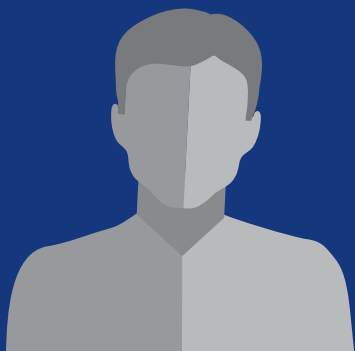


WHAT PEOPLE WANT JOB SATISFACTION TAKES MORE THAN JUST A PAYCHECK



Your guide to recruiting and attracting
the US professionals you need.

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FOREWORD

What does it take to succeed in today's market? You need to be able to offer candidates what they are looking for, but it's not always easy to figure out what that is. Now with this report you have some additional insights into what candidates are looking for, including the push and pull factors that drive them away from their current role, and attract them to the next position.

More than 2,000 people answered our survey, sharing their perspective on salary, benefits, culture, and career growth to help us develop a big picture view of candidate priorities.

Not surprisingly, salary is the most important factor both for considering a job offer and deciding to stay in a current role. However, compensation is outweighed by the combination of culture, benefits, and career growth. American workers want to be compensated fairly, but they will compromise on base salary to get more of the elements they want. We see this even more clearly when we asked whether respondents would take a reduction in their base salary for their ideal job. Almost three-quarters (71%) say they would, showing that while salary matters, it's not always a deal breaker.

Only one company can offer the most, so while it's important to meet market rates, competing purely on salary won't help your organization in the long term. However, if you're going to compete on something other than salary, you need to be offering what people want, and promoting your programs so candidates know what you offer. These two elements are interwoven, and one without the other will not support your hiring needs. You could have amazing employee support programs, but if no one knows about them then they're not helping you attract the right people. Equally, if you're great at promoting your company but are not offering the programs people want then you will struggle to find the talent you need.

So if salary alone isn't the answer, what is? Company culture is very important - it's the second most important factor for accepting a job offer or staying in a current role. We asked respondents what company culture meant to them, and found a consistent message across all demographics. The top three factors for company culture are open communication, strong leadership, and work-life balance. Candidates and employees won't be swayed by superficial offerings such as perks and nice amenities. Those could be the cherry on top, but Americans are looking for a strong core. Employers need to ensure they are meeting those expectations, and finding ways to communicate their culture to their target audiences.

Beyond these overall findings, I was very intrigued by some of the results from specialist contractors. We hear a lot about people who choose contracting or freelancing over the security of full time work, but now



we know that these people are happier, they feel less workplace pressure, and they're less likely to consider leaving their current role. Turn to page 12 for a further breakdown of these findings, and insights into how you can attract and retain your skilled contractors.

The other group we're highlighting in this report are Generation X. When was the last time you read an article about the middle sibling in the workplace? With dozens of daily think pieces about Generation Y, who have been the workforce for more than 10 years now, and plenty of discussion around Baby Boomers and their impending retirement, Gen X is starting to feel neglected. This group, now aged approximately 35 to 50, are less happy, feel more workplace pressure, and say they are more likely to consider leaving their current role. On page 13 we look at these numbers in detail and consider what you can do to attract and retain this important part of your demographic.

This report provides invaluable insight to support your organization's recruitment and retention strategies so you are best positioned to attract, secure, and retain the people you need. I hope you enjoy reading this as much as we've enjoyed compiling it. I'm sure it will prompt further discussion and we look forward to working with you to use this information to improve your hiring and retention.

Dan Rodriguez
President, Hays US

ABOUT THE REPORT

With almost a million candidates in our database, and more than 77,000 people in our US social network, we have a front-row seat for how candidates weigh job offers and what they consider most important when they stay in or leave a role. Over the past few years we have watched workplace demographics change, and our recruitment consultants noted new candidate concerns, and we wanted to quantify those trends so we could offer clients the best insights and advice for attracting the best talent.

In August 2017, we surveyed more than 2,000 professionals to find out what they considered most important for their current role, and for when they were weighing a job offer. We asked them what factors of salary, benefits, culture, and career growth mattered most, and what would motivate them to leave their current role.

The responses of these employees and job seekers show distinct patterns and lessons for employers, who must evolve with candidates or risk being left behind in the market.

The respondents



2,100 people



50 states



900 managers



16 industries



20-70 years old



16 functions



Entry level to C-suite



Full time, contract, and temporary workers

MARKET OVERVIEW

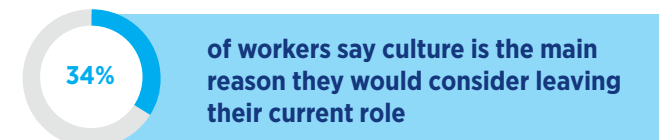
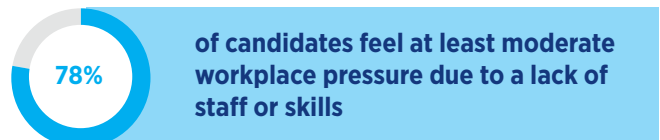
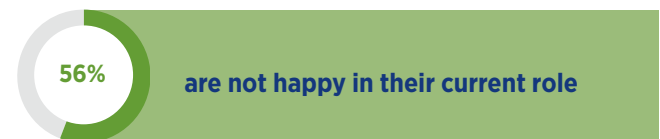
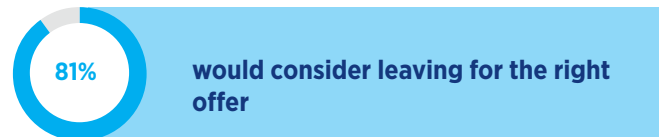
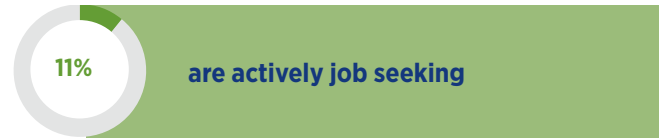
Are you making the right offer to the right person?

Only one in ten professionals are actively job seeking, but eight out of ten would consider leaving their job for the right offer. That means that having the right offer, and being able to put it in front of the right people, is more important than ever, and a lot of employers are missing the mark.

Use your network of employees, followers, alumni and associations to find passive candidates, those who are not actively job hunting, instead of competing for the same 11 percent of candidates as everyone else.

Once you've found a short-list, remember there is no one-size-fits-all package. Now more than ever, candidates and employees are looking for the total package of competitive compensation, clear career growth opportunities, a great culture, and benefits that support their goals. If you're not offering and promoting all these facets then your company will struggle to compete in this tight talent market.

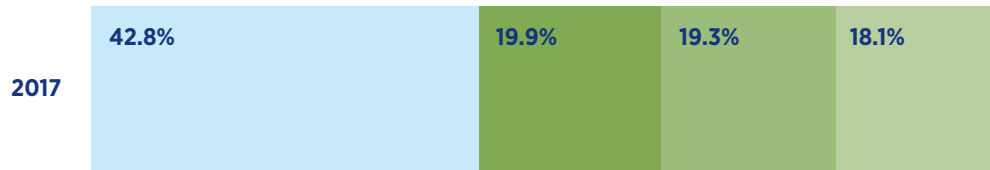
The good news is that this report will summarize our findings from more than 2,000 candidates across the country, breaking it down by generation, function, regional and preferred employment type. Use these insights to adapt your offers to meet the needs of your target candidates so you can be confident you're meeting or exceeding market expectations to attract the right person to the right role.



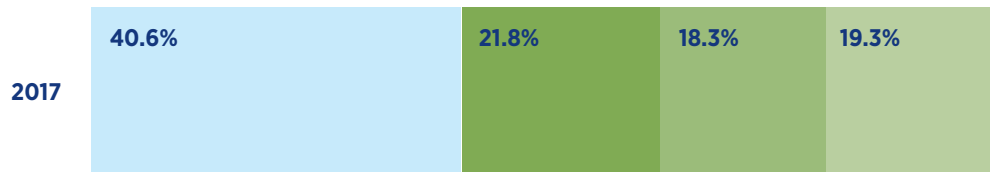
KEY FINDINGS

We asked candidates to consider the four core elements of a job – salary, culture, benefits, and career growth – and to weigh how important each element is both when considering a job offer and when evaluating their current role. With this data, we can compare candidate priorities for both attraction and retention, and with additional questions digging deeper into each factor, we can draw conclusions about how employers can attract and keep the talent they need.

HOW MUCH DO EACH OF THESE FACTORS INFLUENCE YOUR DECISION TO ACCEPT A JOB OFFER?



HOW MUCH DO EACH OF THESE FACTORS INFLUENCE YOUR DECISION TO STAY WITH A COMPANY?



Salary Culture Benefits Career Growth

Career growth, company culture, and benefits outweigh salary for attraction and retention

Salary is the biggest single factor, but the combination of culture, benefits and career opportunities outweigh it when considering a job offer, or considering a current role. To attract top talent, employers need to make sure they are meeting market expectations, but should focus their job ads and attraction campaigns on the other factors that make the position and company appealing. For retention, company culture and career growth combined outweigh salary, so your major retention efforts should be in improving company culture, and in implementing and promoting internal career paths and professional development opportunities.

