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INFOGRAPHIC

Manpower

IS ARTIFICIAL INTELLIGENCE AFFECTING YOUR WORKPLACE?

The impact of Artificial Intelligence (AI) on the job market can be seen both in the creation of new positions and in the transformation of existing ones. Current trends show a growing demand for AI specialists worldwide, including in Lithuania.

In Lithuania, as in other Baltic countries, the development of AI technologies is especially prominent in the IT and fintech sectors. There is an increasing demand for Machine Learning Specialist and Data Scientists, as well as for specialists capable of integrating AI solutions into traditional industries.

According to a McKinsey & Company report, AI could create around 77 million new jobs globally by 2030.

Key AI Job Positions:

Machine Learning Engineer

Responsible for developing, testing, and optimizing algorithms so systems can learn from data without additional programming. This role is in high demand both globally and in Lithuania.

Data Scientist

Analyze and interpret large amounts of data, turning it into valuable information for business decision-making.

AI Research Scientist

Works on developing new AI methods and improving advanced algorithms to solve complex problems.

Natural Language Processing Specialist

Creates AI solutions that enable systems to understand and generate natural language texts.

AI Product Manager

Integrates AI solutions into products and manages projects from idea to implementation.

AI Ethics Specialist

Ensures that AI solutions are ethical, unbiased, and comply with legal regulations and societal norms.

RPA (Robotic Process Automation) Developer

Specializes in creating robotic process automation solutions that optimize business operations.

AI Analyst

Analyzes AI applications in business and helps companies decide how to best utilize these technologies.

AI integration in the job market opens new opportunities but also presents challenges. In Lithuania, particularly in the IT and fintech sectors, the demand for AI Specialists is rapidly growing, but the shortage of qualified professionals remains a significant issue. Expecting to hire all necessary experts is unrealistic, so companies are increasingly relying on attracting talent from foreign labor markets and developing training programs that foster the required competencies and shape future AI specialists.

Sources: www.appian.com www.dice.com www.mckinsey.com

The probation period and the salary increase dilemma

Imagine the following: a new employee joins Your team and is brimming with enthusiasm and motivation. As a manager, you have expectations and questions, one of which is particularly important: should his or her salary be reviewed at the end of the probationary period?

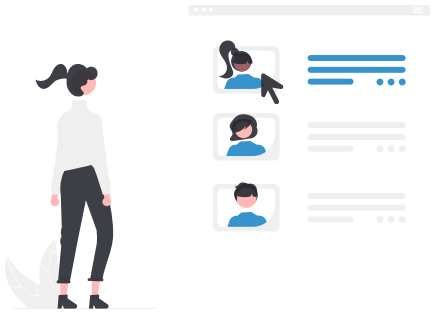
Our experience shows that although candidates accept a lower salary in the first three months, only **around 5%** of them receive a salary increase after the probationary period. This is often due to the company's internal policies or the need for the employees to demonstrate their competencies. Even if the salary remains unchanged, selected specialists are often given access to financially advantageous benefits such as bonuses, health insurance or a budget for setting up their workplace.

To ensure a successful collaboration from the start, it is important to clearly define the goals and expectations for the new team member. If the employee is achieving the desired results, this can be an excellent opportunity to begin a discussion about a salary review. Please remember that both parties are equal partners. So, if you don't initiate the conversation, the employee might do.

However, if your company has a policy of offering a lower salary during the probationary period, it is important to communicate this clearly during the recruitment process. Transparency and openness in such matters are key to building trust and loyalty.

The trial period is a journey of mutual discovery and an opportunity for both the employee and you to assess whether the collaboration is successful.

Sources: Manpower data 2024 | www.pramprof.lt



Recruitment behind the scenes: from a crowd of candidates to that one team member

The number of final candidates per recruitment process by position field in 2023 and 2024.

Position area	2023	2024
Administration	7	7
Engineering & Manufacturing	7	4
Finance	8	7
HR	8	7
IT	5	5
Legal	-	3
Sales/ Retail & Marketing	4	5
Procurement & Logistics	7	-

- In 2024 was an abundance of applicants for finance, administration and HR positions, with an **average of seven finalists** per position! These recruitment processes were particularly popular with active job seekers, allowing us to present more candidates to clients than usual.
- For legal positions, clients typically **selected the right candidate from just three proposed finalists.** Although the number of candidates was small, most of them met the required qualifications.
- The average number of candidates for administrative and IT positions remained stable in 2024 compared to 2023. This indicates that there have been **no significant changes** in the labor market in these areas that could have affected the supply of applicants.
- Clients were quicker to select the most suitable engineering specialist in 2024 comparing to 2023, with **an average of just four finalists** per position. In 2024, we saw more actively engaged and qualified candidates, allowing us to respond to our clients' needs faster.
- The 2024 recruitment season pleasantly surprised us — **over 71% of positions** were closed with active candidates who expressed interest in the job offers. The process was quick and efficient, with the number of finalists remaining the same or even decreasing in most recruitment processes, as the majority met the requirements. Clients were delighted that they easily found the right team members.

