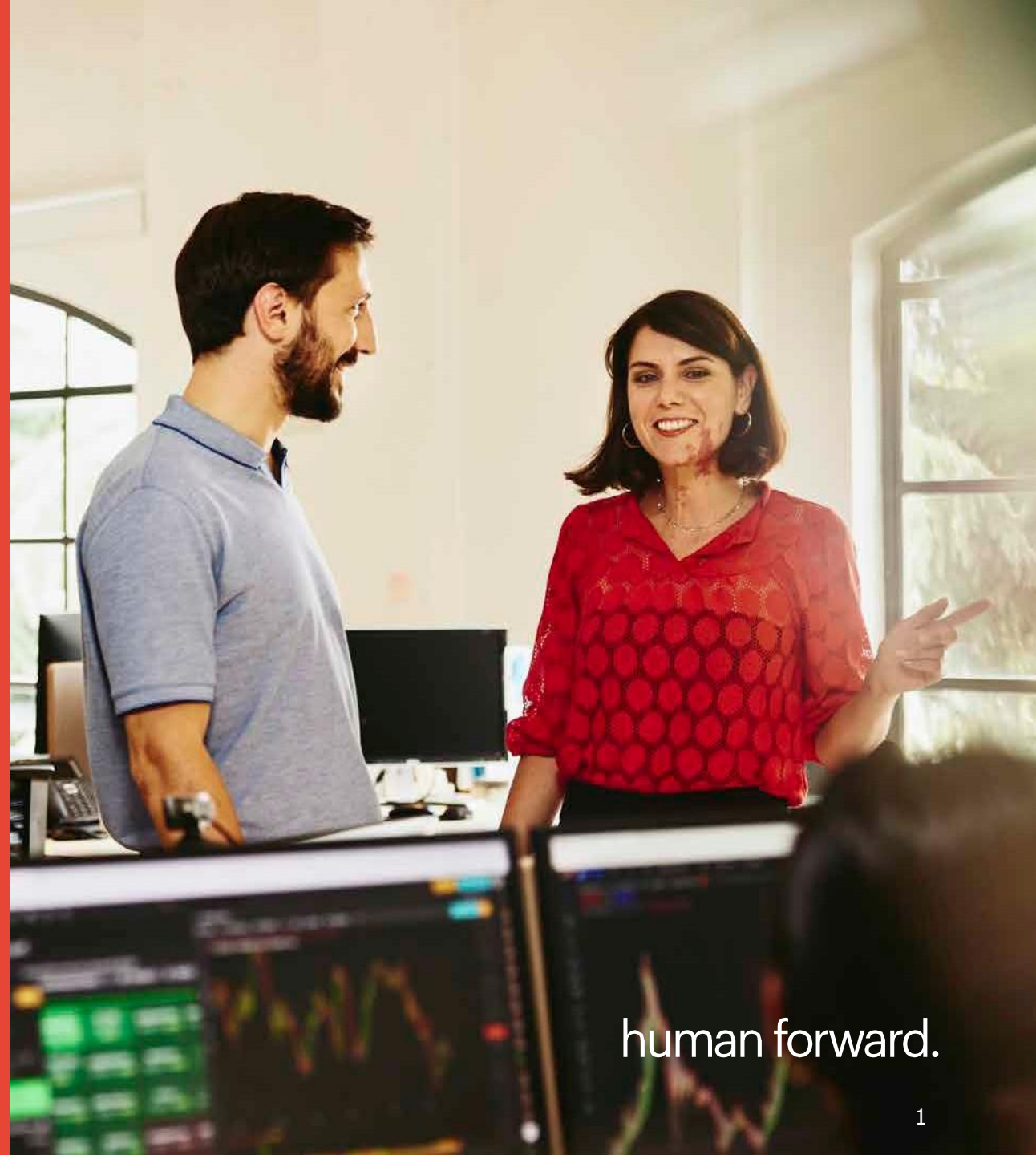


# global report.

employer brand  
research 2023



human forward.

# contents.

1. executive summary
2. what the workforce wants
3. sector attractiveness
4. key trends
  - switching behavior
  - reasons to leave & employer performance
5. appendix

# what is the randstad employer brand research?

- A collection of insights based on perceptions of a general audience, optimizing 23 years of successful employer branding insights.
- An independent survey with nearly 163,000 respondents across 16 sectors and 6,022 companies surveyed worldwide.
- A reflection of employer attractiveness for each market's largest employers known by at least 10% of the population.
- Key insights compiled to help employers shape their brand.



# 32 markets surveyed, covering more than 75% of the global economy.

## worldwide

- nearly 163,000 respondents
- 6,022 companies surveyed

## sample

- age 18 to 64 (in some markets, up to 67)
- representative of gender
- overrepresentation of age 25 to 44
- comprised of students and members of the employed and unemployed workforce

## fieldwork

- online interviews
- january 2023

## length of interview

- 16 minutes



argentina  
australia  
austria  
belgium  
brazil  
canada  
china

czech republic  
france  
germany  
greece  
hong kong SAR  
hungary  
india

italy  
japan  
luxembourg  
malaysia  
mexico  
the netherlands  
new zealand

norway  
poland  
portugal  
romania  
singapore  
spain  
sweden

switzerland  
uk  
uruguay  
usa

# executive summary.



# executive summary.

## employer branding in a tight labor market and post-pandemic world

In our ever-evolving world, when one area of concern settles down, another arises to shake things up. In the post-pandemic environment of the past year, fears of a looming recession, conflict in Europe and fast-rising inflation resulted in a series of global stressors that impacted the labor market. The effects of these developments are directly visible in the results of the newest edition of our employer brand research.

# executive summary.

Work-life balance, while still in second place with regards to what an employee would like to see in an employer, continues to grow in importance around the globe—now almost at par with the eternal number one driver: salary & benefits. Clearly, employers must keep an eye on this emerging trend to support that balance—and most do. In fact, two out of three workers say their employer supports it. This also means that one out of three does not. In a tightening labor market, can such employers afford to keep operating in this way, given this almost universal need among workers?

Latin America may be the one exception to this finding, where a pleasant work atmosphere emerged as a somewhat more important factor than work-life balance. However, respondents did cite the quest for a better work-life balance as a valid reason to leave—ultimately underscoring the importance of this driver.

## #1

salary & benefits is globally the most important driver.

## #2

supporting work-life balance, though claiming the second-place spot, is rapidly approaching salary & benefits as the most important driver.

# executive summary.

location plays a material role in choosing an employer

Employer location also emerged as a key area of importance among workers. More employees are working on location today than in the past two years. Beyond the material offer, candidates are taking non-material aspects into consideration when comparing opportunities. Location can be an asset or a liability—and employers must consider this in their hiring and retention strategies. Location may be the reason a candidate opts for another employer.





# executive summary.

European workers are more demanding of their employers, while APAC workers are among the least demanding. A similar finding can be seen between white-collar and blue-collar workers, the latter of whom are much less demanding of their ideal employer. By looking at employees through the lens of their differing needs, we see that salary continues to be the most important driver, by far, among blue-collar workers, while white-collar workers rank salary and work-life balance as equally important.

Aligning with their different demands, employees in APAC are more positive about their current employer offer, while those in Europe are much more critical. Employers may keep these findings in mind when working on their employer brand across different regions, as a one-size-fits-all approach may not be the best way to attract and retain talent.



+3%

compared to last year, talent has become slightly more positive about their employer, as the average employer performance across all drivers is now evaluated 3% higher.

# executive summary.

Information technology and communications (ITC) is back on top as the most attractive sector, as was the case from 2018 to 2021, though the lead is not as strong as it once was. Engineering, automotive, FMCG and life sciences are all becoming more attractive. Moreover, in the past three years, the attractiveness of the top five sectors is now almost equal. In other words, candidates are more open today to offers from employers across a range of sectors. In order to be sufficiently competitive in the war for talent, employers must focus not only on providing an attractive offer, but also on differentiating their brand and having distinctive positioning.

ITC is the number one sector in 2023, but it is followed closely by competing sectors



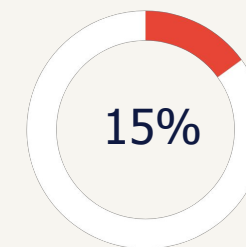
62%

of the global workforce is willing to work for a company in ITC

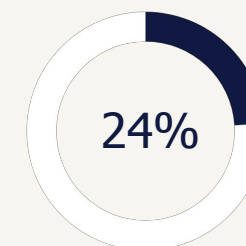
# executive summary.

Globally, job-switching behavior did not change substantially this year. While North American workers did not switch as much as the previous year, they still leave the other regions trailing. Though blue-collar workers switched more than white-collar workers, the intention to switch has largely remained unchanged. Latin American workers claim to do so more often, but may not actually do so in the end, as evidenced by the fact that they switched much less often than those in North America. Workers in APAC switched the least of all regions.

