, marketing, advertising, PR, sales, insurance, mass media, education, recruitment, accounting, art, as well as some employees performing administrative functions can work remotely in the current realities.

But the most important thing that many should prepare for is to the influx of job seekers in the labor market. According to experts, many enterprises will not be able to return to work after quarantine, therefore, their employees will be forced to look for new jobs. First of all, we are talking about small business enterprises - cafes, small non-food stores. These organizations, unlike their fellow networkers, most often do not have a "safety cushion", so even one non-working week can be fatal for them.



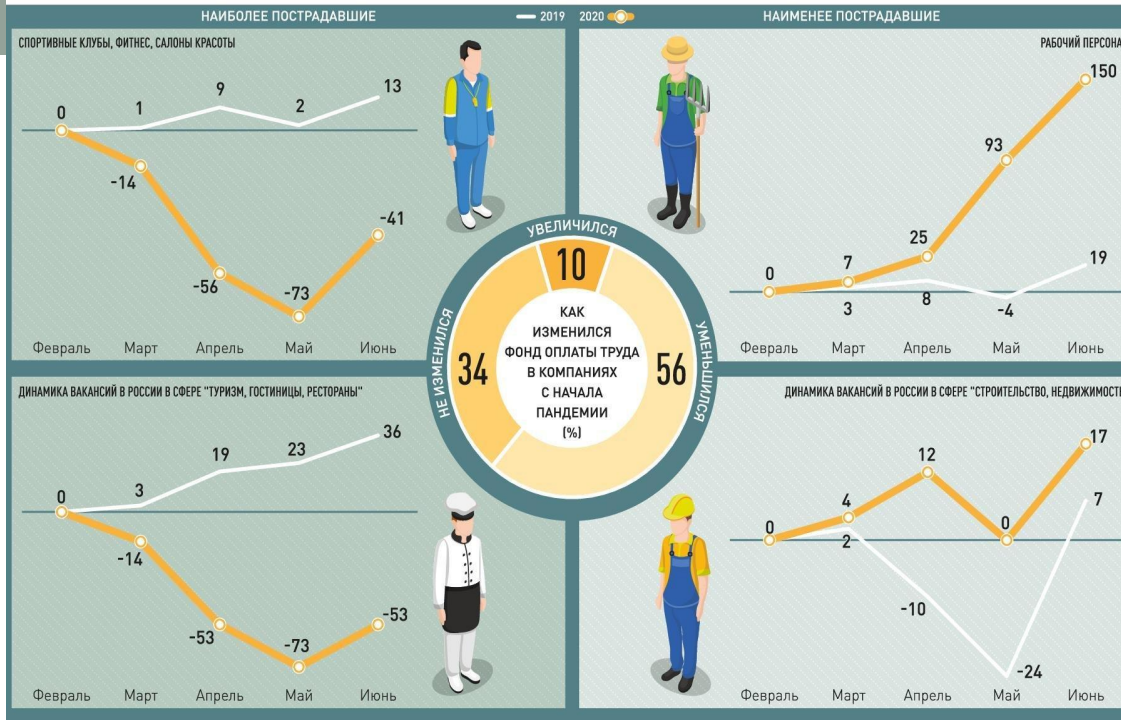
BCG experts analyzed the impact of the coronavirus pandemic on the labor market. The study took place between October and early December 2020. Experts interviewed more than 200 thousand people from 190 countries of the world. According to the results of the study, it turned out that as a result of the pandemic, about 36% of employees were fired or their working day was reduced, nothing changed for 50% of employees, on the contrary, the number of work increased for 14%. The situation hurt the most in two categories: the lowest-skilled employees and young people under 20 years of age. About 40% of them were dismissed. About half had no primary education.

Статистика коронавируса в мире на 30 марта



For comparison, no more than 25% of doctors of sciences lost their jobs. BCG experts also identified areas where the cuts were massive. It turned out that representatives of the spheres of art, sales, media and light industry were more likely than others to be out of work. Specialists from the fields of healthcare, science, IT and technology, on the contrary, were fired less often than others.



