



# What Makes A Candidate Choose One Job Over Another?

## Report on 2018 Survey Results

ABL Careers conducted a survey to understand the deciding factors that determine whether a candidate would accept or stay at a position. With tightening employee markets across all areas, it is imperative that companies understand how their positions stack up against other opportunities available in the market, and what they can do to make their jobs more attractive to today's employees.



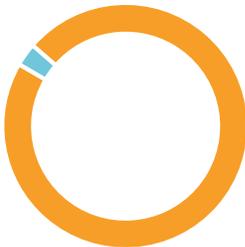
# How Does Your Position Stack Up Against Other Opportunities In The Market Today?

## THE TOP 5 THINGS THAT ATTRACT & RETAIN EMPLOYEES:

- 97% said "Positive Work Environment & Supportive Supervisors"
- 94% said "Steady Monday To Friday Schedule"
- 88% said "Competitive Pay & Benefits"
- 87% said "Career Advancement Opportunities"
- 87% said "Opportunity To Be Hired On"

## The two most important factors that determine whether an employee accepts or stays at a job are:

97% Said "Positive Work Environment & Friendly & Supportive Supervisors"



94% Said "Steady Monday To Friday Hours"

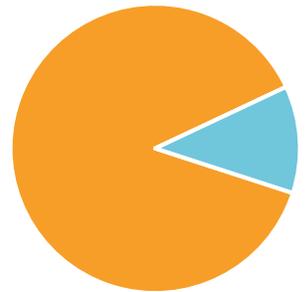


## THE TOP 5 THINGS THAT TURN OFF EMPLOYEES:

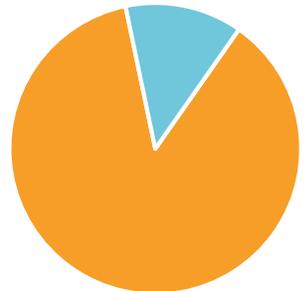
- 82% said "Company Has A Questionable Reputation"
- 81% said "No Ongoing Training Or Skills Development"
- 78% said "No Opportunity For Full Time Hours"
- 72% said "No Feedback Or Coaching Provided"
- 47% said "Working A Variable Shift Schedule"

Candidates tell us that the following factors are "Very Important" in determining whether they accept or stay at a job:

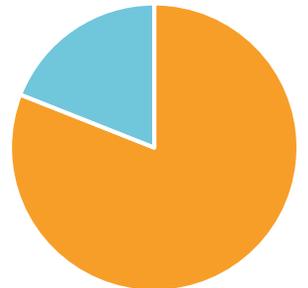
88% said competitive pay & benefits



87% said career advancement opportunities



81% said training development opportunities

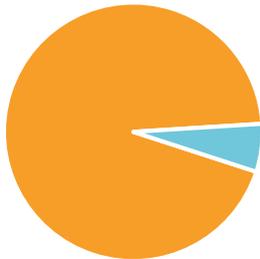


## Some Solutions Cost Little Or Nothing At All – And Make A HUGE Impact

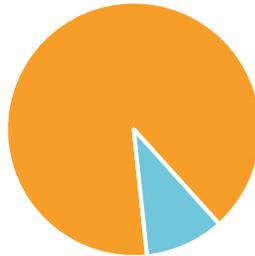
### THE TOP 5 THINGS YOU CAN CHANGE NOW FOR FREE:

1. Put the right people in charge of new hires
2. Offer flexible break/lunch times when possible
3. Create opportunities for teamwork to occur
4. Offer opportunities to learn new skills
5. Make company perks/incentives accessible

94% enjoy the chance to work as part of a team as often as possible



90% prefer open-concept work spaces to traditional office layouts.



### 1. Put the right people in charge of new hires:

“Friendly & supportive supervisors” was the number 1 thing employees said they wanted in a job: put your most positive and helpful people in charge of onboarding new hires (they don’t have to be the actual supervisor or manager) so their learning experience is the best it can be, and implement a lunch-buddy system to help new hires feel part of the work culture faster.