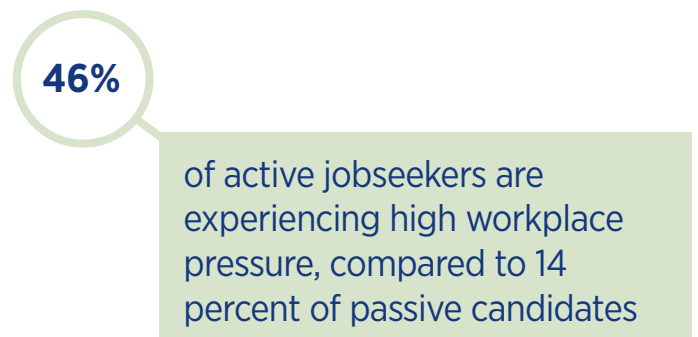
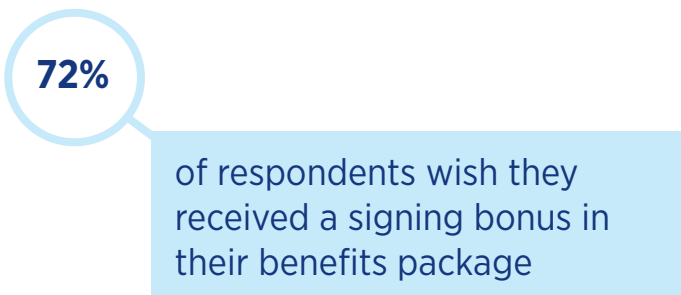
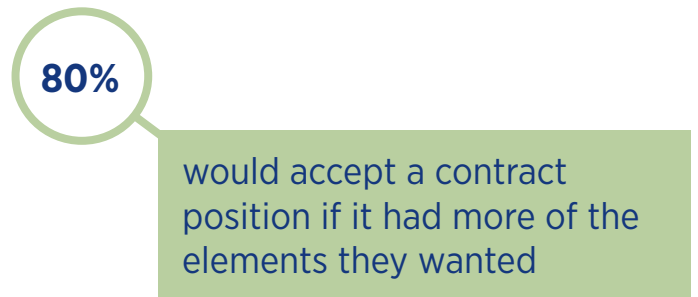
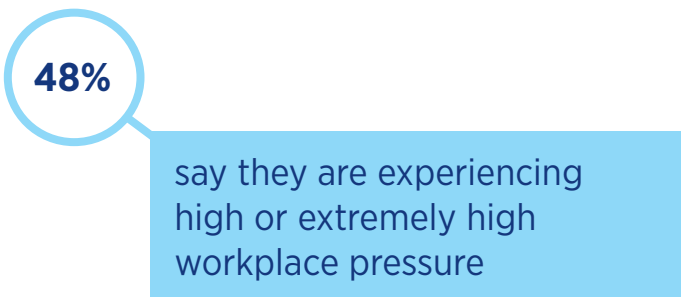
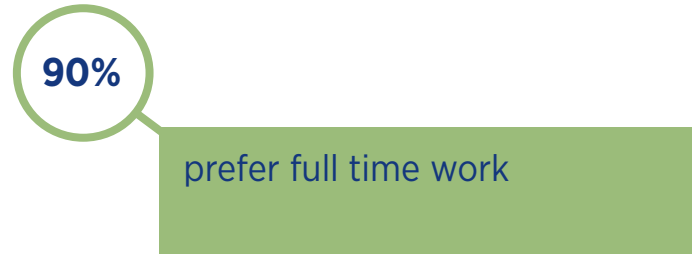
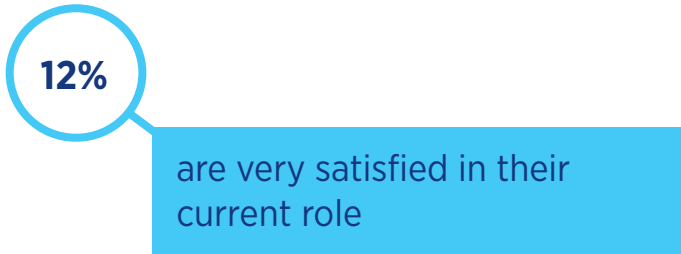
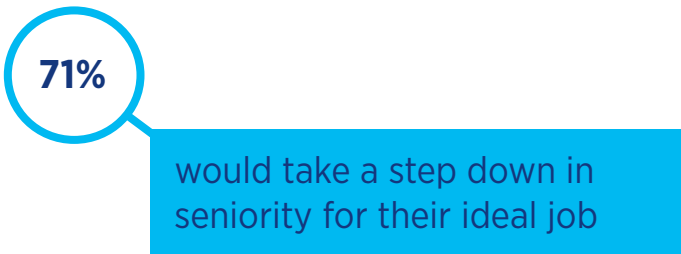
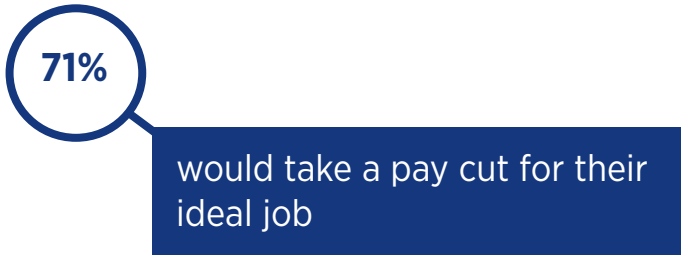
Most people are prepared to leave their job for the right offer, with culture the #1 motivator to leave

Less than half of US workers are happy in their current role, and 81 percent say they would consider leaving their job for the right offer. Low work satisfaction correlated with likelihood to leave. It may sound like a truism, but now we can say with confidence that happier employees are less likely to leave. What could motivate even happy workers to leave? It's a close call – one-third (34%) say company culture, but 31 percent say career growth and 30 percent say salary. So your employees are looking for the total package, not a job that only meets some of their expectations.

Candidates are willing to compromise for the right job

While two-thirds (67%) of candidates say they would expect a salary increase of more than 10 percent to leave their job, even more (71%) say they would take a pay cut for their ideal job, one that met their benefits, career progression, and company culture priorities. In addition, 71 percent say they would take a step down in seniority for the right job. While it's important to meet market rate, only one company can pay the most so it's critical to differentiate your company in other ways to become an employer of choice. These results show that if you're offering all the components a candidate is looking for then you will be able to attract candidates without having to compete solely on salary.

KEY FINDINGS AT A GLANCE



RECOMMENDATIONS

1

Meet market expectations for both salary and benefits

Salary is still the most important factor of weighing a potential or current job, so make sure you are meeting market rate and expectations. Your local recruitment account manager can help you determine what's expected in your region and sector, and help direct you beyond base salary. For example, the most-wanted benefit was a signing bonus so a one-off payment could help you secure your preferred candidate. When it comes to your overall benefits package, make sure you're looking beyond health, dental, and 401k because three-quarters of employers are offering these three benefits. If you don't offer any of these that may be a bad surprise for your candidates, but offering all three won't help you stand out. If possible, consider offering benefit packages that can be tailored. For example, candidates could choose between two different health coverage options, or two different training programs.

2

Expand your network to tap into the passive talent pool

When you post a job to a job board, who sees it? Active candidates are looking for a job, searching job boards, and subscribing to alerts. However, our survey shows that's only 11 percent of candidates. On the other hand, 81 percent of employees say they would consider leaving their job, so if you could find the right candidate in the passive pool then it's likely they would accept an interview. Use targeted social media posts, association partnerships, and a specialist recruiter to tap into those extended talent pools.

3

Focus on the most important aspects of company culture

Tech companies get a lot of attention for their company culture and often that attention focuses on the perks – latest technology, free food, elaborate offices. However, these companies often also have strong inter-departmental communication and collaboration, numerous career path options, and a culture of reward and recognition. What our results show is that employees and candidates aren't swayed by perks and amenities. A nice office might be a bonus, but it won't attract or retain a top candidate without the core cultural pillars of communication, leadership, and work-life balance. We recommend starting with a company-wide survey to find out what your employees see as the strengths and weaknesses of your current culture, then take action to improve one area at a time.

RECOMMENDATIONS



What to focus on?

- 1 Promote your total compensation package
- 2 Build a strong workplace culture
- 3 Expand your network to find passive candidates
- 4 Offer package options so candidates can tailor to their priorities
- 5 Invest in and promote training and development programs



What to avoid?

- 1 A “one-size-fits-all” approach
- 2 Relying on perks and amenities to attract talent
- 3 Focusing solely on salary
- 4 Keeping quiet about career progression and culture
- 5 Promoting jobs only to active candidates

REGIONAL TRENDS



Colorado

Key Finding: Colorado professionals weigh salary lower and culture higher in importance than any other state

Top tip: Focus on improving and promoting your great culture to attract and retain in Colorado

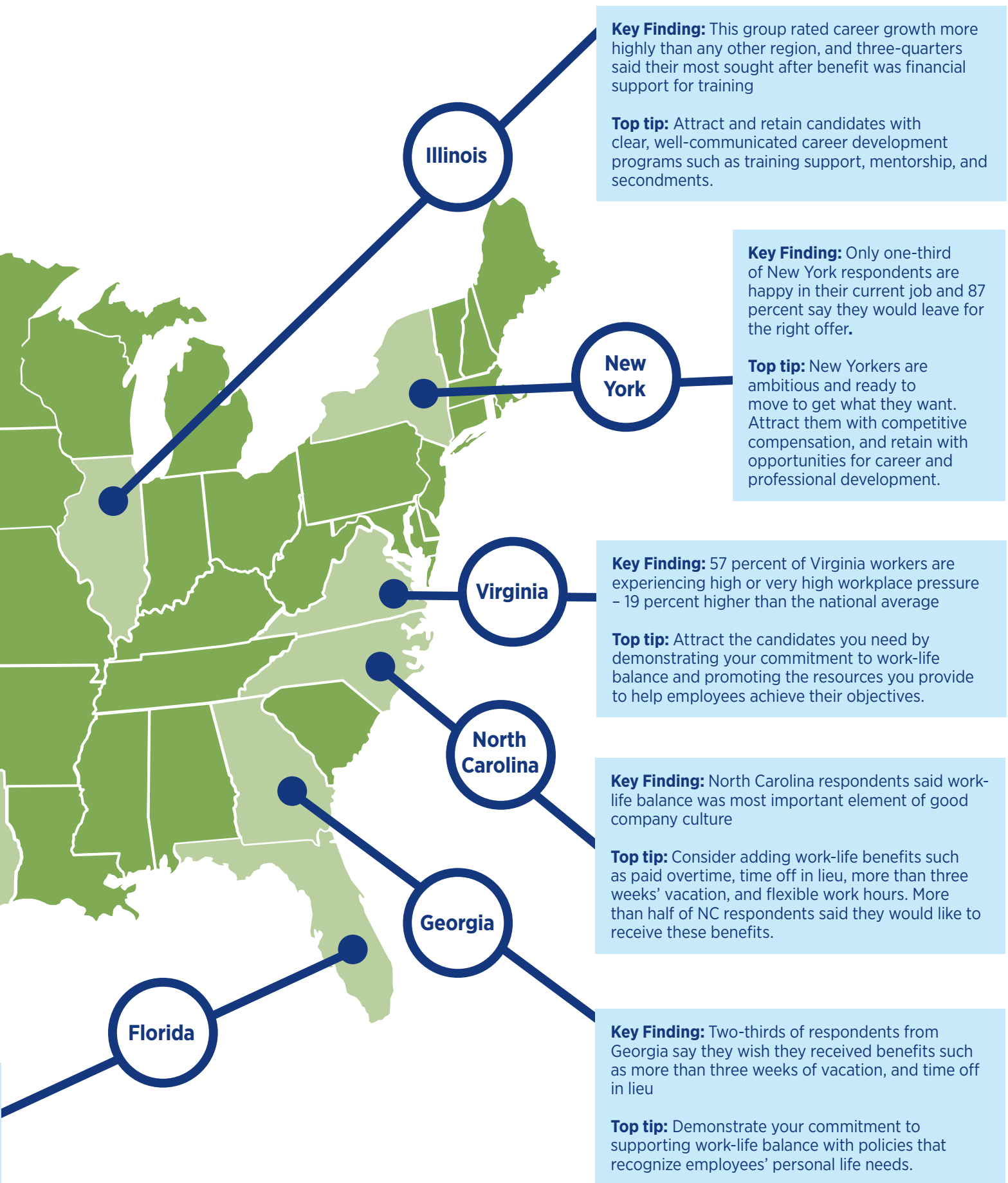
Key Finding: 40 percent say company culture is the main reason they would consider leaving their current role – this is 18 percent higher than the national result

Top tip: Utilize employee surveys and performance review processes to get feedback on what your team is looking for so you can create a culture that engages and retains your most valuable talent.

