

A woman with braids, wearing a brown cable-knit sweater over a black turtleneck, is looking down at a white document she is holding. The background is a blurred office environment with a warm light source. The image is partially obscured by a white diagonal shape on the left side.

How Tangible Solutions Support HR Leaders in a Hybrid World of Work



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The talent market today is, well, all over the place. Between increased hiring freezes, a rise in layoffs, and increased chatter about quiet quitting, there's a lot to make sense of—and prepare for—as an employer. And all of that is in addition to figuring out whether, moving forward, your company works best in-person, in a hybrid environment, or fully remotely.

It's a lot, but thankfully, there are also a lot of solutions. One solution, in particular, is about going back to basics with tangible support that, in turn, helps satisfy your talent needs across their entire lifecycle.

Let's walk through it.

Today's talent challenges happen in a hyperconnected world. In 2021, an estimated [319.6 billion emails](#)¹ were sent and received daily around the world, and by 2025, this is projected to increase to 376.4 billion. At the same time, the global video conferencing market is expected to reach [\\$19.73 billion](#)² by 2030.

While many of our digital solutions let people work from anywhere and increase productivity, we've now hit a point where there's a renewed demand for the physical.

People want to be a part of experiences and have materials to hold (and hold onto). Many of these people also work for you. And despite how much disruption there is in the talent market, tactical solutions can help support you in some of today's most prominent talent challenges.

From recruitment to retention to the reduction of staff, in many ways, going back to basics is where it's at. You're welcome to use this as a guide on how you can use tactile products to create substantial impact.

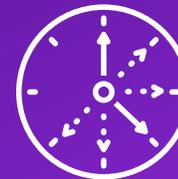
But before we look at how tangible materials can support your talent needs, let's look at the talent market.

Where the Talent Market Stands Today



People have resigned.

About [50.5 million](#) people quit their jobs in 2022.³



Layoffs occur more frequently.

More than [70,000](#) workers have been laid off in the tech industry alone since 2022.⁴



Yet many people still plan to quit.

[Sixty-one percent](#) of U.S. workers are considering leaving their jobs in 2023.⁵



And those who stay are "quiet quitting."

Quiet quitters make up [at least 50%](#) of the workforce.⁶

Plus, Companies Are Still Figuring Out Hybrid Work

Many employers are still trying to adapt to a hybrid work environment, even among all the uncertainty in the talent economy. (If that's you, you're not the only one.)

According to [Deloitte's](#) 2023 Global Human Capital Trends survey, the vast majority of business leaders (87%) said they believed developing a suitable workplace model was important or very important to their organization's success. Yet only 24% said their organization was very ready to address this trend.⁷

At the same time, two-thirds of workers globally (64%) said they had already considered (or would consider) looking for a new job if their employer wanted them back in the office full time.⁷

How (and where) you choose to work as an employer will touch the entire lifespan of your workers, from recruitment to keeping employees engaged at work to even letting your employees go. Across the lifecycle, hybrid or not, a number of tangible products and solutions can help support the needs of this moment.

Let's dive deeper into how tangibility can help you achieve stability in changing times.



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24% of business leaders said their organization was very ready to address this trend



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Trends to Know:



42% of recruiters said they saw more candidates at career fairs in fall 2022 than fall 2021.⁸



72% of recruiters said they planned to recruit in-person for winter/spring 2023 versus 28% who planned to do so virtually.⁸



68% of recruiters said they had extremely good or somewhat good ROI at career fairs.⁸

RECRUITMENT

How Tangible Solutions Support Recruitment

Tactile materials and signage can make you stand out as an employer, especially at in-person recruiting events. “Tangible solutions offer candidates something they can hold onto and refer to later,” explained Jill Stein, national account manager at FedEx Office®. “Email and digital offerings just don’t produce that same impact.”



Between banners, table coverings, and custom boxes filled with promo materials, a host of tangible products can make a real difference at recruiting fairs. At a time when [more than 50%](#) of people who join virtual meetings often find themselves distracted with other “tasks,” in-person touchpoints and takeaway products can have a more considerable impact. And the benefits extend well beyond the job fair, too.⁹ From direct mail to signage at college and corporate campuses, meeting your recruits where they are is the best way to get their attention.