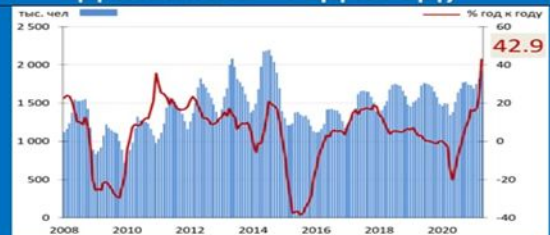


Показатели рынка труда

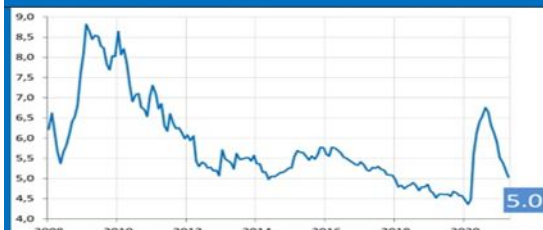
Количество безработных и норма безработицы



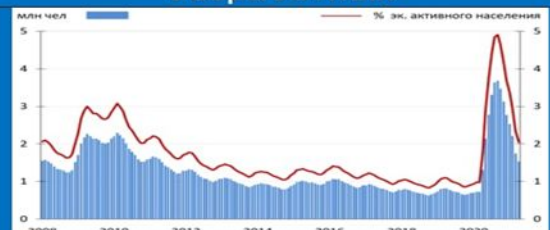
Потребность в рабочей силе и динамика «год к году»

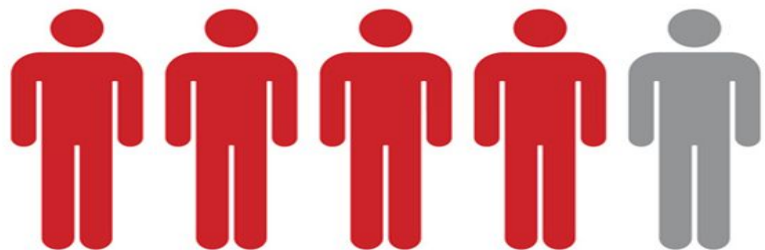


Норма безработицы, с устранением сезонности, %



Количество официально зарегистрированных безработных





**4 ИЗ 5 РАБОТНИКОВ В МИРЕ СТРАДАЮТ
ОТ МЕР КАРАНТИНА**

**2 700 000 000
человек**

БОЛЬШЕ ВСЕХ ТЕРЯЮТ

(потеря работы, дохода, перемещение рабочей силы, бедность)

торговля		481 951 000 чел.		13 670 000 чел.
производство		463 091 000 чел.		10 067 000 чел.
недвижимость, административная деятельность		156 878 000 чел.		3 827 000 чел.
гостиницы и общепит		143 661 000 чел.		1 722 000 чел.
ИТОГО		1 245 581 000 чел.		27 286 000 чел.