Texas

Key Finding: 84 percent of Florida candidates are willing to leave their current role for the right offer.

Top tip: Don't be complacent about retention – your employees are open to offers so make their work satisfaction a priority.

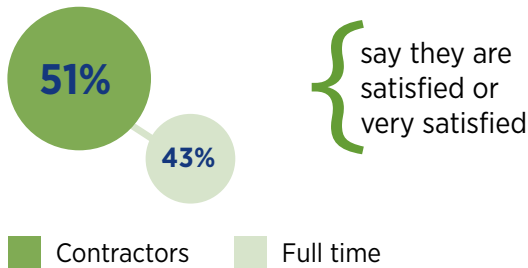


SPOTLIGHT: SKILLED CONTRACTORS

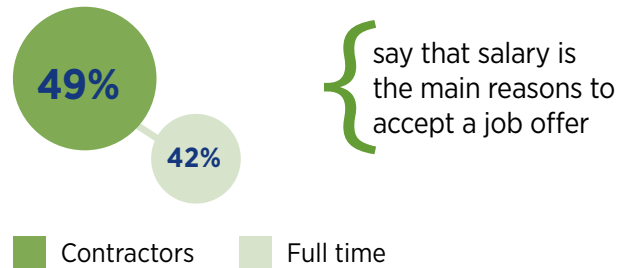
The “gig economy” is taking over, according to media reports, and companies are relying on highly specialized experts to manage projects, manage change, analyze needs, and deliver results. But who are these candidates who prefer to contract and what do they want?

Did you know compared to full time workers...

Contractors are happier in their current role



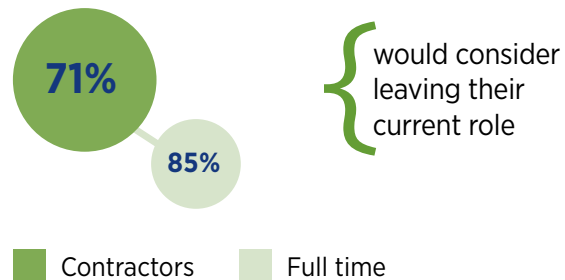
Contractors are most motivated by salary



Contractors experience less workplace pressure



Contractors are less likely to leave



Key insight: The specialist contractor is a highly skilled and experienced expert who prefers to contract. They are happier at work, feel less pressure, and are less likely to leave their current role. Their main motivator is salary, however, they also rate culture as more important than full time professionals both for accepting a job offer and staying in their current role.



Attract contractors with a wage that aligns with market expectations, examples of your great company culture and work environment, and by promoting what they’ll be able to learn and achieve in the role. What is the day to day work environment like? How will the role challenge and advance the person who gets it? Think about what the contractor will get out of the role, not just what you need from them.



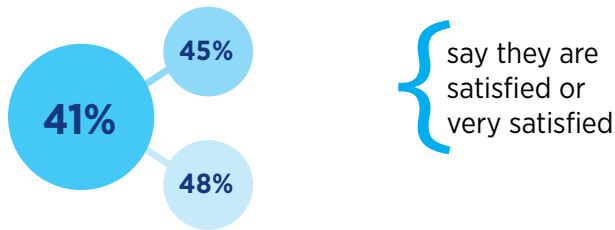
Retain contractors by walking the talk on company culture. Contractors weigh culture highly when deciding to stay with a company. They rate open communication and strong leadership just as highly, but say work-life balance is slightly less important. Contractors are 40 percent more likely to say a flat organizational hierarchy is important, compared to full time workers, and if you’re able to offer select benefits to contractors, know that they are most interested in financial support for training, and an individual performance related bonus.

SPOTLIGHT: GENERATION X

We hear a lot about Generation Y – the young disruptors of the workplace – and Baby Boomers, now verging on retirement, but are Generation X being overlooked in the workplace?

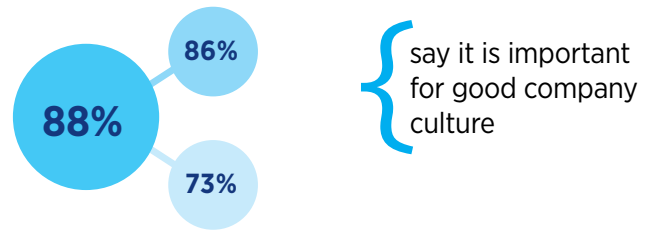
Did you know compared to other generations...

Generation X are less happy in their current role



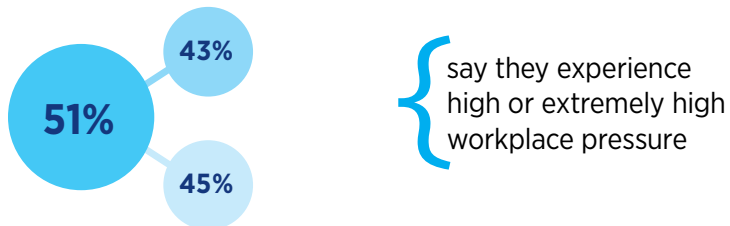
■ Gen X ■ Boomers ■ Gen Y

Generation X want work-life balance



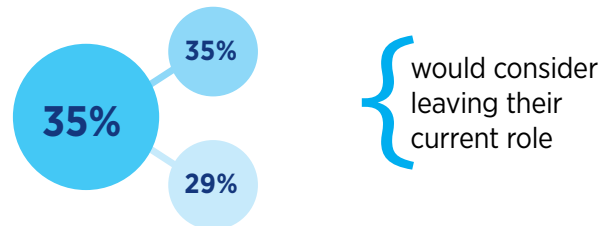
■ Gen X ■ Boomers ■ Gen Y

Generation X experiences high workplace pressure



■ Gen X ■ Boomers ■ Gen Y

Generation X are more likely to leave



■ Gen X ■ Boomers ■ Gen Y



Key Insight: Generation X are unhappy, overwhelmed, and ready to move. They are also a critical part of the workforce because they are the next company leaders. Sometimes called the “sandwich” generation, this demographic are often split at home between children and elderly parents. Then at work they are in a critical stage for career growth, and are struggling with workload pressure, and are willing to take a step back in seniority or salary to find a job that met all their other goals.



Attract Gen X by offering security and flexibility. Promote your company culture and career growth by showcasing successful Gen X employees who have been able to succeed in your organization while still meeting all their personal responsibilities.



Retain Gen X by showing you respect their time and experience, and that you will support them in their career goals while still giving them the work-life balance they seek.



TRENDS BY JOB FACTOR

We wanted to go beyond just the bigger trends and ask candidates what they prioritized within each category. How does a bonus affect salary expectations? What are the most important aspects of company culture? Which benefits are most sought after? What do employees consider the key factors for career growth?

Over the next four sections, get a more in-depth understanding of candidate priorities and expectations, as well as a key takeaway for each factor. On our “At a glance” pages you’ll get a sense of the main trends in different demographics to help inform your workforce and hiring decisions.

Together with the overall key findings, these insights will give you a holistic view of how the job factors interact, and what you can do to create offerings and work environments that will attract and retain the workforce you need.



SALARY KEY FINDINGS

1 Salary is the biggest factor for weighing a job offer, making up 43 percent of the decision to accept. However, it is outweighed by the combination of company culture, career growth, and benefits.

2 Americans are willing to compromise on base salary if they are getting enough in return. Three-quarters (71%) would accept a pay cut for their ideal job, and one-third (37%) would accept a pay cut of more than 10 percent. Almost two-thirds (60%) say they would take a base salary cut for a higher bonus.

3 Baby Boomers are more motivated by money than other generations. They weigh it 12 percent more important than average. Generation Y weigh salary as 19 percent less important for a job offer, compared to Baby Boomers.