Plus, with FedEx Office, Stein noted how clients get excited about the durability and the ability to reuse their products, which saves money in times of uncertainty. “Marketers and HR executives want an event in a box, to have reliable materials each time, and to not be a one-and-done deal,” Stein said. “We’re proud to offer that at FedEx Office and help make recruiting successfully a little easier.”

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-Jill Stein,
National Account Manager, FedEx Office

Trends to Know:



The top two priorities

for 2023 among HR professionals and HR executives are 1) maintaining employee morale and engagement and 2) retaining top talent.¹⁰



Employee recognition programs

elevated the employee experience (89%), improved organizational culture (86%) and increased employee happiness (82%), according to HR leaders.¹¹



Almost half of U.S. workers

(46%) left a job because they felt unappreciated.¹¹

RETENTION

How Tangible Solutions Support Retention

When engagement is down and the risk of attrition is high, receiving something tangible can significantly improve employee morale. From anniversary documentation to gift boxes with branded promotional items to acknowledgement cards for going above and beyond, showing tactile gratitude to employees for their contributions is huge.

“I like to call them love letters to your employees,” Stein said. “It’s important to share thankfulness with your employees with direct mail to thank them for their loyalty.”



Whether you're sending executive letters of commendation or certificates to recognize promotions, having something they can touch and feel in their mailbox will make your employees feel more valued than getting something digital in their inbox. (Especially when **38%** of office workers say "email fatigue" is likely to push them to quit their jobs.)¹²

Outside of celebratory acknowledgment, material communications have operational benefits. Between annual benefits to important corporate communications, your employees are more likely to pay attention to what's in their hands versus what's in their employee portal.

And there's the added operational benefit of having an asset-returns program, like that of FedEx Office, for when your remote employees need equipment upgrades or have repairs. With materials sent to and from home, FedEx Office makes it easy for your employees to stay engaged without significant disruption.



38% of office workers say "email fatigue" is likely to push them to quit their jobs.

Trends to Know:



One in three companies expects to lay off 30% or more of their workforce in 2023.¹³



70% of Gen Z and millennials are leading 'the big quit' in 2023 and plan to leave their jobs.¹⁴

REDUCTION OF STAFF

How Tangible Solutions Support Reduction Of Staff

As the personnel landscape changes, it's good to be prepared—and realistic—about attrition to avoid any major disruptions. A reliable, contact-free asset-return program can help take the burden off yourself and your departing employee(s). (As well as minimize the risk of lost assets.)



