



LavaCon 2024
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**Hiring Booms and
Mass Resignations and
Pre-recession Layoffs, Oh My!**

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About the Speaker

- **Fellow, Nominating Committee, STC**
- **President, ProSpring Technical Staffing**
- **Author, *Be the Captain of Your Career: A New Approach to Career Planning and Advancement***
- **Executive Director, The LavaCon Conference on Content Strategy**

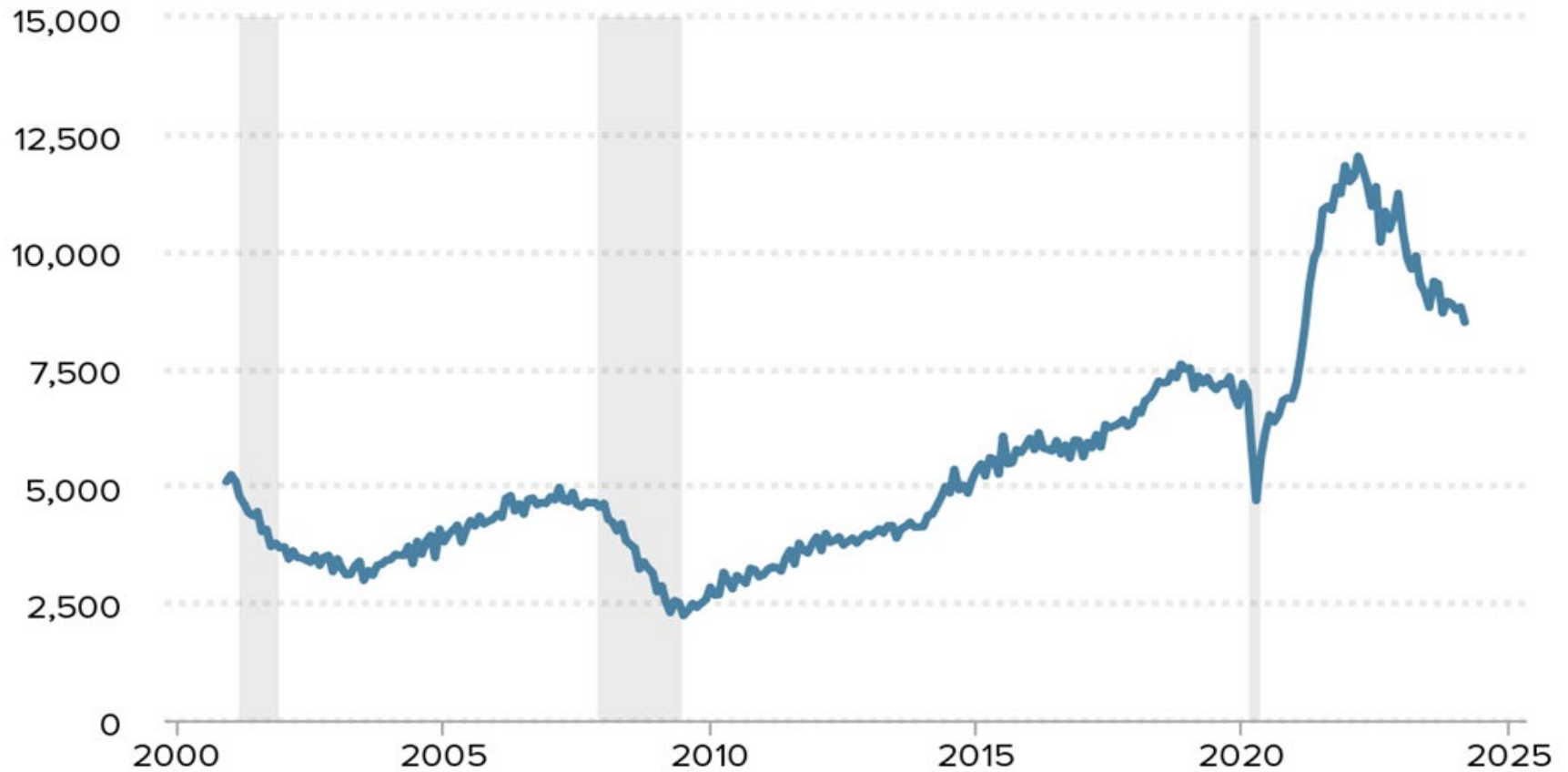
Ground Rules and Warnings

- **Group Participation: Ample Time for Audience Q&A**
- **Anything I say is just my opinion—try it and see if it works for you.**
- **I'll present opposing points of view on certain topics and let you decide.**
- **Artists**

