



Labour market evolution

Opportunities and challenges in the war for talents

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Agenda

- 1) Main trends shaping the labour market in the future
- 2) Challenges of changing labour market
- 3) Effective sourcing in times of labour force shortage

The future of the labour market – 4 main trends shaping the world of work



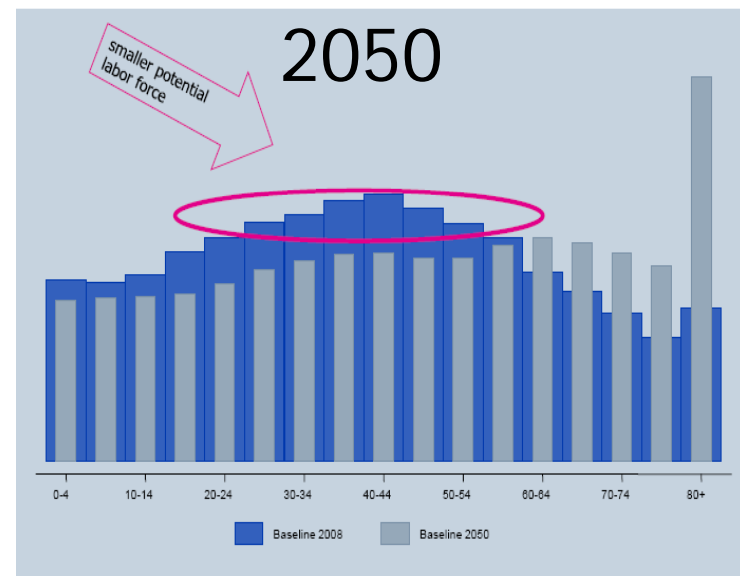
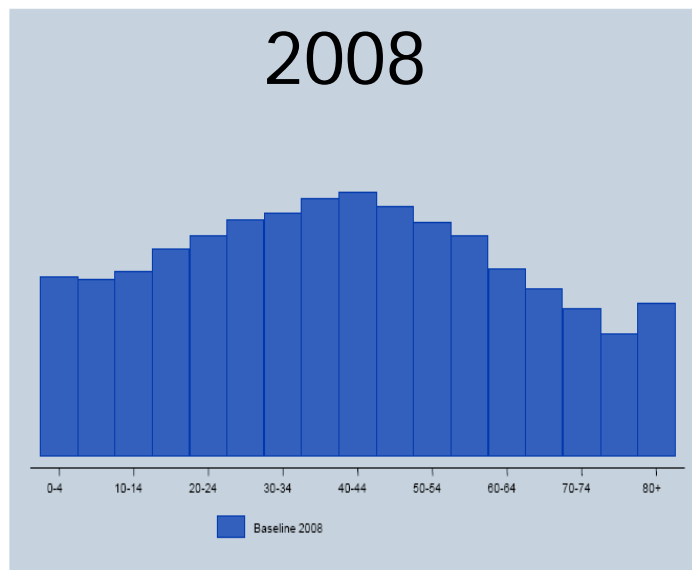
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Demographic structure changes



Demographic changes

- Disturbing facts: in the next few years from the Polish labor market will disappear more than a million of people of working age (CSO 2008)



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Source: Eurostat

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Social and technology trends

- flexibility / shorter working hours
- Virtualization



Globalization

- Higher mobility
- Cultural, ethnic, language differences



Ecological awareness

- Mainly in highly developed countries
- Possible conflict of values with the employer
- Eco-friendly employer = employer of choice?



The consequence



...different age and culture groups with different values and needs – in one organization.

Needs of younger and older employees – are they the same?

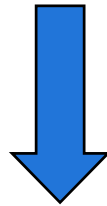
5 najważniejszych aspektów — w kategoriach wiekowych

	18-24 lat	25-34 lat	35-44 lat	45-54 lat	55-65 lat
Wysokie wynagrodzenie	72%	72%	74%	69%	67%
Przyjazna atmosfera pracy	61%	60%	58%	56%	55%
Stabilność zatrudnienia	46%	56%	58%	61%	55%
Stabilna sytuacja finansowa	38%	43%	53%	57%	64%
Interesująca praca	47%	43%	45%	48%	52%
Możliwości na przyszłość	46%	45%	41%	38%	35%
Równowaga praca/życie osobiste	41%	43%	42%	41%	34%
Dobra lokalizacja	29%	30%	28%	30%	29%
Wysokiej jakości szkolenia	26%	24%	20%	18%	16%
Produkty/usługi wysokiej jakości	14%	13%	13%	14%	14%
Dominująca pozycja	13%	11%	11%	10%	11%
Rozwój zawodowy za granicą	15%	13%	9%	8%	7%
Wartości firmy	10%	9%	10%	12%	14%
Silne kierownictwo	10%	10%	10%	10%	13%
Troska o środowisko i społeczeństwo	11%	10%	10%	10%	15%

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The importance of financial stability and job security increases with age of respondents. At the same time such aspects as salary, work atmosphere and opportunities for professional development are less important for older respondents.