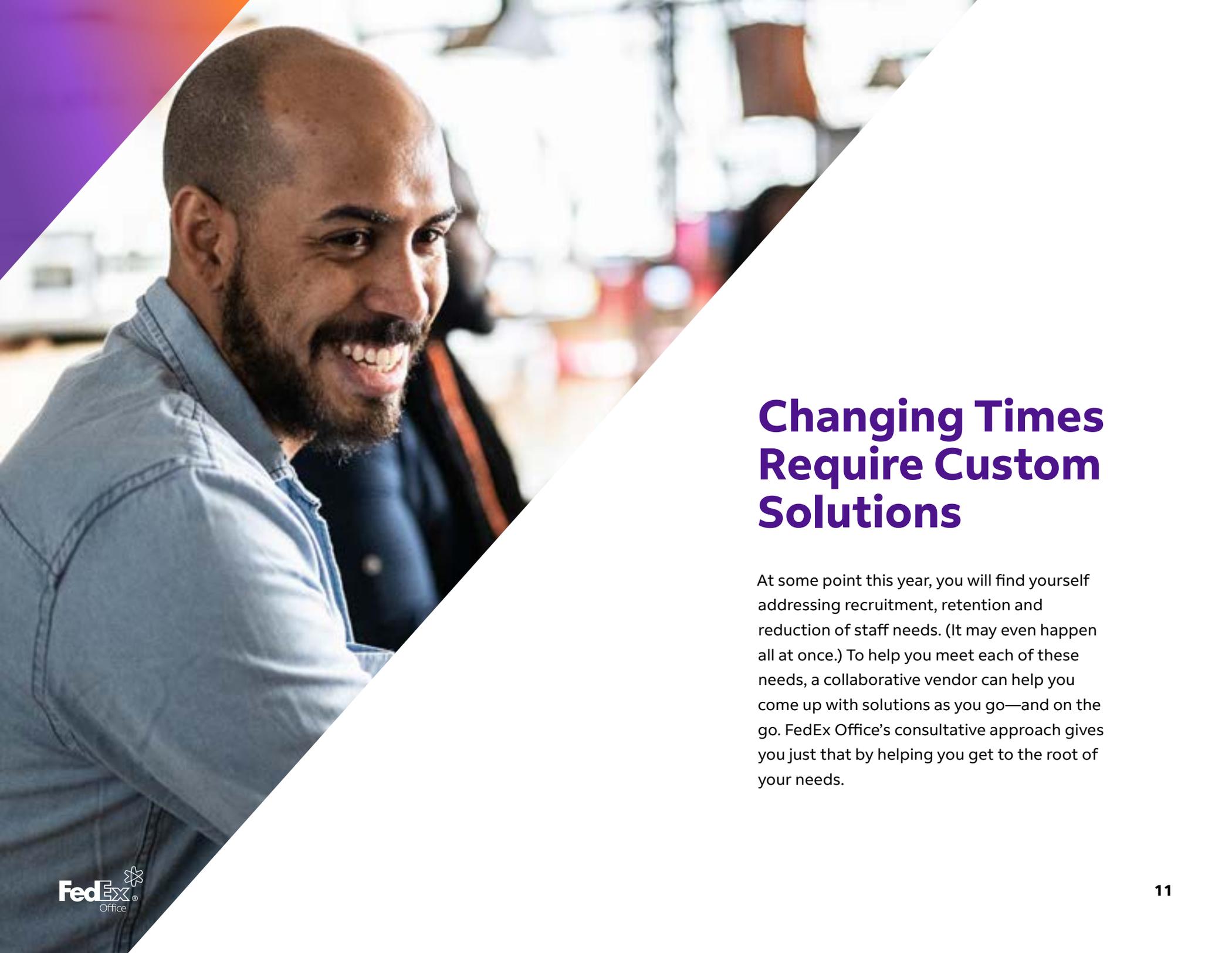
“Our asset-return program provides materials and a way to get everything shipped back that’s convenient for both the employer and the former employee,” Stein explained. “Companies without this type of program are only getting back a fraction of their assets, as compared to companies with this program.”

Not only is an asset-return program helpful in times of increased layoffs, but it’s undeniably integral when employees work remotely or in hybrid environments. With access to the FedEx transportation network, returning assets is more manageable – as your employees can do it from the comfort of their homes.

Losing staff can be stressful, but returning assets shouldn’t be. The right program should require minimal effort for all parties (at zero cost to the employee) and can get your assets back no matter where you (or your former employees) are in the country.

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Changing Times Require Custom Solutions

At some point this year, you will find yourself addressing recruitment, retention and reduction of staff needs. (It may even happen all at once.) To help you meet each of these needs, a collaborative vendor can help you come up with solutions as you go—and on the go. FedEx Office's consultative approach gives you just that by helping you get to the root of your needs.

“We don’t give prescriptive solutions; we ask what they need,” Stein noted. “I like to use the LAER method myself (listen, acknowledge, explore, and respond) because it covers each aspect of understanding the customer’s needs and gives an opportunity to come back with a fully vetted solution.”

FedEx Office, with its consultative approach, can help you keep up with the transitions by becoming a trusted adviser you can depend on regardless of what change occurs. And no matter the complexity (or even the simplicity) of your needs, FedEx Office will dive deep into your challenge.

Most of all, FedEx Office trusted advisers are nationwide. And while you can’t predict what’s on the horizon for talent, our custom solutions can help you get through this current moment—and the next one too.



What's Next? FedEx Office Can Help

While the talent market has been—and looks to remain—unpredictable, your HR solutions don't have to be. FedEx Office can support you—no matter what is happening or where you are working.

Learn how we can provide solutions to your HR challenges.

[LEARN MORE](#)



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