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REMOTE RECRUITING REVOLUTION

- What is good about Remote Hiring?
- Case Study: TECH-HOPS
- Communication and Collaboration
- COVID-19 Impact
- Remote vs. Onsite Recruiting
- Case Study: Gradido
- Taking the Next Steps
- About Bali Staffing
- Footnotes

Can you imagine the impact Talent can have on an organization if the biggest constraint were removed?

Where does this constraint come from? If you ask employees at Buffer, a successful tech startup, **98% of their team** would choose to work remotely the remainder of their careers, so it's a constraint coming from employers. The biggest catalyst for a change in thinking about this has recently occurred.

Over the past few months, the world has changed dramatically. Companies such as Entelo, Trello, Sapling, among others have transitioned from office-based work to a fully remote workforce. Music festivals and tours have been indefinitely put on hold and weddings and celebrations have been canceled. The main reason, COVID-19.

Many businesses are wondering how to move forward once the dust settles. For instance, should they continue to have full-time onsite employees? Should they consider a work-from-home scenario? Will there be some cases where it makes more sense to hire a freelancer instead of a full-time employee?

As a matter of fact, working remotely has become the default solution for many companies during COVID-19 to avoid and prevent the spread and transmission of the disease.

The opportunity that recruiters have within reach is greater than ever before. Equipped with enough intuition, tools, and perception, recruiters can polish their process, mitigate prejudice, eliminate steps that are unnecessary in their job, and engage with top candidates. Talent Acquisition is moving towards video interviews and online assessments. From reactive hiring to proactive sourcing and recruiting, recruitment is changing and transitioning into a data science process.

However, without the understanding of new shifting trends and emerging technologies, rules and ideals, recruiters will not be well prepared to face and discover the new challenges that are approaching.

The Benefits of Remote Work

A central theme in today's work culture is remote work or distributed teams. The

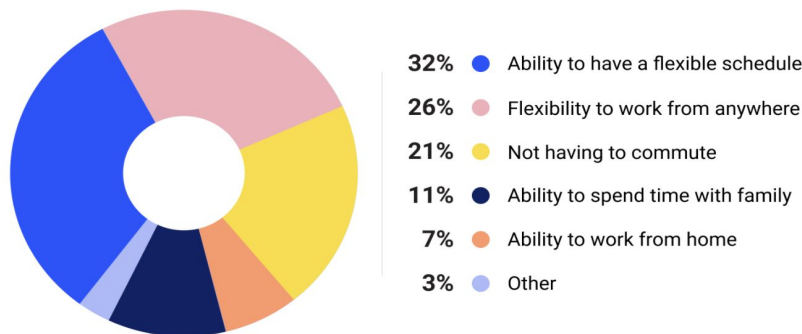
majority of people are trending this way of working on a regular basis rather than having to commute to the office every day. They prefer to stay at home and work.

Remote work is essentially about flexibility. As a company, this implies trusting in your employees abilities to get their work done effectively, and accomplish their objectives despite the location or time zone.

This past February, [Buffer](#) released its annual State of Remote Work report. One of the most consistent responses showed that when remote workers were asked if they would like to work remotely for the rest of their careers, 98% agreed on this. A further 97% of them said they would recommend remote work to others.

So what is it about remote work that makes people want to do it for the rest of their careers and recommend it so strongly to others? The answer is **flexibility**.

What's the biggest benefit you see to working remotely?



State of Remote Report 2020
buffer.com/state-of-remote-2020



Case Study: TECH-HOPS (fictional)

TECH-HOPS is a VC funded series B startup based in San Francisco. They need to hire a new VP of Data Management & Operations that would be responsible for everything ranging from data acquisition and integration to functional oversight of day-to-day data processing and quality control, to product management of all data access tools. The candidate will keep the **BIG DATA** trains running on time while simultaneously laying new tracks and building new engines.

After weeks of sourcing and trying to get great candidates from under the rocks, they found a great candidate that is perfect for the job: Richard Grown that lives in Boston. After interviewing him, they were fully convinced that he was "the" candidate for the job.

The first thing the company did was to offer him a relocation to the Bay Area. However, Richard was not willing to relocate because of his entire family is based in Massachusetts and he didn't

want to take his children out of their school.

Now Tech-Hops is at a recruitment crossroad. All of their employees are based in San Francisco. Would they let Richard Grown, their star Boston candidate, drift away because he is not able to commute to the office downtown Monday to Friday from 9 to 5 (or 9-8 in startup hours)?

They need to decide whether they want to step out into the “new-normal”, where companies decide not to have their employees at the office every day, but have the opportunity to hire the most qualified candidate for the role, or to just keep hiring in their headquarter city.

The company will have a much bigger pool of candidates if they decide not to hire locally only. The number of efficient candidates, diversity, experience, etc, will undoubtedly increase if they decide to give a step forward into recruiting and remote work.

This provides a tremendous amount of potential for the talent you can bring in, but it also requires a mindset shift. Recruiters should focus their search to a much more specific criteria, including years of experience, specific skills and even previous organizations candidates have worked for.