Source: Manpower data 2023-2024

An illusion of sustainability or real change?

Sustainability is probably one of the most commonly used terms today, both in Lithuania and in Europe. Sustainability in simple terms is the management of resources to meet current needs without compromising future needs, taking into account social and economic development and care for the environment.

In 2023, Swedbank asked people in Lithuania about the importance of sustainability in their diet, and the results showed that we are a society for which sustainability is very important:

More environmentally friendly household and household goods (e.g. environmentally friendly detergents or cleaners, decomposable rubbish bags, etc.) are chosen by 45% of consumers.

53% of the country's population is likely to choose more sustainable food and drink (organically grown, produced in Lithuania, packaged in more sustainable packaging), even if it costs more.

Almost a third (32%) of respondents choose other products with more sustainable packaging, look for plastic-free products or choose to buy unpackaged products.

It is clear that we are a society that makes responsible choices and seeks to reduce our environmental impact by adjusting our habits, for example by reducing consumption or sorting waste.

Source: www.swedbank.lt

Is everything green that sparks green?

Have you noticed advertisements where companies boast about their green efforts and environmentally friendly initiatives? Some of them may be examples of greenwashing.

Greenwashing is a term that describes a situation where companies or organisations try to present themselves as environmentally friendly or green, even though their activities and products may have the opposite effect on the environment. Some green advertising, signage or even community initiatives may be superficial or have no real environmental benefit.

Plastic bottles labelled as "eco-friendly"

Some water bottle manufacturers advertise their products as being made from "50% recycled plastic", giving consumers the impression that they care about the environment, while at the same time ignoring the overall environmental impact of single-use plastics.

Biodegradable bags

Certain plastic bags labelled as "biodegradable" will only degrade under specific conditions, which most takeaways do not have. Also, most of them only partially decompose or require mechanical recycling. When left in their natural environment, these types of bags start to decompose over time with the help of water, sunlight and micro-organisms, but this process is very slow and leaves microplastic residues in the environment due to the imperfect conditions.

Hybrid or electric cars

Some car manufacturers advertise their cars as "green" due to lower emissions, but at the same time the environmental impact of battery production or energy sources (e.g. coal power) remains.

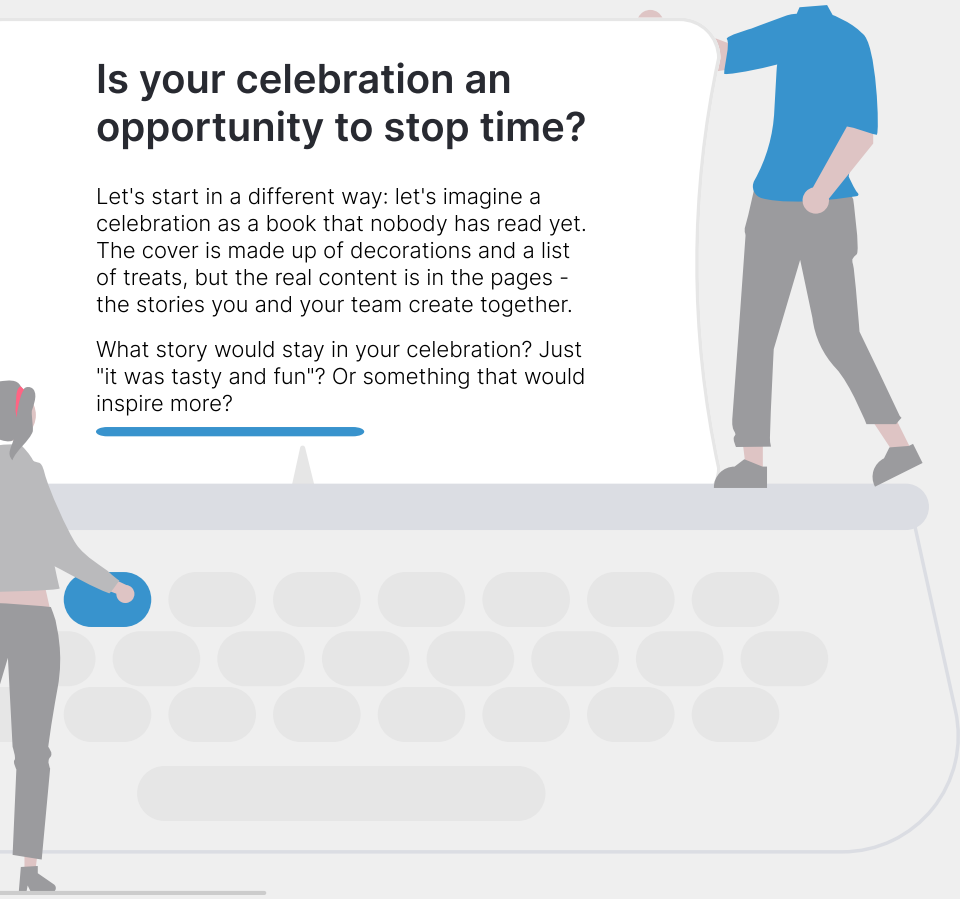
These examples show how companies can prioritise image over genuine environmental responsibility. It is therefore clear that not everything that burns green is truly green. It is important to be aware and critical of company or product advertisements and labels in order to avoid deception and to choose truly sustainable and environmentally friendly products. This will help us all to contribute to a green and healthy future for the planet.