40% всех работников
55% из них не имеют социальной защиты

41% работающих без учета малого бизнеса и неформального сектора

начало 2020 г. июль 2020 г.*

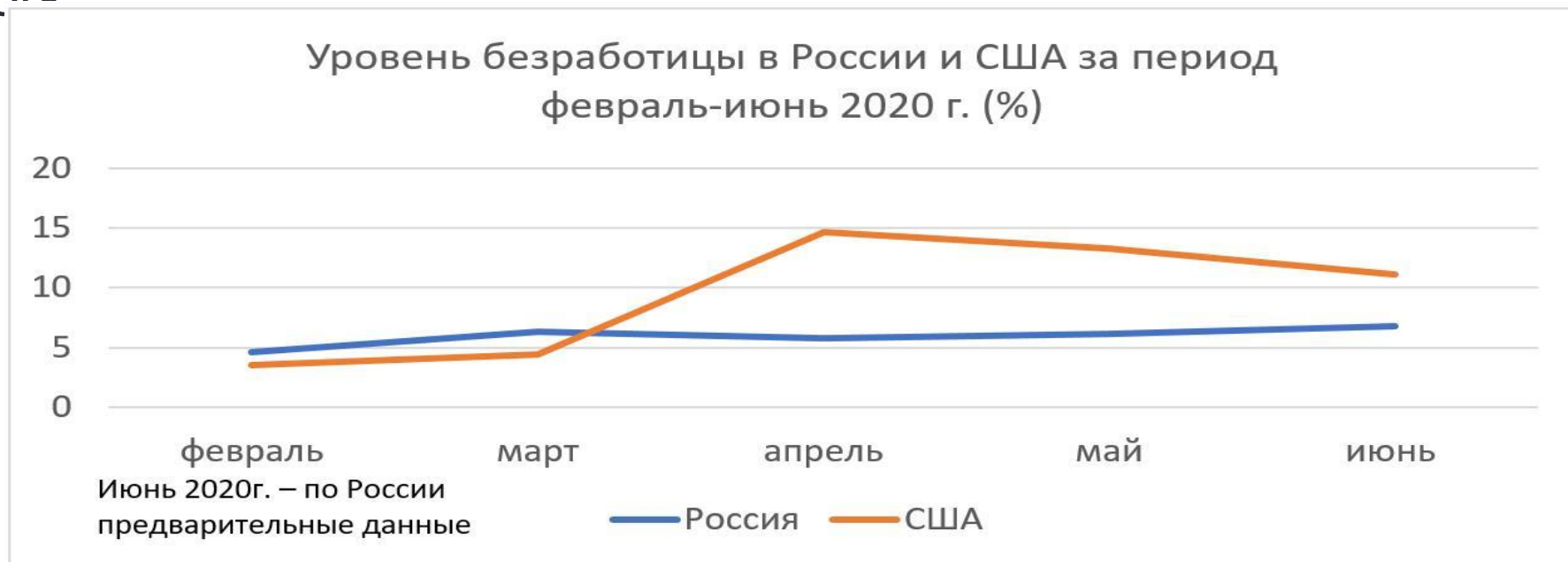
БЕЗРАБОТИЦА

	190 000 000 чел.	+195 000 000 чел. при 48-часовой рабочей неделе
		+230 000 000 чел. при 40-часовой рабочей неделе

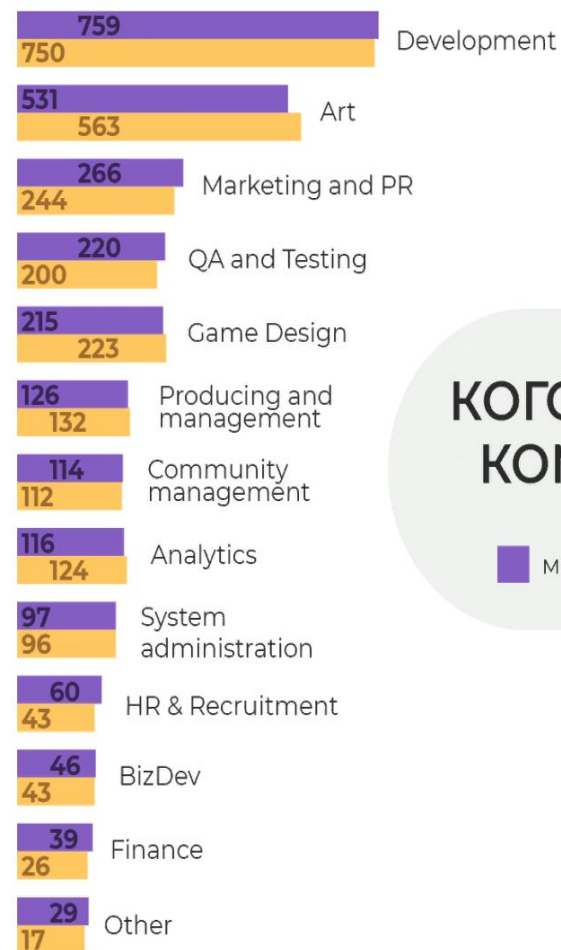
*Оценка МОТ, эквивалентно прогнозируемому сокращению на 6,7% рабочих часов в мире

	4 700 000 чел. безработные, в простое, занятые неполное рабочее время	?
--	---	----------

The number of people left without work largely depended on the country of residence. The leaders among the states where there were the most dismissed were Mexico, Congo, Great Britain, Indonesia, Angola, Cameroon. But in Thailand, Singapore, China and Malaysia, on the contrary, most people have kept their jobs. "It is not easy to find a clear explanation for these differences. They may be related to the industries that are most developed in individual countries," the authors of the report note. The lower the level of education, the more often a person found himself out of work



