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# 2024 Global Workforce Trends

How the Global Mindset will Shape the World of Work



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## Introduction

Global business leaders and top talent alike are now fully embracing a new global mindset as they strive for growth, indicating the future of work is global. That is the key finding of G-P's recent [2023 Global Growth Report](#), which showed that nearly two-thirds of executives are nurturing their companies for international growth in the next 12 months. This buy-in comes all the way from the top, with 73% of C-suite leaders surveyed agreeing that a global mindset is the best business goal to achieve in 2024.

So, as the world of work prepares for another 12 months of business in a year full of new opportunities and challenges, how can companies position themselves to follow this rising

global mindset to success? This can be done in several ways. These include taking advantage of an employee market that wants to go global, prioritizing motivating pathways to success for this group, upskilling your workforce, using data to overcome potential roadblocks like salary benchmarking, tapping into soft skills that best complement a global growth mindset, and taking action regarding employee fears about the continuing entrenchment of artificial intelligence (AI) in the future of work.

With that in mind, let's explore five rising trends that G-P expects to influence the global workforce in 2024 and beyond.



# #1:

## Employees are ready to answer the call of the global growth revolution.

G-P's data revealed a significant workforce trend shift in 2024 as employees increasingly seek opportunities with global companies. Our report highlighted that nearly half (49%) of employees desire to work for a multinational company in their own country. The findings also showed that the perks of working for global companies – which can include competitive compensation, cultural diversity, and international experiences – are seen as key contributors to employee satisfaction and retention.

Reinforcing this trend is the fact that a significant majority (66%) also believe that having a supervisor in another country would be advantageous for their career. Likewise, for most employees (85%), companies hiring from multiple countries offer increased opportunities for career growth. Global hiring is also appealing because of the enhanced opportunities to acquire new personal skills.

This enthusiasm is particularly eye-opening when one considers that, according to [Gallup](#), employee disengagement costs the world USD 8.8 trillion in lost productivity, equal to 9% of global GDP. The strong link between global hiring and perceived opportunities for career growth and skill development is evident at every level of G-P's report and clearly gives the impression that employees calculate international exposure as a pathway to personal and professional development. Therefore, recognizing and embracing these compelling underlying benefits can consequently restore companies with a competitive edge to attract, retain, and develop a motivated and diverse workforce.

As for taking advantage of this chance to maneuver into an eager talent market, [Heidi Arkinstall, Chief Marketing Officer at G-P](#), described how the right partnership can open the door to this ripe opportunity: “G-P can hire people on behalf of customers in over 180 markets around the world and I think the benefit that we give our customers is really to enable that flexibility for them to grow when they need to grow, to pivot as needed.”



## #2:

### To build successful global teams, the employee experience will be vital.

While employees worldwide are increasingly drawn to working at a global company, they know the potential teething problems that can dull international communication, collaboration, and personal and professional growth when working across multiple time zones. Yet, they come prepared to overcome these obstacles and have valuable ideas to address this dissatisfaction. Essentially, if companies want to hire global employees, they must also provide an inclusive and human-centric work environment centered on effective communication and engagement.

This means perfecting simple communication issues that will enable success to be bred. For instance, the most important elements in G-P's Global Growth Report around eradicating communication roadblocks highlighted that employees want leaders to provide company updates that are time zone- and language-inclusive, schedule all-hands meetings in different time zones throughout the year, and set consistent, time zone-sensitive deadlines. Underscoring the importance of face time and opportunities to share and receive feedback for career growth, 47% of employees believe that team leaders should be online during at least some hours that align

with working across multiple time zones – this was cited as non-negotiable.

These insights can guide organizations in pursuing effective strategies for building and managing successful global teams. Interestingly, according to [Gartner](#), only 25% of 3,300 employees surveyed felt confident about their career at their current company, with only 33% saying they knew how to advance their job over the next five years. This endorses G-P's findings that employees should be given an avenue to have their voices heard at work in 2024.

This thought was echoed on G-P's "Pangeo Perspectives, Your Guide to Global Growth" podcast by guest [Andrea Goodkin, People and Technology Practice Leader at HUB International](#), who stressed the need to discover what employees want today to genuinely succeed: "The reality is that a significant proportion of the population doesn't really care about traditional benefits anymore. It's about so many other things, and because of that, we find that a lot of employees get left behind." In Goodkin's view, the counter strategy to this problem is to implement a human-centric work environment that prioritizes employees' needs, wellbeing, and preferences first and foremost.



## #3:

### When it comes to hiring, the focus for employers must be complete compensation.

While employee benefits have evolved, expectations for competitive salary remain the same. According to G-P's Global Growth Report, 50% of employers believe they must focus squarely on increasing salary and benefits to attract top-notch talent. And it's no surprise that employees are on board with this move. Nearly four in five employees want to work for a global company, thanks to opportunities like better access to pay and benefits, more flexibility, and diversity.

If we reverse engineer this statement, then the opposite can also be true: When salary and benefits are underestimated or neglected, they are the gateway to unhappiness. So, although we know the secret to attracting top talent is salary, one of the most particularly significant obstacles to successfully hiring global workers is understanding what qualifies as a fair and balanced salary in their target country.