As we saw in this case study, there are some conditions that need to be brought about so as to become a remote recruiting company. **The advantage of remote hiring** is the main reason why every day more and more companies decide to rely on competent candidates from different parts of the world for numerous positions.

- Access to better talent:
 - As mentioned in the Tech-Hops case, the pool of candidates you access from hiring remotely is much larger than if you decide to hire locally. Remote hiring allows you to contact people from different parts of the world that are competent at what they do.
 - Being able to hire the right candidate for the job, rather than being forced to hire the best local candidate, helps ensure that your organization will not have to spend additional money to hire a second candidate.

"Hiring remote workers means that you can get the absolute best person for the job – not just one who is willing to live in your city. If your company doesn't include remote working options now or in the future, you could be cutting your possible candidate pool in half and be eliminating the most qualified people from consideration." - Rachel Ferrigno, Content Marketing Manager, Stack Overflow

- Working remotely helps to reduce costs to the company and to the employee.
 - It reduces business costs: The fact of not having a “physical” office, certainly reduces the venue rental cost, utilities, computing equipment, software, furniture, and other directly related costs. *Studies suggest that companies with remote workers save \$10,000 per employee each year in real estate costs.*
 - It reduces costs for employees: By working remotely, there is no commute, which for some people, can make them save time and money.
 - It helps employees experience a better work-life balance and job satisfaction, which in turn helps to increase loyalty and retention.

- Skillful and talented people want this.
 - For younger employees, workplace flexibility is one of the many factors they take into consideration when looking for a new job. In order to attract young highly skilled and talented candidates, working remotely is a major bonus.

If your organization will open its policies to allow full-time remote workers who may be located on the other side of the country, you need to take a clear stance on how you will identify salary ranges for each role and location. For example, there will likely be a minimum of a \$10,000 difference in salary for a data engineer based in Silicon Valley compared to Houston. - Dice, State of Remote work.

- Productivity
 - Remote teams do more in less time, allowing them to start new projects, spend more time doing what needs to be done. This is because they are less distracted and they can work to their strengths. Moreover, some employees might be more productive during morning hours, and some might be like owls that prefer to work at night. With this working method, they get the chance to work at their best productive time.
 - When going remote you need to find your working space. You need to settle a working room and you will also need to establish a proper life balance: determine at what time would you rather do exercise or at what

time you need to turn off your computer.

- **Dice**, a leading tech career hub, has been tracking technologists preference for remote work for years through the annual Tech Salary Report and similar surveys. Here we can see some results.

What are the main professional benefits you receive from working remotely vs. working in an office?

Easier to work at home	61%
More relaxed approach	59%
More productive	53%
Avoid office politics	49%
Devoted more time to work	43%
More time for in-depth thinking	40%
More time for creative thinking	34%
More time for backlog projects	30%
More time for email & chat	25%
There are no professional benefits	9%

What are the main personal benefits you receive from working remotely vs. working in an office?

Save money on commute	80%
Easier commute	67%
More comfortable attire	67%
More control on environment	54%
More schedule control	52%
Better for the environment	48%
More time for family	48%
More work / life balance	47%
Save money on food	44%
More time for relaxation	43%
More time for hobbies	24%
There are no personal benefits	4%

- Retention.
 - Most remote workers really enjoy the fact of working from home. Retention rates are higher for companies that decide that their working force can do it from their houses. HR costs are lower, and businesses that expand their remote work policies tend to experience more growth.
- Why it works in tech companies.

"Work-from-home policies and fully remote companies are becoming more of a norm in the tech industry. In fact, IT and development roles are typically in the top 10 career fields for flexible and remote jobs". - Sara Sutton Fell, founder and CEO of FlexJobs and Remote.co.

There are companies already working in a program that allows employees to work from anywhere they are located, across different time-zones. Some examples of companies that have benefited from working Fully-Remote are [GitLab](#), [Toptal](#), [Zapier](#), [Buffer](#), [Invision](#), [Articulate](#), [Flexjobs](#), [Doist](#), among others.

"It's a decision I made at the end of 2012 when Buffer was in its infancy, and it's interesting to reflect on that decision now. I am happy to report that I am in love with the choice we made to be distributed all across the world." **Joel Gascoigne, founder and CEO at Buffer**

"For a variety of reasons, such as employment and tax law, the vast majority of remote jobs include a geographic requirement, but thanks to technology and the increasing global adoption of remote work across industries, the marketplace of work-from-anywhere jobs are very healthy going into 2020," - **Sara Sutton, FlexJobs Founder, and CEO.**

COMMUNICATION AND COLLABORATION

A fundamental question you need to ask yourself if you decide to implement remote work in your company is how to start. Communication and collaboration among the remote workers in a company are the pillars for this to happen. They are just as effective as the tools you use. Tools are more important in remote work than on a regular basis job because they are the foundation for communication. You cannot walk up to someone's desk to talk to them; you need to adapt tools to become your "virtual office."

Here's a summary of the different tools you need to consider for remote work:

- **CHAT TOOLS**

- **SLACK**: It offers real-time messaging between teams, despite the time-zone and has proven to be an engaging and fun-to-use tool for team communication, especially for remote teams.

