

# Data-Driven Workforce Trends to Elevate Your Hiring Strategy



Fall 2025 EDITION



## Hiring Optimism Wavers as Uncertainty Rises

Optimism is fading slightly as 69% of hiring managers feel positive about their company’s hiring outlook this year, down from 71% toward the end of Fall 2024. The majority of hiring managers (64%) say it’s an employer’s market, yet reports of decreasing positivity and fewer plans to hire signal that optimism is wavering. Currently, 46% of hiring managers feel negatively about their hiring outlook, while only 43% of companies plan to increase the number of employees in the remainder of the year, versus 51% toward the end of Fall 2024.

However, as uncertainty weighs on hiring managers’ minds, 90% still expect to face hiring challenges this year.

Top 3 hiring challenges companies expect to face for the remainder of this year:

Finding qualified candidates



48%

Difficulty planning labour needs\*



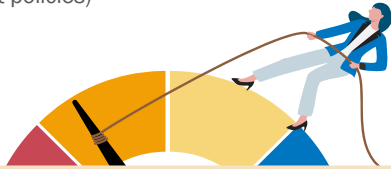
30%

Available talent pool not matching needs



24%

(\*i.e. due to concerns of a recession or economic downturn and/or changes in government policies)



“These numbers reveal a story of employers recalibrating in response to a market shaped by AI, economic uncertainty, and a shortage of qualified talent. Companies are still hiring, but with greater intention and strategy. At the same time, they’re streamlining operations and investing in upskilling their current workforce, all with a sharp focus on future readiness.”

— **Bob Funk Jr.**  
CEO, President and  
Chairman of Express  
Employment International

## Does AI Aid or Drain Collaboration?

AI can be a tool for positive change, yet 89% of hiring managers are concerned about the growing use of AI in the workplace, particularly that employees will lose the ability to think creatively (46%) and solve problems (42%), and connection and communication among employees will decrease (40%).

Companies using AI in the workplace largely report AI helps with collaboration, including:



How productive employees are when collaborating/working together

67%



How easily employees collaborate/work together in real-time

55%



How frequently employees collaborate/work together

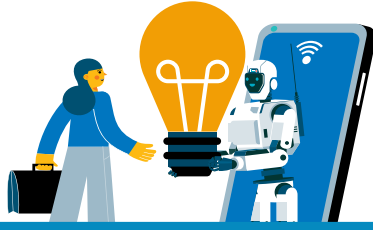
54%



How frequently employees reach out to other employees for help

54%

Despite the benefits AI can have on collaboration, 76% of hiring managers in companies using AI in the workplace believe employees at the company at least sometimes rely on AI instead of reaching out to other coworkers for help or input, and 25% say this always or often happens.



Training employees to use AI is essential for companies to succeed in the long-run.

64%

Agree

36%

Disagree

### Training Is Critical

To capitalize on the benefits of AI and avoid potential pitfalls, training is critical. Most hiring managers agree training to use AI is essential, but more than half are concerned their company lacks the necessary resources.

I’m concerned that my company does not have the resources or training to help employees use AI.

59%

Agree

41%

Disagree

## Easing Job Security Fears

Hiring managers appear attuned to employee concerns, as 42% believe employees at their company are more concerned about job security now than 12 months ago. Companies are overwhelmingly confident in their ability to provide short-term (82%) and long-term (80%) job security, which may be due in part to the tactics their company uses.

Top Ways Companies Support Job Security



35%

Reduce expenses in other areas of the business to avoid layoffs



30%

Offer opportunities to upskill/reskill



22%

Utilize a flexible staffing model



21%

Cover the cost of employee education



19%

Create an emergency fund/reserve budget

Companies are split on how they communicate about job security and organizational stability.



44%

Use a **selective sharing approach**, in which leadership intermittently dispenses information as necessary



43%

Take an **all hands on deck approach**, when leadership transparently and consistently shares information



13%

Take an **at arm’s-length approach**, when leadership rarely and cautiously shares information to employees



68% of hiring managers say changes to government policies have a bigger long-term impact on job security than their organization’s policies.

The Job Insights survey was conducted online within Canada by The Harris Poll on behalf of Express Employment Professionals, June 2–18, 2025, among 500 Canadian hiring decision-makers (adults ages 18+ in Canada who are employed full-time or self-employed, work at companies with more than one employee, and have full/significant involvement in hiring decisions at their company). Data are weighted where necessary by company size to bring them in line with their actual proportions in the population. For complete survey methodology, please contact [Communications@ExpressPros.com](mailto:Communications@ExpressPros.com).



The Harris Poll

Harris Insights & Analytics LLC, A Stagwell Company

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