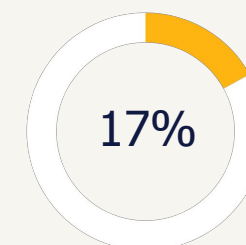
Employees appear more secure in their jobs, as fear of job loss has decreased, especially in Latin America. However, it remains an important indicator of job-switching intention, as those who fear losing their job plan to switch more often. Employers are recommended to take extra care of recent joiners, as a quarter of those who have recently switched employers fear losing their current job. High-performing newcomers on temporary contracts are also in need of attention from their employers.



of working-age adults changed jobs at the end of 2022



intend to change jobs in the first half of 2023



fear job loss in 2023

# executive summary.

Improving work-life balance is the main reason workers cite for leaving an employer. Given the increasing importance of work-life balance as a factor in determining the ideal employer, it is imperative for employers to prioritize and incorporate it into their practices. Remote work is a significant factor influencing employees' perception of their employer's support for a healthy work-life balance. Individuals who can work remotely, either partially or fully, tend to perceive their employer as being more supportive of work-life balance compared to those who do not.

Career advancement opportunities rank as the third most common reason for employees to consider leaving, highlighting a crucial area of opportunity for employers. Specifically, those seeking a change often feel that their career progression needs are not being fulfilled, particularly in Europe and Latin America.



66% of employees in APAC feel their employer provides career progression opportunities, compared to 48% in Europe

# executive summary.

While employers are sufficiently meeting the needs of their employees, these needs are ever-changing. As we see in this year's results, changing times lead to changing expectations. Employers must be in touch with their employees and continue to monitor how they feel on important topics, such as salary, work-life balance, career progression and more.

The data in this year's report offers a series of critical insights that can be used to inform organizations' talent strategies. By understanding the preferences of working-age adults, business leaders can create customized and actionable policies and practices, purpose-built to attract and retain top talent. The competition for good workers is expected to continue as the talent pool remains scarce. By aligning the employee value proposition with workforce preferences, employers will be poised to stay competitive in a tight labor market.



what the  
workforce  
wants.



# 5

## top five reasons employees choose an employer.



### ↗ salary & benefits

Attractive salary & benefits is consistently the most important driver globally. The importance of this driver grows with age, as those 35 and older find it more important than other drivers compared to those under 35.



### ↗ work-life balance

Work-life balance remains the second most important driver globally. Moreover, it is closing the gap with salary & benefits. Women value a good work-life balance more than men. This driver also grows slightly in importance with age.



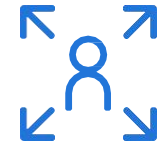
### ↗ job security

Long-term job security, as it was a year ago, is the third most important driver. It is slightly more important for higher-educated than lower-educated working-age adults. As with the other drivers, the importance of this driver grows with age.



### = work atmosphere

A pleasant work atmosphere remains the fourth most important driver. Women value it far more than men, which was the case in previous years. Again, those 35 and older value the importance of this driver higher than other drivers compared to those under 35.



### ↗ financially healthy

Financial health is now the fifth most important driver, narrowly passing career progression, which previously held this position. Men find this driver to be much more important than women, and the same goes for the higher-educated versus the mid- and lower-educated.

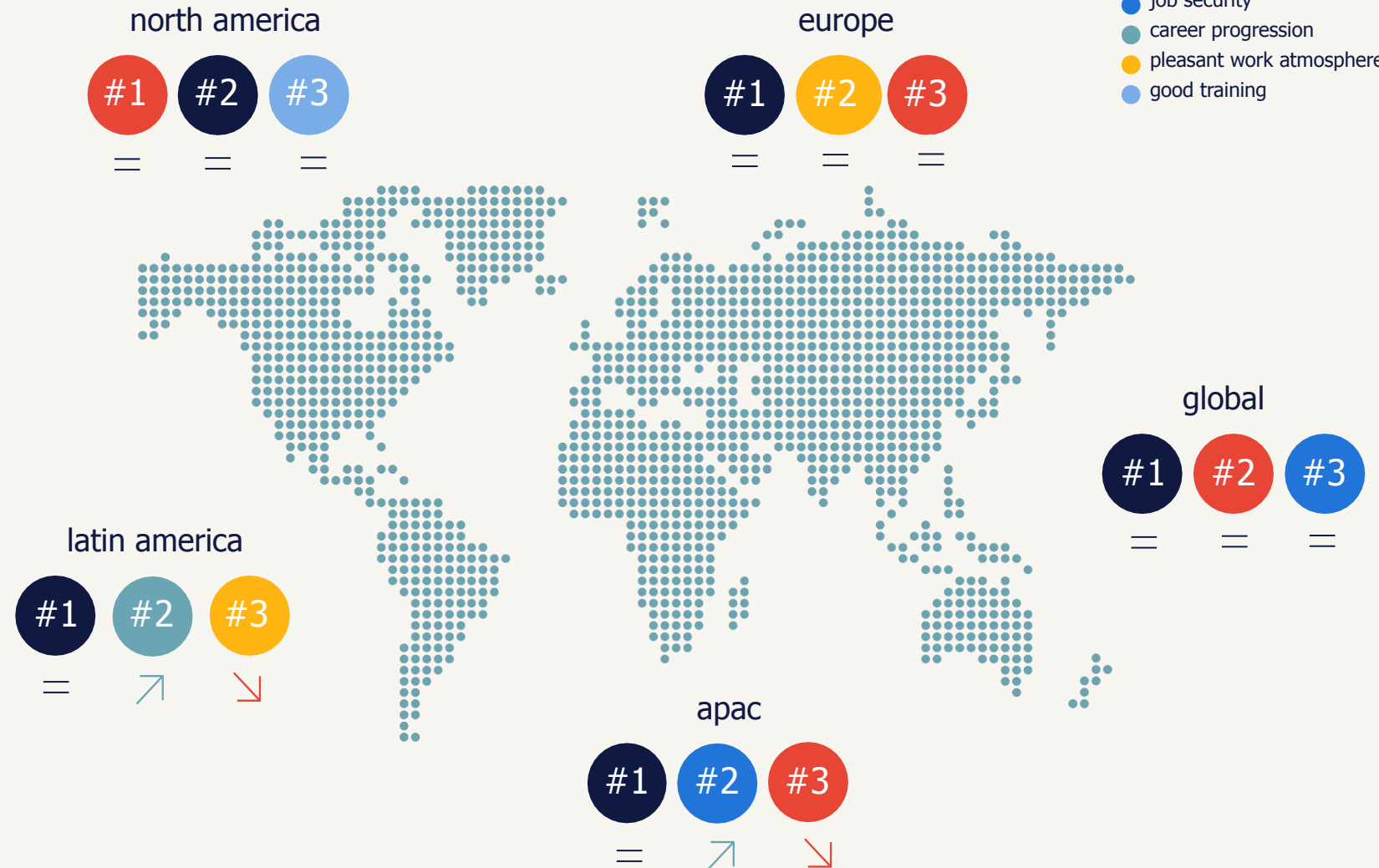
# regional differences among EVP drivers.

## work-life balance key, except in LATAM

Work-life balance claims the top spot in North America, though the difference with salary & benefits is minimal. And while work-life balance is the second most important driver globally, this is not the case in Latin America, where it sits outside the top three. A pleasant work atmosphere is more important in this region, as is the case in Europe. While salary is important everywhere, it is much more important than other drivers in Europe compared to the other regions.

- ↗ higher rank compared to 2022
- ↘ lower rank compared to 2022
- = same rank compared to 2022

- salary & benefits
- work-life balance
- job security
- career progression
- pleasant work atmosphere
- good training





# what do working-age adults want? job collars in focus.

white-collar



## work-life balance

Offering a good work-life balance is the second most important driver to white-collar workers after salary & benefits.

White-collar workers are more demanding than others. This means that white-collar workers, on average, find more drivers important in their ideal employer. Differences in importance between drivers are smaller for this group, as they look for a bigger and more complete package of drivers in their employer.

blue-collar



## job security

Offering long-term job security is the second most important driver to blue-collar workers after salary & benefits. It just barely beats work-life balance, which is in third place. However, both are equally important compared to other drivers.

Blue-collar workers tend to be less demanding than others. This means that they look for fewer drivers in their ideal employer on average. But they still rate the same top drivers as important as other groups. Thus, because their total demand is lower, the relative importance of these top drivers is higher than for other groups.

On average, a white-collar worker finds 6.4 drivers to be important in their ideal employer. A blue-collar worker places importance on a mere 5.2. This means that blue-collar workers tend to be less demanding of employers than white-collar workers. Taking into account this difference in demand, we see that salary & benefits, while of course the top driver for both, is actually relatively much more important to blue-collar workers than white-collar workers.