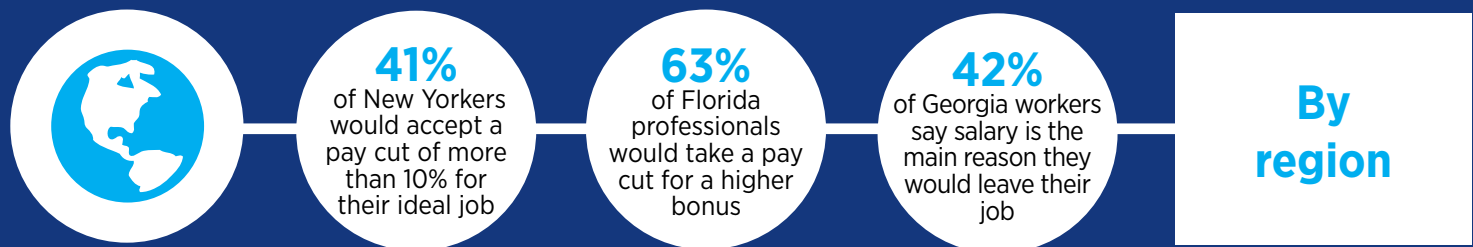
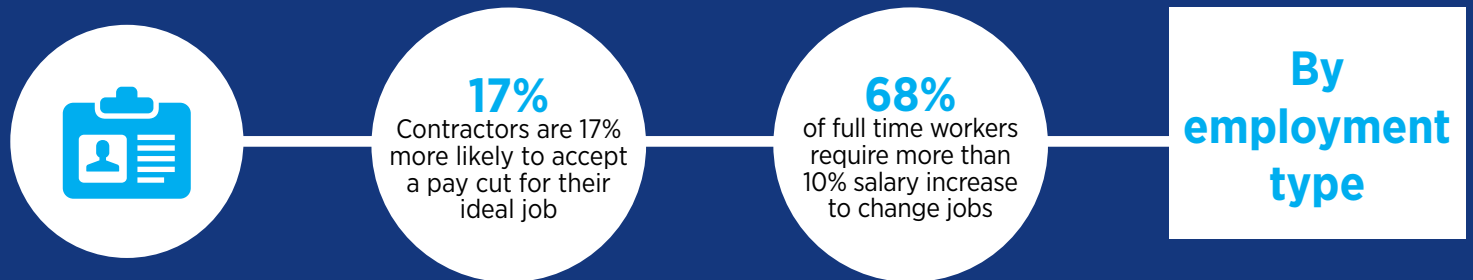
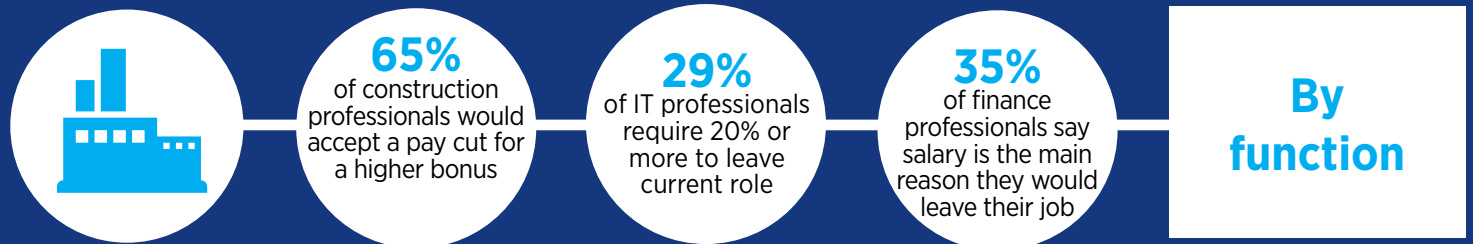
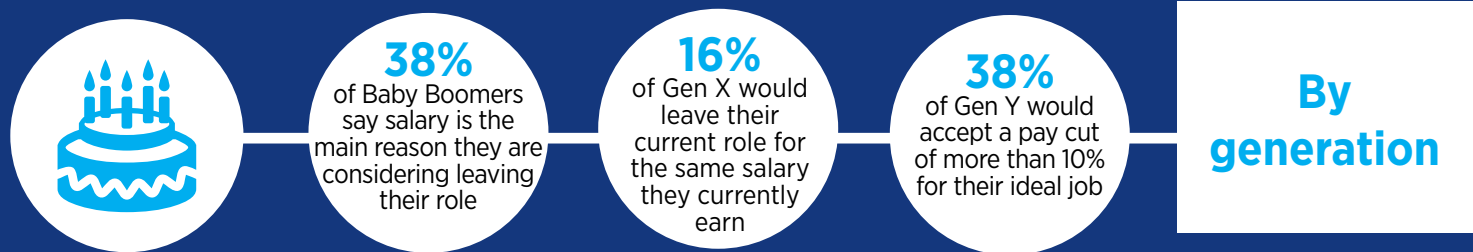
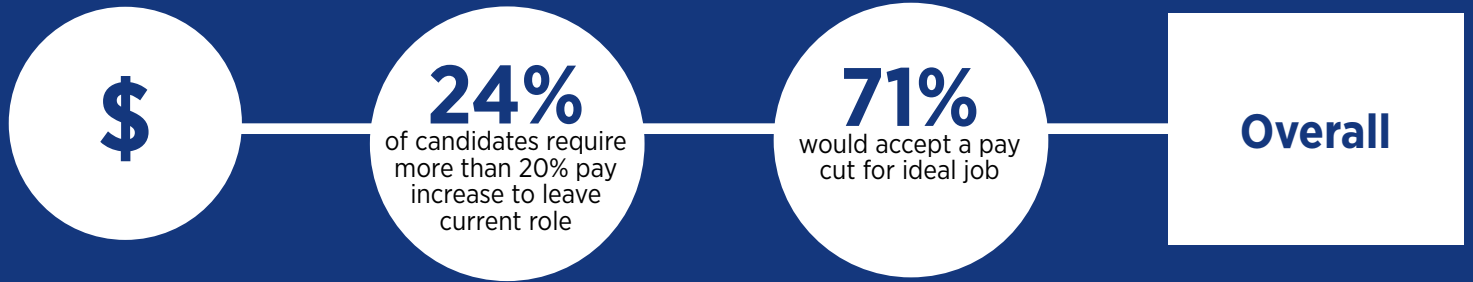
4 Almost a quarter (23%) of active candidates say they would leave their current job for the same salary they currently earn, which is double the overall average. Most passive candidates (59%) say they would require at least a 10 percent pay increase to change jobs.



Key Takeaway

For their ideal job, candidates would take a pay cut, but in general you should expect to offer at least a 10 percent increase in salary to attract a candidate away from their current position. Only one company can offer the highest salary, so ensure your company's total compensation is competitive with market rate and focus on other ways to differentiate yourself in the market. Finally, many candidates would accept a bonus over a higher salary, which can be an effective way to align your payroll costs with business results.

SALARY AT A GLANCE



CULTURE KEY FINDINGS

1

Culture is the second most important aspect of weighing a job offer or considering staying in a current role. It is weighed 10 percent more important for staying in a role, showing that a good company culture is especially important for retaining employees.

2

Culture is the main reason people would consider leaving their current role, with 34% overall listing it as the main motivator and 47 percent of active job seekers saying it is the reason they are leaving their current role.

3

Across every demographic, the top four elements of good company culture remain the same. Open communication, work-life balance, strong leadership, and company values form the core of your company culture, and employees won't accept superficial perks and benefits instead.

4

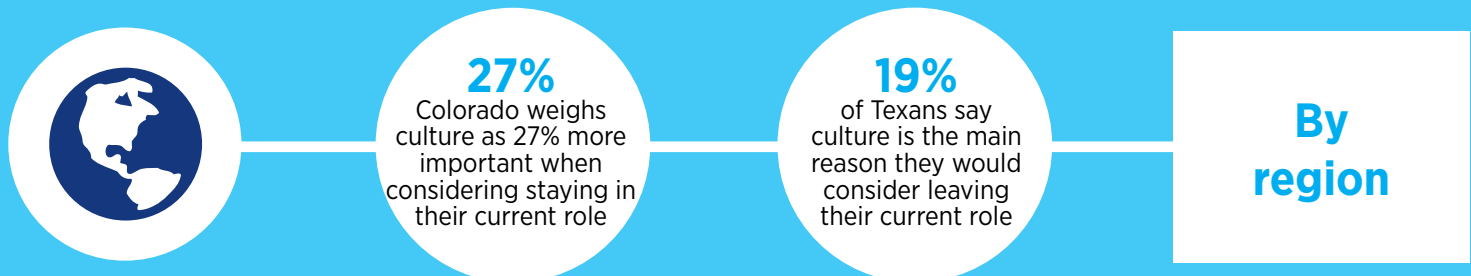
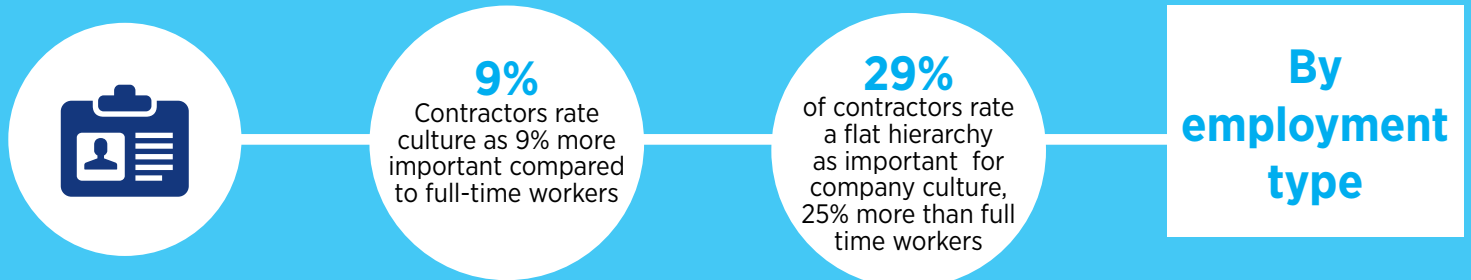
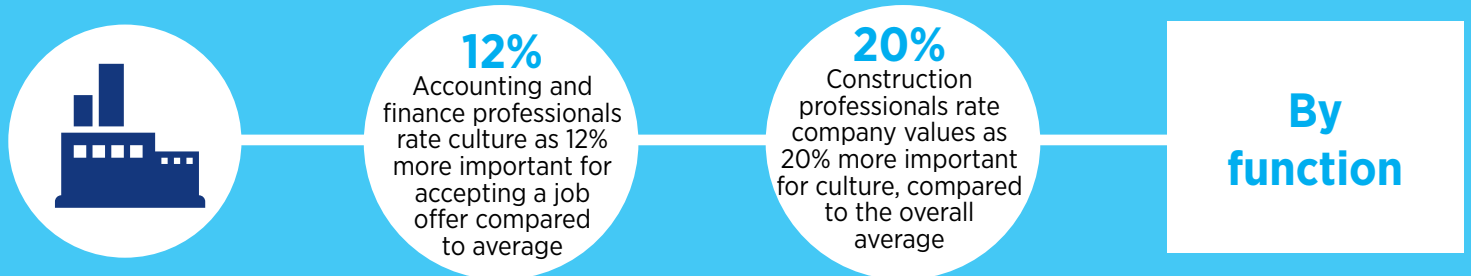
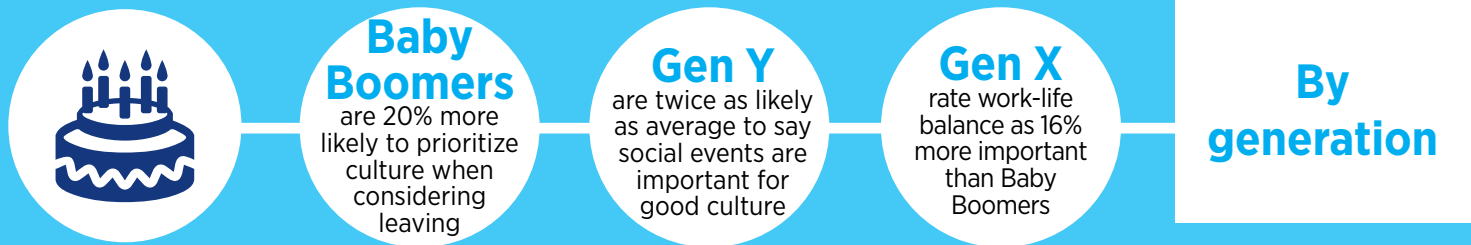
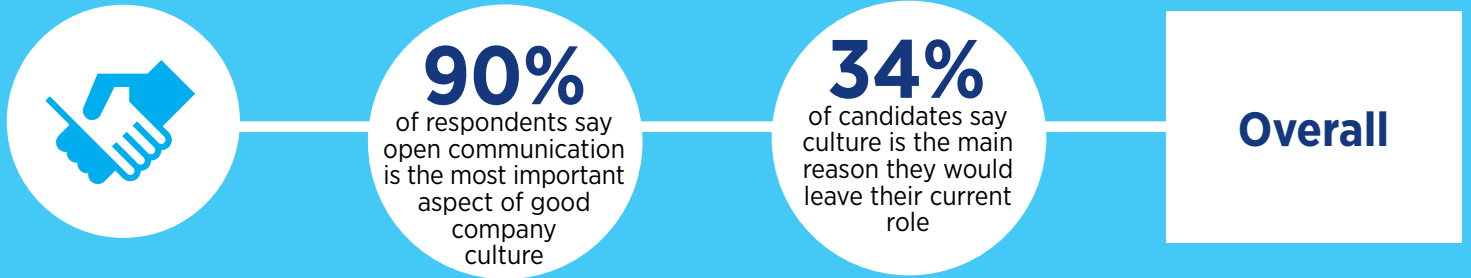
After these four elements, most professionals included either working with the right team, or hiring the right "fit" of people as important for good culture. This shows the importance of hiring the right people for a team. Hiring managers often overlook "fit" when hiring, despite its importance for long-term success in a role.



