

Global employers face disengaged workforce

Written by The Swedish Wire

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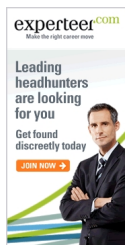
Are companies failing to motivate their best employees and reward them? Or are top performers simply ready to move on?, Swedish recruitment and educational research organization Universum asks.



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Highlight from report: Two-thirds of employees leave their current employer to pursue new challenges. Understandably, this significantly affects companies--51% of employers experienced a loss of business due to lack of the right people. To make matters worse, 80% of employers said it's difficult to attract talent. What are the implications on business and how can companies counteract the problem?



These are some of the major findings of the UNIVERSUM Employer Branding Insights 2011 survey of 630 global employers about talent attraction needs and challenges. 64% say their key employees leave to pursue new professional opportunities and 43% believe it's for the money. This highlights the attitude of new generations to take risks, demand self-development and pursue a self-filling life--the old way, a job for life, exists no longer.

Due to generation Y's mindset, companies can't rely on people staying in the job for their whole career; nowadays employers need to secure their talent pipeline for two, three, or even ten years ahead. The positive sign is that 82% of employers now invest in talent attraction (activities that exclude direct recruitment but include employer branding and communications) and a significant proportion believe that the solution lies in developing one's brand awareness and esteem. The problems and challenges are thus being addressed, a comforting sign that something is being done.

"Despite an overwhelming number of companies investing in talent attraction, more must be done to address talent demands. The composition of today's workforce is problematic, too many old versus young employees. Baby

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boomers, who are the most experienced working cohort, will retire this year and next. Thus, most employers will face a brain drain of competence and practical experience--are employers ready for this? Clearly, more needs to be done", signalled Michal Kalinowski, chief executive officer of UNIVERSUM.

You can download the full report at

www.universumglobal.com/EBinsights2011

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