# how employees rate their current employer.

## strong on job security and convenient location

- All ten key drivers are recognized by a majority of workers to be offered by their current employer. Europeans evaluate their employer much lower than average on most drivers, indicating a more critical workforce.
- 72% of employees feel that their current employer offers job security, one of the top five drivers. APAC workers are even more positive about this (76%).
- Employees recognize that their employer is conveniently located, although this is far from a top-five driver. European workers are somewhat less appreciative of their employer location (68%) compared to other regions.

## improvement needed on salary & benefits and career progression

- Employers received relatively low scores in terms of providing an attractive salary and benefits, despite the fact that 60% of the global workforce agrees that they do receive that.
- Employers received the second lowest score (60%) on offering career progression opportunities, which continues to be an important driver despite not being in the top five.
- Europeans are more critical on both salary and career progression (48% and 49%), while APAC workers are more favorable (65%).



# what the workforce wants. recommendations.

## top takeaways

1. Work-life balance is rapidly gaining importance, with nearly as many workers now considering it as vital as salary & benefits. Employers have made commendable efforts in this area, with two-thirds of employees acknowledging their employer's support for a healthy work-life balance. However, when compared to the other drivers, it ranks only sixth in employer performance.
2. Overall, employees are happy with their employer's location, although it is not considered a top driver in the employee value proposition (EVP). However, the significance of location should not be underestimated, as it can be a deciding factor for candidates when choosing an employer.
3. European workers are generally more critical than workers in other regions, while those in APAC are relatively more content. Those in Latin America are most demanding, as they find nearly one additional driver important, on average, than other regions. There is no one-size-fits-all strategy for global employers.

sector  
attractiveness.



# most attractive sectors worldwide.

ITC is back on top as most attractive sector

## sector attractiveness global top five

		2023	2022	2021
1. ITC	↗	62%	58%	57%
2. automotive	↗	60%	59%	54%
3. engineering	=	60%	60%	50%
4. FMCG	↗	59%	55%	54%
5. life sciences	↗	59%	54%	52%



### top sectors are alike

The average attractiveness rankings across the top five sectors are similar, while the gap between them continues to decrease year over year. In 2021, we saw a 7% gap between the highest and lowest scoring sectors (50-57%), while today, that number sits at 3% (59-62%). The average sector is attractive to 55% of the working population, though it is slightly lower in North America (51%) and considerably lower in Europe (41%). Conversely, the attractiveness scores in Latin America and APAC were higher than average across all sectors (63-64% average).



### sector attractiveness varies by region

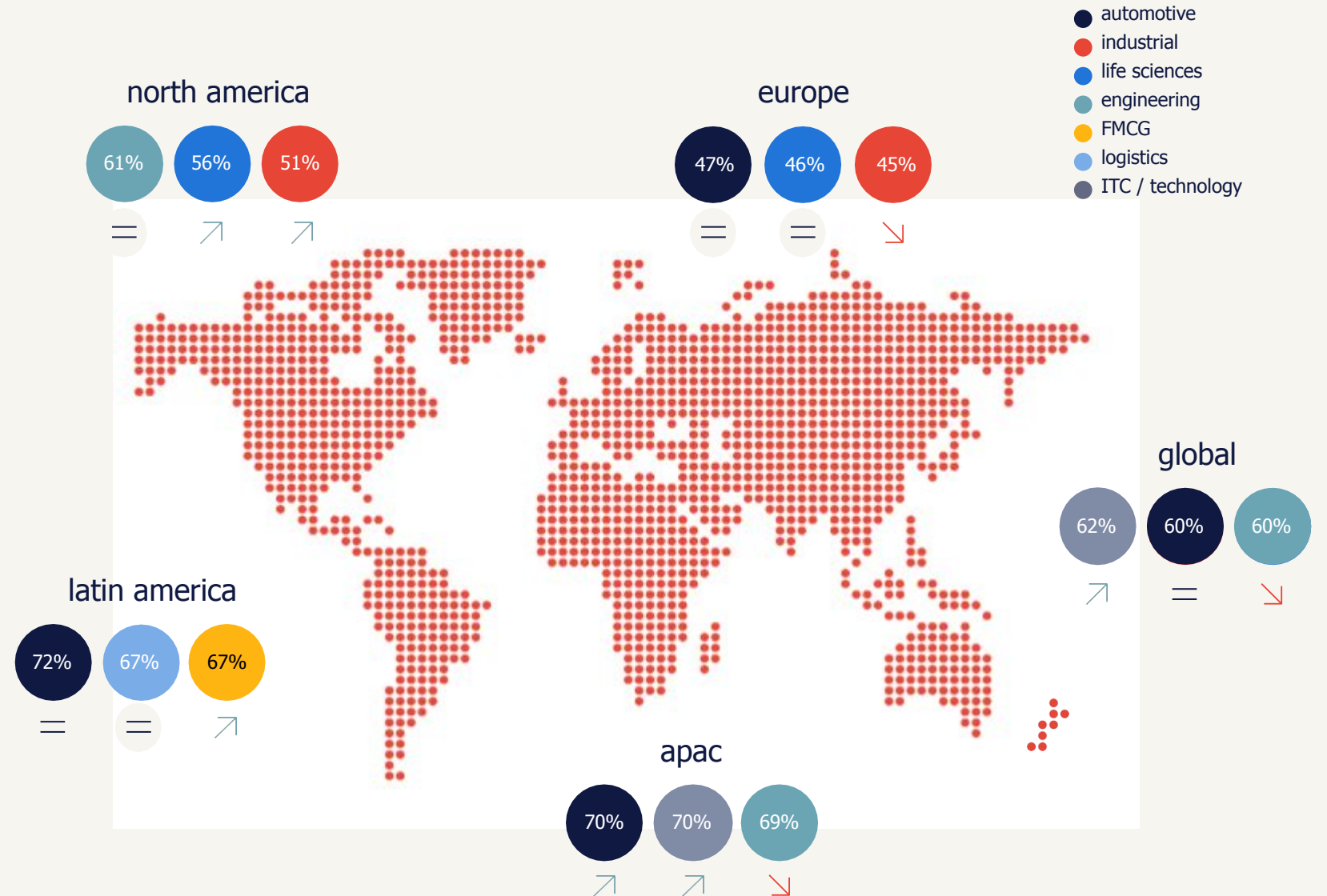
The automotive sector takes the top spot in APAC, Europe and Latin America, and the tenth spot in North America—resulting in a number two spot globally. With that, ITC has returned to the top spot, driven by APAC, where it came in second. Engineering holds onto a strong position, which it acquired last year, particularly in North America (first) and APAC (third). Life sciences, on the other hand, holds a stronger position in North America and Europe, placing second in both regions, compared to sixth in APAC and 11th in Latin America.

# top sectors across regions.

## automotive on top everywhere but north america

Of all the top three sectors across regions, the industrial sector in North America saw the biggest growth—moving up four spots to assume the number three position. However, it lost one place in Europe, and in Latin America, it came in seventh. Globally, the sector is up one spot from last year. Automotive gained three places in the ranking in APAC, but did not reach the number one spot globally, due to its low ranking in North America.

- ↗ higher rank compared to 2022
- ↘ lower rank compared to 2022
- = same rank compared to 2022



# top sectors by job collars.

white-collar



ITC

More than two-thirds (69%) of white-collar workers are willing to work for an employer in ITC, making it the most favorable sector for this segment. Automotive and engineering are close runners-up (both 68%).

Public services is relatively the least attractive sector to white-collar workers, with only 45% saying they would be open to working for an employer in that sector.

blue-collar



automotive

Just over half of blue-collar workers (57%) are willing to work for an automotive employer, establishing it as the most preferred sector of work.

Engineering is a close second (56%), with agriculture (55%) not far behind. Construction, public services and chemicals are relatively least attractive (circa 40%).

On average, white-collar workers find more sectors to be attractive (62%) compared to blue-collar workers (49%). Surprisingly, while blue-collar workers are more selective in employer attractiveness, they are less demanding when it comes to their ideal employer.

# how employees view their skill sets.

retail, hospitality and ITC are most accessible to the workforce

- The retail and hospitality sectors boast the highest percentage (44%) of the global workforce who believe they have the required skills to work in these areas. In North America, these sectors scored higher than the global average (51% and 48%), similar to last year (52% and 50%). ITC came in second (42%), with Latin America leading the charge (47%).
- Chemicals and construction scored the lowest globally (29% for both), with APAC coming in even lower (26% for both), indicating that, in these industries, employees feel the least confident that they possess the skills required.
- The low attractiveness scores in the chemical and construction sectors are largely driven by the fact that only a small percentage of both white-collar workers (32% for both) and blue-collar workers (20% and 25%) believe they have the right skills. Among those who do, chemicals ranks fourth.
- White-collar workers more often consider their skills sufficient to work in any sector compared to blue-collar workers (39% and 34%).