Are different needs caused only by age, or are there actual differences between the Y and previous generations?



Y Generation seems to differ significantly from previous generations and its representatives will not be the same as today's 40-year olds.

Generation Y:



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Model of Generation Y behaviour



Key to Generation Y



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Challenges of changing labour market

- Reconcile the needs of different generations in one organization
- Creating the systems and politics that support mobility
- Breaking the cultural, ethnic, language barriers
- Creating organizational and legal frameworks for more flexible working hours
- Building the sense of belonging despite the virtual contact
- Supporting and promoting pro-ecological initiatives
- Contributing to environmentally friendly corporate image

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AND effective recruitment

How companies are responding and preparing to ensure effective recruitment?



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... they evolve, like humans...

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1. Gathering 😊

- ads (internet, press)
- referral programs



2. Hunting 😊

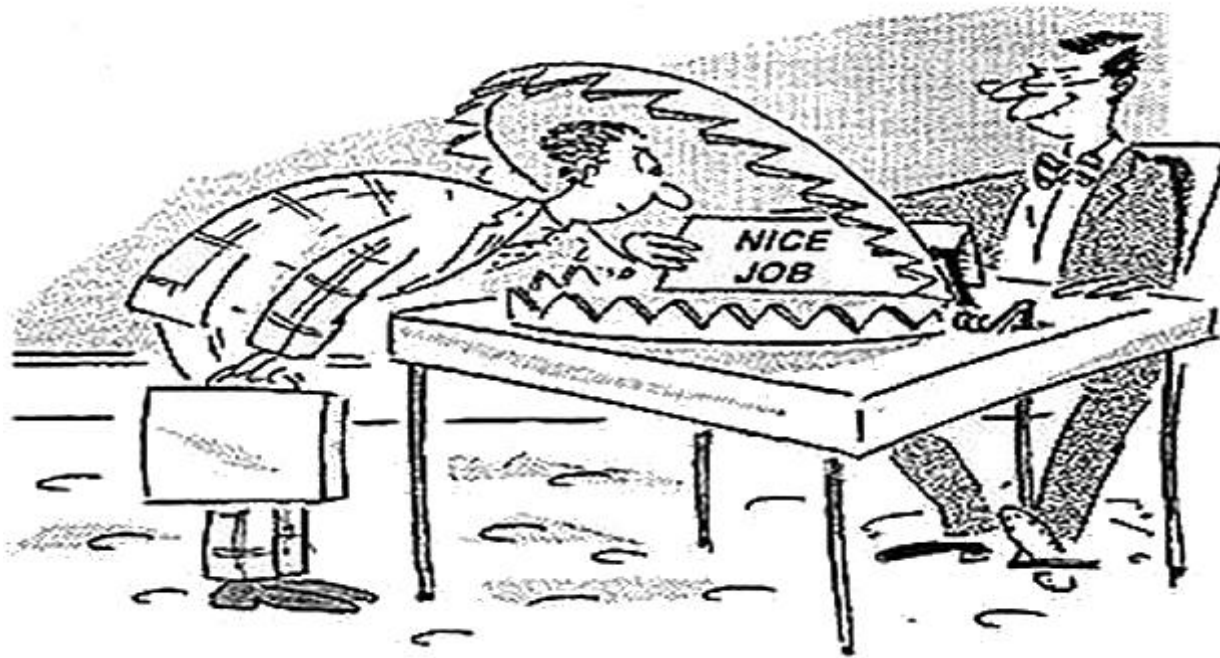
- headhunting
- some of the employer branding activities
- internet (active – social networking, interactive career pages etc.)



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3. ...

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Employer branding – external image-building activities - a „bait” for job candidates

Job fairs, career bookmark, cooperation with universities, social network portals, CSR, Labour Offices

