



SPECIAL REPORT: THE DEMAND FOR SKILLED TALENT

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**NEWS
FLASH**

EMPLOYERS, YOU'VE GOT A TOUGH ROAD AHEAD

The unemployment rate in Canada is the lowest it's been in decades, giving workers increased confidence to explore career moves. As more and more employees leave their jobs for greener pastures and skilled talent gets harder to find, companies need to examine what top job candidates and key staffers want. The research in this report illuminates the difficulties hiring managers face and provides insight on how organizations can adapt their staffing strategies so that they can thrive in this challenging market.



A GOOD HIRE IS HARD TO FIND

Industry leaders who report difficulty finding skilled candidates for professional-level roles:¹

- 97%** Legal
- 92%** Accounting and finance
- 89%** Advertising and marketing
- 89%** Technology

A FIT WITH WORKPLACE CULTURE IS A MUST WHEN HIRING

90% of managers say a candidate's fit with the organizational culture is just as or more important than skills and experience.²



JOBS ARE PLENTIFUL ...

More than half a million jobs are open.³

... AND TOP TALENT MAY BE EXPLORING THEIR OPTIONS

79% of employees feel comfortable looking for a new job while employed.⁴



¹Robert Half surveys of more than 800 hiring decision makers in Canada, fall 2018

²Two in Five Canadian Workers Would Pass On Perfect Job If Corporate Culture Was Not a Fit, Survey Finds, Robert Half, Nov. 27, 2018

³Job Vacancies, Third Quarter 2018, Statistics Canada, Jan. 9, 2019

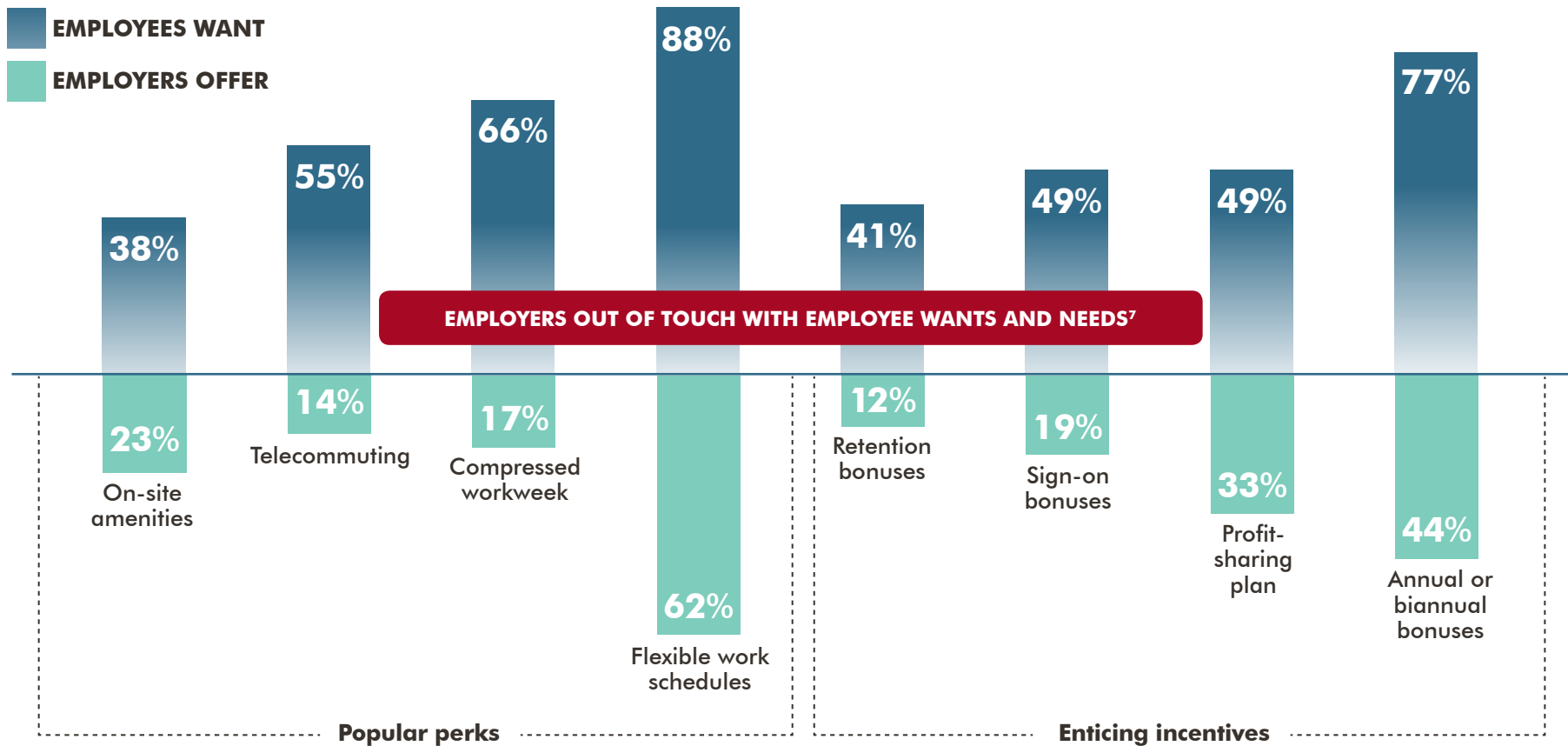
⁴Majority of Canadian Workers Comfortable Looking for a New Job While Employed, Accountemps, Nov. 5, 2018

