



Embracing the Hybrid Future.

Unlocking Success in Recruitment, Retention and
Employee Engagement

Introduction.

In the past, employees commuted to the workplace, clocked in, did their work, and clocked back out at the end of the day. But the workplace is changing, and this is no longer the norm. During the pandemic, work environments shifted from in-person at the office to remote workspaces. Although there was an adjustment period for both employers and employees, this shift popularized remote work, and candidates continue to seek this out from potential companies. Yet there are also times when both parties feel that being in the office is optimal. Thus, more and more companies and employees are choosing hybrid work.

As hybrid work continues to rise in popularity with candidates and existing employees, employers must take action to ensure their workplace is ready to successfully recruit, retain and motivate employees.



This report explores the journey that led us to the hybrid work era, emphasizing its emergence as the new normal.

You'll find actionable suggestions for overcoming common hybrid work challenges as well as strategies for shaping a successful hybrid work environment. Talent leaders like you can use this report to level up your recruitment, retention and employee engagement strategies within a hybrid work environment.

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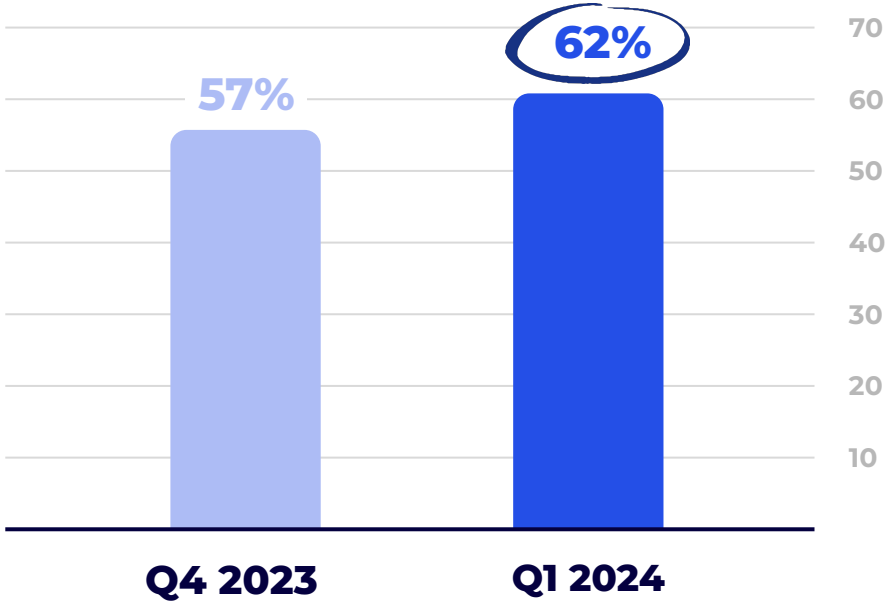
SECTION 1

Hybrid Model: A Compromise for Success.

The pandemic has had long-lasting effects on the workplace, including a persistent desire among candidates to have flexibility in where they work. As time has passed a new norm has emerged: hybrid work. In this section, we explore why this model is here to stay.

