

Definitions

During the 1st lockdown, new ideas and terminology were being widely used in media to talk about the new world of work.

Scroll through this document for some of these definitions and click on the title for related reading.

Next Normal

Definition:

(n) The "Next Normal" is the period that follows the "New Normal", which began in March 2020 with the onset of Lockdown.

In a sentence:

As the economy is slowly re-opening, the **Next Normal** is starting to emerge; a hybrid world of work from home and office.

Basics

Definition:

(n) The essential facts or principles of a subject or skill

(adj) forming an essential foundation or starting point; fundamental.

In a sentence:

"Now is the time to review organisational purpose and get back to **basics**."

STAFFWISE IN THE NEXT NORMAL

Agile Workforce

Definition:

(n) A workforce that mixes full-time, part-time and independent consultant workers, along with other flexible strategies that encourage workers to be constantly engaged with their company. Employees possess mindsets that allow them to view change positively.

In a sentence:

Having an **agile workforce** enabled Staffwise to transition successfully during the COVID-19 crisis, our doors remained open while we worked remotely, connecting with candidates, clients and collaborated with other organisations.



STAFFWISE

EMPLOYMENT • CONNECTIVITY • CONTINUITY

Pivot

Definition:

(n) A buzzword currently being used to refer to significant business change, ranging from mild to dramatic. A pivot is usually intended to help a business recover from a tough period.

In a sentence:

In order to rise above the challenges that Covid-19 has created, some businesses have had to **pivot** to stay afloat.

Repurposing

Definition:

(v) A buzzword currently being used to refer to the process by which individuals redeploy existing skills into a different role or industry.

In a sentence:

To secure new employment in the "next normal", you need to view this as a good time to **repurpose** your skills to access new opportunities.

Gig Economy.

Definition:

(n) A free market system in which temporary positions are common and organisations hire independent workers for short-term projects. The term "gig" is a slang word for a job that lasts a specified period of time; initially used by musicians.

In a sentence:

The growing **Gig Economy** and emergence of companies like Uber and Fiverr provides opportunities for earning additional income and working on multiple projects simultaneously.



STAFFWISE

EMPLOYMENT • CONNECTIVITY • CONTINUITY

Side Hustle

Definition:

(n) A small entrepreneurial business run separately to a person's usual job; typically something that you are passionate about, that you don't get to pursue in your main job.

In a sentence:

After months of after-hours, late night planning, I am so excited to be launching a new ladies fashion line on Etsy! Fingers crossed that this **side hustle** might one day become my day job!



STAFFWISE

EMPLOYMENT • CONNECTIVITY • CONTINUITY

Freelancer

Definition:

(n) Someone who is self-employed and can work on different projects, with different companies simultaneously. They are paid for every job they execute.

In a sentence:

As a **freelance** Graphic Designer, I specialise in logo design. I love the variety of working with many different clients rather than being employed by just one.



STAFFWISE

EMPLOYMENT • CONNECTIVITY • CONTINUITY

Consultant

Definition:

(n) Someone who has a level of expertise that a particular group of people find valuable, and these people are willing to pay the consultant for their expertise.

In a sentence:

As a result of COVID-19 we need to upgrade our IT system and will bring in an experienced IT **consultant** to help identify the best solutions for us.

Independent Contractor

Definition:

(n) A person or entity contracted to perform work for—or provide services to—another entity as a nonemployee. Upon completion of the agreed work, or upon production of the result agreed upon, the contractor will be paid.

In a sentence:

Doctors, dentists, vets, lawyers, and many other professionals work as **independent contractors**, as do freelancers and consultants



STAFFWISE

EMPLOYMENT • CONNECTIVITY • CONTINUITY

Blended Workforce

Definition:

(n) An organisation comprised of individuals who work in different locations with varying schedules – full-time, part-time and independent consultants.

In a sentence:

The next normal will see many companies shifting to a **blended workforce** allowing them to adapt quickly.



STAFFWISE

EMPLOYMENT • CONNECTIVITY • CONTINUITY

Intern

Definition:

(n) An individual who works in a job (usually temporary), sometimes without pay, in order to gain exposure, work experience or to satisfy requirements for a qualification.

In a sentence:

While working as an **Intern** at The Big Bank I have had the opportunity to work in various departments giving me more clarity on what area of finance I should specialise in.



STAFFWISE

EMPLOYMENT • CONNECTIVITY • CONTINUITY

Passenger Employee

Definition:

(n) A staff member who has a limited emotional contract with your business; they are not contributors, and only do what is delegated to them, delivering the minimum requirement.

In a sentence:

In the current economic climate, there is no space for **passenger employees** who are merely along for the ride.

WFH

Definition:

(v), (abv.) **Work from home**, is a concept where the employee can do their job outside of the office; generally referring to work done from home.

In a sentence:

I chose to **WFH** as it offers flexibility, while supporting a healthy work/life balance. I also save on commuting time and costs.

Job-share

Definition:

(n) An arrangement in which two people share the work and pay of a single full-time job.

In a sentence:

"Being in a **job-share** has huge benefits to the individual and organisation. Two people working part-time often have more capacity than one person working full time."



STAFFWISE

EMPLOYMENT • CONNECTIVITY • CONTINUITY

Ideation

Definition:

(n) The process of creating new ideas and solutions. Once restricted to marketing, it has now moved into the wider business world.

In a sentence:

Ideation sessions are critical for generating ideas and brainstorming creative and unique solutions to some of your business's biggest challenges.

Disruption

Definition:

(v) The act or process of disrupting something; a major disturbance, something that changes your plans or interrupts some event or process. Can be a catalyst for positive change.

In a sentence:

The introduction of a new CRM system was a positive **disruption** to the way we manage client data, giving us easier access to real time information.



STAFFWISE

EMPLOYMENT • CONNECTIVITY • CONTINUITY

Consolidation

Definition:

(v) The action or process of combining a number of elements into a single more effective or coherent whole.

In a sentence:

Consolidation of job functions means business owners keep costs low with fewer employees, while employees try new roles and responsibilities. It seems like a win-win.

Remote Onboarding

Definition:

(v) The process by which new employees are given a virtual introduction to your company, mission, values, business goals, culture, team, etc.

In a sentence:

With the growing trend of WFH in the next normal, a well-planned **remote onboarding** programme is essential for integrating a new hire and setting them up for success.



STAFFWISE

EMPLOYMENT • CONNECTIVITY • CONTINUITY

Huddle

Definition:

(n) A quick in person or online meeting with your team members where you share information, developments and updates; not to plan your week or projects. The goal is to check in with members about how they are doing and about what their work day will look like.

In a sentence:

A morning **huddle** with my team encourages and motivates us all, particularly in these challenging times.



STAFFWISE

EMPLOYMENT • CONNECTIVITY • CONTINUITY

Inspirational Leadership

Definition:

(adj,n) A style of leadership focused on energizing teams, creating a sense of direction and purpose for employees with an ethos of positivity and momentum for change.

In a sentence:

I realised what truly **inspirational leadership** was when, from the start of this pandemic, my boss called me weekly to check in on my personal well-being.



STAFFWISE

EMPLOYMENT • CONNECTIVITY • CONTINUITY