



# Forget 'Work-Life' Balance

Top Talent Demands Having It Their Way

**There's a slogan that immediately comes to mind any time you think of Burger King: "Have it your way."**

You probably thought of it instantly, and if you didn't immediately start humming along with the jingle then you certainly are now.

Burger King came out with this slogan in 1974, and it can be seen today in more than 100 countries and in countless languages plastered all over billboards, on boxes and in print and TV ads. The concept is fairly straightforward: "Hold the pickles, hold the lettuce. Special orders don't upset us." Burger King is letting you know: However you want to eat your burger, we want to serve it up to you that way.

In 1974, this idea of independence in your order was a fairly new concept, though. The restaurant capitalized on the opportunity for a hat tip to individuality, self-expression and mass customization, while also getting in a subtle dig at its biggest competitor who wouldn't offer the same service.

The campaign was something that resonated with people around the world. **For once, someone was asking them what they wanted and what would make them happy.** You were no longer asked to compromise what you needed for what the business was willing to offer.

## Fitting Work Into Our Lives

The COVID-19 pandemic made much of America rethink the way they

did work. For much of the past two years, people in corporate offices around the United States went to work from their home offices. Your daily meetings were taken from behind a computer screen, workers were forced to reprioritize when and how they would get their tasks done—in between Zoom meetings, homeschool sessions and grocery store runs.

What the majority of companies found was that the work didn't suffer. The shift to the virtual workplace didn't change the amount of work we were able to produce. In fact, in many ways, corporate America did just fine as their employees also started to focus on personal development goals, mental health breaks and no longer just making the best out of a bad situation, but instead starting to focus on making that year—and every year after that—the best year ever.



As employees focused more on fitting work into their lives instead of it being the other way around, they also started to put priority on what would and wouldn't work for them. They would no longer compromise, and they would walk away if they had to. This led to what has become colloquially known as, "The Great Resignation," or "The Great Reshuffle" where employees left to retire or pursue other dreams.

**Recruiting top talent is extremely competitive, and what is unique in today's market is how candidates are controlling the market.**

Employees want to work for employers who value their physical and emotional well-being, and they are ready to leave if those employers don't.

## No More One Size Fits All

**63%** of professionals say work-life balance is a top priority when looking for a job.

According to a [Global Talent Trends report](#) from LinkedIn, professionals are advocating for a better work-life balance over an increase in compensation or benefits. These employees are looking for an environment that fosters professional development, prioritizes mental health and offers a flexible working environment. This is something people are putting high up on their list as non-negotiable.

**52%** of all job seekers say flexible hours is one of the most important benefits.

According to a report from [Indeed](#), job seekers say the ability to work flexible hours is one of the most important benefits they consider when deciding whether to accept a job they've been offered. There's no such thing as a one-size-fits-all approach to work anymore.

If you want to bring in top talent and leaders worth following to your company, then you have to adjust to the current marketplace and accommodate the needs of top candidates. At Handler, we're seeing companies put a focus on flex work, hybrid workspaces and they're being asked by candidates to make permanent changes to how they've done business in the past.

**40%** of employees say culture and values matter most.

Around the globe, candidates in 2022 consider a company's culture and values as a top priority when picking their next career move.

**So, what's the answer and how do we fill vacancies on staff? How are we going to attract new candidates? For starters, we can turn back to Burger King.**

## Let Us Serve It Your Way

Take a second and look at your current seat and what you're doing at your job. Was this everything you dreamed it would be? Was there ever a time during any of the job interviews you took along the way where an employer asked you what your dreams were?

This is something you should embrace and consider when interviewing candidates for open positions. Ask them what their dreams are. It's time to rethink the hiring process, and for hiring managers it's time to

### 1. Embrace individuality:

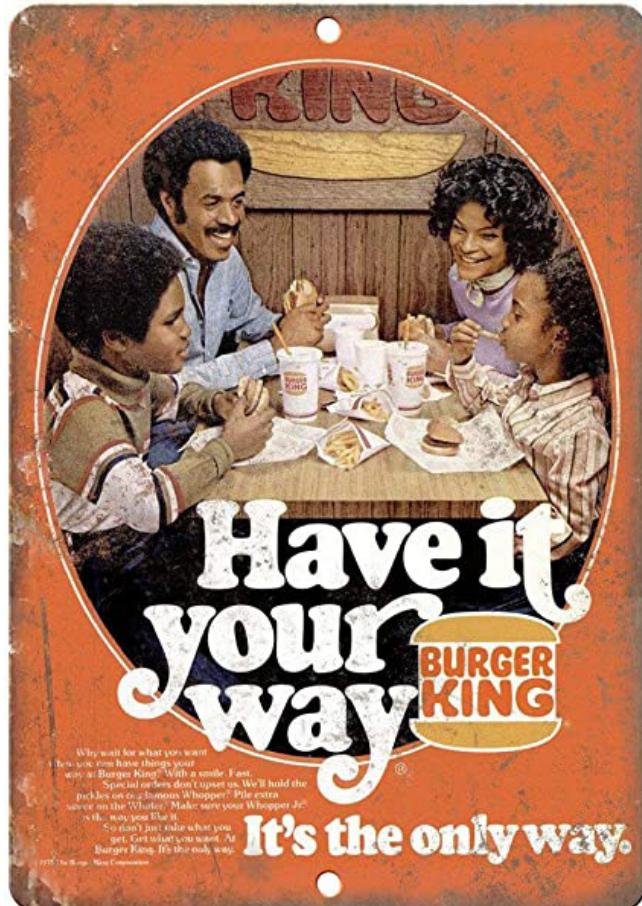
Individuality should be honored. The reasons candidates are giving us for making these lists of demands for great benefits, shorter workweeks and flexible schedules are because they want to have time back in their days to pursue what they love and embrace personal interests. What worked before may not work anymore. This isn't something we should be afraid of, instead, we should embrace it and find a way to take advantage of it to improve our workplace.

### 2. Take interest in your team:

At the onset of the COVID-19 pandemic, you heard many people start to use the cliche, "We're all in this together." While it is a cliche, it's also true. We've all been living this shared experience for the past two years. How has that impacted your team? Hiring managers—managers in general—need to take a deeper interest in their teams. Gather input, see what they've liked and didn't like, take it to heart and use this to shape how you recruit new members.

### 3. Help employees follow their dreams:

You need to understand a candidate's individual qualities. Learn what their dreams for the future are. How can you help them achieve those dreams? If those dreams are professional, then think of how they could reach them in that current role—and if they can't, that's OK too. Let them know! If a candidate's dreams are personal, then you are now in the position to work with them to create an environment that is conducive to dreaming and giving them time to pursue those dreams outside of work.





## A Healthy Work Environment

Focus on creating a healthy work environment that fosters creativity and embraces each member of your team and the unique qualities they bring to your company. You can help your employees follow their dreams by:



### **Holding regular meetings that don't talk about work:**

Take time to talk to your employees and to learn more about them.



### **Inviting speakers to talk to your team:**

Encourage employees to attend conferences, webinars or other courses related to topics they are interested in.



### **Having your employees write down their hopes and dreams:**

Help them set goals for the next year beyond just their professional goals.



### **Encouraging employees to take time off:**

Encourage team members to take time off to recharge and avoid burnout in the workplace, and demonstrate as their leader you respect their boundaries.

In this current climate, candidates are driving the market's response and how it adjusts to make new hires and attract the best candidates for the job. While things are highly competitive, in a way rarely witnessed in American history, making a few adjustments in how you pursue candidates and what you offer them outside of compensation could ultimately be the way you win talent into the future!