Sources: www.economy-pedia.com www.bio.lt

Is your celebration an opportunity to stop time?

Let's start in a different way: let's imagine a celebration as a book that nobody has read yet. The cover is made up of decorations and a list of treats, but the real content is in the pages - the stories you and your team create together.

What story would stay in your celebration? Just "it was tasty and fun"? Or something that would inspire more?



Chapter One: A journey towards creativity

A company that organises various events believes that a celebration does not have to be merely passive. Their events are like interactive workshops: the team works together to create artistic installations or improvise theatre performances. When the celebration becomes a creative space, employees rediscover themselves - not only as colleagues, but also as like-minded people.

Chapter Two: Finding solutions through play

Another company involved in corporate team-building events offers escape rooms and strategy games, which are not only fun but also rewarding experiences. Each challenge reveals the strengths and weaknesses of the team and allows to improve communication skills. Could your celebration be a platform where the team learns to work faster and more efficiently?

Chapter Three: meaningful works

"Meaningfulness" is the magic word that companies are increasingly incorporating into their events. One trading company combined its celebration with volunteering by inviting employees to work together to prepare gifts for an orphanage. Such events bring a sense of community and leave a deep imprint not only in the hearts of employees but also in society.

Your story is just beginning

When the celebration is over, the echoes remain. They can be banal ("we had a great time") or inspirational. Your choice - what kind of footprint will you leave?

To help you find the answer, we invite you to ask the following questions before your events with the team:

1. If your celebration became a film script, what would be the main plot?
2. What feeling would you like employees to take home with them?
3. Could your celebration be the start of a new chapter in your team?

Make the celebration not just about appreciating the past, but also about creating the future. Your story is just beginning!

Will the blazer keep its place in hybrid work?

Blazer's evolution:

From Formality to Versatility

1

And to tell the truth, our wardrobes have never been more flexible than nowadays, all thanks to remote work. But very few people probably know that one piece of clothing —the blazer—managed to hold its position despite all changes. When slippers and sweatshirts turned out to be the heroes of remote work, the blazer just silently fit into the changed times and remained there as the most versatile choice.

2

The first wear of this jacket dates to the 17th century because of a wish of the European aristocracy underlining their status: to wear long and incredibly beautiful "justaucorps." But you perhaps do not know that the rule "unbuttoned blazer button" initially comes from King Edward VII of England. He wanted more comfort, and that's just it.

The blazer-

A Garment Born from Luxury

Women's Revolution:

From Chanel
to "Le Smoking"

3

And Chanel, of course, urged women to wear blazers with confidence, adjusting the item of clothing according to women's needs at the start of the 20th century. However, it was Yves Saint Laurent and his famous "Le Smoking" that actually created a piece of clothing that turned into a real symbol of feminism. Can you imagine that before that the blazer had exclusively been considered men's property?

Fun fact: Blazers were the first garment to be fitted to proportions on the human body. The development of this jacket turned into an architectural solution for fashion—there are still seams in a modern blazer known as "architectural."

4

Dress code.

Who Establishes the Dress
Code in Your Organisation?

But who determines how you should actually dress—the boss, the HR department, or the example of your colleagues? Nowadays, in work culture, there are very few companies that have a formal dress code, and all the rest usually depends on the discretion of everybody based on some sort of unwritten rules. Maybe colleagues are some kind of unofficial fashion gurus, and their actions become the rule for everyone? Or do you observe your manager and strive to meet their expectations? Even in the most casual workplaces, some balance needs to be drawn between comfort and professionalism. Your clothes are not only expressing who you are but also how you want to come across at your workplace.

5

Today's chose.

What do the heroes of remote
work choose today?

Once the king of formal attire, the blazer has now adapted to the new reality. Nowadays, it is worn with jeans, sneakers, or even a cozy sweater—the ultimate symbol of versatility and subtle taste.

6

The future.

What Is the Future
of the Blazer?

As the work culture inches further toward comfort and self-expression, will the blazer continue to hold its spot in the everyday wardrobe? It can be assumed with a great deal of certainty that the blazer will continue to evolve, letting go of its rigidity but retaining its core—its versatility and elegance. Classics are not about trends; they're about how well one adapts. And for that, the blazer seems unbeaten by any other garment.

Sources: www.delfi.lt | www.en.wikipedia.org | www.natalijastun.com | www.dresstorian.com

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