



How to navigate the labor shortage and tap into undiscovered talent

The global labor shortage is the result of a handful of different but interrelated factors, including pandemic-driven economic shifts, the Great Resignation, and ongoing supply chain disruptions. Amidst the current worker shortage, small businesses are struggling to fill in the gaps. As a result, they're losing profits and overworking employees.

If you've been feeling the pain of a pinched workforce, it's time to get resourceful. Instead of following your usual hiring plan, experts and economists recommend looking for what are called "hidden workers," the groups of people most hiring teams overlook.

Knowing who is likely to become a hidden worker can help you figure out where to find them. Harvard researchers identified several "categories" of hidden workers. These categories are situations in which a person might become a hidden worker. It's important to note that a hidden worker may identify with more than one category.

Lets take a look at a few of those categories and how you can find and attract hidden workers who might fit that profile.

Category

Caretakers of children or adults.

Refugees, asylum seekers, and immigrants.

People without traditional qualifications, degrees, or advanced degrees.

People who are long-term unemployed or have no history of employment.

How to attract

Offer childcare and/or eldercare services or vouchers. Offer remote work schedules.

Work with local groups that assist these groups to offer training and job opportunities.

Remove degree requirements from and include the words "no experience necessary" in job postings. Offer upskilling and certification opportunities to entry-level applicants.

Write job postings to specifically invite these groups. Be sure to include training information and information regarding organization initiatives to hire from these groups.