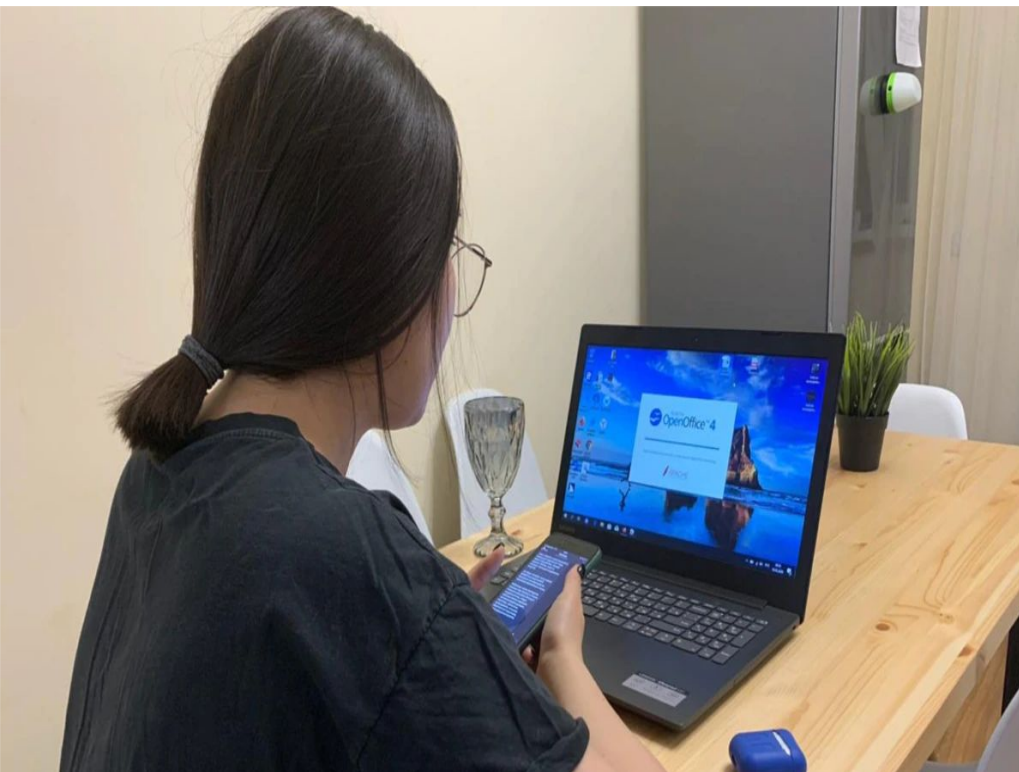
As in other countries, in Russia, workers in the service sector and the arts were more often deprived of employment. Less often, this fate befell employees in the field of IT and social security. Alexander Jabarov, HeadHunter's press service head, agrees: in Russia, the spread of COVID-19 "hit" young employees first of all. Hiring of such specialists stopped in the first months of the lockdown. The main reason is difficulties with adaptation in the conditions of remote work, he told RBC. Among the areas that the pandemic has had a negative impact in the first place are the sphere of public catering, services, sports and



КОГО ИСКАЛИ КОМПАНИИ

март апрель

As employees get used to the benefits, the number of remote workers will grow; businesses can use this as a bargaining chip to hire and retain the best specialists. "Companies will see remote work as a competitive advantage," says Dan Shobel, managing partner of Workplace Intelligence. "Time and time again, employees have prioritized flexibility as part of their job search criteria, and now that they feel its benefits, demand will only grow."



КАК COVID-19 ВЛИЯЕТ НА СТИЛЬ РАБОТЫ

Исследование «Лаборатории Касперского»*



РАБОТА ПОСЛЕ ПАНДЕМИИ | КАК ОНА БУДЕТ УСТРОЕНА

Исследование «Лаборатории Касперского»*

2/3 сотрудников не готовы вернуться к традиционной модели работы



54% БОЛЬШЕ ВРЕМЕНИ НА СЕМЬЮ



53% НЕ НУЖНО ЕЗДИТЬ НА РАБОТУ



45% ЭКОНОМИЯ ДЕНЕГ



36% БОЛЬШЕ ВРЕМЕНИ НА ХОББИ



26% РАБОТА С ЛИЧНЫХ УСТРОЙСТВ



24% РАБОТА ОТКУДА УГОДНО

24%

ДОПОЛНИТЕЛЬНОЕ ВРЕМЯ НА СПОРТ

22%

БОЛЬШЕ ВРЕМЕНИ НА ДОМАШНИХ ЖИВОТНЫХ

17%

ВОЗОБНОВЛЕНИЕ СВЯЗЕЙ С ДРУЗЬЯМИ И СЕМЬЕЙ

8%

ИЗУЧЕНИЕ МЕСТ РЯДОМ С ДОМОМ

9%

ТАКИХ НЕТ

Возможности, которые открыла перед людьми пандемия и которые они хотели бы сохранить

*Исследование «Работа после пандемии: как она будет устроена» - Опрошено 8 тысяч сотрудников небольших компаний по всему миру, включая 502 в России. Статистика приведена по России.

Not all jobs at home are created equal, and employees may be initially restrained if their companies have not implemented the right technology. G&S found that 40 percent of Americans who have started working remotely say that one of the main problems is setting up technologies such as their phones and laptops. Managers seem to feel the same way. According to Gartner, about half of the HR managers surveyed admit that poor technology and infrastructure for remote work are the biggest obstacle to the great transition.