Image – building activities –
Candidates competences

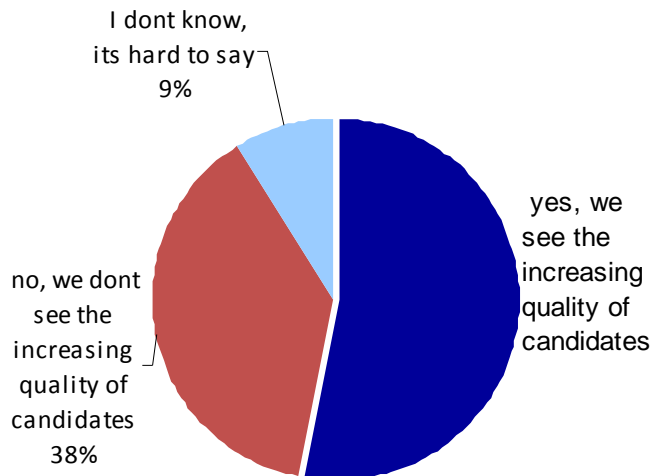
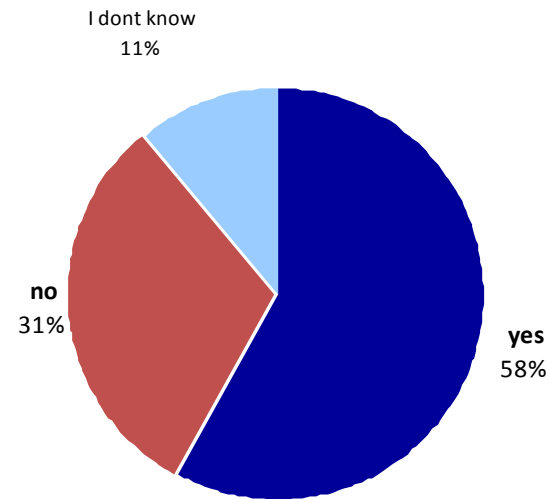


Image – building activities –
increase of number of candidates

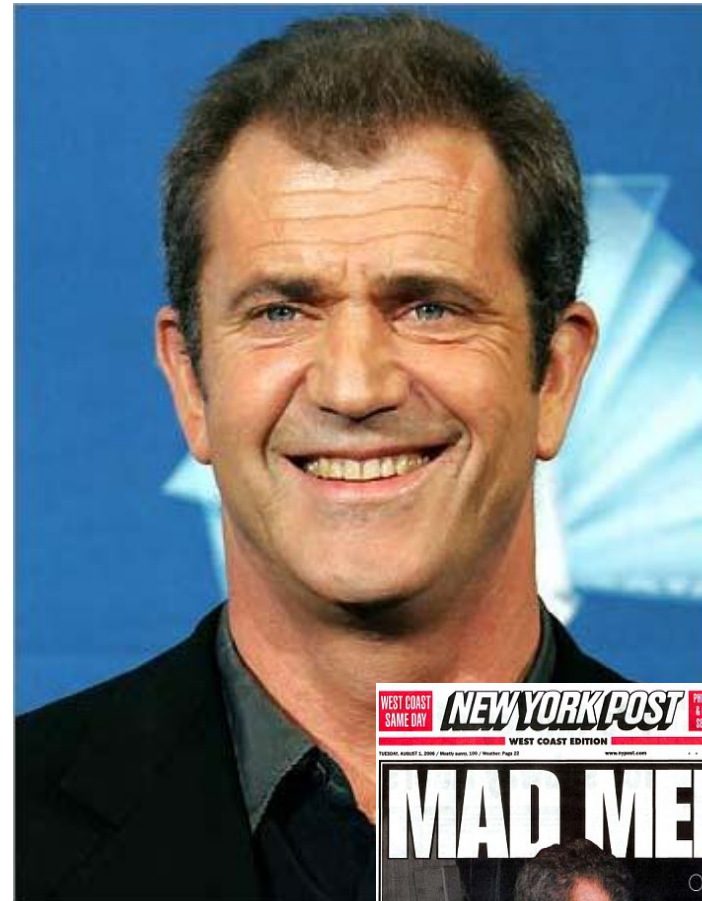


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What influences candidates decision?

- 96% of Candidates is checking the information about the employers in the Internet, however they do not find the official rankings or employers pages as a reliable source, that will influence their decision of acceptance the job offer
- 76% of Candidates base their decision concerning new job offer on the opinions of the former employees, friends or current employees



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People are allergic for inconsistency...

3. Agriculture... meaning „farming” the talents



- Creating healthy work environment
- Talents management

What is crucial for the employee from his point of view in his work environment?

EMPLOYERS		EMPLOYEES
1	COMPANY NAME	6
2	ORGANIZATION CULTURE AND VALUES	7
3	ADDITIONAL BENEFITS	8
4	CAREER PATHS	3
5	FLEXIBLE WORK	4
6	COMPETITIVE SALARY	1
7	MARKET CONDITIONS	9
8	TRAINING AND DEVELOPMENT	2
9	LEADERSHIP / MANAGEMENT	5

Let us be foreseeing so we do not end up like this...



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„Hello, I am Director and I have a fantastic job offer for you...”

Good to know you!



Thank you!

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