- ### 2. Offer flexible break/lunch times when possible:
- 96% of survey respondents said this was a feature that would be “very important” to their decision to take a job: It allows employees to get the business of life done (errands, appointments etc.) even if personalizing the start and end times of shifts is not possible.



Put your most warm & enthusiastic people in charge of onboarding new hires



People really appreciate flexible lunches/breaktimes



People like to work in team groups whenever possible

**3. Create opportunities for teamwork to occur:** 94% of candidates said they would prioritize a job that allows for working within a team over one that was more solitary. Even positions that are traditionally more independent can benefit from regular interdepartmental workgroup sessions to create efficiencies, and build trust. It's also a great way to identify employee interest in new skills training opportunities.

**4. Offer opportunities to learn new skills** or to participate in training for different areas/departments: 81% of people highlighted a desire for ongoing training and skills development opportunities at a potential new position when they were making a career change. Offering these options help people stay engaged & feel valued, while you gain bench-strength and a more flexible workforce!

**5. Make perks & incentives accessible:** 77% of employees mentioned that this was a "very important factor" in deciding on a new position: even the smallest budgets can implement things such as "Preferred Parking Spot" for the Employee Of The Month, partnering with cellphone or car rental companies to create an employee discount, or offering a prize attached to performance such as a 1 hour massage, spa package, or even a free home spring-clean session with a maid service.

**The two most important factors that turn off great employees:**



People stay longer at jobs where they can learn new skills

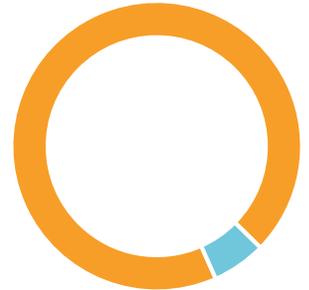


Creative Incentives & perks really help people feel valued.

## In Summary...

In full honesty, these ideas are not completely "free": it's going to take time and some creative thinking and reorganizing to implement these strategies. But with patience, persistence and ongoing follow-up, you can turn these things around in your workplace. You'll be giving your company the best chance of attracting and retaining the kind of candidates you need to grow and succeed.

97% would leave if they felt unsupported by supervisors/trainers, or unwelcomed by the team as a whole:



Employees tell us that **the following factors are "Big Turn-Offs"** when they're starting a new position:

"It's expensive to live in the city, I have to commute to get the opportunities I want - but it's just not feasible if the compensation doesn't make it worth the commuting time. I want to know that I am being fairly compensated and that there is an opportunity to grow and advance with the company, or I'm just not going to be able to commit long term."

~ Carmen

"When the person or team training me is rushing or gets irritated when things aren't perfect right away: I want to do a great job but learning anything new under those conditions is a recipe for disappointment for both sides. I'm not going to stay if I'm a nuisance or unwanted"

~ Sam

# Some Solutions Cost More To Implement: Which Ones Are Worth It?

## THE TOP 5 GAME-CHANGERS THAT ARE WORTH THE COST

1. Benefits: Health, Dental, Drug: e.g. cost sharing plans
2. Pension Contribution Opportunities
3. Competitive Pay & Career Advancement Options
4. Offer Full Time Hours
5. Actively Manage Your Company Reputation

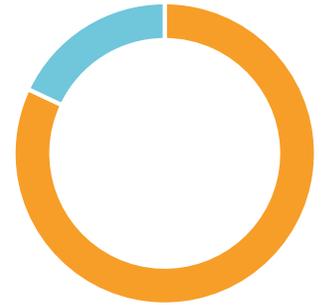


### 1. Benefits: health, dental, drug: even cost sharing plans:

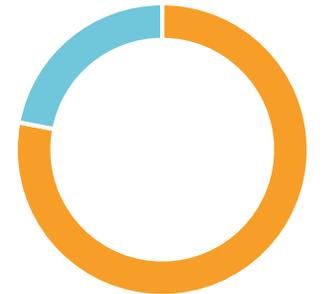
88% of respondents said they would prioritize a position which offered some form of benefits program, even those that are “shared cost” plans between employee and company to help assist with their families’ healthcare expenses. With the roll-back of OHIP+ in Ontario, having prescription coverage under a separate plan becomes more of a priority than ever before.