Despite the very different reactions to the potential threat, it can already be argued that the new virus will be a severe test for modern office interiors in that form, as we are all used to seeing them now. Pandemia will identify the most vulnerable places and will become a catalyst for important trends in the development of office interiors, which for a number of reasons have been restrained up to this point.

Firstly, there will be a tightening of requirements for engineering systems, in particular to ventilation to ensure comfortable and safe working conditions for personnel in conditions of high seating density in open space. By the way, providing premises with ventilation system capacities is one of the most problematic issues in office fit—out.

Secondly, offices are waiting for the dynamic development of infrastructure for remote work of employees. This direction includes a large number of interdependent components: from building a technical base up to the organization of management processes, which can not always be rebuilt quickly. Now companies have one more argument to seriously approach the elaboration of these solutions.

Thirdly, new circumstances will push the development of corporate videoconferencing. We are all used to using video communication in popular messengers, while the availability of corporate subscriptions to professional applications and the corresponding equipment in meeting rooms is just beginning to become a mandatory attribute of the average office. Such solutions optimize business processes by conducting negotiations in a remote format, which allows you to reduce the cost of organizing business trips of employees and minimize the number of contacts.

Fourth, attention will be paid to a thoughtful approach to the organization of office life: regular and high—quality cleaning, clean tables policy, restrictions on eating in the office - the minimum set to maintain the cleanliness and aesthetic appeal of office space.



Companies and specialists actually face the only way out -to improve their services, skills and competencies. For example, a restaurant can focus your attention on the delivery of ready-made food, and employees who previously we worked in the hall, transferred to logistics and transportation of orders. In this regard ,large companies are thinking about how to start retraining their employees, expanding their range of responsibilities and opportunities.

It is important that those who will not have enough qualifications to carry out their professional activities efficiently in changing circumstances will not be able to keep their jobs. Therefore, the self-isolation regime for many specialists is another reason to think about the level of their qualifications, to undergo(претерпеть) the necessary additional training. In addition, now you can find a large number of DPO centers that carry out their work remotely.

For example, the Modern Science and Technology Academy offers advanced training courses qualifications and professional retraining in more than 60 areas. And for group appeals, special offers apply. In addition, SNTA trains its students in a remote format, which is especially important now.



Germany

From the news of April 2020:

Germany, like other European countries, has faced serious problems in the labor market.

According to some forecasts, the number of unemployed due to the consequences of quarantine measures in the foreseeable future may reach up to 6 million people. But some industries, on the contrary, are experiencing an acute shortage of workers and are desperately looking for people. First of all, it is agriculture.

According to a survey conducted by the Italian research center Swg, a month after the announcement of a nationwide quarantine 44 percent of respondents fear losing their jobs as a result of the pandemic. And according to calculations by Goldman Sachs, as a result of the suspension of economic activity

and a sharp drop in GDP in the coming months, the unemployment rate in Italy may increase by 17 percent.





Italy

According to the observations of one of the largest recruitment agencies in the Apennines, Adecco Group, in March , vacancies directly related to emergencies were in the greatest demand among employers: doctors and nurses (over the past 10 years in Italy

46 thousand specialists in the medical sector were reduced), pharmacists,

warehouse managers, heads of sorting online orders, transport workers, logisticians, as well as cleaners engaged in disinfection of premises,

and employees of call centers. There is another vacancy that has suddenly become in demand in the Italian labor market due to the closure of borders - these are seasonal workers. According to the calculations of the agricultural association



The United Kingdom

Before the introduction of strict quarantine measures, the employment rate in the foggy Albion was breaking records, reaching 76.6 percent for people aged 16 to 64 years. The unemployment rate was 4 percent. But, according to the forecast of KPMG, which is referenced by the BBC, quarantine due to the outbreak of COVID-19 in the United Kingdom, it can join the ranks of the unemployed more than twice, up to 9 percent.

Britain first of all needs doctors and nurses, who are sorely lacking. Doctors earn from 60 to 80 thousand pounds a year. Nurses receive 23-25 thousand pounds for their work.

Local hospitals are also looking for nursing assistants, orderlies and cleaners. The national health system, overloaded with coronavirus-infected patients, has become almost the main employer in the United Kingdom.

Supermarkets are looking for employees, whose vacancies number 35 thousand today. Pharmacies invite pharmacists and drug packers.