# sectors seeking talent takeaways.

## top takeaways

1. The top five sectors rank similarly when it comes to attractiveness, indicating that most candidates are open to employment across sectors. A robust employer brand strategy is crucial to differentiate and excel among the competition.
2. More white-collar workers believe they have the skills to work in more sectors than blue-collar workers. In a competitive labor market, employers should consider targeting blue-collar workers with the required skills, particularly in the construction and chemical industries, where attractiveness was low.
3. Fewer sectors are attractive to blue-collar workers than white-collar workers. This may be due to the belief that they don't have the skills required in certain sectors, which, therefore, makes those sectors less attractive to that population.

# key trends.

## global switching behavior





switched  
**15%**

changed employers  
in the last half of  
2022

intend to  
switch  
**24%**

plan to change  
employers in the  
first half of 2023

## switching behavior, finding another employer. no movement in switching behavior across the globe

Fifteen percent of those surveyed switched employers in the last six months of 2022, which is comparable to 2021, but still lower than the pre-COVID levels of three years ago (18%). Workers aged 18-34, as always, switched more (19%), as did blue-collar workers (21%).

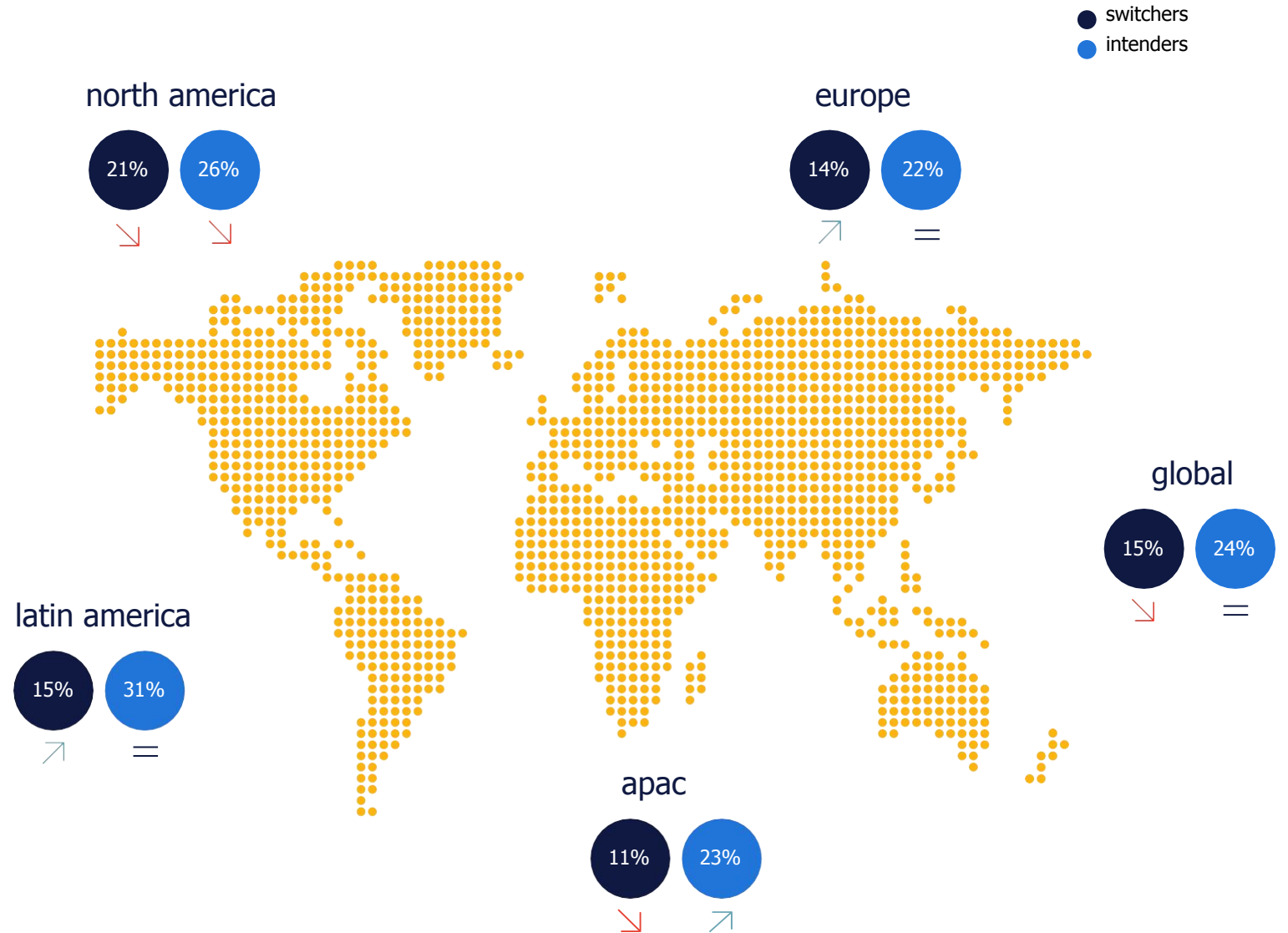
The intention to switch in the first half of 2023 remains as it was a year ago (24%), which is just short of pre-COVID sentiments of three years ago (26%). Those in the 25-34 age group are more inclined to switch (29%). There appears to be no relation with job-collar type.

# job switching and intention.

## north america switches most, but latin america has the intention

North America saw the most people change employers in the last half of 2022 (21%), while in the other regions, roughly 15% switched. The intention to switch is strongest in Latin America (31%), as was the case a year ago. However, the actual switching behavior of Latin Americans in the last half of 2022 is equal to the global average.

- ↗ higher compared to 2022
- ↘ lower compared to 2022
- = equal compared to 2022

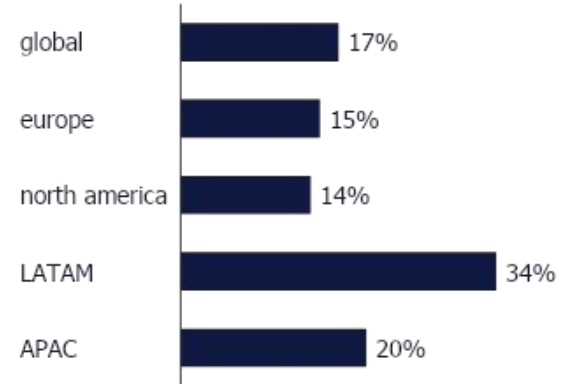


# fear of job loss across the globe.

## fear of job loss indicates the intention to switch

Globally, 17% fear job loss in 2023, with Latin America scoring the highest across regions (34%). Of those who fear job loss, 39% plan to switch employers in the first half of 2023, highlighting the influence of job insecurity as a prominent motivating factor behind the decision to seek alternative employment. While this trend can be seen across regions, due to the large number of people who fear losing their job in Latin America, this group makes up a much larger proportion of the entire workforce (13%). Globally, those who recently switched jobs (15%) also tend to feel much less secure about their future as 26% of new joiners fear losing their job in 2023.

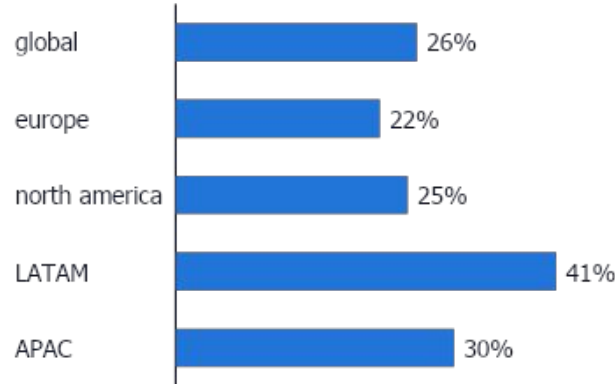
fear job loss



fear job loss and plan to switch



switched and fear job loss

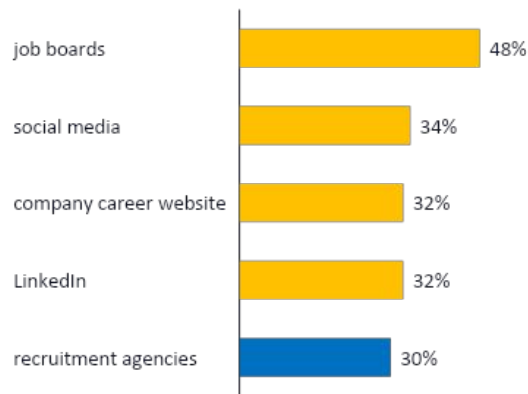


# channels used to find the next job.

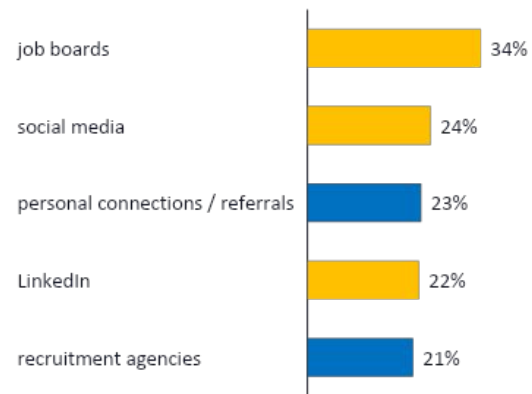
job boards and social media used most, though other channels are more successful

