The Power of Possibility

COVID-19 has forced organizations to adapt to a new normal in record time, unlocking even greater potential.

Tina Tromiczak
Senior Vice President

With Tina Tromiczak, Senior Vice President of National Account Services for RPO, ADP

2020 has introduced many new obstacles for business leaders. From transitioning to a remote workforce seemingly overnight to adopting technologies that enable hiring in the new virtual reality, HR leaders have had to transform their businesses in record time. But while the path was fraught with challenges, companies have emerged stronger, more agile, and more resilient than ever. In this Q&A, Tina Tromiczak, senior vice president of national account services for RPO at ADP, shares how recent events have opened the door to even greater potential.

Q What are the top talent obstacles organizations have had to overcome during the COVID-19 crisis?

A When COVID-19 first started, it created a lot of uncertainty around recruitment that was felt very differently across industries. Many organizations halted their recruitment completely while essential industries like healthcare, transportation, and grocery saw a huge spike in hiring demand that they had difficulty filling. Businesses also struggled with the instability of nation-wide lockdowns: one day they had hundreds of requisitions to fill, and the next day it was pencils down. Clients were able to benefit from having an RPO provider such as ADP to guide them through this turbulent time.

Organizations also had to deal with an immense amount of change in a matter of days. Many had digital transformation roadmaps that stretched for months and years, and those roadmaps had to be compressed into days and weeks in order to adapt to the new normal of remote work.

And then there's the matter of reskilling and upskilling talent during the downturn. Many companies that furloughed employees found that when they were ready to build up their workforce again, many of those people didn't come back. And so, they found themselves in a place where they were forced to develop strategies to retrain existing workers.

And finally, social unrest across the country has been forcing organizations to rethink their diversity recruiting programs, putting the spotlight on the corporate response.

Q How are partnerships with RPO providers enabling organizations to stay agile in this uncertain moment?

A Organizations that work with a recruitment partner like ADP benefit from immense quantities of data, technology, and expertise that can guide them through periods of uncertainty. Because of our size and scope of technology offerings, we were able to remain flexible, upskilling and redeploying our associates to meet the changing needs of our clients during a very challenging time. Clients were able to benefit from having an RPO provider like ADP to help manage their layoff and furlough decisions, prepare announcements, conduct legal reviews, and more. With the help of ADP, clients could design a new, data-driven talent strategy to meet their needs within just a few days.

Now, more than ever, is the time for employers to engage an RPO to improve their processes, from sourcing to onboarding and everything in between. ADP DataCloud offers valuable insights anonymously aggregated from 30 million workers, creating endless opportunities to streamline the talent acquisition process. For example, we can help clients refine their sourcing strategies by giving them insight into community demographics, compensation, local competition, length of service, and other metrics that can help guide better hiring decisions and position them as an employer of choice.

Q What are some positives that have emerged from this crisis?

A I like to think of this uncertainty as a moment of endless possibility. While these are unprecedented times, I've seen such resilience emerge in human beings. People are sharing ideas, learning from each other to prepare for the unknown, becoming more flexible than ever thought possible, and ready to face whatever lies ahead.