- **VIDEO CALL SOFTWARE**

- **ZOOM**: It has proven to be the most reliable video conferencing software across all forms of internet connections, especially when handling hundreds of participants in company-wide meetings. It is one of the foundations of an effective remote company.

- **COLLABORATIONS TOOLS - PROJECT MANAGEMENT**

- **TRELLO:** It is a really useful collaborative tool and several employees can work over the same projects. Trello is a flexible, and visual way to manage your projects and organize anything.
- **ASANA:** It is very similar to Trello. Asana helps you coordinate all the work your team does together. So everyone knows what needs to get done, who's responsible for doing it, and when it's due.

- **DOCUMENTATION**

- **GOOGLE DOCS:** The ability to simultaneously edit, comment, and chat back and forth is priceless. You can do it for yourself or share it with a teammate so that you can work together over the same thing.
- **Applicant Tracking System (ATS:)** There are a plethora of Applicant Tracking Systems that help recruiters work efficiently. It streamlines the recruitment process by managing, storing, and keeping track of a company's job candidates. Some of the most common ATS are [Lever](#), [Greenhouse](#), [SmartRecruiters](#), [Workable](#), among others.

COVID-19 IMPACT.

COVID-19 has accelerated this remote working transition trying to avoid people getting together and staying at home. This Pandemic revealed the home office concept is not just for a few companies or positions. Remote work had its greatest jump ever. Working from home for different employees is new and they need to adapt to this new scenario. However, the hiring process needs to change, too, if you are used to hiring face to face.

Whether we like it or not, the whole world needs to adapt to this new situation. Not only sales, operations, education, accounting, health, etc, everyone needs to change the way they work. A completely new point of view is starting to show up.

The COVID-19 coronavirus is becoming the accelerator for one of the greatest workplace transformations of our lifetime. How we work, exercise, shop, learn, communicate, and of course, where we work, will be changed forever! -

Jeanne Meister, Forbes Contributing writer.

Companies that have never thought they could do home-office, realized that it was

possible. COVID-19 has brought about a new working era. A whole new working discipline landed in countless companies. They have realized that it is not necessary to commute to an office every day from Monday to Friday, to get things done effectively.

"I think one thing folks have speculated will change as a result of this crisis is the availability of remote working and the availability of work-from-home benefits. This is definitely an early indicator that we'll likely see access to those options increase." -

Daniel Zhao, Glassdoor economist.

Undoubtedly, COVID-19 is inflicting a radical track on the talent market. In order to position an organization for long-term success, it is mandatory to remain flexible and adaptable to the changing landscape of recruiting.

REMOTE VS ONSITE RECRUITING.

When it comes to trying to set the difference between onsite and remote hiring, one of the most important aspects to consider is collaboration. Collaboration between hiring managers and recruiters in the whole process will generate success or better results in finding the best candidates for the positions to fill.

Remote recruiting involves sourcing, screening, interviewing, and hiring employees who are located anywhere. You will need to outline the requirements that you need to fill the position, thinking of it more as a project than a position to fill. You are not just searching for the right job skills, but also for the overall compatibility in a remote working space and environment.

CASE STUDY: GRADIDO (fictional)

Gradido is an established private manufacturing firm with 180 employees. It needs to hire a Financial Analyst with at least 7 years of experience in a role with manufacturing onsite, and they would like to consider candidates that have an MBA from MIT, Harvard, Wharton or the University of Michigan. Gradido has its headquarters in Jackson, Mississippi.

Now the biggest decision comes when the company needs to consider where this candidate needs to be. The options we need to consider are:

- If Gradido decides the position needs to be onsite: 11 possible candidates
- If Gradido is open to remote work: 550 possible candidates.

As you can see, the number of candidates that might be a fit for the position increases over 500x

when we decide that our new Financial Analyst does not need to commute to the office every day into our headquarters office.

Some of the aspects that you need to pay special attention to when you decide to go remote hiring are:

- Interviews are held through video calls. You need to consider how well the applicant communicates during this step of the process since good communication is vital in a remote position.
- Over-communicate with candidates about everything. For example, if you have details about another round of interviews, if you need to check references, or simply need to contact them because there are no updates yet. Over-communicate with candidates and let them know that they can reach out to you as many times as they need.

*"When you are remote, tone can get lost in translation if you are not thoughtful on how you are saying and doing things. The more you communicate, the better. Even if you personally think it's too much, chances are, it's not." **Melissa Bruno, VP of People at Stack Overflow.***

ABOUT BALI STAFFING

Bali Staffing is dedicated to providing fast-growing ventures with the top Recruitment/HR talent in Latin America, leveraging the strength, diversity, and flexibility of the area's workforce. Our recruiters are scattered throughout lower cost cities in the U.S. and Latin America, understand the business, and have outstanding English language skills.

Bali Staffing offers a fully decentralized team of highly skilled, on-demand recruiters who help fast-growth organizations around the world. We offer different services designed with our clients at the center.

In Bali we are relationship builders: we join our client's HR team in different ways to help them scale up their business and solve their problems.

If you want to learn more about Bali staffing please [contact us](#).

FOOTNOTES

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