Job boards are the most used channel among job-seekers, with 48% saying they used them to look for jobs. Of those who switched, 34% found their job through a job board. While company career websites are frequently used to search available jobs, this channel dropped out of the top five channels that led to successfully finding the job. Job fairs and public employment services, though smaller channels, have the highest success rate of all channels, as the number of switchers who used them to find a job is nearly as high as those who used them to look for jobs (85%).

top five channels to look for a job



top five channels that led to success in finding a job



● online channel  
● offline channel

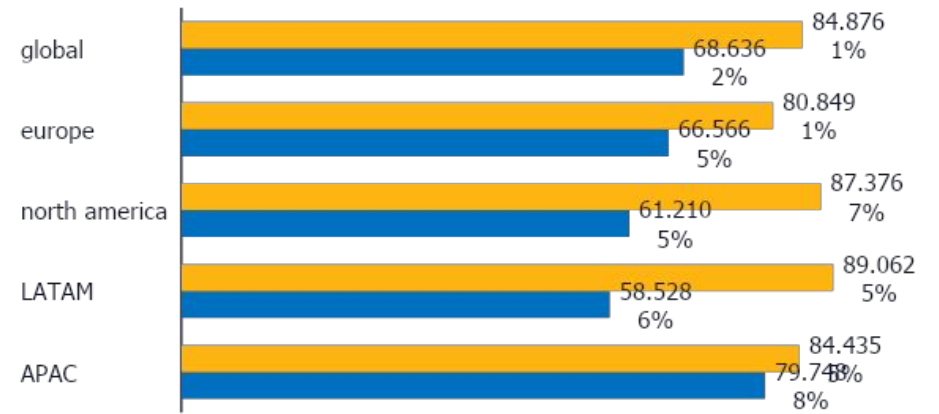
# online and offline job channels.

## online channels are used more often but are just as successful as offline channels

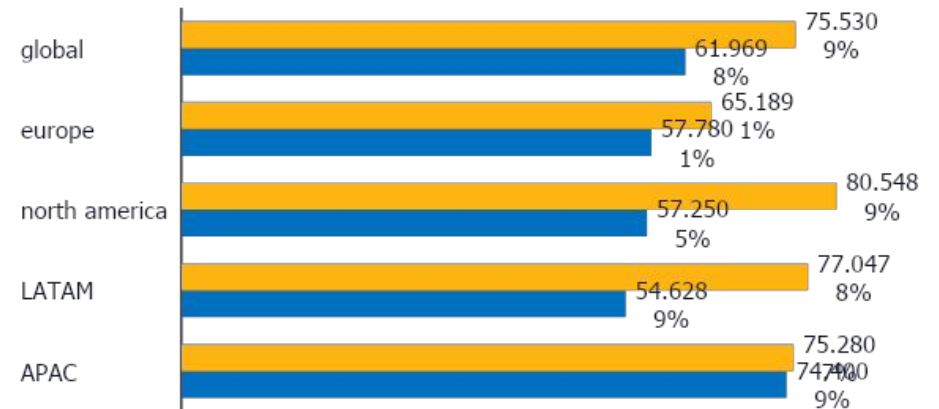
Globally, more people use one or more online channels to look for new jobs (85% vs. 69% offline). The one outlier is APAC, where online and offline channels are used almost equally. APAC job-seekers also made use of more channels (3.75 on average) than the global average (3.39), while those in Europe and North America use fewer channels (3.15 and 3.22 on average).

Among those who switched, offline channels played an equally important role, as evidenced by the similar success rate of each (89% online, 90% offline).

### look for jobs



### successfully found jobs



● online channel ● offline channel

# key trends.

## global switching behavior

### top takeaways.

#1

Global switching behavior remained relatively stable compared to previous years, as 15% switched employers in the last half of 2022. North America again stands out, where one in five workers (21%) switched. The intention to switch remains high in Latin America (31%), though actual switching is equal to the average (15%).

#2

Fear of job loss is down slightly across the globe, as one in six employees (17%) expressed this concern for 2023. In Latin America, fear of job loss is almost twice as high as the global average (34%). That said, this number is lower than last year, indicating some improvement among the Latin American workforce.



# key trends.

## global switching behavior

### top takeaways.

#3

Fear of job loss serves as a significant indicator of individuals' intentions to switch jobs, with a notably higher inclination observed among those who harbor concerns about potential job loss. Because fear of job loss is high in all regions among those who recently switched, with one in four saying they do not yet feel very secure in their new job, employers should pay careful attention to new employees.

#4

On average, job-seekers make use of 3.4 channels to look for jobs. Online channels are used more than offline channels. The biggest gap between the two channels can be seen in Latin America, while in APAC, online and offline channels are used in nearly equal measures.

# key trends.

## reasons to leave & employer performance

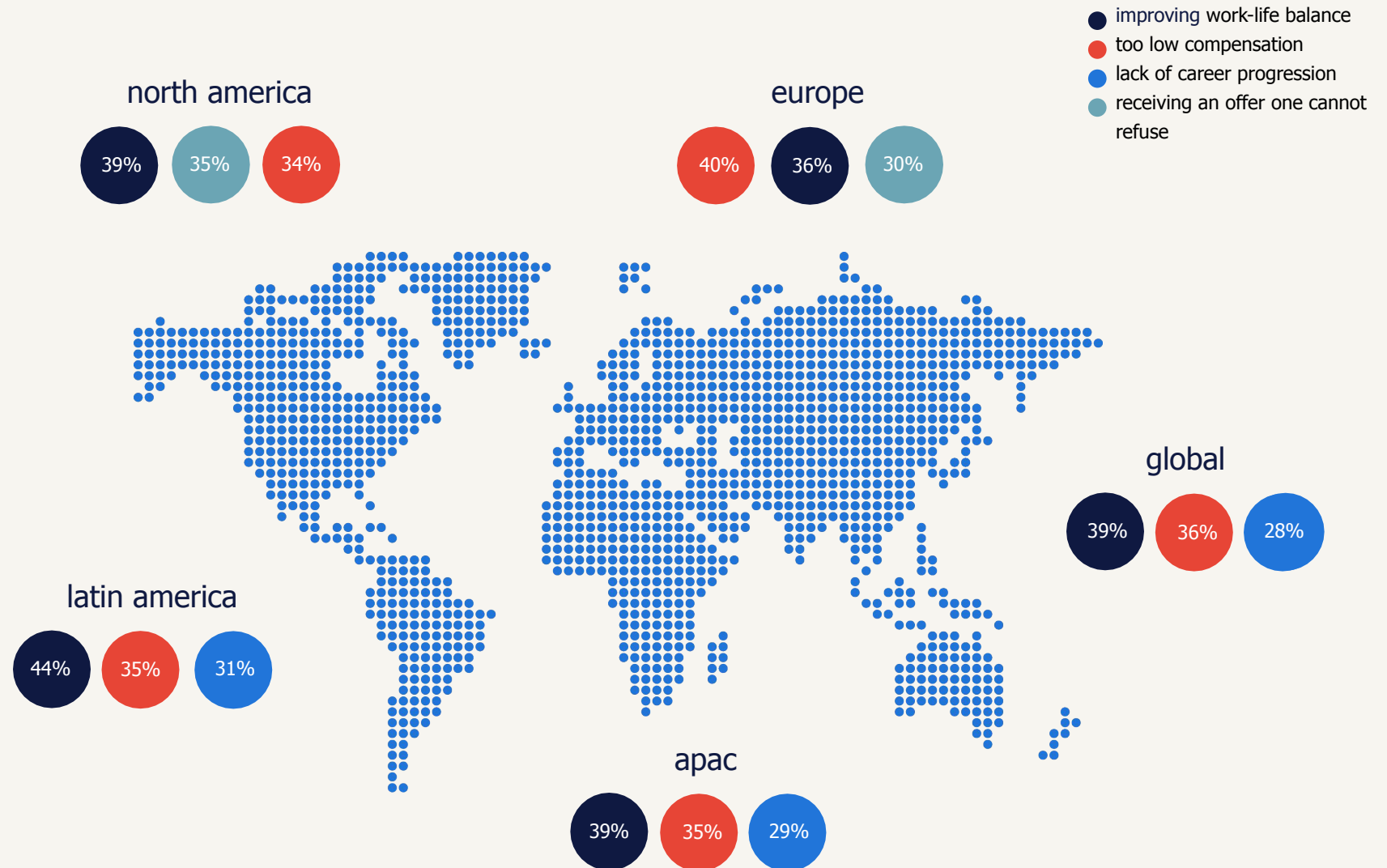


# top reasons to leave across regions.

## improving work-life balance is the key driver of switching behavior

In 2023, the main factor driving employees to consider leaving, or already leave, is the quest for better work-life balance, as indicated by 39% of respondents. The second reason is insufficient compensation to keep up with the rising cost of living (36%). Third is a lack of opportunities for career advancement, prompting over a quarter of employees (28%) to seek alternative employment.

