

IS THE FUTURE OF EMPLOYER BRANDING IN COOLNESS?

What?

Today, recruitment difficulties are forcing companies to accelerate their attraction strategies. Some companies are turning to tools such as [meme](#) and [TikTok](#). As part of a global marketing strategy, including employer branding, these tools are used to make the employer look cool, to give the impression that the work environment is fun, free, stimulating and dynamic. [Coolness](#) is defined as a relaxed, calm state, often conducive to tolerant behaviour.

So what?

The concept of [Gamification at work](#) is already widely promoted as a way to increase employee engagement and retention. Add to that the use of the meme and the TikTokaction of employer branding, are we moving towards a world where:

1. Work is a game? And therefore, the company would be a great playground?
2. Employees are big kids?
3. The professional attitude (sometimes characterized as uptight) would have no place anymore?
4. Would the public service benefit from becoming less conventional?

DISCONNECTING FROM WORK

WHAT?

As of June 2, 2022, Ontario employers with at least 25 employees must provide a written policy outlining employees' rights to "disconnect from work".

"Disconnecting from work" means not making or participating in work-related communications, including e-mail, telephone calls, video calls or sending or reviewing other messages, so that employees are free from any obligation to work after scheduled work hours.

SO WHAT?

What qualifies in as "work" is an important distinction for this policy.

Prescribed work is the work as it must be done and often formalized by a job description.

Real work, on the other hand, is more complex: it takes into account all the actions carried out and strategies deployed by the employee to carry out his activity.

Thus we can say that real work = prescribed work + creativity. Generally, this creativity is stimulated by informal conversations, reading, watching television or listening to podcasts. It would therefore be interesting to answer the following questions:

1. How might this impact the employer? Could disconnecting from work hurt productivity?
2. Knowing that disconnecting from work is aimed at the psychological well-being of the individual, could the new policy increase stress on employees who are not compensated for the "unaccounted hours" necessary to express their creativity?
3. How will disconnecting from work apply to managers - who often accomplish many logistical tasks off hours?

REFERENCES:

[Written policy on disconnecting from work](#)

[The difference between prescribed work and actual work](#)

CUSTODIAN TRIALS 'HOTELISATION' OF OFFICES TO LURE WORKERS BACK

What?

Custodian (CREI) is banking on the 'hotelisation' of its office buildings to entice employees away from their home office. [The 'Hotelisation' of Office Space](#) treats tenants as valued guests and provides commercial building occupants with the same quality of service as they would find in the hospitality sector. The aim of that is to make the offices 'nicer than being at home' so people actually want to work there.

So What?

In the aftermath of the pandemic, remote working has improved the work-life balance. This is, to a large extent, related to the fact that the elimination of commuting saves a considerable amount of time and makes it possible to adapt work schedules to private commitments, and also to the fact that the workplace became friendlier. Since the objective of hotelisation is to make the workplace more user-friendly than home, we can ask ourselves the following questions:

1. If a workplace is hospitable like a hotel, is that enough to take us from our homes?
 1. Is it possible that overnighting becomes more common if it really is like a hotel?
 2. What about living at work? If homelife is worse or less enjoyable.
2. What impact does working in a hotel might have on productivity? Can it be better than working at home or at office?
3. Regarding the choice between remote work, hybrid work and going back to the office, could the hotelisation of office space tip the balance towards going back to the office?

CAN A LA CARTE BENEFITS SOUND THE DEATH KNEEL FOR COLLECTIVE AGREEMENTS?

What?

Many experts believe that the future of employee benefits lies in physical wellness, health care, work flexibility, leave and smart benefits. These benefits are presented as a package included in the employment contract. Two entrepreneurs, Sydney Wingender and Jean-François Lessard, co-founded [the benefits platform "Tedy"](#), which instead promotes the notion of providing customized benefits to employees. Tedy allows employers to build up a bank that employees can use to treat themselves to something that makes them happy.

So what?

The concept promoted by Tedy implies, perhaps, that each employee could negotiate their benefits before signing their contract. Thus, 2 people of the same category and level, occupying the same position, could have completely different benefits. This à la carte treatment raises many questions, such as

1. Is a la carte treatment ethical and fair? The range of benefits would depend on the negotiating skills of the employee.
2. Will this be the end of collective agreements?
3. Can this concept be implemented in the Canadian public service?

References:

[Tedy](#)

[The new benefits to enhance your employees in 2022](#)

[Why employees are looking for a boost in benefits - Maple \(getmaple.ca\)](#)

[The Future of Benefits | Cowan Insurance Group \(cowangroup.ca\)](#)

[What's next in benefits: Defining future trends. - Health Benefits Hub \(telushealth.co\)](#)