SECTION 1

Hybrid Job Growth

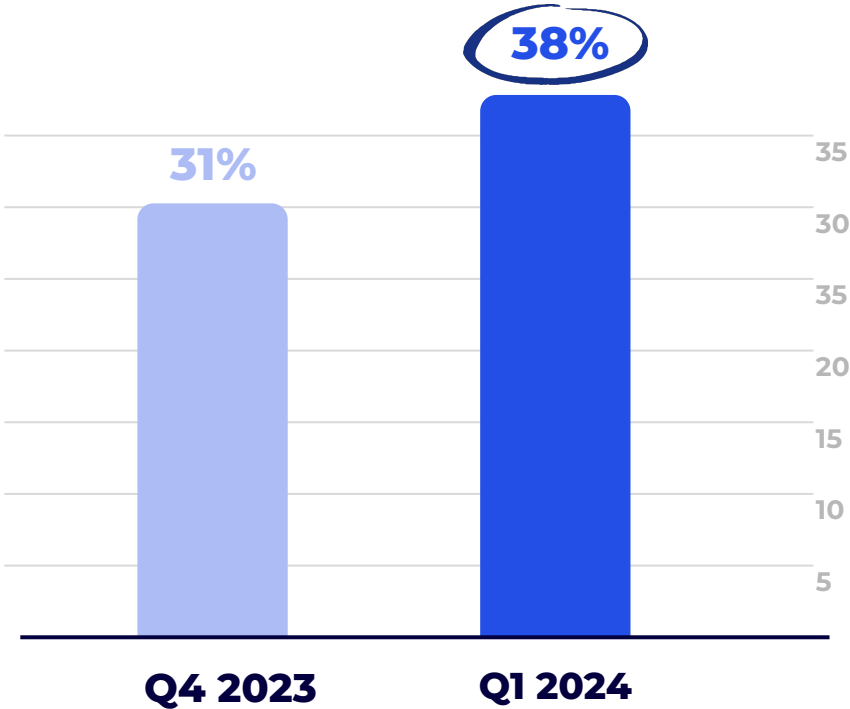


Data from the Built In platform, which is used monthly by millions of candidates, shows that candidates prefer remote roles over other options, yet hybrid roles have become the most common job type for employers, making up 62 percent of our job inventory. The number of hybrid jobs posted as grown quickly: five percent in just three months.

SECTION 1

In contrast, our data shows that openings for fully in-office roles are at an all-time low, making up just 19 percent of our job listings. Moreover, only seven percent of applications are for roles that provide a fully in-office work environment, while 38 percent of applications are for hybrid roles. And this application rate to hybrid jobs has grown seven percent very quickly.

Hybrid Job Application Growth



This illustrates the ideal balance between the preferences of candidates and employers. A clear compromise, hybrid work is the ultimate solution to bridging the workplace disconnect. The data concludes that the hybrid model is not merely a transitional phase but has become the bedrock of the contemporary work environment.



SECTION 2

The Benefits of Hybrid Work.

It's important for talent leaders to recognize that hybrid work is the optimal work structure in terms of recruitment, retention and productivity. Consequently, hybrid work is a win-win situation for both parties. As the head of employee community at Augury Shanee Kraus said, "When you empower employees to choose how they approach their tasks, there's a clear message from the company that individuals are heard and their needs are addressed."

SECTION 2

Higher Employee Satisfaction

It's no surprise that people are happier when they have some autonomy in where they work. A [survey report by Owl Labs](#) revealed that while 66 percent of respondents had returned to work in-office full-time, only 22 percent actually want to be working in the office.

[Data from Trip.com](#), which conducted a randomized trial of the impact of a hybrid work system on 1,612 professionals, revealed that employees highly value hybrid work and that it improves job satisfaction. In fact, a 2023 [study by Zippia](#) found that 83 percent of workers prefer a hybrid work system.


The flexibility offered by hybrid work fosters higher employee satisfaction. Employees feel heard and valued when given the autonomy to choose how they structure their workdays, leading to a more content and engaged workforce.



SECTION 2

Lower Attrition Rates

One of the challenges of talent leaders is retaining employees as all these workplace shifts occur.



As Simon Haines, founder and CEO of Simply Get Results, emphasized, **“The ability to work remotely, at least some of the time, has now become a leading factor in whether people choose to join or stay with a company.”**

With tech talent in such high demand, organizations must respect the preference for hybrid work and adjust their work structures accordingly to retain their workforce.

The same Owl Labs report showed that 31 percent of hybrid workers would even start looking for a new job if their boss required them to only work in-office, and a Deloitte survey showed that more than 65 percent of workers in the finance industry would leave their job if their employer instituted a fully in-office work system. In contrast, the Trip.com experiment revealed that hybrid work reduced attrition by 33 percent.