This can be seen equally across regions.



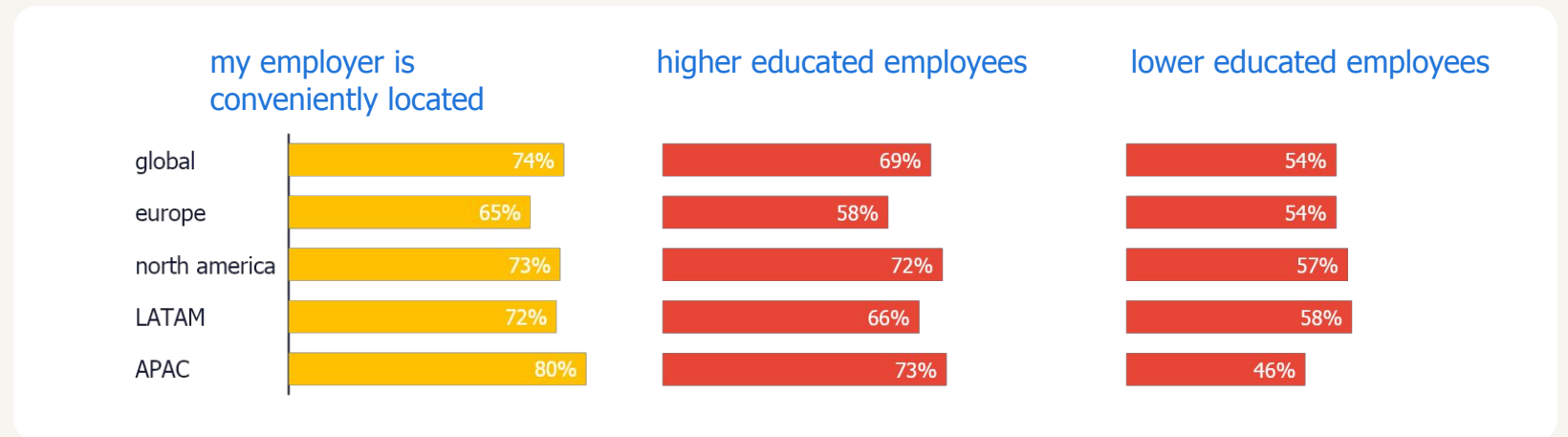
# remote working work-life balance.

## my employer supports a good work-life balance

### remote working crucial for work-life balance

Remote working appears to play a role in improving work-life balance, as those who work remotely rate their employer higher in this regard. This is seen across target groups. For example, while lower educated employees rate their work-life balance lower than higher educated, those who work remotely rate work-life balance equally as high across all levels of education.

Location also plays an important role, as those who rate their employer as conveniently located also experience a better work-life balance. However, the positive effect of being able to work remotely is even stronger.



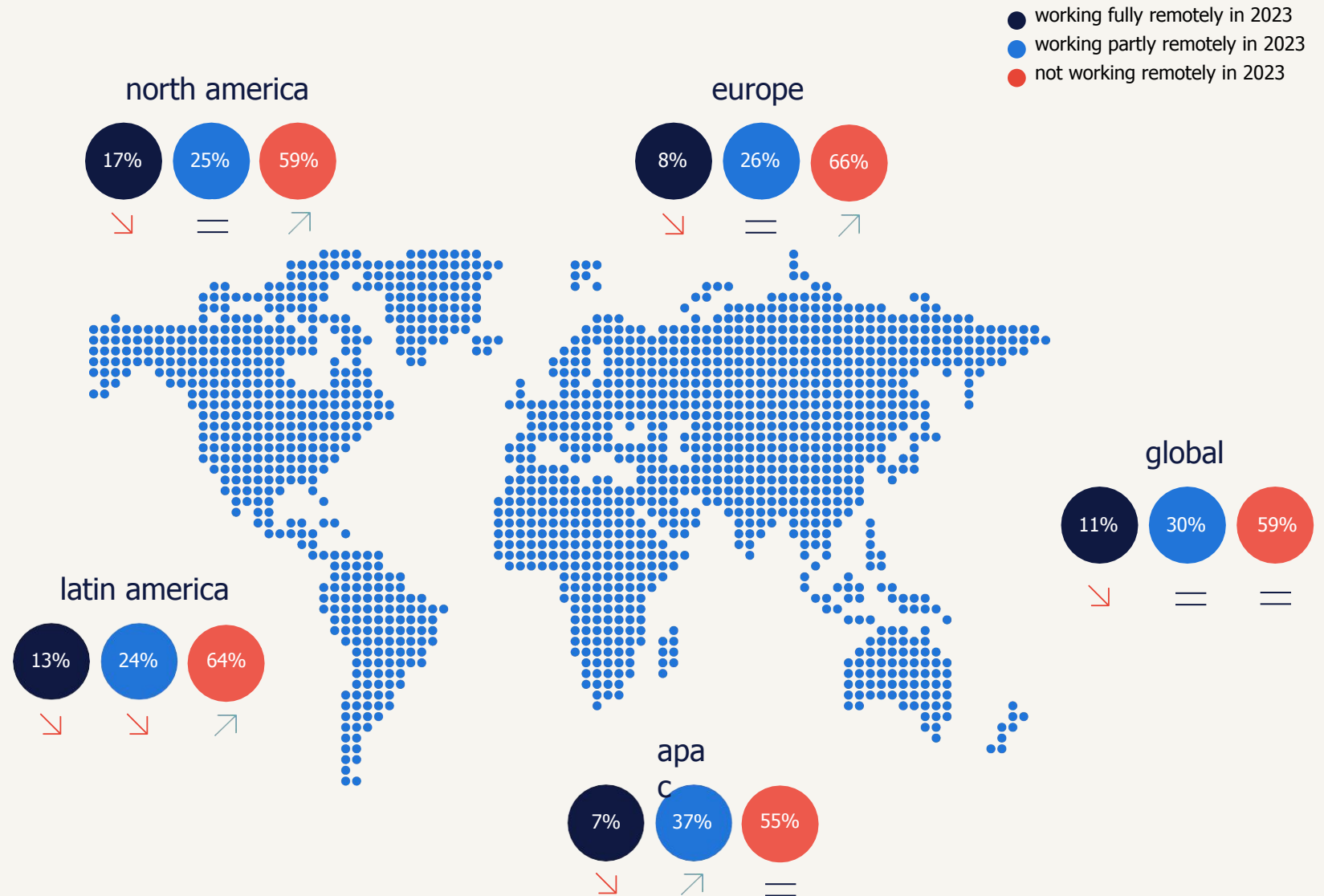
# trend in remote working across the globe.

## most remote workers in north america and APAC

Globally, 41% of employees work remotely to some degree in 2023, driven largely by North America (41%) and APAC (44%). Though the number of people working fully remotely is down across all regions, the share of employees working partly remotely has stayed the same nearly everywhere.

As remote work levels remain stable in a post-pandemic environment, employers must continue to have a remote work offer in place where possible.

- ↗ higher compared to 2022
- ↘ lower compared to 2022
- = equal compared to 2022



# trend in remote working. deep dive.

## fully remote work declines, partial remote work holds steady

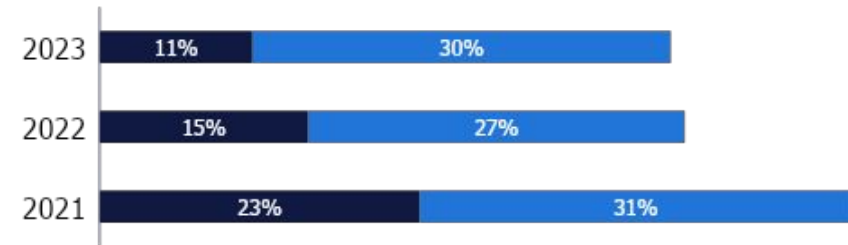
To assess the prevalence of remote working across different regions, we must consider the trend since the start of the pandemic.

