



# The metaverse and new ways of working

Due to the COVID-19 pandemic, ways of working have changed drastically. With most of the workforce working remotely, physical office spaces have become less important. Moreover, recruitment processes have now shifted to electronic media like video calls or online presentations. This has caused a huge change in how candidates perceive a brand's identity, and how the human resources division of a company processes documentation. Further, many organisations have adopted a hybrid working model, wherein employees do most of their work online from home. Although this model has advantages, it also has its share of drawbacks. For one, the new normal provides fewer opportunities for real-life interactions compared with working in physical office spaces.

With the arrival of the metaverse, there is significant potential to recreate real-life experiences within the comfort of our homes. Through its application in the field of human resources, it may soon be possible to provide employees with a more immersive working experience.

The metaverse is thus likely to shape future ways of working and have a huge impact on our day-to-day life.



# Possibilities of improvement in the metaverse

Acquiring new resources is a routine activity in any organisation. However, the process might undergo considerable changes with the adoption of the metaverse. The metaverse has the ability to break geographical barriers by gradually eliminating the need for travel or commute. Further, it opens up new possibilities for understanding a brand's value and culture through immersive technology, which makes the experience less monotonous and enhances employee trust. Moreover, one can develop professional relationships with better collaboration and overall experiences.

Although the metaverse is still in its early stages of development, it can perform skill testing of potential candidates in an effective manner by incorporating mixed reality in the tests and tasks assigned to them, and accordingly analysing their thinking processes. The metaverse will also help in making the onboarding process more efficient by building faith in the testing process, leading to a better community.

## Challenges in adoption

Unlike millennials, professionals who have been working in the business arena for more than 20 years may encounter technical challenges. To successfully develop and incorporate a digital work environment, it is crucial that all digital platforms are accessible and easy to use. By providing relevant training to all employees, the transition to working in the metaverse can become seamless. This would help in creating an equitable work culture for people of all age groups. Moreover, it will provide employees with considerable opportunities to grow in the metaverse environment.

To facilitate the transition to the new metaverse-enabled ways of working, remote workers would need access to high-speed internet connections. Therefore, 5G support, affordability and reimbursements of internet expenses are some of the aspects that businesses will need to look into.

Inclusivity in a workspace is essential for building a strong community. For building an ethical and holistic society, the avatars in the metaverse would need to portray emotions that capture the gravity of real human emotion and not just an awkward digitised version of the same. Apart from this, it will be necessary to set strict anti-harassment and anti-bullying guidelines for interactions in the metaverse and integrate these within an organisation's policies.

Creating a productive and collaborative space with the metaverse would be possible only if organisations are open to adapting to the various changes it brings. The metaverse will enable companies to overcome the shortcomings of video calls and screen sharing by providing an engaging 3D experience to new employees, which will enhance the overall quality of interactions in this space. It will be possible to create spaces where interactions between employees and human resources representatives will be similar to those in real life. Creating constructive environments will also support creativity in virtual spaces.

# Leveraging the metaverse for human resources

A company's human resources division needs to continuously work on improving employee productivity. For instance, employees who are unaccustomed to technology might face difficulties in using a new platform like the metaverse. Their ability to adjust to this new platform would thus impact their productivity. On the other hand, professionals who are keen on adopting new technologies will find it easier to collaborate in the metaverse.

A cultural change in an organisation is a complex process and often takes several years – to come to fruition. Changing a well-established culture also requires training and effort from both employees and employers, as it involves effectively communicating the business benefits of the change to stakeholders along with its alignment to the growth of individuals in the organisation. The more we communicate and encourage the adoption of new technologies and openness to cultural change, the more successful we will be in creating a holistic work environment.



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