



Hiring Trends: 2024 in Review

Willo's [Hiring Trends Report](#) suggested four key trends would dominate hiring in 2024. Did they?

TREND

Increased AI use in hiring

Did this trend happen? Yes

The claim: Nearly 80% of talent leaders said they expect to use AI in hiring in 2024, according to [Willo](#) analysis.

→ The majority (87%) of recruiters now use AI in the recruiting process, according to [DemandSage](#). This is across multiple use cases such as: resume screening, skill tests and assessments, and internal uses like summarizing interview notes.

"AI can augment what a human could potentially do, but at a scale that a person can't do."



Iliana Oris Valiente

Managing Director and Innovation Lead at Accenture Canada

TREND

Increased workplace flexibility

Did this trend happen? Mixed

The claim: One third of leaders planned to increase flexibility as a means of attracting and retaining top talent.

→ More companies are announcing return-to-office mandates. But the Willo [Embracing Flexibility Report](#) detailed 20+ case studies of how companies—from 100 employees to 20,000—are empowering flexible work, including in-office or on-site work.

"Flexibility is about limiting friction, tearing down boundaries, and really focusing on getting the work done in the way that is most comfortable for our employees so that we're still being really effective, but we're not creating useless rigidity."



Zoe Schafer

Director of People at Synctera

TREND

Increased DE&I commitment

Did this trend happen? Mixed

The claim: Talent leaders anticipated a growing focus on diversity, equity, and inclusion (DE&I) initiatives and programs.

→ Despite some high-profile companies eliminating DE&I commitments, [Littler](#) analysis found that 57% of executives say their commitment increased in 2024, with a further 36% saying it stayed the same. Only 6% noted a decrease.

"Flexibility is important for hiring, engagement, retention, and inclusion because it respects the different people who want to work—or are used to working—differently. Whether that's a caregiving role, parents, or simply preference, it's about giving people some autonomy to govern their day, within the context of the new work reality."



Jodi Kovitz

CEO, Human Resources Professionals Association (HRPA)

TREND

More gig and freelance work

Did this trend happen? Yes

The claim: Talent leaders anticipated an expansion of the gig economy and freelance hiring in 2024.

→ 92% of companies expect an increase in the number of engagements with freelancers over the next 24 months, according to [Wripple](#) analysis; 82% of freelancers expect more work in the same time period.