In 2021, 54% of all employees worked remotely in some capacity. Since then, remote work has been on the decline, as those working fully remotely has decreased. Those working partly remotely remains relatively stable, with the exception of Latin America, where it has seen a slight decrease. In APAC, partial remote work increased slightly, while North America's fully remote workforce remains high.

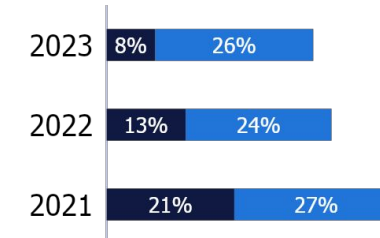
With two in five employees working remotely to some degree, employers must continue to facilitate remote working where possible, with clear policies that support alternative work arrangements to improve work-life balance.

do you currently work remotely/from home?

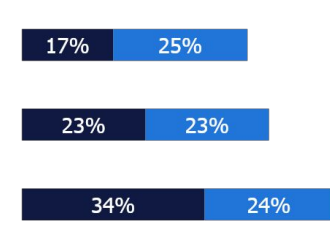
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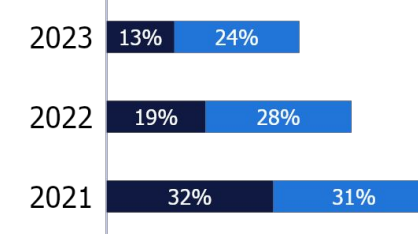
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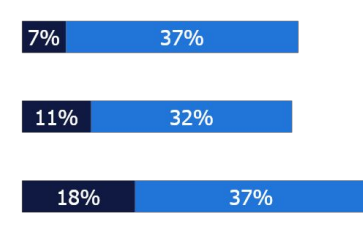
north america



LATAM



APAC



● yes (only) ● yes (partly)

# career growth and opportunities to develop.

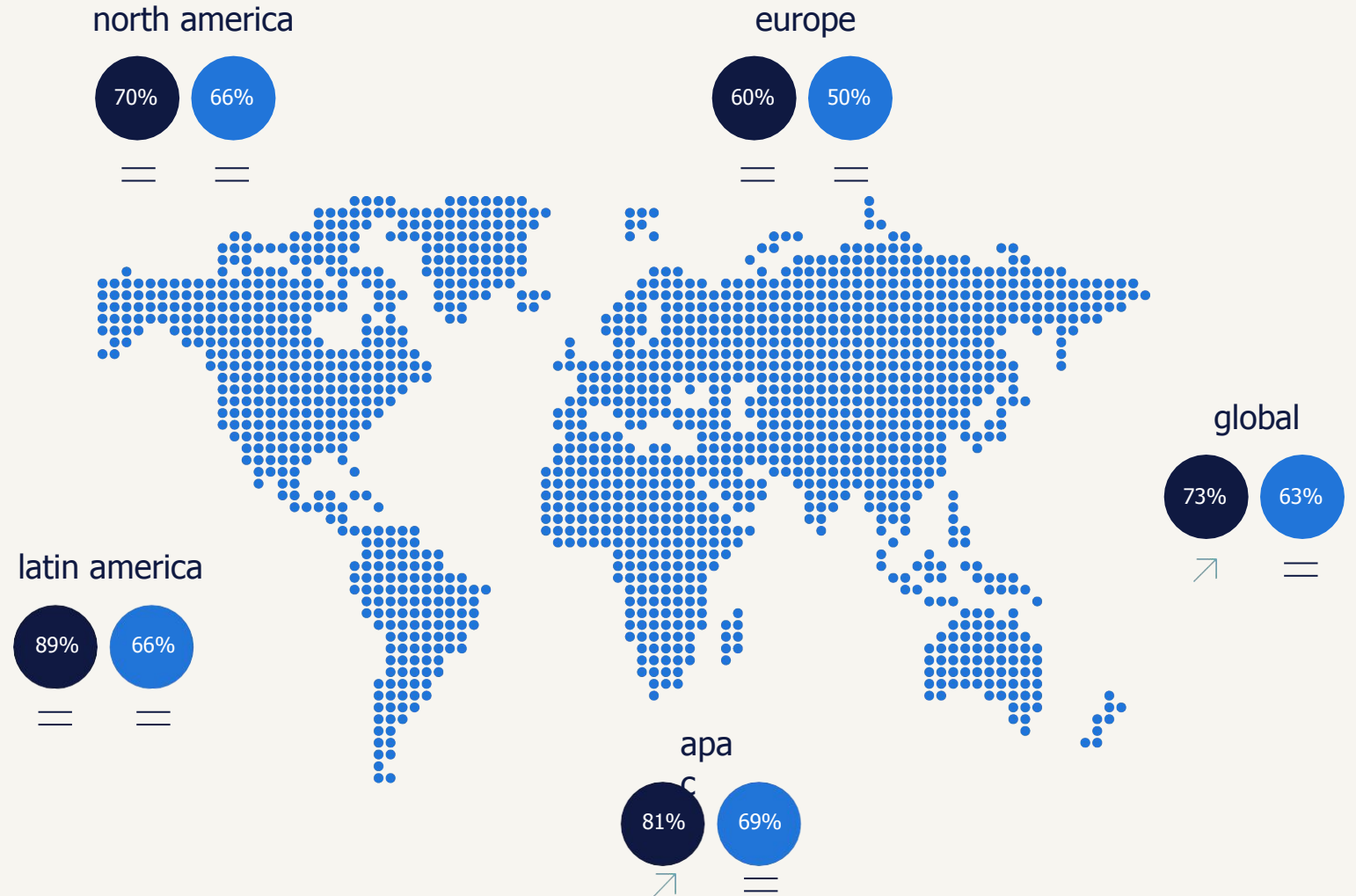
## career growth opportunities essential for all workers

A lack of growth opportunities is a top reason to leave globally, as 73% of workers say career growth is important. This is slightly more than a year ago (70%), driven largely by Latin America (89%). European workers care considerably less in this regard (60%), while the APAC and especially Latin American regions stand out.

Two out of three (63%) workers say their employers offer opportunities that help them develop. This is generally true across regions, apart from Europe, where that number caps at 50%.

- ↗ higher compared to 2022
- ↘ lower compared to 2022
- = equal compared to 2022

- importance of personal career growth
- enough opportunities to develop



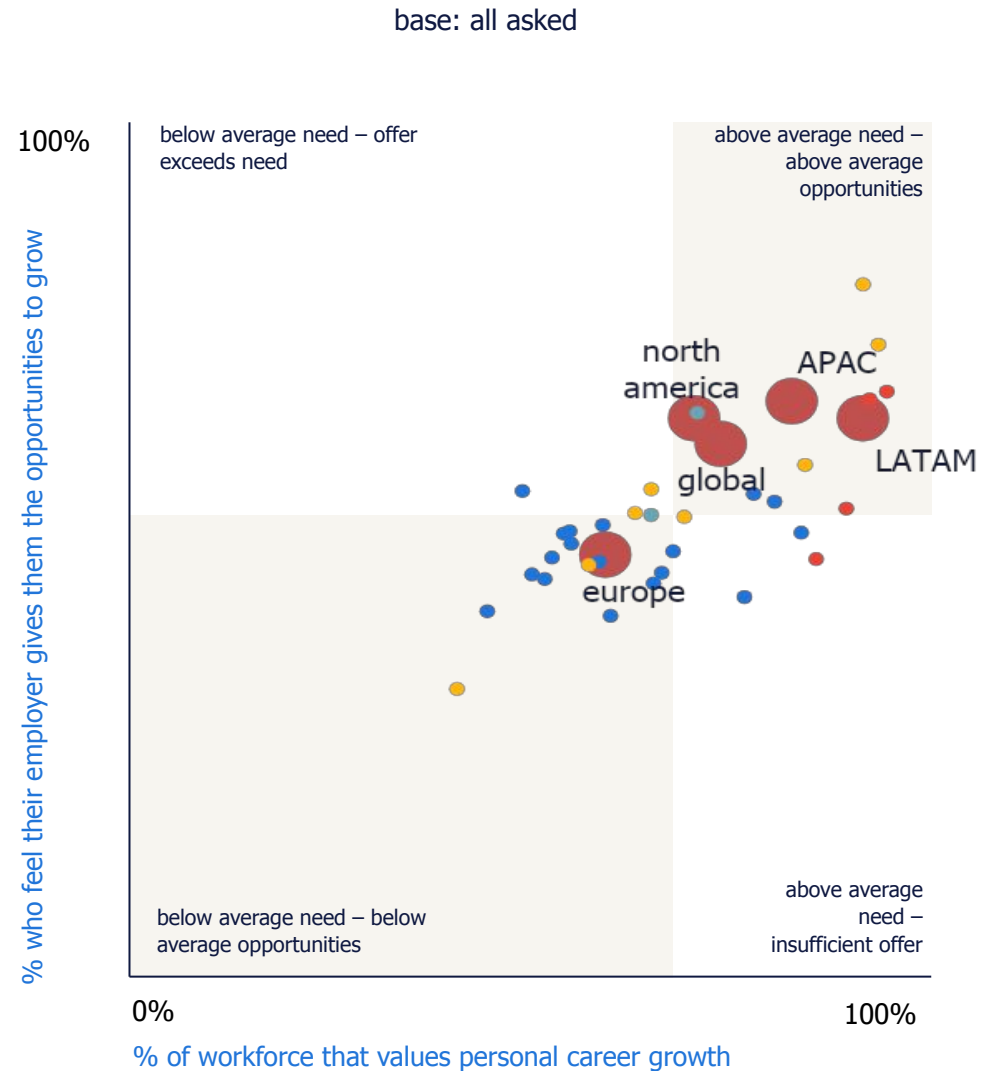
# need for growth vs. opportunities.

