

# The Talent Revolution

US Survey Results Report





# Work is Changing

A significant revolution is taking place at work driven by the convergence of significant global trends and events that are fundamentally reshaping employment and the dynamics of work environments.

At the heart of the talent revolution is the rise of the remote workforce, global talent shortages, generational changes in the workforce, and the transformative impact of generative AI.



This Talent Revolution report was created from a unique set of insights gathered from over 1000 decision-makers and influencers within mid-sized businesses. We explore three main themes: **Talent Shortage**, **Talent Shift**, and **Talent Skill**. Top performers are already leveraging the opportunities created by this revolution and we hope this guide will provide some actionable insights to help your business thrive in the face of change.

## Three talent revolution themes:



**Talent Shortage** explores how organizations are encountering challenges in recruiting and retaining staff as a result of shifts in the labor market.



**Talent Shift** focuses on how businesses are reshaping their hiring processes driven by the rise in remote work, and the shifting generational perspectives.



**Talent Skill** theme examines the increasing demand for highly skilled labor and the significant impact of augmenting skills and training with generative AI.

**Collectively, these three interconnected themes are sparking a talent revolution, ushering in a transformative era. This guide aims to foster a shared comprehension of the profound changes taking place during this period of significant shifts in the talent landscape.**



“We are in the midst of generationally significant change – from social through to industrial, the way we live, interact, learn and work are all changing fast. Hastened by global events and technological leaps such as generative AI, the paradigm shift in the way we work is further fueled by geographic skills shortages.

This Talent Revolution is founding new business models, enabling growth, and spurring innovation – we are excited to be pioneering alongside our customers as the Talent Revolution rapidly evolves where, when, and how we work.”

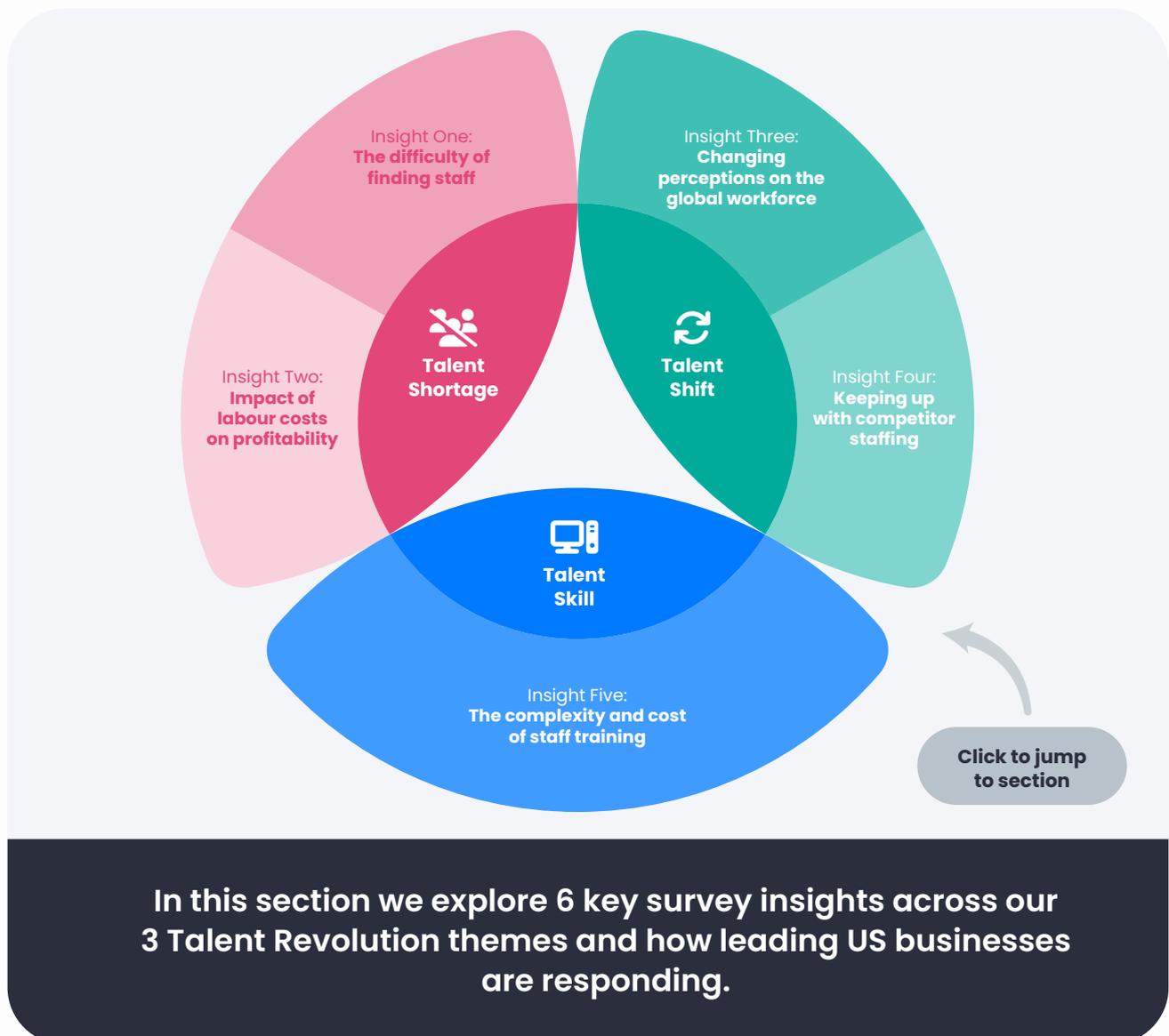
**Lloyd Ernst**  
Founder and CEO, Cloudstaff



