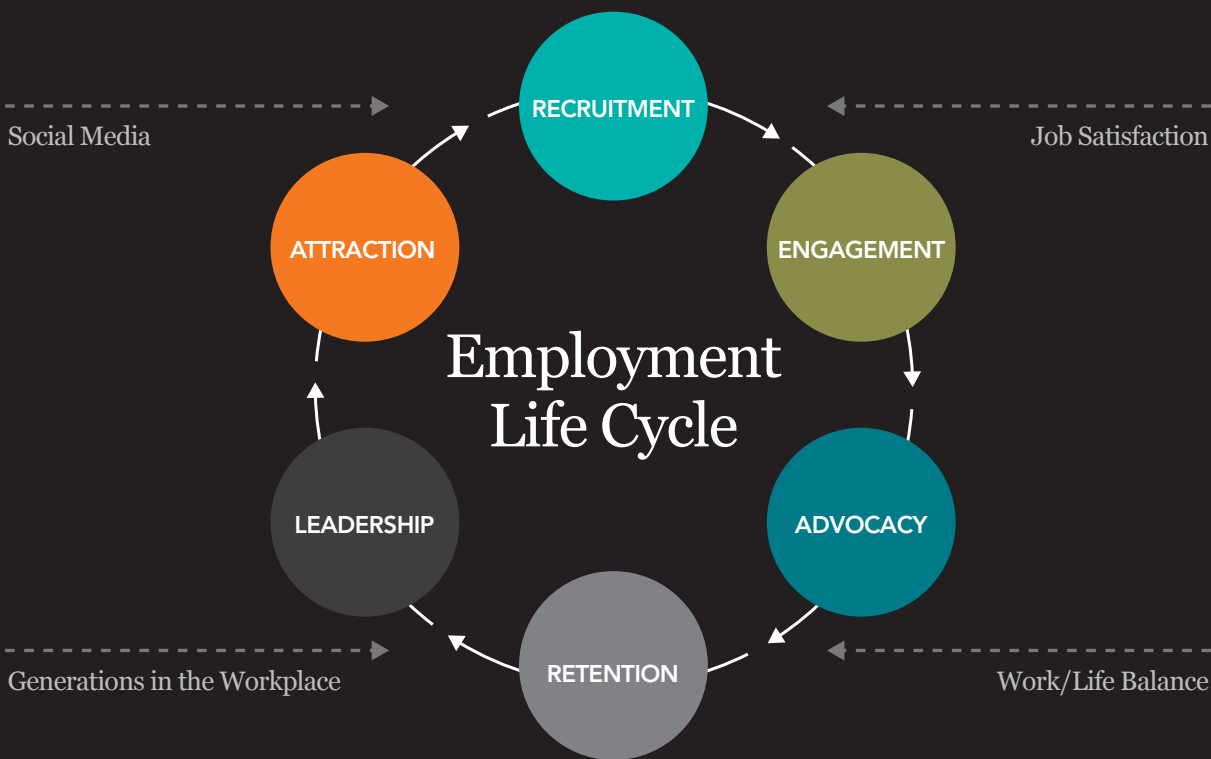


# EWS

Emerging Workforce® Study



## ATTRACTION

### The Social Side of Talent Attraction

A company's reputation factors pretty heavily into a candidates' decision to work for a company. The recent Emerging Workforce® Study by Spherion uncovered even more evidence and insight into the role of a company's social media presence and its ability to attract talent, and in how it impacts candidates' decisions.

Our study found that more and more workers are turning to their social networks to find potential employers, in their belief that a company's online reputation impacts its ability to recruit workers. In fact, nearly half of workers say when they consider new employment, a company's online reputation will be as important to them as any offer they are given.

### Social Media Helps Win the Race for Talent Acquisition

**44%** of workers believe social media is influential in their view of a company they might work for.



**51%** of workers agree their company's online reputation impacts its ability to recruit workers.



**46%** of workers say when they consider new employment, the company's online reputation will be as important as any job offer they are given.



## RECRUITMENT

### The Real Way People Find Jobs

Among all the ways in which companies are recruiting workers today, it turns out the tried and true in-person referrals reigns supreme among workers today. The 2014 Emerging Workforce® Study by Spherion revealed in-person referrals are the most common method across all industries and generations. However, a company's aptitude at understanding different worker groups may also determine how well it can source and recruit top talent. Recruiting workers, for many companies, remains a sterile, one-size-fits-all approach, despite the need to lure a diverse array of talent to the organization. In fact, less than half (45%) of companies utilize tailored recruitment strategies based on different age groups or professions.



## ENGAGEMENT

### Misaligned Mission Erodes Engagement

The 2014 Emerging Workforce® Study by Spherion also uncovered an impactful way to drive employee engagement – aligning and communicating the company's mission and vision with workers. A company's core values and mission have a dramatic influence on employees sitting inside its walls.

Employees today yearn to be connected to their employer and to something broader and bigger than what may be found in their job description. Employees who work at organizations that have a clear mission and follow through on it are more engaged and likely to adopt that mission as their own.



Data comes from Spherion's 2014 Emerging Workforce Study. More than 2,000 employed adults and more than 200 human resources managers were surveyed.