Key Takeaway

Good company culture is crucial for attraction and retention, and there is no shortcut. Offerings like free lunches and team drinks are "nice to haves" but candidates will see through these gimmicks if your organization doesn't also have strong leadership, ease of communication, work-life balance, and the core values to support those elements. When you have a strong company culture make sure you've adapted it into an employer value proposition (EVP) to drive your employer brand and attract great candidates.

CULTURE AT A GLANCE



BENEFITS KEY FINDINGS

1 Benefits are almost equal to company culture when considering a job offer, and candidates are not willing to compromise on some of the core benefits such as health and dental, 401k matching, or vacation time.

2 The most wanted benefits are a signing bonus, personal development allowance, share incentives, financial support for training, and individual performance bonuses. These indicate that candidates are looking for financial incentives and support for their education.

3 Three-quarters of employers offer health and dental to full-time employees, and two-thirds offer 401k matching and more than three weeks of vacation time. If you're not offering these benefits then you will struggle to compete as candidates increasingly see these as standard.

4 If you want to attract candidates, consider offering a one-off signing bonus, which three-quarters of candidates say they are interested in. Financial support for training also made the "most wanted" list, as candidates look for ways to further their education with employer support.



Key Takeaway

Benefits are an important part of your complete package, and meeting market expectations is critical. Your recruitment consultant can help you make sure you're offering what candidates are expecting, and can make suggestions about where to add benefits if necessary. An important part of having a great benefits package is talking about it. Ensure that current employees and potential candidates are aware of what is on offer, and connect your benefits to your company values. For example, offering vacation or flexible work hours shows your organization's commitment to work-life balance.

BENEFITS AT A GLANCE



72%

of workers say they would like to receive a signing bonus or incentive

3/4^{ths}

of employers offer health and dental benefits to full-time employees

Overall



60%

of Gen Y professionals want flexible work hours and time off in lieu

x2

Baby Boomers are twice as likely as other generations to say they would leave their current role for better benefits

By generation



Life Sciences

receive the most benefits, compared to other functions

77%

of finance professionals want to receive financial support for training

#1

most wanted benefit for IT and construction professionals is signing bonus or incentive

By industry



67%

Skilled contractors rate benefits as 67% less important for weighing a job offer

44%

Full time workers receive 44% more benefits than contractors

#1

most desired benefit by contractors is financial support for training

By employment type



79%

of full-time Illinois workers say they receive health and dental benefits

NY

professionals report receiving the least benefits; North Carolina and Virginia receive the most

25%

of Texans get a company car or car allowance - 35% more than other regions

By region

CAREER GROWTH KEY FINDINGS

1 Career progression and professional development are critical for retaining your top employees. When considering staying in a current role, career growth surpasses benefits as the third most important decision-making factor, and in combination with culture outweighs salary.

2 Three-quarters (71%) of candidates would take a step down in seniority for their ideal job, which is the same proportion who would take a pay cut, showing that Americans willing to adjust their career path or base salary if they could get the other job elements they want.

3 Respondents say the most important elements of career growth are relationship with their boss, internal job opportunities, internal recognition, training courses, and technology available to them. This shows that employees are aware of both the tactical tools, such as training and technology, and the interpersonal relationships that are required for career growth.

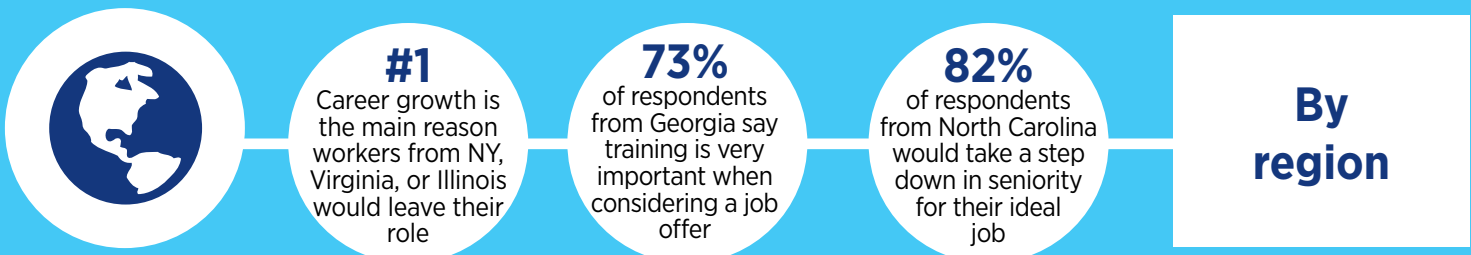
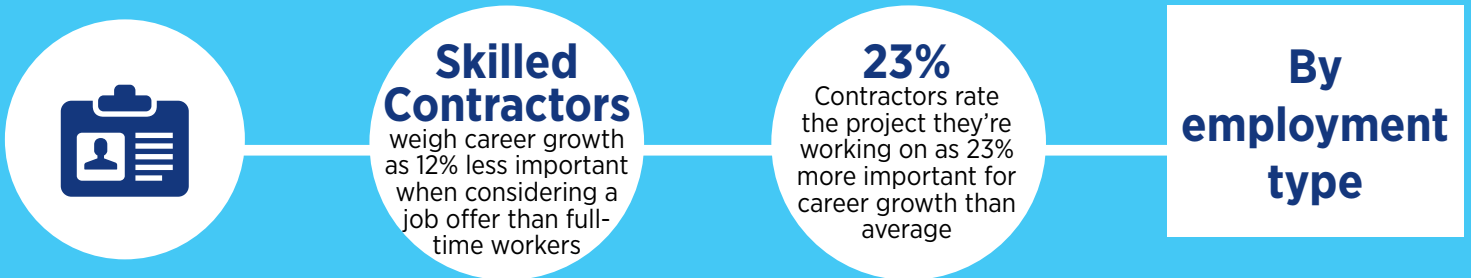
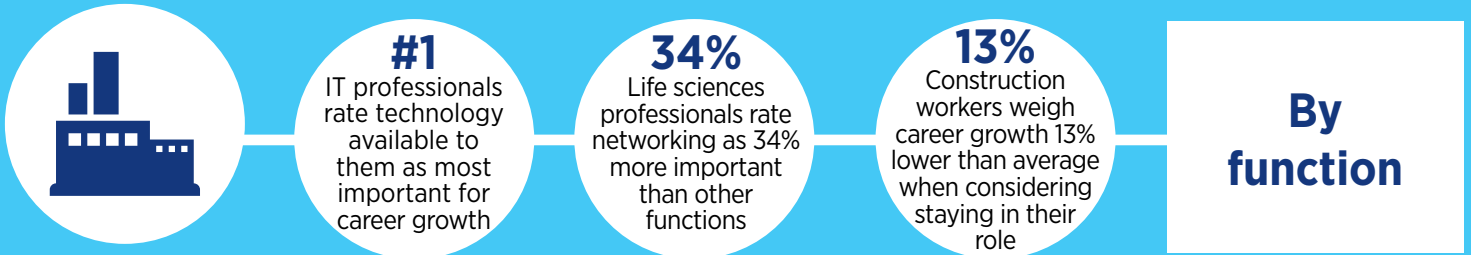
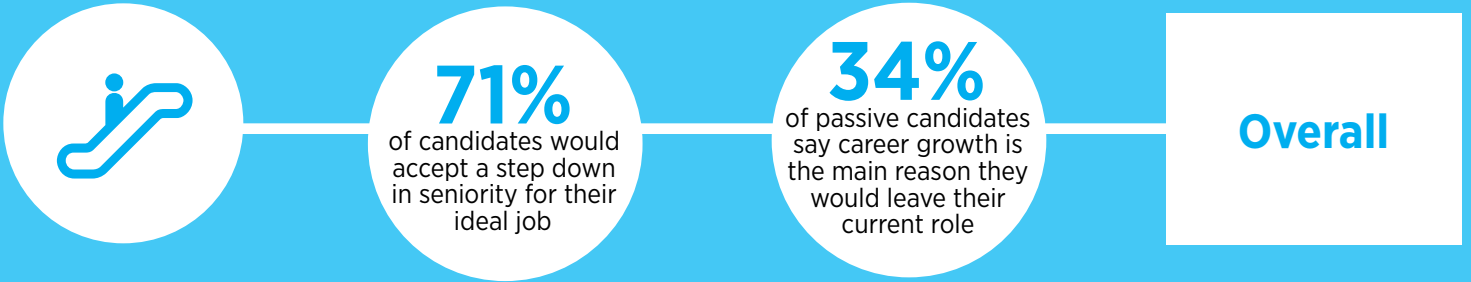
4 Career growth is very important to Generation Y, 41 percent of whom would consider leaving their role for a career opportunity. This group weighs career 28 percent higher than average both for weighing a job offer and staying in a current role. They are also savvy about what it takes to succeed, including networking and internal relationships as important elements for career growth.

