

# FAST FACTS

## TRENDS OF AMERICAN EMPLOYERS

### *Few Companies are Emergent*

- In 2009, employers are 14% *emergent*, 48% *migrating* and 38% *traditional*.
- *Emergent* and *traditional* employers have varying definitions and values about the workplace:

VALUES	TRADITIONAL WORKER	EMERGENT WORKER
Time & Flexibility	Ranked LOW as a way to retain	Ranked HIGH as a way to retain
Career & Earnings Growth	Reserved for select performers	Expected as part of company culture
Bonuses & Awards	Applied ad hoc, tenure-based	Based on performance & contribution
Workforce Planning	Tactical & sporadic	Integrated with strategic planning
Flexible Workers	Minimal, non-strategic use	Vital part of integrated workforce

### *Employer Report Card – Attracting Talent, Workforce Planning*

- 69% of employers say they consider recruiting a core competency of their organization.
- Only 17% of companies say their workforce makeup is a major initiative (33% in 2007).
- 48% of employers currently do not have or are not considering an appropriate mix of contingent, full-time workers.
- Only 50% of employers utilize tailored recruitment strategies.

### *Employer Report Card – Cultivating Talent*

- Only 24% of workers are satisfied with growth and earnings potential at their companies.
- Growth and earnings potential/training ranked low in importance for employers.
- Employees that are happy with work/life balance have high job satisfaction (96% vs. 54%).
- 74% of employers have seen a positive impact on retention of workers, due to work/life balance programs.
- 73% of companies say work/life balance programs increase worker productivity.
- 55% indicated that work/life balance programs have a positive impact on the recruitment of new workers.

## *Employer Report Card – Retaining Talent*

- One third of today's workers say their employer is doing less to retain them now versus past years.
- Only 23% of companies are concerned about retention, compared to 34% in 2005.
- Employers believe only 14% of their workforce will leave, yet 31% are likely to look for a new job in the next 12 months.

## *Social Media*

- Only 24% of companies have a social media strategy; only one third of workers say they've been successful.
- 49% use social networking to get their name out, 44% to recruit new talent and 33% to increase sales.
- Nearly half (44%) of companies today are using social networking outlets: LinkedIn (23%), Corporate Blog (16%) and Facebook (14%).

## *Company Mission*

- Companies with clear mission and follow-through have much more satisfied workers (92%) than those employers with a clear mission but no follow-through (51%).
- 78% of workers at companies with clear, followed-through mission say growth potential is excellent/good versus 33% at companies with clear mission, but no follow-through.

For more information, please visit [www.emergingworkforcestudy.com](http://www.emergingworkforcestudy.com).