# 6 insights on businesses leading the Talent Revolution

Due to a talent shortage and challenging economic conditions, an increasing number of companies are looking for creative solutions to their staffing needs.

Remote staffing offers various benefits, including cost reduction, quick team expansion, and access to specialized skills. Offshoring is already widely used throughout the US. In fact, **the US Government outsources over 300,000 jobs per year.**



In this section we explore 6 key survey insights across our 3 Talent Revolution themes and how leading US businesses are responding.

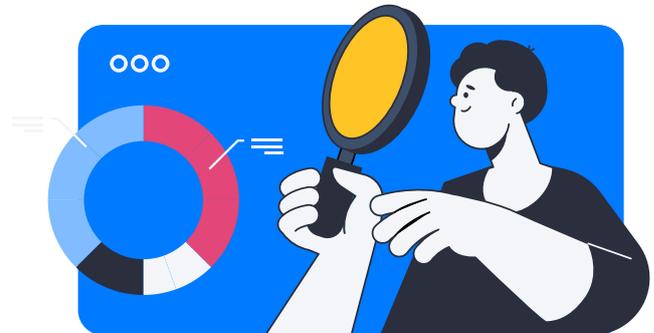


# Talent Shortage

## Insight One: The difficulty of finding staff

According to the US Chamber of Commerce, there are currently two times more jobs open than Americans available to work. The reality is we simply do not have enough people to fill the job vacancies.

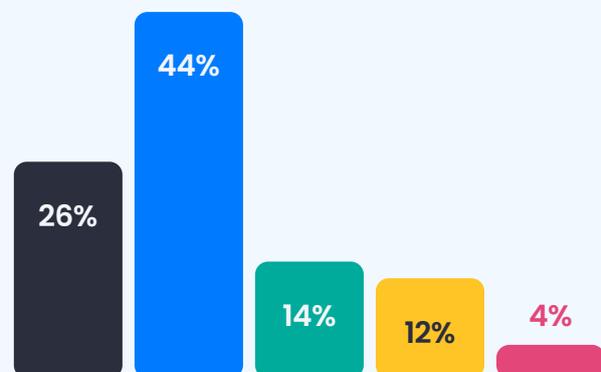
**To solve this skills shortage, businesses are exploring solutions ranging from tapping into retirees and part-time workforce, reskilling employees, and ramping up education programs.**



But each of these solutions is slow to implement and may rely on legislative change to increase adoption.