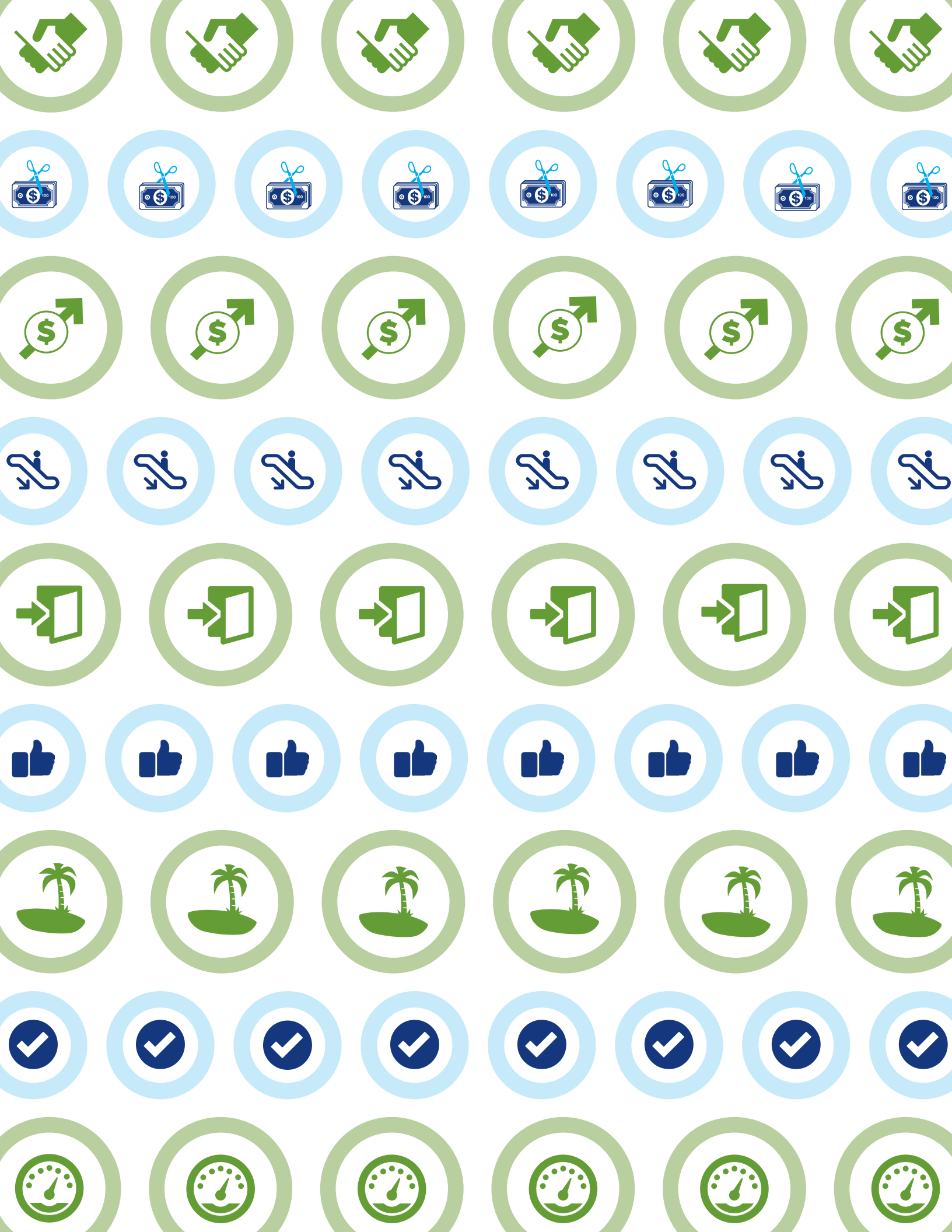


Key Takeaway

Career growth may not be the deal-breaker for accepting a job offer, but it's an important part of retaining top employees. The importance of career growth also varies depending on who you are trying to attract. If you are largely recruiting Generation Y then your career development programs are very important. This doesn't mean you need to implement costly training programs or offer unrealistic promotion plans. As a first step, make the most of existing internal knowledge by offering mentorship programs, job shadowing or secondment, and lunch and learns.

CAREER GROWTH AT A GLANCE





TRENDS BY FUNCTION

How do construction candidates' priorities differ from IT or accounting and finance? What can you offer to stand out from your competitors?

The following pages are your guide for attracting and retaining candidates from the functions your organization is prioritizing. Use these insights to adapt and tailor your approach to drive recruitment success.

In each function we have focused on six key metrics such as salary increase expectations, work satisfaction, and workplace pressure, as well as pulling out key findings about benefits and culture. Finally, check the top tips for a quick guide to what makes the function tick.

Accounting & Finance

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Construction & Property

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Information Technology

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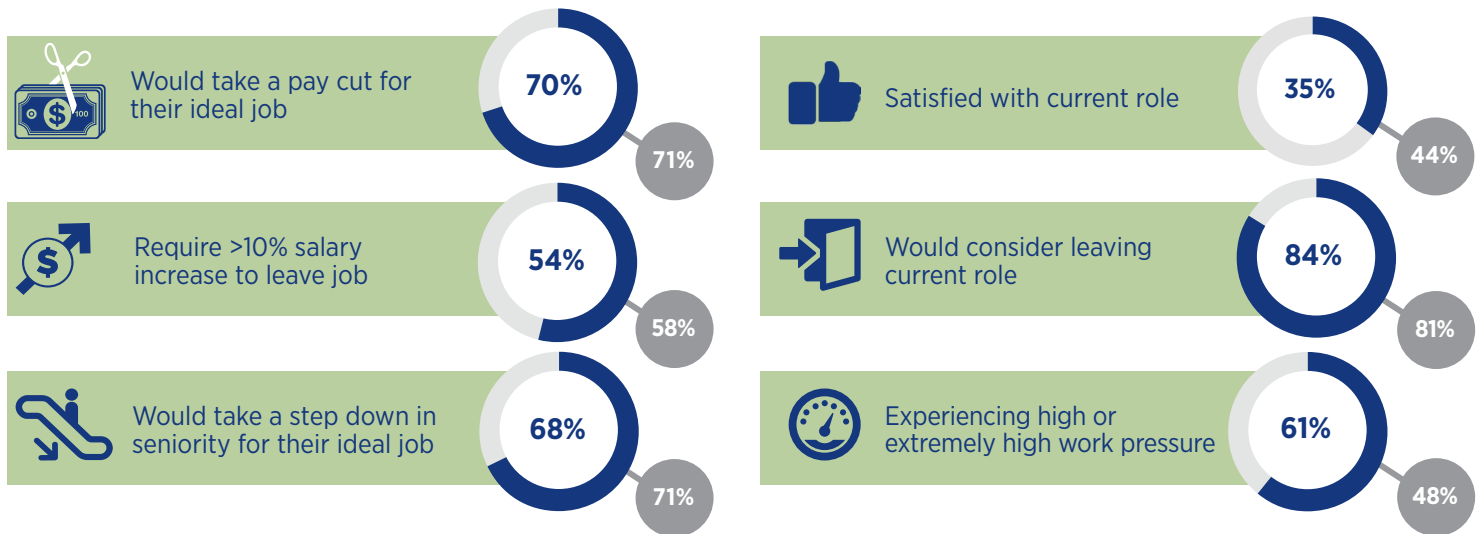
Life Sciences

32

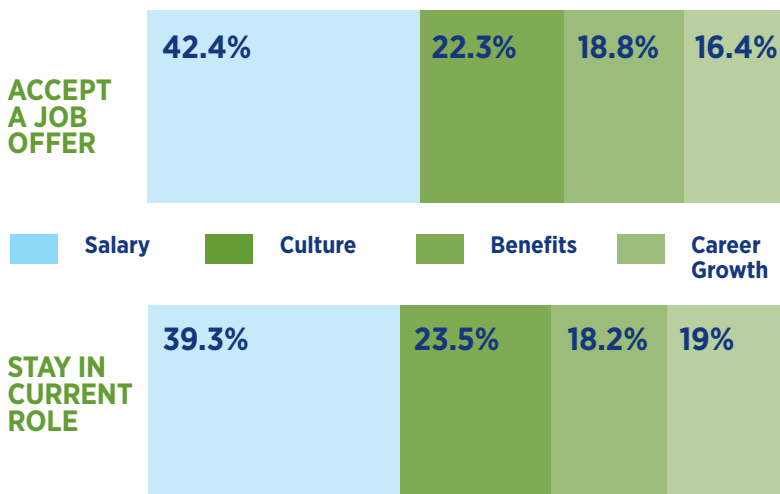
ACCOUNTING & FINANCE

At a glance

Accounting & Finance Overall



What do Accounting and Finance candidates prioritize?



Culture: Accounting and finance professionals rated open communication as even more important than other functions, with 97 percent saying it was important for good company culture. They weigh culture as 12 percent more important compared to other functions, and say culture is the #1 reason they would consider leaving their current role, with 42 percent citing it as their main motivator.



Market update

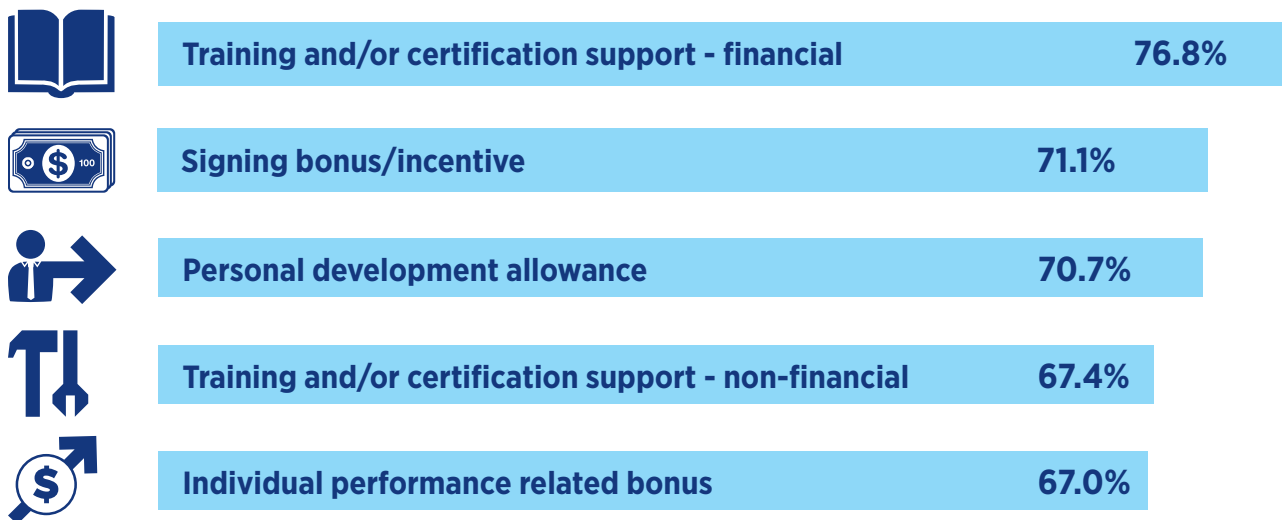
Economic growth is driving increasing business activity in many industries and this organic growth means finance teams are busier, and many are hiring to meet this demand, creating high competition for accounting and finance professionals with the right skills and experience. Demand is especially high for CPA technical accountants, and specialist accountants with industry-specific experience. Other factors driving demand include a high number of mergers and acquisitions, and new or upgraded technology requiring up skilling or bringing in new skills.

ACCOUNTING & FINANCE

3 TOP TIPS:

- 1** Accounting and finance professionals are likely to consider changing roles, but we see employers miss out on top talent because of a very long hiring process. Act quickly when someone with the skills and experience you need becomes available.
- 2** Define and promote your employer value proposition. Why should a candidate want to work for you over another company? Promote your culture, career growth opportunities, and benefit package to attract top talent.
- 3** If you can't find the exact candidate you want, be flexible about hiring a junior candidate and training them for the position, or consider contract to perm arrangements that can mean faster time to hire and an opportunity to trial potential full time employees.