The country's contact centers, which have greatly increased the workload during the pandemic, require telephone and Internet operators.

For this category of workers, salaries start from 7 pounds per hour and above.



The current pandemic has dealt a more than tangible blow to the French economy.

France

A month after the sanitary emergency was declared and strict quarantine was introduced, business activity in the country, according to the Ministry of Economy, decreased by 35 percent. Whole industries, such as hotel and tourism business, they found themselves out of the game, hundreds of thousands of enterprises closed completely or partially. As a result, 8.5 million Frenchmen, which is a third of the active population of the country, were sent to temporary or, as they say here, technical unemployment, and the state, in order to avoid a catastrophe, undertook to pay them 84 percent of their salaries.



The USA

According to a College Reaction survey, in the United States, three-quarters of students who managed to agree on a job or internship before the pandemic are now out of work. Some were immediately declared rejected, plans to hire the rest have been postponed indefinitely. Finally, approximately 77 percent of students believe that the transfer to distance learning has negatively affected the quality of their education, which will complicate employment.

According to the McKinsey Global Institute, about 13.4 million jobs in the restaurant business, about 11 million in sales and customer service in shopping malls and non-grocery stores are at risk of being cut. Large losses are expected among the hotel staff, transport workers (employees of airports and train stations), social workers.

The coronavirus pandemic has radically "plowed" the labor market in the United States. In four weeks of quarantine measures, the country has lost more workers than it has gained with great difficulty over the past 11 years of recovery from the financial crisis. According to the authorities, almost 22 million people have applied for unemployment benefits - this is about one in seven able-bodied Americans.

Even if some states soon begin to mitigate quarantine measures, as planned, most companies will not soon resume their activities in the same format.

Moreover, low-paid workers will suffer the most.

Top 10 professions that will become very popular, promising and useful after the coronavirus.

The number of employees who work remotely will increase. Big companies will decide that before the coronavirus pandemic they spent too much money on offices. Therefore, now the most necessary workers will return to the office, and everyone else will continue to work from home. Fortunately, in the era of the Internet it is very easy to arrange.

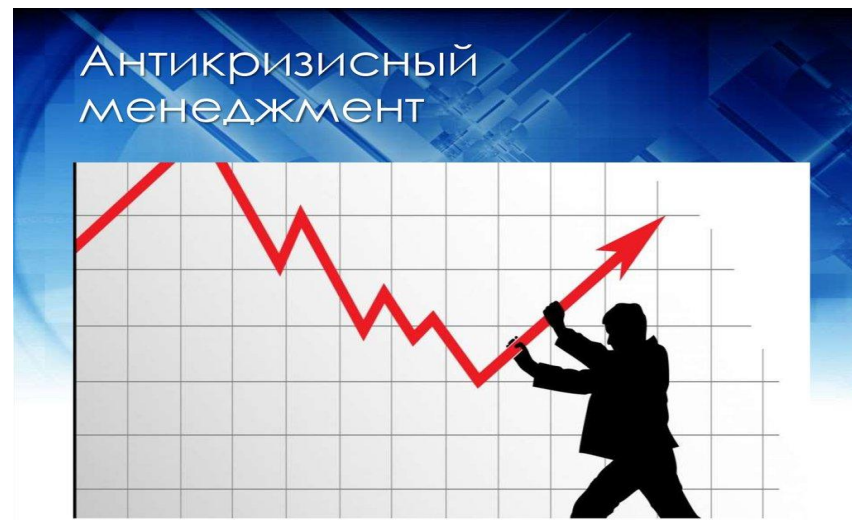
10 самых востребованных профессий во время коронавируса

Профессия	Средняя зарплата, Р (предлагаемая)
Разработчик/программист	от 75 000
Менеджер по продажам в интернет-магазин	от 30 000
Специалист технической поддержки	от 60 000
Менеджер по работе с клиентами	от 45 000
Оператор колл-центра	от 35 000
Курьер	от 35 000
Интернет-маркетолог	от 30 000
SMM-менеджер	от 40 000
Дизайнер	от 35 000
Агент по недвижимости	от 70 000

1. Crisis Manager

These specialists are in demand both in times of crises and when these crises are already coming to an end. Companies need professionals who can analyze the business, identify its weaknesses and strengths, build an anti-crisis plan and implement it. Such employees can work as full-time specialists of the company, and as external experts.