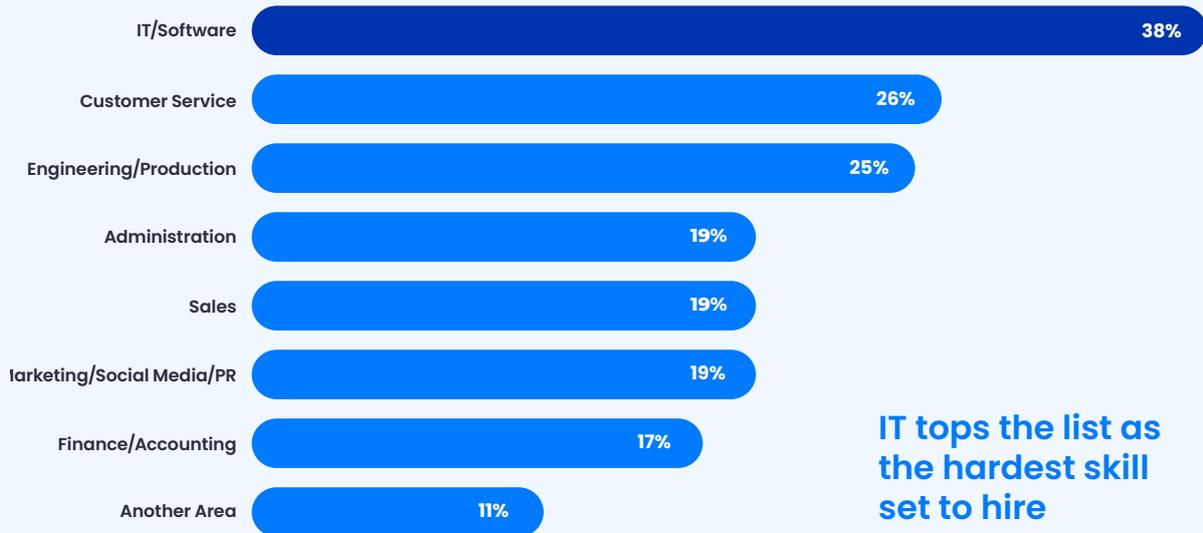
In our survey, three quarters of businesses say that finding skilled staff is the single biggest issue for their business. Over half admit they'd need to close their business if they cannot find the skilled staff they need.

**Finding skilled staff is the single issue for the business.**



Some American businesses are thinking outside the box to address the crisis, especially in industries such as accounting, real estate, software, tourism and travel, and executive assistance.

Unsurprisingly, Software and IT skills have topped the list of roles that businesses surveyed have had difficulty hiring but interestingly customer service, engineering, and administration all have high numbers of respondents saying those roles are the hardest to hire.



To bridge this gap, American businesses have been exploring options like training, hiring fresh graduates, and bringing in contractors to tackle these positions they're in need of.

### Insight Two: Impact of labour costs on profitability

The challenges we face are going to take more than a bandaid to fix. The Great Resignation, global skills gap and unrelenting labor shortages mean businesses spend significantly more time considering recruitment – how to find experienced people, how to hire them and how to hold onto them.

We understand the recruitment challenges you're facing. Our research reveals that the recruitment process is lengthy and costly. On average, finding and hiring a new employee takes over a month and costs, on average, \$2,216 – with more than 19% of respondents spending over \$5,000 to recruit one employee.

Bringing the time and cost associated with hiring together with increasingly competitive salary costs to secure talent is a significant challenge. Some businesses are responding by securing part time resources. Others have looked to automation and offshoring as ways to access the talent they need at a suitable price point.