In the News

In the News: Job Openings

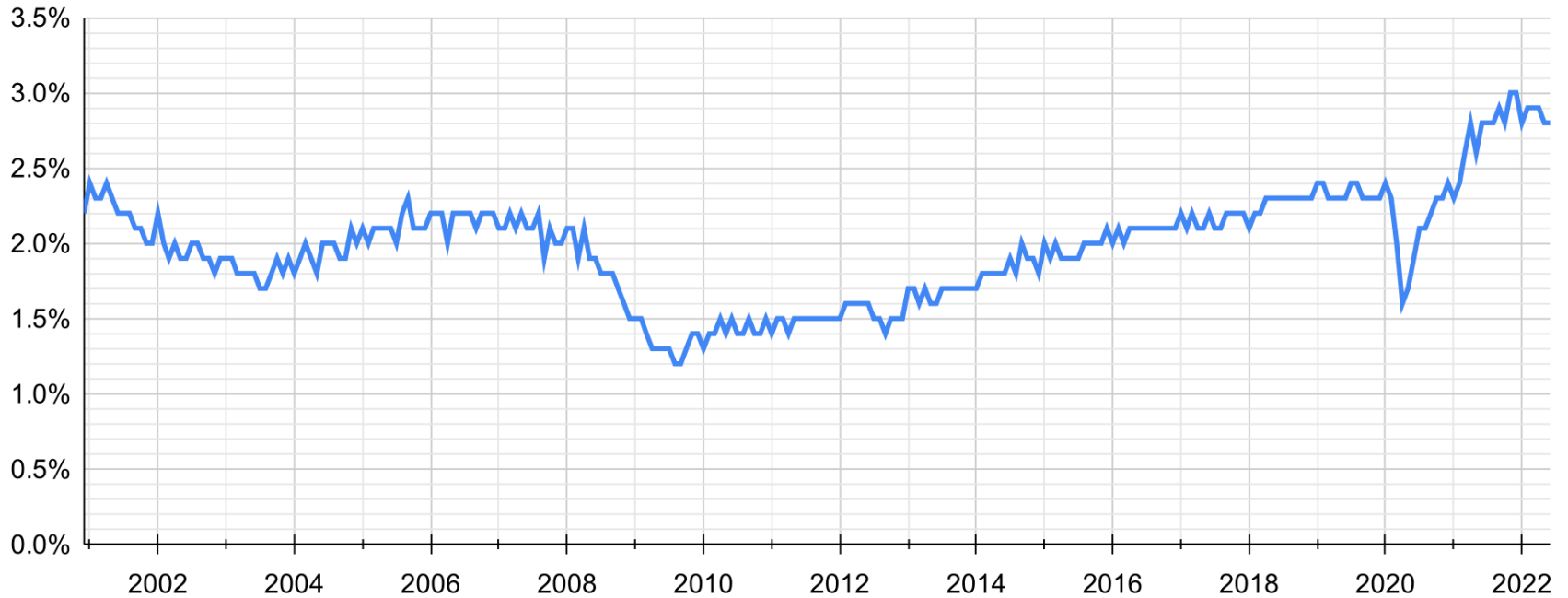
Job openings levels, 2000–2024



In the News: The Great Resignation

Monthly quits in the United States, as a percent of total employment

(December 2000 to June 2022)



In the News: The Great Resignation

The Top 5 Reasons People Are Quitting During the Great Resignation

1. Toxic work culture
2. Job insecurity and reorganization
3. High levels of innovation
4. Failure to recognize performance
5. Poor response to Covid-19

In the News: Quiet Quitting



In the News: Quiet Quitting

According to Forbes magazine:

Definitions associated with quiet quitting vary, with most focusing on either setting realistic boundaries that prevent burnout, or not going the extra mile at work (also called “working to rule”).

In the News: Quiet Quitting

These definitions contain important differences because setting boundaries generally is more active and can have positive outcomes for both employee and employer, but lack of discretionary effort can be either active or passive and generally is perceived as negative for both employee and employer.

In the News: Quiet Quitting

Unlike employees who leave the organization as part of the Great Resignation, this latter group of employees “quit and stay.”

In the News: Quiet Firing



In the News: Quiet Firing

According to Team Building, a team development company, quiet firing is a “passive-aggressive approach to performance management.”

In the News: Quiet Firing

Instead of outright firing employees, these managers will make the workplace as unpleasant as possible, by encouraging employees to quit or neglecting them through lack of feedback or resources.

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In the News: Quiet Firing

A recent LinkedIn News poll with over 20,000 respondents found that 48% of employees have seen quiet firing in the workplace, and 35% have faced it during their careers.

In the News: Hiring vs Unemployment



Unemployment rate is collected once a month - Numbers are seasonally adjusted

In the News: Hiring vs Unemployment

- **According to BLS, unemployment in the general population is 3.7%**
- **However, unemployment among tech professions fell to 1.7% in July (according to a CompTIA review of BLS data) and is close to the all-time low rate of 1.3%, recorded in May 2019**

In the News: Hiring vs Unemployment

- **I can personally vouch for these numbers**
- **I recently had a six month contract for a DITA Technical Writer (remote), but couldn't find *anyone* currently available.**
- **There are definitely more openings than available people in the tech sector.**

In the News: Layoffs



In the News: Layoffs

- **Many companies fear we are heading into a recession, and are cutting back on non-essential expenses, doing preemptive layoffs, etc.**
- **I fear these actions may trigger the very recession they are trying to avoid.**
- **Find (or stay in) organizations that consider you a valuable part of the development team.**

Working Post-Covid

Working Post-Covid: Home v. Office



Working Post-Covid: Home v. Office

In a survey conducted by Robert Half, 49% of employees prefer to work a hybrid job, which means partly remote and partly in the office.