**2. Competitive Pay & Career Advancement:** 87% of respondents indicated this was “very important” to their decision. Know what your competitors are offering – are your wages and compensation packages competitive? Do whatever you can to bring your position in line: don’t be the first offer someone dismisses strictly because of wage differences. Make sure to mention other benefits that can be included under “compensation package”, like performance bonuses, mileage reimbursement, extra days off with pay, etc. If you’re trying to build bench strength or trying to manage your succession planning for the Baby Boomers exiting the workforce, you need to pay attention to this important factor.

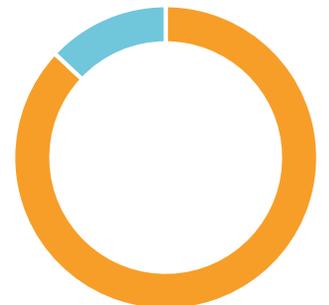
82% said the company's reputation in the market was very important to them.



78% would prioritize jobs that offered full-time hours over part-time.



87% said competitive pay & career advancement was extremely important to them.



**3. Pension Contribution Plans:** 81% of people are looking for an opportunity to start contributing to a form of pension plan. There are many options, but one we recommend looking into is the “Canada Savings Payroll Program”, which is an additional payroll deduction and other than initial set-up time, is not paid for or managed by the company.

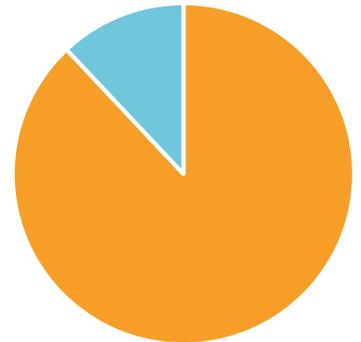
**4. Actively Manage Your Company Reputation:** More than 80% of people said it is “very important” to them that the company they work for is seen as “reputable”. One way to help manage this perception in the market is to actively monitor and manage your social media presence, review pages, etc. It can be a fulltime job in itself, so it may be time to consider hiring a social media marketing company to keep tabs on questions, complaints and reviews being posted online by visitors/followers of your social pages, as well as reviews on sites such as Glassdoor.com, Google Reviews, LinkedIn Reviews, etc.

**5. 78% Of Applicants Prioritize “Full-Time Hours” Positions:** Increasing traffic and rising cost of transportation make it more and more difficult for people to juggle multiple part-time positions to cobble together a full-time living. You'll attract and **retain** a more loyal, more energized, and more productive workforce by offering them full-time hours from the start.

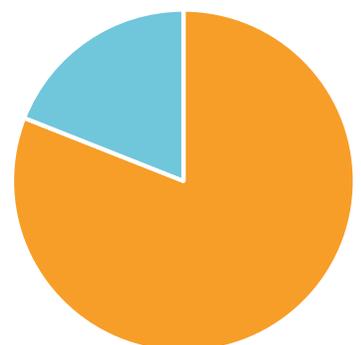
## In Summary...

Some retention solutions will cost more but can be worth it. You are investing a lot into training your staff and you want them to stick around. Often, your staff also want to stay if they know there is opportunity for growth. Providing these opportunities pays off in the long run for both you and the employee. Further, health and wellness is important to today's employees and employers. It is worth investing in your employees' wellness in order for them to perform at their highest level at work. Generally, people want to work for a fair and reputable work environment.

88% said having any kind of benefit package would positively influence their decision to take a position.



81% said they really wanted an opportunity to partake in a pension scheme through work.



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