# Talent Shift

## Insight Three: Changing perceptions on the global workforce

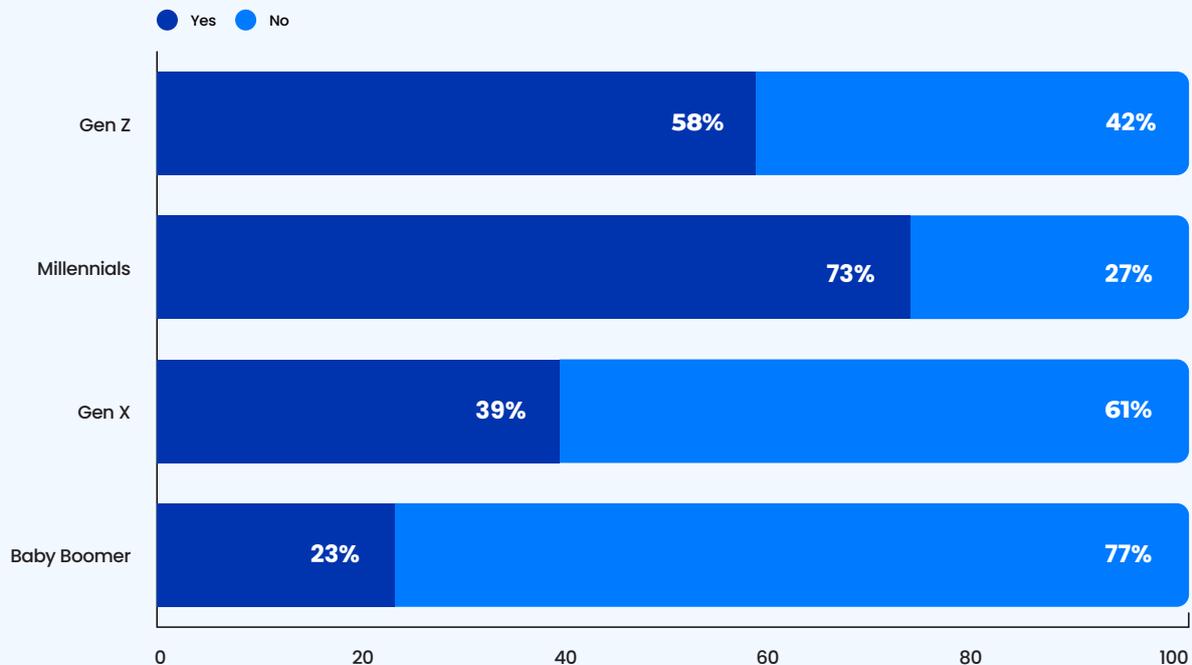
When it comes to workers themselves, there have been a number of significant changes driving the changing work paradigm. Firstly, the rise of remote work was accelerated during the Covid pandemic. The entire world has experienced a crash course in remote working.

While some companies are seeing a return-to-office shift, the ability to work remotely is now embedded in many businesses. This offers a chance to work from anywhere globally, not just the company's local area. It opens up new talent sources that were not accessible before for most organizations.

Secondly, the generational changes in attitudes to work means that many junior to mid-level skills are increasingly being

competed for not just with other jobs but with side hustles and alternative career options. More than 70% of American businesses are considering outsourcing some of their jobs to staff overseas, and many more whose search for onshore remote staff may progress towards reviewing alternative options.

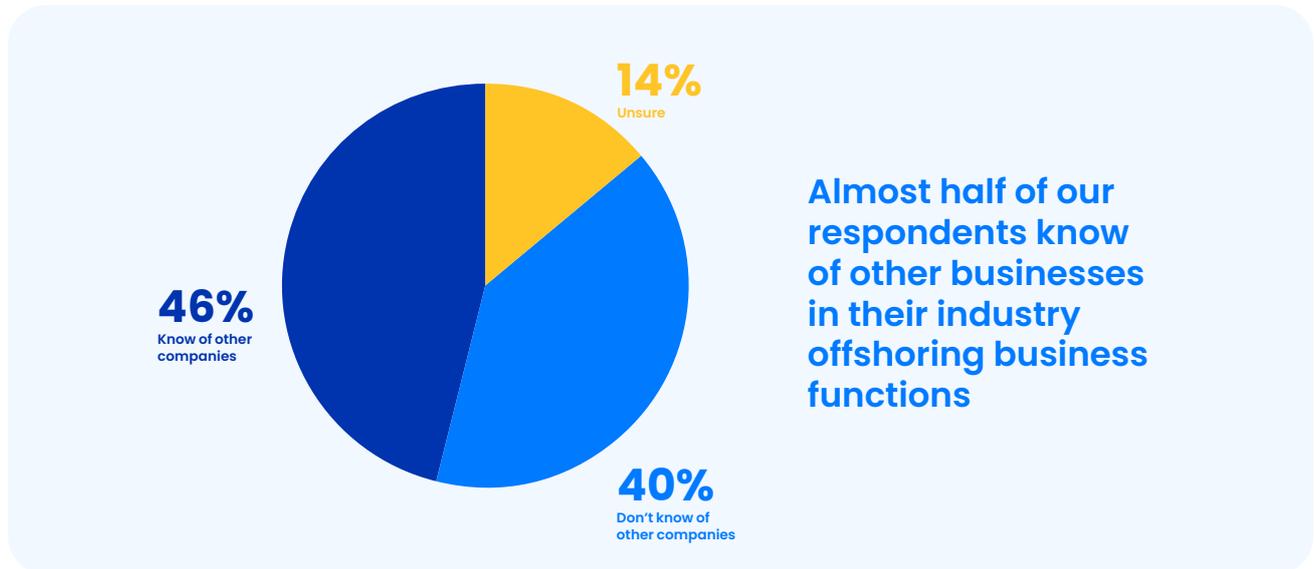
There are also signs that global remote staffing will grow with 73% of millennial hiring decision-makers considering offshoring compared to only 39% of Gen Xers and even less, 23%, of 'Baby Boomers.' This generational shift in attitudes already seems to be working for younger hiring decision-makers: they are finding it significantly easier to hire staff for their businesses compared to all other age groups.





