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.

**Talent Shortages Over Time**

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*2018 Talent Shortage Survey data was collected in Q4 2017

**The Hardest Skills to Find**

1. **Sales & Marketing**
2. **Technicians**
3. **Engineering**
4. **IT (information systems, computer science, data science)**
5. **Office Management**
6. **Accounting & Finance**
7. **Skilled Trades**
8. **Driving & Logistics**
9. **Manufacturing**
10. **Professionals**

**Difficulty Filling Roles by Company Size**

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

**What Workers Want**

- Get it right the first time. What attracts workers to an organization can also be what engages and makes them stay.
- 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
- Flexibility and control over calendar is a must and contributes to worker wellbeing
- Purpose is a must. Workers want to take pride in what they do and who they work for

**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.