The ability to blend remote and in-office work caters to diverse employee needs, reducing the likelihood of burnout and increasing job satisfaction. Lower attrition rates are a natural outcome of aligning work structures with individual preferences.

SECTION 2

Increased Productivity

A big concern of hybrid and remote work for employers is that their workforce will be less productive than in the office. Yet, hybrid work environments have been linked to increased productivity, with employees reporting fewer distractions and greater focus when working in environments that suit their preferences. In fact, [the Owl Labs survey report](#) showed that 90 percent of hybrid employees feel they are either just as or even more productive in their work.

As for hybrid managers, the [Owl Labs report](#) revealed that almost 80 percent of managers find their teams to be more productive in a hybrid work environment.



SECTION 2

Bigger Talent Pool

Hybrid work structures provide an undeniable benefit: recruiters are no longer bound by geographical limits. Companies can tap into a global talent pool, ensuring access to diverse skill sets and experiences. The data shared in this report thus far indicates that candidates desire a hybrid work system, which can substantially increase the available and interested talent pool.

These benefits collectively position hybrid work as a strategic advantage for organizations aiming to enhance their recruitment, retention, and overall productivity.





SECTION 3

How to Overcome Hybrid Work Challenges.

While the benefits of hybrid work are substantial, challenges do exist. Acknowledging and addressing these challenges head-on is essential for organizations to truly thrive in a hybrid work environment. You will find common challenges outlined below, along with actionable solutions that will help your organization thrive.

SECTION 3

Challenge: Tech Talent Prefers Remote Work

Built In surveyed 1,000+ organizational leaders and 41 percent stated competing on flexible work types like hybrid, in-office and remote roles is one of their biggest challenges. [A Dice.com analysis](#) of the tech industry found a similar sentiment noting that about 75 percent of tech professionals believe that the opportunity to work remotely is highly important, with 60 percent preferring a fully remote role.

Solution: Job Post Transparency

Although tech candidates prefer remote job opportunities, that doesn't mean hybrid openings can't catch their eye. Be sure to include the details of your hybrid work structure, in your job post—the closer to the top, the better. Being transparent about your organization's approach to hybrid work will quickly weed out those who are interested and those who are not, saving your team valuable time.

Additionally, feature unique hybrid benefits you offer employees that help you stand out from talent competitors. For instance, if you allow employees to choose which days they're in-office versus remote, highlight this information in the listing. Knowing exactly what hybrid means to your organization will allow candidates to quickly choose between the employers they are most interested in working for.

SECTION 3

Challenge: Employer Branding in a Hybrid Work Model

Adopting a hybrid work model creates changes that reach into almost all aspects of an organization, including employer branding efforts. Built In's survey of 1,000+ organizational leaders revealed that although 33 percent of employers prioritize adapting their branding to promote hybrid work environments, 28 percent of employers find this task to be their biggest branding challenge.

Solution: Amplify Your Unique Hybrid Work Story

Your employer brand is crucial to sparking and capturing a candidate's interest, and prominently displaying your organization's hybrid work model is an effective recruitment strategy. Not only should your job posts highlight your hybrid structure, your company should weave in its hybrid work model as a threadline to its employer brand.

Hybrid work means something slightly different to every employer, employee and candidate. Crafting a unique story that emphasizes your hybrid work structure, approach and benefits can give candidates the insights they desire before they even apply. Utilizing employee perspectives on how your hybrid work model has impacted them through testimonials, content and social posts can help create an eager talent pool to join your organization. Remember, employees want flexibility so showcase how you support this within your hybrid work environment.

SECTION 3

Challenge: Fostering a Connected and Engaged Company Culture

A common concern of hybrid and remote work environments is that it creates feelings of isolation and disconnect. [Kin + Carta](#), an agency that uses digital strategies to solve companies' challenges, has also found this challenging. Alexandra Roe, Employee Value Proposition leader at Kin + Carta, [shared](#), "Our offices and co-working spaces create centers of gravity and opportunities for connection for those who make the commute. However, as our Kin relocate, we also have a need to serve those who do not visit these spaces regularly."