## Insight Four: Keeping up with competitor staffing

As more businesses adjust and augment their hiring strategies, the momentum of ‘how businesses hire’ creates a shift in the way that talent is sourced. As businesses look at how their competitors are responding, 46% of our respondents know that their competitors are already outsourcing a range of business functions.



## Talent Skill

### Insight Five: The complexity and cost of staff training

**More than half of businesses are struggling to keep on top of training.** Turnover and recruitment aren't the only things keeping managers up at night. They're concerned about staff retention and keeping people skilled up to meet the ever-changing industry requirements.

With a shortage of qualified candidates, many businesses have no other choice than to hire under-qualified applicants. The issue is so widespread that recruitment experts are giving tips on how hiring under-qualified staff can be a boon (in some circumstances).

While these may be reasons to hire unqualified staff to certain positions – it isn't just a case of imposter syndrome. Having unqualified staff could increase mental health burdens, fear of failure and may, in fact, increase turnover – the one thing we're trying to avoid. It also increases the pressure to have comprehensive training programs available to get them up to speed quickly.



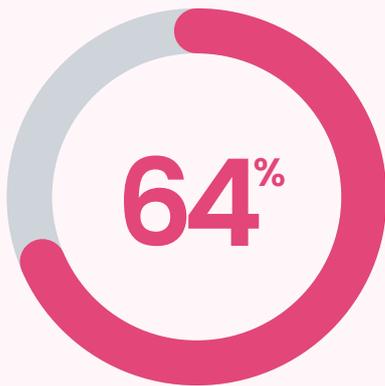


Some businesses are responding by trying to hire staff with the right skills in the first place – however, with the competitive market, they are either struggling to find suitable staff or paying above market wages. Other options include looking to external training providers but in many cases this can be quite expensive.

For companies looking to outsource, the global workforce provides access to specialist skills. Some providers such as Cloudstaff also have their own training academy which provides courses to support professions such as real estate and accounting. Selecting from staff who have already completed supplementary industry training means staff can be more productive from the hire date, reducing the cost of paying staff for their time and for the training.

## Insight Six: Augmenting staff skills with AI

**In today's workplace AI is a game-changer for work efficiency.** AI is transforming the way we work – bringing a wealth of opportunities to automate repetitive tasks, allowing staff to focus on higher value activities. For employees, the boost in productivity can improve job satisfaction and reduce the risk of burnout. For employers, an AI enhances the productivity of staff.



According to a Forbes Advisor survey, a notable 64% of businesses have expressed confidence that artificial intelligence will contribute to enhancing their overall productivity. This signifies an increasing belief in AI's capacity to revolutionize business operations.



As per Snaplogic, 89% of employees are of the opinion that artificial intelligence has the potential to assist them in handling up to half of their workload.

**As businesses consider their approach to AI, staffing providers are looking for opportunities to help customers access the 'third brain' – at the intersection between human and machine intelligence. As more businesses embrace AI as part of the ways of doing business, ensuring partners are helping to identify opportunities and evolve solutions will be key to success.**



# Unlocking the power of the global workforce

In the midst of the Talent Revolution, many businesses are looking to global remote staffing to increase their access to talent pools available in foreign markets. As businesses look to respond, finding a global staffing partner (like Cloudstaff.com) helps to provide the talent pool, skills and responsiveness that can provide a competitive advantage. In this section, we review key considerations for businesses looking for staffing partners against the top 6 talent survey insights.