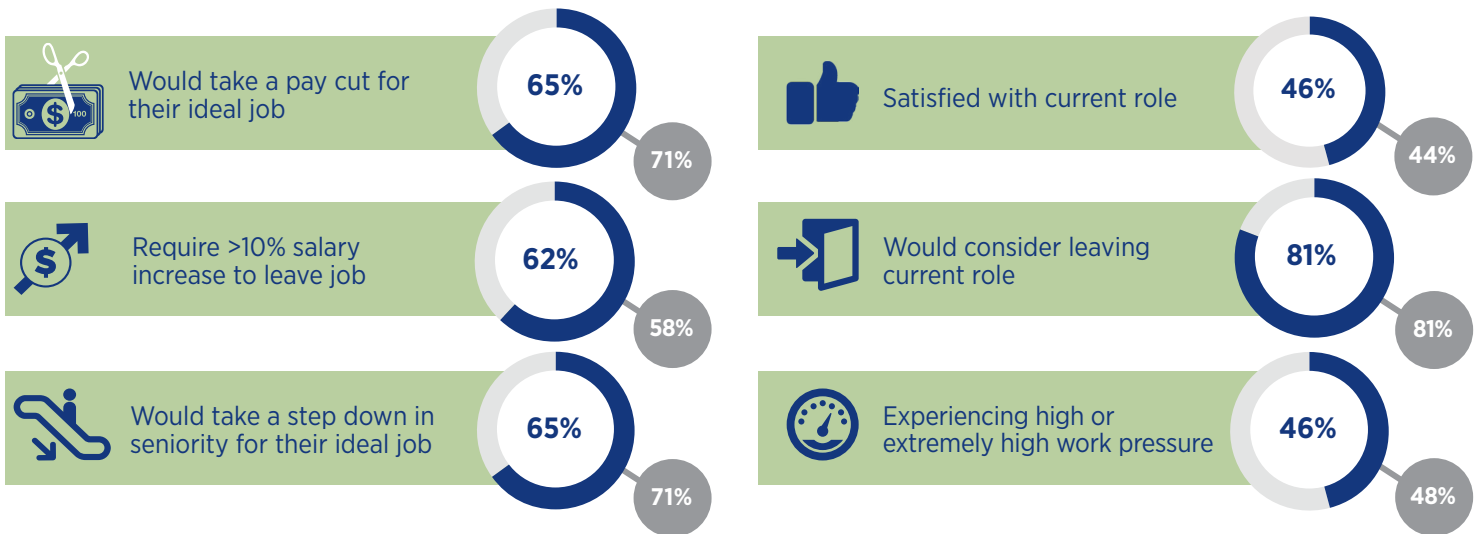
MOST WANTED BENEFITS



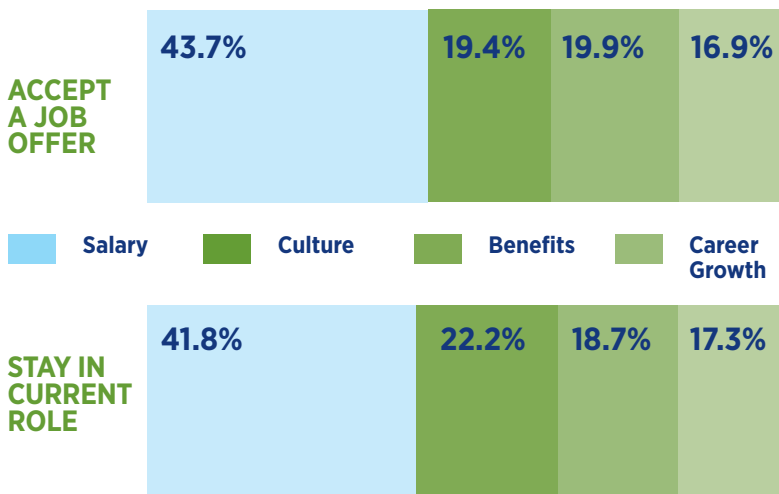
CONSTRUCTION & PROPERTY

At a glance

● Construction ● Overall



What do Construction candidates prioritize?



Culture: Culture is the main reason construction professionals say they would consider leaving their current role, with 36 percent saying it is the biggest motivator. They weigh company values as 20 percent more important for good culture than other functions, indicating that they are looking for a company that aligns with their own values. They also weigh working with the right team and strong leadership higher than average (15% and 13% higher respectively).

Market Update


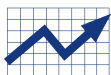



While construction spending dipped slightly in the middle of 2017, overall spending has increased more than 40 percent in the last four years, and it has remained above \$1.2 trillion since October 2016. This is challenging already tight talent markets. Continued investment in infrastructure projects such as roads, bridges, and aviation is driving civil construction, while in urban centers high-rise remains one of the most in-demand areas of construction.

CONSTRUCTION & PROPERTY

3 TOP TIPS:

- 1** Construction professionals are happier and less likely to leave their current role, compared with other industries. Almost three-quarters (70%) say they expect a pay increase of more than 10 percent to consider leaving. Work with your recruiter to align with market expectations, and determine if your ideal candidate would be willing to compromise on salary for the right work environment or benefits.
- 2** When it comes to career growth, construction professionals prioritize projects and budget size more than other sectors. Attract and retain by showing a clear career path and emphasizing the different projects and increasing budgets they could manage over the next three to five years.
- 3** What is your reputation as an employer? Culture is especially important to construction candidates so make sure that you are not only offering the work environment they want, but also promoting your culture so potential employees know what makes you a great employer.

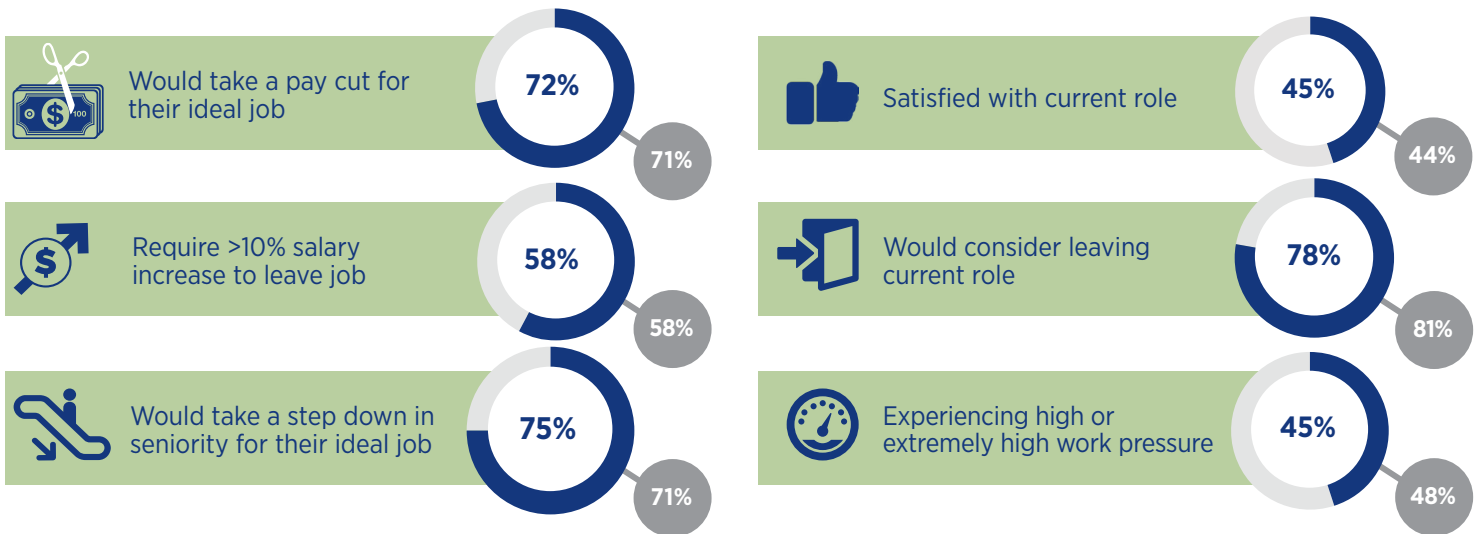
MOST WANTED BENEFITS

	Signing bonus/incentive	74.1%
	Share incentives	68.8%
	Individual performance related bonus	65.5%
	Personal development allowance	64.7%
	Training and/or certification support - financial	64.2%

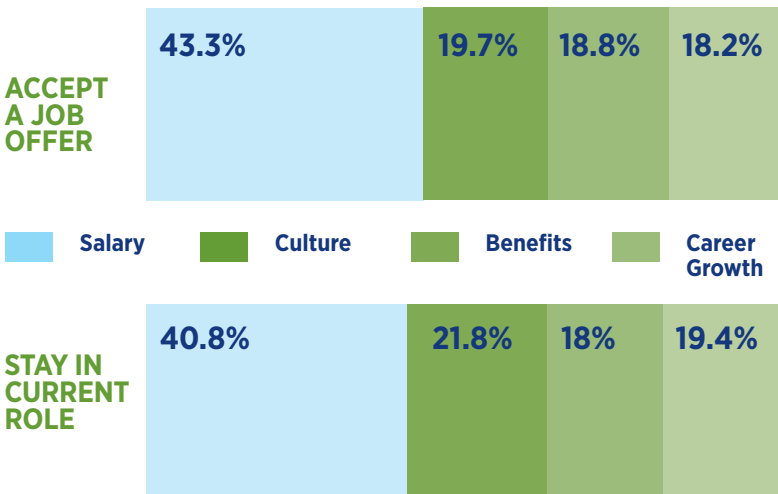
INFORMATION TECHNOLOGY

At a glance

Information Technology Overall



What do IT candidates prioritize?



Culture: Overall IT professionals have similar work culture priorities to other functions, however, they are more likely to care about amenities and facilities, and perks. These workers are 16 percent more likely to say amenities are important for good culture, and 18 percent more likely to include perks, compared to other functions. Almost a third say culture is the main reason they would leave their current role, making it the second most common response after career growth.