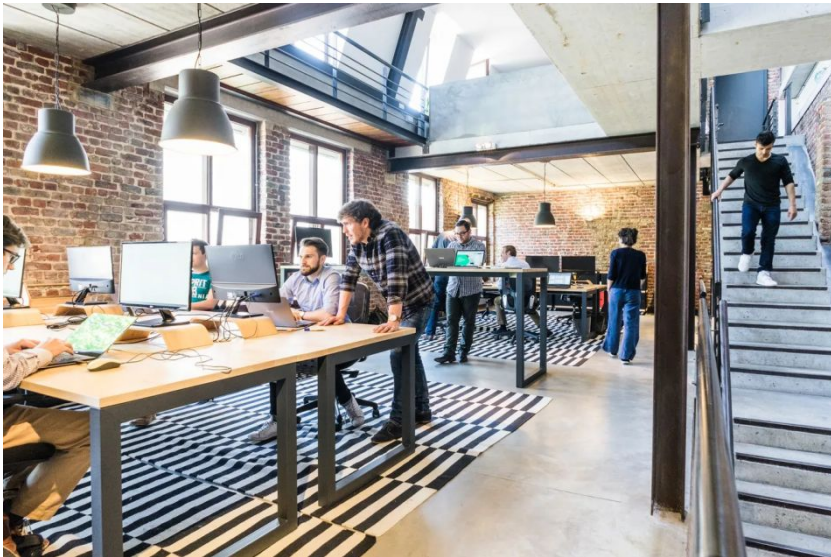
The main task of an anti-crisis manager is to develop a number of such measures that will help the business owner to get out of the crisis with a minimum of losses.



2. HR Transformation Specialist

The coronavirus pandemic will inevitably affect the labor market. Many large companies either completely leave the market, or significantly cut staff, as a result of which people lose their jobs. For business to survive, experts are urgently needed who can tell which employees should be fired and which ones should be hired, what to train employees, how to organize the company's work in new conditions, as well as which effective IT solutions to use.

The main goal of the HR transformation expert is to optimize the work team as much as possible, to create a strong team that will allow the company to move forward. To work in this field, it is necessary to have leadership qualities, as well as knowledge in the field of psychology.



Трансформация HR функции



3. Specialists in the field of digital transformation

The coronavirus has forced even the most conservative company executives to think about what business processes can be transferred online. Accordingly, for this, managers will need the help of specialists in the field of digital transformation, who are able to accurately identify processes that are ideal for remote work.

Digital transformation includes not only a set of programmers. This includes the most breakthrough modern technologies – blockchain, artificial intelligence, the Internet of Things, augmented reality and so on. Digital transformation combines analytics and PR, it focuses on new places and the presence of content, which is associated with the habit of users to spend more and more time online. Today, there is an acute shortage of specialists in the field of digital transformation, so this is one of the most interesting professions of the near future.



4. Programmers



The profession of a programmer is still in great demand in the labor market today. However, due to the fact that after the coronavirus, the demand for remote workers will increase, those who will be able to organize uninterrupted work in remote mode – programmers will also be required.

There will also be a demand for software development. Some companies will choose to work with existing solutions on the modern market, such as cloud platforms, while others will create their own applications. One way or another, programmers for application development and maintenance of the entire infrastructure will be in demand from both platforms and customers.

5. Experts in the field of Big Data



Large-scale digitization of the business will cause a jump in the growth of data banks. Companies will understand the importance of the wealth they possess and will try to get the maximum benefit from processing the collected data. As a result, we will see a sharp increase in demand for specialists who are able to work with arrays of information.

Big Data specialists are engaged in the study of big data, which can be both structured and unstructured. In retail, these can be purchases and customer visits, in banking organizations – transactions, and in operators – traffic and calls. Specialists in the field of Big Data are able to detect connections between various components of "raw information", such connections can have a decisive impact on business development.

With the departure of business to the Internet, the need for such specialists will grow rapidly.

6. Product Designer



The times of the pandemic have turned into huge losses for many areas of our life, and after its completion, companies will try to catch up. Then truly "golden times" will come for the creators of digital products. Such employees who are able to understand the needs of users, who can offer non-standard solutions and combine engineering and creative approaches will be useful.

A Product Designer is a fairly young profession whose representatives analyze its audience before working on a product. So you can find out who exactly it is focused on.

Product designers allow organizations to accurately identify the target audience and create a product that meets the consumer's desires. The easiest way to say that a product designer is engaged in "solving product problems".

The profession is already very popular today, which will only grow in the future.

