



workplace trends

the DNA of job satisfaction.

We are in the midst of one of the most competitive labor markets in history. The ability to attract and retain talent has never been so important.

Today's record-low unemployment has drawn attention to the difficulties organizations face in securing skilled talent. However, employers also need to devote equal attention to retaining existing talent. Neglecting to do so will exacerbate existing challenges surrounding talent shortages and vacancies.

managers take note

Digital disruption has influenced nearly every aspect of the business landscape and created new organizational structures. It has also seeped into the realm of employee satisfaction. Employees today want to work for an organization that not only “talks the talk” when it comes to digital innovation, but also “walks the walk.” Without both, your company is at risk of losing employees. According to recent Randstad research, 40 percent of employees have already left a job because they didn’t have access to the latest digital tools, and 58 percent say they need to seek new employment in order to secure digital skills.¹

So in addition to your level of digital savviness, what else makes up the emerging DNA of employee satisfaction?

upskilling moves up

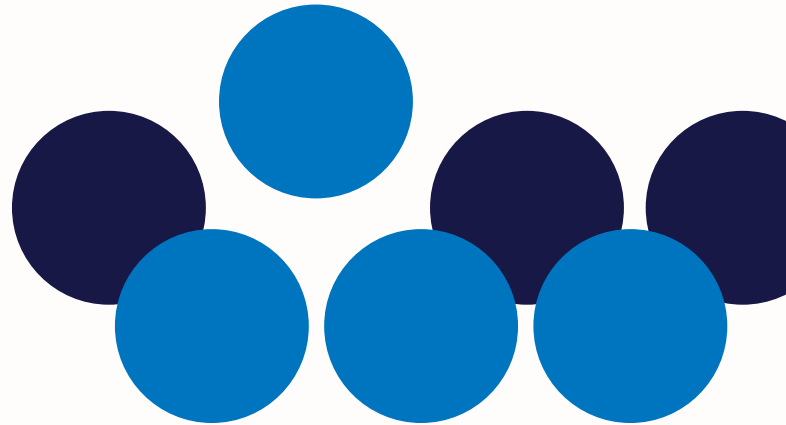
Employees cited “the ability to continually learn and develop my skills” as having the greatest influence on their job satisfaction. Given the challenges most organizations face in securing the volume and level of skilled talent required to stay ahead, this is good news. And our survey also found that nearly all workers (90%) want to acquire new digital skills in order to further their careers. That means most of your workforce is ready, willing and even expects to develop their digital capabilities. The bad news? One-third of employees surveyed don’t agree that their employer offers ample opportunities to acquire digital skills with training and on-the-job learning.

alignment with the bigger picture

Employees want to get greater fulfillment and meaning out of their jobs. According to our study, employees cited “working on something meaningful or for the greater good” and “a position I’m passionate about” as the factors that have the biggest impact on their overall job satisfaction. Employees want to feel connected to their organization’s mission and goals and be able to align their personal values with those of their employers.

Managers who are highly transparent and communicative about the big picture — and who make an effort to align their culture with workers’ expectations — will have a positive impact on employees’ satisfaction.

¹ Randstad’s 2018 Workplace 2025 Study: The Post-Digital Frontier



help workers grow & advance

Finally, the ability to advance and grow in their career was a top attribute of employee job satisfaction. While workers place high value on developing or learning the skills they require to effectively do their jobs, they also expect opportunities to grow and further their long-term career.

Employers will need to offer robust programs and initiatives that support this desire, including mentoring programs, cross-training opportunities and career assessments and planning.

workforce planning is key (and randstad can help)

Even companies with successful retention programs in place today are likely to face talent shortages in the future, especially as existing staff climbs the ladder.

Workforce and succession planning is the key to ensuring that your staffing levels are adequate today, and that you have the right skills on hand to move your business forward in the future.

As a trusted human partner in the post-digital world, we have the technical knowledge, expertise and resources to help you attract, engage and retain the very best workers. Our progressive approach to recruitment and hiring — centered on the best of high-tech and high-touch processes — can help solve the most complex workforce challenges you face across your organization. We’re here to help with all of your talent needs. [Contact](#) us today.

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