Solution: Promote Virtual Employee Events and Activities

Just because employees aren't seated next to each other doesn't mean they can't interact and connect. For instance, Kin + Carta established a culture and connectedness group and geographic Slack channels. Similarly, [Braze](#), a customer engagement platform for brands, sets up employee resource groups and hosts [virtual events and activities](#) like hackathons, speaker series and drag queen bingo to engage and bring together employees.



SECTION 4

Strategies for Optimizing Hybrid Work.

Hybrid work has quickly become mainstream for most employers. In fact, as the pandemic slowed, many companies began to adopt this model; policies were built and implemented, and thus the hybrid work model grew. However, since its growth, many organizations haven't yet grasped the full potential of making their hybrid work model successful. This next section outlines how companies can level up their hybrid work approach to successfully recruit, retain and motivate employees.

SECTION 4

Establish Clear Work Expectations

Develop and communicate clear work policies that address hybrid work expectations. Include how performance will be measured and tailor work schedules to accommodate both in-office and remote work, allowing for flexibility and individual preferences. Encourage transparent communication to build trust and foster a collaborative virtual environment.


Train Managers on Hybrid Work

Working in a hybrid environment is different from working in the office every day, and it's important for organizations to recognize this and take the necessary steps to support their workforce. For example, Owl Labs' survey revealed that 85 percent of respondents indicated a supportive manager is the most important factor in their work life. Providing hybrid management training can significantly enhance team success and employee satisfaction.

SECTION 4

Encourage Leadership to Embrace Flexibility

A big part of successfully running a hybrid model is determined by where the leadership team spends their time. If the company leadership works primarily from the office, other employees might also feel pressured to work on-site.



Quora's CEO was explicit on this point: **“I will not work out of the office, and I will visit the office no more than once a month. Our leadership teams won't be located in the office.”**

If leaders are primarily in the office, this could lead to inequalities around recognition. Employees who choose to work alongside leaders in the office space will be more visible and may attract more attention to their work. This setup ultimately disincentivizes remote work and can lead to hybrid workers feeling like an afterthought.

SECTION 4

Set Up Consistent Work Practices

Working at the office is different from working remotely, but there are steps organizations can take to bridge these differences into cohesive work practices for all employees. For instance, organizations should strive to provide all employees with the same experience by creating guidelines that prioritize communicating online over in-person. This is a simple step that presents significant benefits to a hybrid workspace.

Similarly, instead of gathering most meeting attendees in a conference room and having remote workers join from a screen to the side, everyone should join the meeting remotely, no matter their work location. This way, remote workers won't feel uncomfortable speaking up or contributing.



SECTION 4

Host and Encourage Social Events for All Employees

Hybrid work environments get the best of both worlds for this strategy: you can set up events both in person and online. For in-office activities, consider hosting monthly team lunches or happy hours, planning occasional team-building day trips or scheduling a company picnic for employees and their families to attend.

As for the virtual side, encourage employees to create virtual clubs (or set some up yourself) and add chat channels dedicated to non-work topics like pets, hobbies and travel pictures. Consider hosting virtual holiday parties and other social events to foster community and help employees network and build relationships beyond work tasks.



Conclusion

Hybrid Work is Here to Stay, Make the Most of it

Hybrid work structures are reshaping recruitment, retention and employee development. Employers and talent leaders must approach this shift with creativity and flexibility to have a successful hybrid work structure. It is not just a trend; it is a fundamental shift that organizations must continuously optimize to remain competitive in the ever-evolving landscape of work environments.

Prioritizing a hybrid work environment can elevate morale, boost recruitment and strengthen employee loyalty. As employers navigate this new normal, the benefits, challenges, and strategies outlined in this report offer actionable takeaways for organizations to confidently embrace and thrive in the era of hybrid work.



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