<b>Difficulty finding the right staff</b>	With the primary challenge being finding quality talent, businesses looking for a global remote staffing partner should ensure there is access to a large pool of talent – particularly for professional roles being recruited.
<b>Impact of labour costs on profitability</b>	<p>Many businesses do not take into consideration the additional fully loaded costs associated with hiring high market salary roles. Additional elements like benefits, staff turnover and IT costs will often add another 20% to 30% to the total employee cost.</p> <p>With talent in the right global geographies businesses can reduce costs by 60%-70% compared to traditional hiring.</p>
<b>Changing perceptions on global remote workforce</b>	<p>There is a generational shift embracing remote global work. Younger decision-makers are increasingly turning to international geographies to access the talent they need.</p> <p>Find a provider with staff in geographies that has a high cultural fit and that maintains investment in keeping staff productive and happy to increase retention.</p>
<b>Keeping up with competitor staffing</b>	<p>Many industries are already embracing global remote staffing.</p> <p>For professional industries, ensure that you select a partner who has a track record of hiring those skills into your industry to ensure responsiveness. This helps to keep you ahead in a competitive market.</p>
<b>The complexity and cost of staff training</b>	<p>Find a provider that enables you to select from candidates that are already trained in your industry.</p> <p>This training will enable your team to hit the ground running – saving you time but also saving you money in salaries and training costs.</p>
<b>Augmenting staff training with Artificial Intelligence</b>	<p>Many providers connect you to staff and provide limited customer interaction thereafter. This makes it difficult to keep pace with change.</p> <p>Choosing the right global remote staffing partner means embracing the Talent Revolution, evolving your offerings, increasing your investment in technology and a relationship-based approach will ensure your partnership keeps evolving. Some vendors are already investing in AI to assist with finding the best-fit staff, simplifying the management of working with remote staff, and augmenting professional roles with productivity applications.</p>

Having the right global workforce provider like Cloudstaff by your side, the Talent Revolution offers businesses the chance to rapidly grow, increase satisfaction of their teams and customers alike while embracing innovation in a way never seen before.



# Cloudstaff is Pioneering the Global Remote Staffing



## Accessing the right talent fast:

Cloudstaff helps you recruit from a candidate database of over 500,000.



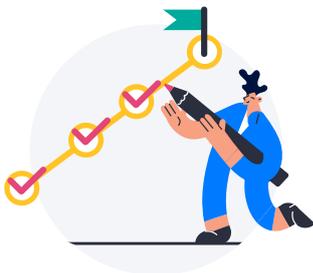
## Recruiting the best talent:

As the #1 Workplace, we match you with your dream team all while saving you 60-70% compared to onshore hiring.



## Diverse:

With over 6,000 staff, 15 years experience, and remote staffing options in the Philippines, Colombia, and India, Cloudstaff helps you find the team with the skills you need.



## Track record:

Cloudstaff has the proven track record of hiring in professional industries like accounting, real estate, IT and software, customer service, tourism and travel, construction, and debt collection.



## Industry training:

Select staff from our pool of pre-trained candidates. This enables you to get up and running quickly with reduced training costs.

## Investing in technology:

is a significant competitive strength: Under the leadership of our CTO and Chief AI Officer, Cloudstaff is investing in programs that leverage the power of AI across the staffing lifecycle. From matching your job role with the right candidate, to making remote work easier. Cloudstaff is augmenting key roles with professional accelerators that enable your team members to be more productive, consistent, and reliable.



Cloudstaff provides global remote staffing solutions to innovative businesses everywhere. Unlike traditional hands-off Business Process Outsourcers, we match clients to select professional services candidates with expertise in accounting, real estate, tourism and travel, software development, customer service, sales, marketing, and many more.

Every day we help to connect businesses like yours with the best talent. With cutting-edge productivity technology and a people-first culture, Cloudstaff can supercharge your business. By investing in hard working, loyal, global team members, businesses everywhere are discovering the true power of global remote staffing and the productivity gains and cost reductions that accompany them.

**This is cloudstaff.com.**  
**This is the Talent Revolution.**





# There is a Talent Revolution and it's time to get on board!

Ready to get started? Build your dream team with our **Team Builder** or visit [cloudstaff.com](https://cloudstaff.com) to learn how we can supercharge your business.