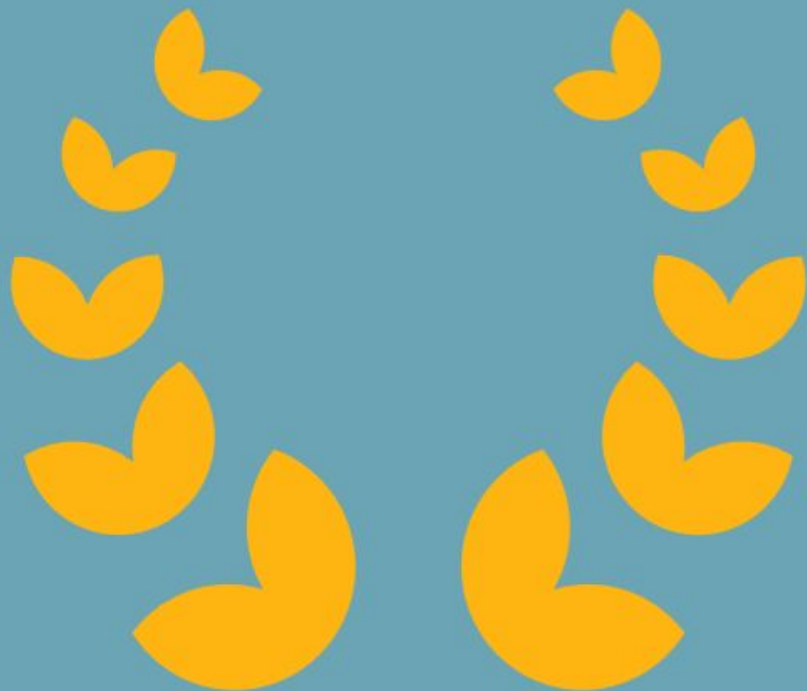


employer  
brand research  
2021.



# what does an ideal employer look like?

4,152 survey respondents

# top 10 talent trends of 2021.



01  
focus on skills,  
not jobs, to  
create value.



02  
remain flexible in  
a fluid economy  
to win.



03  
take workforce  
health & wellness  
to center stage.



04  
sustain productivity  
gains with digital  
transformation.



05  
drive workforce  
decision-making  
with data.



06  
get ahead of a  
still-growing  
skills gap.



07  
reshape the supply  
chain with  
borderless talent.



08  
amplify the business  
case for a culture of  
diversity & inclusion.



09  
build a sustainable  
workforce by  
repurposing talent.



10  
fuel employer brand  
strategies with your  
talent experience.

# why employer branding matters.



companies are overpaying on salaries by 10% if they don't have a strong brand.<sup>1</sup>

50%

of candidates say they wouldn't work for a company with a bad reputation - even with a pay increase.<sup>2</sup>

96%

agree that alignment of personal values with a company's culture is a key factor in their satisfaction working there.<sup>3</sup>

80%

of workforce leaders agree that a strong employer brand has a significant impact on their ability to hire great workforce.<sup>4</sup> As people work for cultures, not companies, their perception of you as an employer is of paramount importance. Both recruiters and candidates cite company culture as one of the most important determinants in employer choice. Also, if your culture is transparent: candidates actively research the culture of companies to understand if they'll fit. If candidates see positive employee and candidate experiences on review sites, they feel more confident submitting their resume and making a career move.

what new zealand wanted when choosing an employer.



**1st**  
work-life  
balance  
71%



**2nd**  
salary and  
benefits  
67%



**3rd**  
job  
security  
64%



**4th**  
work  
atmosphere  
62%



**5th**  
good  
training  
62%

but employers are perceived as focusing on other factors.



**1st**  
COVID safe work  
environment



**2nd**  
financial  
health



**3rd**  
job  
security



**4th**  
good  
reputation



**5th**  
career  
progression

# the opportunity gap.

between what employees seek and they perceive employers offer

work-life balance

1st

8th

salary and benefits

2nd

7th

work atmosphere

3rd

6th

## the impact of COVID.



54%

are feeling job  
security this year



35%

feel a greater  
sense of loyalty

There is a general feeling of job stability and a greater sense of loyalty depending on how well supported employees felt during the pandemic.

## intention to switch

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intenders

2021

20%

plan to change employer in the next 6 months.

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If one's employment situation has changed due to COVID-19, the intention to change to a new employer is higher (28%) than those who just intend to change employers (20%).

The way that employers in New Zealand have supported their employees and handled the pandemic has had a very positive impact on loyalty among employees. No less than 66% of employees now feel that they are more loyal as opposed to a mere 7% who feel less loyal to their employer. The impact on loyalty is most positive among the higher-educated. It does not make a difference if one is obliged to work from home or if that is a decision one could make for themselves.