26%
Fully Remote



49%
Hybrid of remote
and in office



25%
Fully in office

Working Post-Covid: Home v. Office

Many tech professionals learned during the pandemic that:

- **They can work from home just as easily as in an office**
- **They are more productive working from home—no commuting, no interruptions from chit chatting co-workers, etc.**
- **Introverts the world over breathed a collective sigh of relief.**

Working Post-Covid: Home v. Office

However, many companies want workers back in the office:

- **Some managers have difficulty managing remote workers**
- **Brainstorming is more productive/ synergistic when done in person**
- **Sometimes it's just easier to be in the same room/office and talk face to face**

Job Hunting Post-Covid



Job Hunting Post-Covid

When searching for a new job post-covid, look everywhere for job postings:

- **LinkedIn**
- **Indeed.com**
- **Professional groups online**
- **Your STC chapter job posting**
- **Profession job boards**

But...

Job Hunting Post-Covid

When searching for a new job post-covid, look everywhere for job postings, but apply for jobs *via a personal referral*.

Even better, be so visible that companies invite *you* to work for *them*.

See my session on “How to Beat the Dreaded Applicant Tracking System” for more info.

Job Hunting Post-Covid: The Do's



Job Hunting Post-Covid: The Do's

Definition:

A resume is just a vehicle that shows that you have what the reader is looking for.

Job Hunting Post-Covid: The Do's

***What* they are looking for usually includes:**

- **What are you**
- **How senior are you**
- **Do you have experience in their industry**
- **Do you have a degree in an applicable field**
- **Do you have the tools they use**
- **Can they afford you**

Job Hunting Post-Covid: The Do's

What they are looking usually includes:

- **What are you**
- **How senior are you**
- **Do you have experience in their industry**
- **Do you have a degree in an applicable field**
- **Do you have the tools they use**
- **Can they afford you**

Be sure your resume, LinkedIn profile, etc. answers those questions (as best you can).

Job Hunting Post-Covid: The Don'ts



Job Hunting Post-Covid: The Don'ts

I recently saw a job related webinar that said:

Recruiters and hiring managers are looking through hundreds of candidates for an open position, so you only have SIX SECONDS or less to make a memorable impression.

Job Hunting Post-Covid: The Don'ts

I recently saw a job related webinar that said...

By using the powerful benefits of visual design and data visualization in your own Personal Branding Strategy you will stand out from the crowd of candidates and be memorable. You should communicate your abilities and attributes to potential employers and clients with visual content online, on LinkedIn and with an infographic resume!

Job Hunting Post-Covid: The Don'ts

I recently saw a job related webinar that said...

This presentation will show you some of the best examples of using visual content to promote yourself with images, websites, profiles, infographic resumes, and the tools and understanding you need to design your own.

Job Hunting Post-Covid: The Don'ts

I recently saw a job-related webinar that said:

This presentation will show you some of the best examples of using visual content to promote yourself with images...

My first thought was, “This is just bad advice.”

ATSs can't read graphics, nor can I (as a recruiter) tell how many years experience you have from a bar graph.

Job Hunting Post-Covid: The Don'ts

I recently saw a job-related webinar that said:

This presentation will show you some of the best examples of using visual content to promote yourself with images...

Plus, I (and other recruiters I know) spend *far* more than six seconds when reviewing resumes. I just don't believe that datum is true.

Job Hunting Post-Covid: The Don'ts

I recently saw a job-related webinar that said:

This presentation will show you some of the best examples of using visual content to promote yourself with images...

Remember, a resume is just a vehicle that shows that you have what the reader is looking for. That takes words.

Job Hunting Post-Covid: The Don'ts

I recently saw a job-related webinar that said:

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However, maybe this person is an HR professional who hires more tech comm professionals than I do. Hey, I'm willing to learn!

Job Hunting Post-Covid: The Don'ts

I recently saw a job-related webinar that said:

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So I looked at the speaker's LinkedIn profile. His title? Data Visualization & Infographics Designer

Job Hunting Post-Covid: The Don'ts

I recently saw a job-related webinar that said:

This presentation will show you some of the best examples of using visual content to promote yourself with images...

My point? Evaluate the source anytime you are given job hunting advice, even from me!

Then try it and see if it works *for you*.

Recap

- **Work from home v office v hybrid. Which works best for you?**
- **Search for jobs online, but apply via a personal referral.**
- **Be findable. Make sure your resume and online profiles show your experience, education, and tools.**
- **Don't sacrifice usability and readability for to fit an arbitrary number of pages.**

Let's network!

**Connect with me on LinkedIn, follow me
on Twitter, send me your resume!**

Jack@ProspringStaffing.com

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**Register for LavaCon using the referral code
“LASTC” for \$200 off in-person tuition**

Q&A