The increasing adoption of technology and data tools, such as G-P's [Employer Burden Calculator](#), will play a key role in taking all the guesswork out of calculating employer burden costs in 2024. As [Nat Natarajan, Chief Product and Strategy Officer at G-P](#), explained, although complexities like determining fair compensation can make global growth difficult, technology is helping to remove these barriers:

"There are many challenges to hiring in a different country. So we want to make sure that the business infrastructure that we have simplifies it for you ... we build our real-life experience of subject matter experts on the ground back into our software in a manner that is easy to use."

Tools that do this matter because getting salary right the first time is also a key driver of retention. [Pew research](#) from 2022 highlighted that 63% of workers who had quit their jobs did so because of low pay. Other factors cited were no advancement opportunities and feeling disrespected – areas that can go hand-in-hand with inadequate salary.

This again highlights the importance of navigating fair and balanced compensation when hiring, especially in unfamiliar global markets, as employee turnover can position your company as an unattractive option, paralyzing your business and growth plans, becoming an antithesis of a global growth mindset.



## #4:

### As the world goes global, soft skills will increasingly influence hiring decisions.

Executives plan on hiring in 2024, with 39% looking for more specialized talent. Naturally, global companies will be better positioned to make this happen, given the larger talent pool they can access. This interest aligns with the fact that nearly 3 in 5 employees are actively searching for or planning to seek a new job in the next six months, especially in India, Australia, and Hong Kong.

So, what skills are companies seeking when it comes to global hiring? G-P's findings discovered that essential skills international companies want to bring into their teams include problem-solving, collaboration and teamwork, and adaptability or agility. Openness to new approaches and cultural sensitivity were also standout attributes, as were emotional intelligence and empathy.

Some companies, like the [hotel chain Accor Group](#), even base their hiring decisions solely on the candidate's soft skills. This is because these are assets that essentially play a pivotal role in shaping character, fostering relationships, and defining one's personality – skills that will benefit both the employer and employee.

The impact of these skills often extends directly to how

customers perceive a company, and this perception has a significant correlation with the company's overall performance. On the other side, unlike technical skills, soft skills are transferable. Employees can, therefore, use them as a major advantage long term, regardless of whether AI threatens to erase or, at the very least, drastically alter their jobs in the coming years.

The concept of these traits was touched on by [Pete Wilkins, Head Coach of Connacht Rugby](#), on the podcast G-P's "Pangeo Perspectives, Your Guide to Global Growth." As the demand for certain job-specific skills and competencies will change acutely over time, Wilkins's philosophy on the importance of having these long-term soft skills to remain resilient and adaptable to change, particularly unexpected change, rings true: "It's not about mental toughness anymore, it's about mental resilience. It's that ability not just to withstand pressure but put yourself back together as quickly as possible afterwards."

So, as the road toward the future of work might become a little less well-lit, these enthusiastic skill sets can mold employees to fit with wider organizational visions better on that journey.



# #5:

## The challenges of AI for both employers and employees must be bridged through upskilling.

Perhaps the most interesting global workforce trend for 2024 is the contrast of opinions between executives, who are enthusiastic about the potential of artificial intelligence, and employees, who worry it can be detrimental to the perceived value of their work. Of 5,500 professionals surveyed, 53% expect AI to favor employers over workers. Employees want AI to improve salary transparency and are more excited about AI automating repetitive tasks than handling creative content.

That said, a more extensive list of worries quickly balances out these positives. For instance, employees fear their work efforts might be undervalued and that they will have to worry about extra tasks, more challenging work, losing enjoyable responsibilities, and falling behind in AI usage. This correlates somewhat with a [Pew study](#) that found that 1 in 5 U.S.-based workers have a job that has “high exposure” to the remarkable gear change provided by AI.

This statistic is interesting, as Pew revealed that at this point, it is unclear whether AI would have a positive or a negative impact on these roles with high exposure. These jobs included budget analysts, technical writers, tax preparers, web developers, and data entry keyers.

Regardless, closing the gap between executive enthusiasm and employee skepticism will be critical to successful AI integration.

When discussing the future of work and our ever-changing relationship with technology, [Vernon Irvin, Chief Revenue Officer at G-P](#), believes that top talent will have to learn to work alongside new and emerging technology. While technology like AI will dramatically alter how work gets done, it is important that companies maintain a human-centric balance. In this symbiotic relationship, AI can support data-driven decisions, while humans can provide context and foresight, creating a powerful combination. Irvin stressed companies have a role to play in blending the two forces together: “We believe that skill building is part of relationship building and [it] all has humanity at the center. So, we need to build and streamline technology that provides value for each other.”

This sentiment highlights the irreplaceable role that humans will always have when it comes to places of work, and that by learning to work with technology in our roles, rather than against it, workers will command an even more competitive position in their respective markets.

## How G-P can help

As the world of work looks set to continue its consistent trajectory of evolution and innovation in 2024, G-P remains poised to lead the industry with its ever-advancing suite of global employment products. Having pioneered the Employer of Record category, G-P remains at the forefront of the industry. Our Global Growth Platform™ provides a blend of generative AI intelligence and human expertise, empowering businesses to effortlessly discover, hire, and manage talent across the fast-evolving global landscape.

G-P's user-friendly tools and groundbreaking solutions, such as G-P Meridian Suite™, provide guidance, support, and invaluable insights throughout each stage of your growth. To learn more about our seamless hiring, employee lifecycle management, and market entry opportunities, [book a demo](#) today to witness our platform in action.