7. Organizers of VR/AR broadcasts

Another profession with a great future in the post-coronavirus world. The pandemic has provided a surge of interest in video services. It is assumed that the show business industry will draw its own conclusions from what happened. It is quite possible that the audience will now watch most of the performances and concerts without leaving their own homes or offices. In the near future, show business, if it does not go into the format of streams or online broadcasts, will at least learn how to use augmented reality and three-dimensional images. Concert halls and theaters will be interested in specialists who will be able to translate performances into a new format. Among the promising VR/AR ideas are the organization of virtual meetings between people living far from each other; virtual education and virtual medicine; a variety of courses that allow you to learn new professions without leaving home. For all this, competent specialists will be needed.



8. Call center operators



Not all of the companies that will be able to withstand the difficulties that covid has brought. It will be useless for specialists in some industries, such as tourism, to look for work in the near future. It is likely that in a market that has shrunk after the crisis, one of the most popular will be the profession of a call center operator. Almost all industries need such employees, where it is important to ensure communication between business and users.

The duties of the call center operator include receiving incoming calls, informing about the products and services offered by the company, processing customer requests from the company's website, preparing reports on the work performed.

9. IT consultants



A big rise in interest in the figure will create a split in society. Some people will start mastering new digital services that will appear in the coming months. Users will need specialists who will tell them how to behave in a digital environment, and will also be able to advise on cybersecurity issues. IT consultants will also be in great demand for companies that work at the junction of several areas at once: management, economics and IT. The main task of an IT consultant is to understand what modern technologies can give to a business; what will be the result of automation; choose the most suitable IT solution, and then implement it in practice. Analysis of business processes, their optimization, development of technical specifications for automation, implementation of information systems and their debugging – all this is done by IT consultants.



It is worth noting that taking care of your health and the health of your loved ones, including the elderly, will increase the demand for online general practitioners and nurses, as well as rehabilitation doctors. A long period of self-isolation will also provoke an increase in the demand for psychologists.

Conclusion

1. The coronavirus made it possible to create remote work and led to the development of technologies that ensure its implementation.
2. Doctors will be required for a very long time.
3. The spread of the coronavirus has shown how insecure society is – literally one decision of the authorities can suspend the work of entire sectors of the economy for a month or more.
4. People are already talking seriously about new professions – the coronavirus pandemic is changing work processes, and the labor market must adapt to this. So, the National Agency for the Development of Qualifications already names some future professions that may appear soon: a digital curator is someone who helps people use the achievements of digital technologies like online banking and telemedicine; the organizer of virtual business tours is the one who will help you get acquainted with some business products online; organizer of online business processes.

Conclusion

5. In general, the consequences of coronavirus can be very, very serious. So, the company that sent some of the workerson monthly weekends, and some of them to work from home, it may well show good efficiency even in this configuration. And this will raise a reasonable question – is such a large staff really needed, or can you get rid of some rates, outsource some of the processes, and send some people to work at home?
6. Offices cease to be significant.
7. Many people thought about it and began to receive professional training on the Internet, with the help of online courses.
8. For employers, qualities such as flexibility and the desire to work in changing conditions come out in the first place, ready for a more complex or flexible schedule. Preference is given to candidates with a wide range of knowledge and skills, people who are able to take on additional tasks. "Business survives, fights for the market and customers, therefore, proactive, active employees are required, capable of emotional self-regulation"

Conclusion

9. In the conditions of remote control, employers will have a question about what the employee is really doing, she notes, and this will help to understand who was really effective in the office, and who portrayed violent activity. But in general, managers do not have to be afraid, that the employee's productivity will fall due to the fact that he will be distracted by household chores, since in the office he is distracted no less, only by other things - for example, communicating with colleagues or going to the smoking room. In addition, in the new conditions, according to the expert, control does not disappear anywhere, but only takes on new forms. A company that learns how to work with employees remotely now will decide to keep working in this mode and only benefit from it.

10. Internet professions have become even more in demand, - says Anna Mikheeva, Head of HR recruiting company Hays. - These are SMM managers, copywriters, content producers, and targetologists. Everyone who produces content and knows how to promote it on various social networks. There is also a growing demand for professionals with expertise in digital performance marketing, mobile and CRM. In the IT field, they are looking for development specialists in Java, Python, C++, C# on the backend and React Javascript framework on the front end. To date, the most in demand are mobile and front-end developers. The blockchain industry is gaining momentum more and more, and interest in robotics, VR, machine learning, artificial intelligence and

Conclusion – the last thought

11. As we can see, the coronavirus has greatly changed the business world and brought to the fore completely new professions, many of which have appeared recently. Therefore, today investing in education in new professions is a contribution to the future, which will provide confidence in the future.