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PERKS AND INCENTIVES WORKERS WANT MOST

Many employers just aren't meeting workers' expectations. If you don't offer the perks or incentives they want, employees and job candidates could find them elsewhere.



⁵Robert Half survey of more than 1,500 workers in North America

⁶Robert Half survey of more than 600 HR managers in North America

⁷Employers and Workers Not in Sync on Popular Office Perks, Robert Half, Oct. 25, 2018 (Top responses shown)

PAID TIME OFF

Job seekers want 14 days, on average, when joining a new company.⁵

Companies offer 10 days, on average, to employees with less than 5 years' tenure.⁶

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IT'S A CANDIDATE-DRIVEN JOB MARKET

With persistently low unemployment rates, employees are increasingly confident in their job prospects — and prepared to take a leap for more promising opportunities.

Q4 2018 UNEMPLOYMENT RATES By Occupation For Select Positions⁸

BUSINESS, FINANCE AND ADMINISTRATIVE OCCUPATIONS (2.7%)	NATURAL AND APPLIED SCIENCES AND RELATED OCCUPATIONS (2.5%)
Financial auditors/accountants Financial and investment analysts Executive assistants Receptionists Data entry clerks Payroll clerks Customer service representatives Administrative clerks Legal secretaries	Information systems analysts Database analysts Computer programmers Web designers/developers Computer network technicians User support technicians
SOCIAL SCIENCE AND GOVERNMENT OCCUPATIONS (1.5%)	MANAGEMENT OCCUPATIONS (1.6%)
Law clerks and related occupations Lawyers and notaries	Financial managers Business services managers Sales/marketing/advertising managers

⁸Labour Force Survey Dec. 2018, Statistics Canada, Jan. 4, 2019

⁹Are You Underpaid?, Robert Half, Aug. 28, 2018

¹⁰43 Per Cent of Workers Would Quit Their Job for a Bigger Paycheque, OfficeTeam, July 9, 2018

¹¹Survey: Majority of Canadian Workers Comfortable Looking for a New Job While Employed, Accountemps, Nov. 5, 2018

MONEY MATTERS

47% of workers feel underpaid⁹

43% would quit their jobs for a bigger paycheck¹⁰



EMPLOYEES ARE JOB HUNTING ON EMPLOYER'S TIME

57% Workers who are likely to search for another job while at work¹¹



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TIPS TO MAXIMIZE YOUR STAFFING STRATEGIES

Hiring in the current climate is more effective with a clear focus on the entire process, including understanding what's going to make your next hire successful. And once a new hire is made, retention becomes a consideration.

RELAX YOUR JOB DESCRIPTIONS

Focusing on essential requirements and being willing to train someone who is a good fit with the workplace culture — but doesn't necessarily have all the technical skills or experience of your dream hire — can pay off big in the long run.

ONBOARD WITH CARE

Almost 30% of employees didn't think their onboarding prepared them for their roles, and almost 10% have left a job due to a negative onboarding experience.¹²

USE CONTINGENT STAFF TO PREVENT GAPS

Consider using temporary or project professionals to fill in the gaps and help alleviate the burden on existing staff while you're searching for full-time hires. For help with major one-time projects, such as a system upgrade or an acquisition, Robert Half provides a managed services solution.

SPEED UP THE HIRING PROCESS

Today's candidates won't wait forever. When employers postpone interviews or take too long to follow up with applicants afterwards, they risk losing top candidates to companies with a more decisive hiring approach.

ASK WORKERS WHAT'S IMPORTANT TO THEM

When you provide the perks and incentives workers value, job offers are more enticing, and existing employees have a reason to stay.

HIRING MADE EASY

Let Robert Half help you find the skilled professionals you need in today's competitive hiring environment.

START HIRING



¹²Job Seekers Are Now in the Driver's Seat and Expect Next-Gen Recruiting and New Hire Experiences, CareerBuilder and SilkRoad, Oct. 30, 2018



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