## general offer of career growth opportunities suffices across regions

When comparing the need for growth to the perceived opportunities, most regions are satisfying their employees' needs quite well. The situation in Europe is slightly different: there are fewer perceived growth opportunities available compared to the average, but the actual need for growth is also below average. In absolute terms, the offer does not fully meet the need in any region. The APAC region comes closest to directly meeting these needs. We also see this play out among employees who need growth but feel as though they get no opportunities at all, which is highest in Europe.

those with the need to grow that feel they do not get sufficient opportunities:

global	9%
europa	17%
north america	9%
LATAM	12%
APAC	5%





# need for growth vs. opportunities.

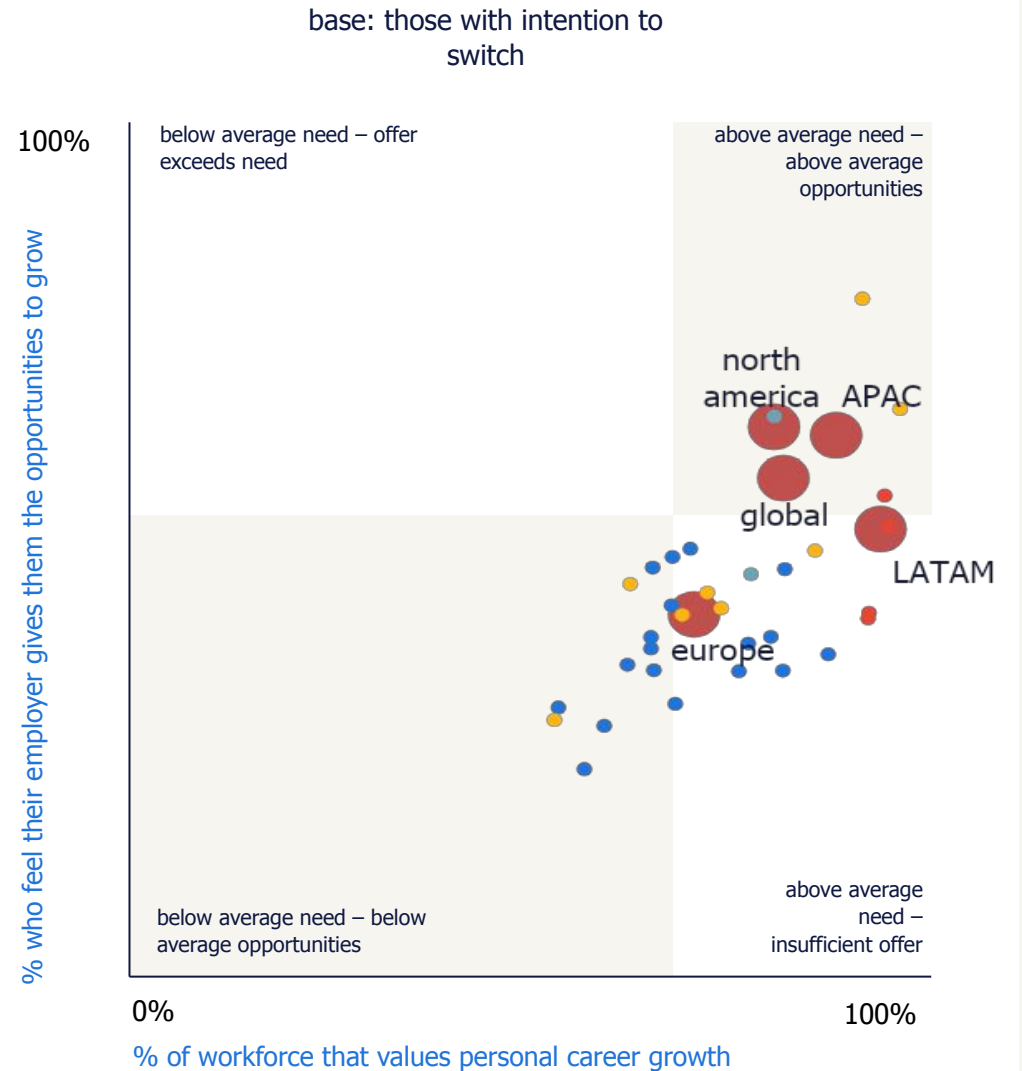
for those with the intention to switch, there is a lack of opportunities

For those planning to switch employers, a lack of career progression is nearly on par with work-life balance and salary as a reason to leave.

Those planning to switch employers in 2023 have a higher-than-average need for growth in all regions. They also perceive the offer to be worse than average. Specifically, those in Europe and Latin America with the intention to switch perceive a major gap between their need and the opportunity for career growth.

those with the intention to switch that have the need to grow, but feel they do not get sufficient opportunities:

global	15%
europa	30%
north america	14%
LATAM	22%
APAC	9%



# key trends.

reasons to leave &  
employer performance

## top takeaways.

### #1

There are three key reasons employees across the globe have left or would consider leaving their employer: the quest for a better work-life balance, low compensation in relation to the rising cost-of-living and a lack of career progression opportunities. While concerns about compensation are harder to combat, employers need to urgently assess their employees' needs on work-life balance and career progression.

### #2

Globally, around two in five employees work (partly) remotely in 2023. While the number of fully remote workers has declined overall since the height of the COVID-19 pandemic, the number of partial remote workers has remained relatively stable. Current numbers indicate that remote working levels as they are now are the new normal, and that partial remote working is here to stay. Employers need to be prepared for this reality.

# key trends.

reasons to leave &  
employer performance

## top takeaways.

### #3

The desire for a better work-life balance is the top reason to leave, which means this should be a top priority for employers looking to increase retention. Remote working may be the key to this, as those who currently work remotely evaluate their employer's support for a good work-life balance much higher than those who do not. This is especially the case for employees in APAC and Europe.

### #4

Career progression is the third most important reason to leave an employer in 2023. While the employer offer meets the need of the average employee well enough, there is room for improvement. The risks lie with the employees looking to switch: they have a higher-than-average need for growth but evaluate their employer offer lower than average in this area. Employers in Europe, LATAM and APAC are particularly at risk.

# closing remarks.

As expected, salary and benefits remain paramount for employees. Nevertheless, recent research emphasizes the increasing significance of two additional drivers: work-life balance and career progression.

Work-life balance maintains its second-place ranking in the ideal employer profile and is steadily closing in on salary as the top priority. Its significance is reflected in employee turnover, as it stands as the primary reason for leaving an employer worldwide. To enhance retention, employers must improve their support for a healthy work-life balance. One effective approach is to explore remote working opportunities, as employees who have the option to work at least partly remotely tend to perceive their employer's support for work-life balance more positively. Additionally, convenient location is highly valued, and employers currently receive favorable ratings in this aspect across the global workforce.

# closing remarks.

Career progression opportunities have dropped out of the top five drivers for the ideal employer this year, yet it remains an important factor for employees worldwide. It is a prominent reason for employees to consider leaving their current job, carrying equal weight to salary and work-life balance for those planning to switch employers. While the current offerings of employers may suffice for the average employee, it falls short for individuals looking to switch.

Even though the overall rate of employee turnover has not increased, this concern still applies to a significant quarter of the employable population. To prevent losing valuable talent due to a lack of career progression, employers must take action to address this area of concern.



let's talk.

our research is insightful but also complex. We'd love the opportunity to walk you through this document, share our thoughts and answer any questions you might have.

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