Market update

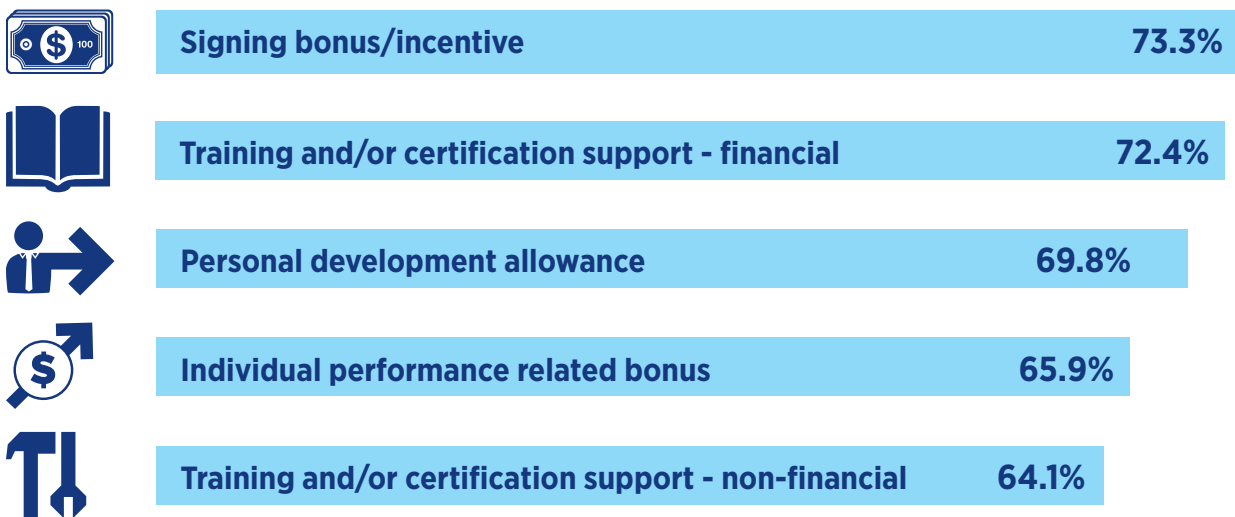
Technology is central to every sector and industry, which means high demand across the country for experienced IT professionals. We are seeing a severe talent mismatch in IT, with many candidates for certain roles, such as help-desk and support, but a lack of candidates for other important positions including developers and security experts. This means that depending on what skills you're trying to hire, you may need to adjust your offer to attract the person you want in a candidate's market.

INFORMATION TECHNOLOGY

3 TOP TIPS:

- 1** Demand for IT professionals with the right skills is very high, and candidates know they don't need to compromise. These respondents want the total package - the right compensation, benefits, career, and culture.
- 2** Many tech professionals say they would take a step down in seniority for their ideal job. This may be partly due to different career growth priorities. IT professionals say the technology they work on, projects they are a part of, and internal opportunities are most important for career growth. Promote your programs that support these goals to attract ambitious tech candidates.
- 3** The technology sector has a reputation for flashy perks, and IT professionals do rate perks and amenities more highly than other groups. However, their top priorities are still open communication, work-life balance, and strong leadership, so don't expect to attract and retain top talent without those core cultural factors.

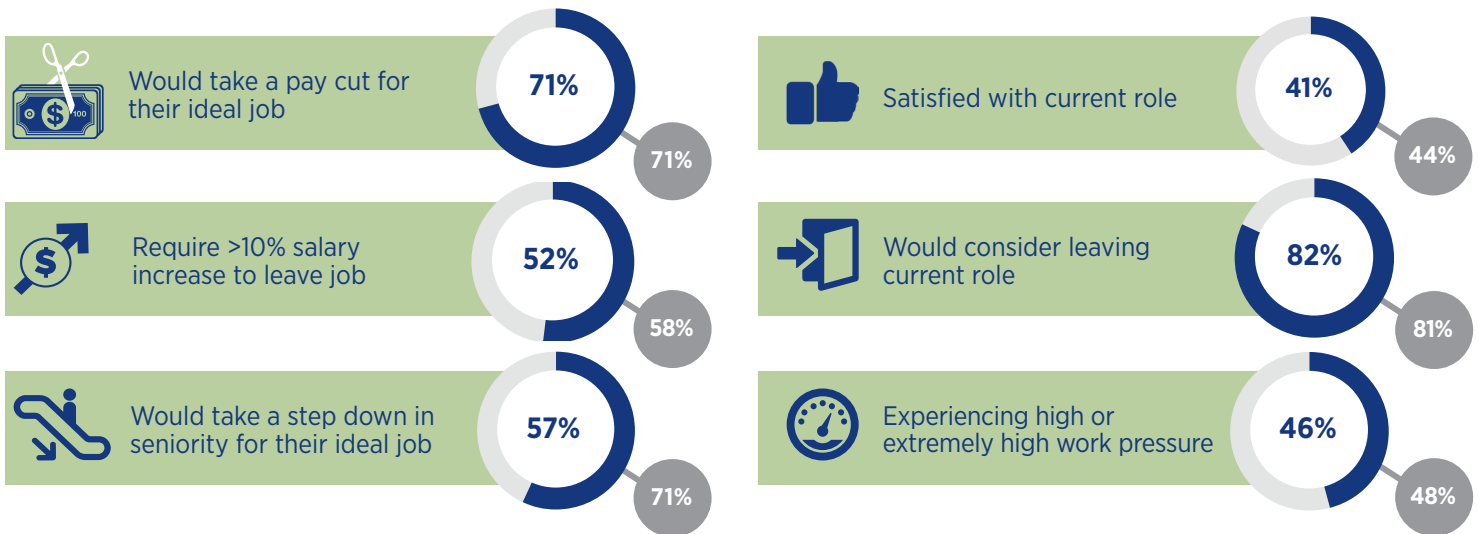
MOST WANTED BENEFITS



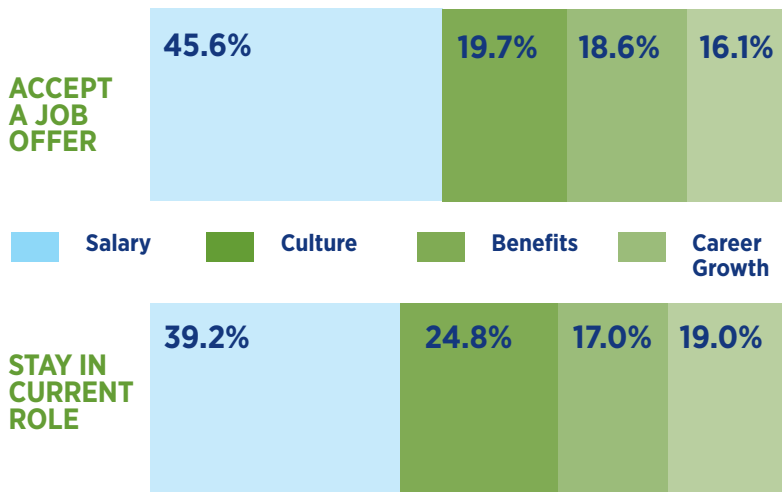
LIFE SCIENCES

At a glance

● Life Sciences ● Overall



What do life sciences candidates prioritize?



Culture: Open communication is critical for good culture, according to 94 percent of Life Sciences respondents. This group was also eight percent more likely to consider company values important for culture and 10 percent more likely to value working with the right team. They're not interested in socializing with that team, however, with just four percent saying social events were an important part of culture - 75 percent lower than other functions.

Market update

A high number of CRO mergers has meant a slight improvement in the clinical research associate shortage that the industry was experiencing. However, other areas are still seeing high and increasing demand. Medical affairs is evolving thanks to a focus on patient outcomes and population health, which is changing how data and drug information is used. There is also very high demand strong for professionals with strong medical background who can ensure organizations meet the stringent scientific information requirements to comply with FDA legislation.

LIFE SCIENCES

3 TOP TIPS:

- 1** Training and development is very important to life sciences professionals and 42 percent say career growth is the main reason they would leave. Introducing and promoting these types of benefits is not only an attraction and retention tool, but will also allow you to grow your own talent.
- 2** Your employer value proposition (EVP) is very important. Ensure your target candidates know your brand and have insights into your work environment. Working with a specialist recruiter can help you get this messaging to new niche networks that you may not already have access to.
- 3** Compared to other functions, life sciences rated salary as more important when considering a job offer, however, that doesn't necessarily mean they are looking for significant increases. Almost half (48%) would accept a new job for a pay increase of less than 10 percent. Work with your specialist recruiter to better align with market rate, and determine candidate expectations.

MOST WANTED BENEFITS



10 REASONS TO WORK WITH HAYS

1 Get help that targets your most pressing or time-consuming recruitment problems

Talk to a Hays consultant to find a tailored solution for your biggest recruitment headaches. Our team is focused on listening first so we can help you tackle your specific challenges and obstacles

2 Access new sources of candidates that aren't in your network

As the most-followed recruiter on LinkedIn, we're connected with more than 1.8 million people, plus other social media and association memberships to help you tap into new pools of passive candidates.

3 Find the right fit to make hires that stay longer and are more successful

The number one reason someone leaves or is let go is poor fit, but fit isn't always assessed during hiring. We'll help you find the right candidate to match your culture and needs.

4 Capitalize on our industry and function expertise to get the right technical skills

Our specialist recruiters and account managers are immersed in their sector and profession to make sure you get candidates with the skills and experience you're looking for.

5 Improve time to hire for higher productivity and lower workforce pressure

An empty desk costs your company daily. With recruiters efficiently screening candidates, arranging interviews, and communicating offers, we get you from job approval to onboarding faster, so you can focus on driving results.

6 Give line managers their time back so they can focus on core tasks

Reduce time lost on recruitment processes by outsourcing to an expert recruiter who can review resumes and give you a live phone presentation to summarize their results and recommendations.

7 Better candidate intel means fewer rejected offers

Throughout the recruitment process, our recruiters build rapport and relationships with your candidates, so they understand the candidate's priorities and objectives, helping you make an offer that won't get rejected.

8 Stay competitive by ensuring your offer package meets market rate

Don't miss out on top talent with outdated salary ranges - ask us about local and industry trends to stay competitive in a candidate-short market.

9 Find more candidates with the skills you need by tapping into national and international talent pools

With 12 locations across the US, and offices in 33 countries worldwide, we have access to a wide range of top talent who could be the right fit for your organization and team.

10 Improve your employer brand to stand out as an employer of choice

Why should candidates choose to work for you? Work with us to promote your great culture, benefits, career paths, and work environment to our network of engaged candidates.

YOUR STAFFING EXPERTS

We are the leaders in specialist recruitment; your trusted partner who will take the time to understand your unique culture and hiring needs. With our global reach, local market knowledge and industry expertise, we match the right person to the right job.

ATTRACT THE BEST TALENT

Our targeted attraction strategy and leading technology gives you access to the top talent and niche skills you need immediately

- ✓ Our active social network fuels your talent pool
- ✓ Our unique partnership with LinkedIn gives us the ability to access job seekers in real-time
- ✓ Our Google powered database provides better visibility of hard-to-find skills
- ✓ Our expert staffers specialize in specific skill-sets and locations for maximum delivery

RECEIVE SERVICE EXCELLENCE

Our high quality and fast service gives you peace of mind that you're working with the best

- ✓ Your call will be returned within 3 hours
- ✓ Our account managers undergo extensive industry and staffing training
- ✓ Our staffing resources provide you with the best industry insight and hiring advice
- ✓ Our national recruiting center gives us the capability needed to staff large engagements

ACCESS FULL SERVICE OFFERING

Our comprehensive range of services offer the complete solution for all hiring demands in your business

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- ✓ Flex-to-hire
- ✓ Full time staffing solutions
- ✓ Payrolling services
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~300

Recruiting experts

17

Years in the industry

>1 million

Candidates in our database

70,000

Active job seekers

12

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Nationwide Operations

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33

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