# roatia Results



54% of companies globally report talent shortages, the highest in over a decade.

With such an acute talent shortage, employers are challenged with catering to the needs and desires of an increasingly in-demand workforce while others are trying to do the same. To be successful, they need to understand what workers want as part of a holistic talent strategy.

#### The Hardest Skills to Find

Skilled Trades followed by Hospitality and Driving & Logistics are the hardest roles to fill.

1.



SKILLED TRADES (electricians, welders, mechanics)

2.

HOSPITALITY (restaurant and hotel workers)

**DRIVING & LOGISTICS** (truck, delivery, construction, mass transit)

4.

CONSTRUCTION (laborers)



5.

**CLEANING** & DOMESTIC

6.



**MARKETING** 

(sales representatives/ managers/graphic designers)



**ENGINEERING** (chemical, electrical, civil, mechanical)



**ACCOUNTING & FINANCE** 

(certified accountants. auditors, financial analysts)



**HEALTHCARE** non-nursing health

(doctors, nurses & other professionals)



(cybersecurity experts, network administrators, technical support)

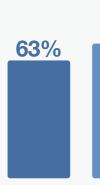
2019 Talent Shortage Survey

## **Difficulty Filling Roles** by Company Size

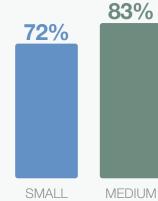
Medium companies (50-249 employees) have the most difficulty filling roles; followed by large (250+ employees), small (10-49 employees) and micro (less than 10 employees).



2019 Talent Shortage Survey



**MICRO** <10



10-49 50-250



250+

# **What Workers Want**

Get it right the first time. What attracts workers to an organization can also be what engages and makes them stay. When competition for talent and skills is so acute, getting it right up front brings return on investment for the long term. Globally, these are the top five needs and desires that are non-negotiables for all workers.



No spoiler alert necessary: Pay always matters - but how it's delivered matters more

Pay is the top attraction and retention factor for all workers under 65 years old, regardless of gender.



Personalized career insight, driven from data and assessment

81% of workers who have been assessed report higher job satisfaction.



### Challenging work in the form of education, experience and exposure

People want challenging work, to develop skills and further careers. Challenge ranks among the top 5 priorities for workers of all ages, genders and geographies.



Flexibility and control over calendar is a must and contributes to worker wellbeing Flexibility ranks among the top 3 priorities for workers of all ages, genders and geographies. It's the 2<sup>nd</sup> most important factor.



Purpose is a must. Workers want to take pride in what they do and who they work for Purpose, brand and reputation rank among top 10 attraction factors for all workers.

# **A Holistic Talent Strategy**

Winning in the digital age demands faster, more targeted approaches than ever before. To meet the needs of today's in-demand talent, an effective talent strategy should comprise a mix of four key elements: Build, Buy, Borrow and Bridge

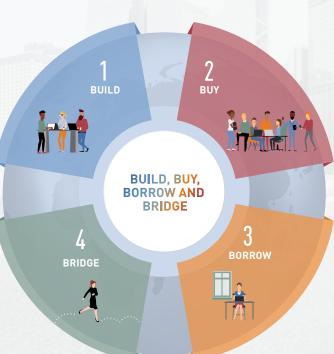




Invest in learning and development to grow your talent pipeline



Help people move on and move up to new roles inside or outside the organization





Go to external market to find the best talent that cannot be built in-house in the timeframe required





Cultivate communities of talent outside the organization, including part-time, freelance, contract and temporary workers to complement existing skills