

# HR BRIEF

Provided by Ollis/Akers/Arney Insurance & Business Advisors

## Using Technology in Learning and Development

As an organization's needs accelerate and evolve, it's also important that their employees have the necessary skills to succeed. By leveraging technology in learning and development efforts, employers can take steps to address these skills gaps—and even improve employee engagement. Whether employees are working on-site, remotely or a mix of both, technology can help streamline learning and development, and bring consistency to workplace initiatives and processes.

Consider the following key types of training programs and how technology could improve the employee experience:

- Whenever new products or capabilities are introduced, training can be done to ensure employees are aware and educated. Learning management systems (LMSs) could be leveraged to store e-learning content and other helpful product information.

- If a skill requires hands-on training, consider how virtual or simulated training could increase both employee accessibility and engagement. Today's workforce needs to be agile, and technology can help speed up this learning process.
- Guidance on soft skills such as communication, leadership, time management and conflict resolution can help develop employees overall. LMSs and mobile apps may be impactful for soft skills training by offering a self-learning pace. Additionally, online coaching can be offered as a professional development opportunity for employees to grow such skills, regardless of location.

### Summary

Skill training and development are essential in every organization. Employers can consider online or technology-supported training as an investment to both their employees and organization. Contact Ollis/Akers/Arney Insurance & Business Advisors today to learn more about learning and development.

## 4 Virtual Recruitment Strategies

During the COVID-19 pandemic, many recruiting budgets have been slashed, and employers are struggling to find talent. However, virtual recruitment can help HR teams address talent shortages.

Virtual recruitment is the process of pursuing, vetting and hiring candidates electronically. Here are four strategies:

### 1. Host Virtual Career Fairs

Hosting a virtual career fair allows interested parties to learn more about a company—much like in-person career fairs. Topics typically include a discussion of career opportunities and help inform potential recruits about the workplace.

### 2. Strengthen Your Online Presence

Any organization looking to recruit virtually must have a strong online presence. This includes maintaining multiple social media profiles, posting content regularly and interacting with followers. Having an attractive social media presence will help encourage candidates to follow

and like the content the company posts. In turn, this provides a steady stream of passive recruiting leads.

### 3. Broaden Your Search

Some employers are allowing workers to remain remote indefinitely. If a position has no in-person work requirements, employers can consider expanding talent searches to a more geographically distant candidate pool.

### 4. Invest in Quality Audiovisual Equipment

Appearance matters in interviews to all parties involved, and this equally applies to virtual interviews. When speaking to candidates virtually, using a quality camera and microphone will say a lot about an organization's investment in employees.

### Employer Takeaway

Virtual recruiting takes investment, but it can be well worth the effort when done correctly. Contact us today to learn more.

