

Romania

Most Desired Employers Survey, 2014

**An Employer Branding Instrument by
Catalyst Consulting**

Overview

Types of reports & analyses

Sample analysis

Catalyst Consulting

**Results & reports available starting
with May 2014**

The *Most Desired Employers* survey is the most complex instrument that assesses the perception and expectations of professionals, graduates and students and provides an objective measure of the attractiveness of your employer brand in this pool.

Most Desired Employers Survey provides you answers to the following questions:

- How can I attract more High Potential candidates?
- How can I increase the number of suitable applications?
- How should I differentiate my recruitment & employer branding strategies on various levels of experience? How about on various locations?
- Who are the fans of my employer brand? Are they the same as those I want to attract?
- How does my target rank me as an employer? How about the competition?
- What makes today's students & graduates tick?
- Which of the advantages of getting a job within my company should I communicate? How?
- Which recruitment channels should I focus my resources on?

Most Desired Employers Survey enables you to:

- Get a statistically validated overview about the expectations and perceptions of professionals and students
- Optimize your mix of recruitment and advertising channels, by using the most efficient ones
- Effectively communicate your key messages in the market
- Validate / compare your salary and benefits offering with the expectations of potential candidates
- Build and refine your employer branding strategies, so as to increase the number of attracted candidates
- Compare your positioning among potential candidates' preferences with your competitors
- Measure the effects of your employer branding strategies

METHODOLOGY: SAMPLE STRUCTURE

The responses are collected through an online questionnaire, in March – April each year. **The results & reports are available starting with May 2014.**

For exempla, in 2013 we had total valid respondents: 8,762. We are aiming the same number of respondents this year.

Background split:

- Economic – 3,611;
- Technical – 3,149;
- Humanistic – 2,002

Levels of experience

- No experience – 1,304
- 0 - 6 months – 1,623
- 6 months - 3 years – 2,845
- 3+ years – 2,990

Geography:

- Bucharest – 3,739
- County – 5,023

Other segmentation

- High Achievers, Passives
- Jobs, company fans



TYPES OF ANALYSIS

The information contained in the reports is structured on 4 dimensions:

Employment Behaviour

The insights in this chapter enable you to have an accurate image of the preferences and objectives of the pool of professionals, graduates and students:

- Wanted industries & jobs
- Professional objectives
- Decision factors for choosing an employer
- Factors Matrix (wanted vs. used)
- Relocation patterns

Compensation & Benefits

This chapter will provide you an overview of candidates' salary expectations depending on their profile and the benefits they treasure most:

- Benefits Package
- Expected Salary Average & Median

Employer Perception

The chapter presents employers rankings in the overall pool, as well as for cluster profiles:

- First three choices
- First choice
- Perception on which companies are providing the best salary / training/ atmosphere
- Acceptance tops

Communication Channels

The insights will enable you to adapt your communication strategy to the targeted pool, as to maximize the impact.

- Used information sources
- Preferred information sources
- Trusted information sources
- Used recruitment channels



STANDARD REPORTS

The Standard business / technology reports present 100+ actionable insights about the expectations & behavior of business / IT&C and engineering pool:

- Employment behavior (wanted industries & jobs, professional objectives, criteria for choosing an employer)
- Relocation patterns (availability for relocation, triggers, target cities)
- Wanted salary & benefits
- Employer perception (which are the most wanted employers -> 1st and first 3 choices, which companies are perceived as offering the best salary / atmosphere / training, do people actually apply to jobs within their favorite employers and the reasons why they don't do it)
- Communication & recruitment (used vs. preferred communication channels for gathering information about employers, used recruitment channels)

All the information above is split on:

- Locations (Bucharest, Cluj, Timisoara, Iasi, Brasov)
- Experience levels
- Potential clusters (3 clusters of High Potential individuals vs. the common population)

Together with the statistical analysis, the reports include our recommendations on using the insights to consolidate your employer brand and attract & retain the best employees.

Cost for standard report (100+ standard analyses): 900 Euro + VAT



For additional information about the Standard Reports, please contact us:

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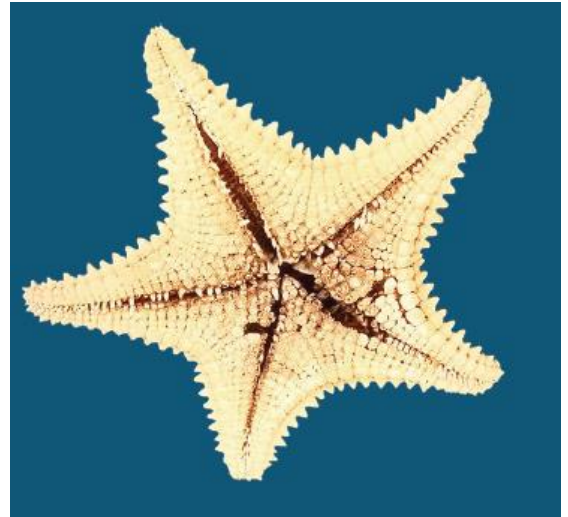
PERSONALIZED REPORTS

The personalized reports are tools that we custom for each client, according to its particular needs.

It provides a deep dive into the insights related to the targeted pool of individuals, thus further detailing the information presented in the standard report. Moreover, it integrates it into matrices meant to ease the analysis of your positioning on the market as well as your competitors'.

Examples of personalized analysis:

- Comprehensive profile of the fans of your employer brand vs. competition's fans -> shows you which parts of your target you have reached and if there are still groups for which you need extra initiatives
- Brand positioning analysis

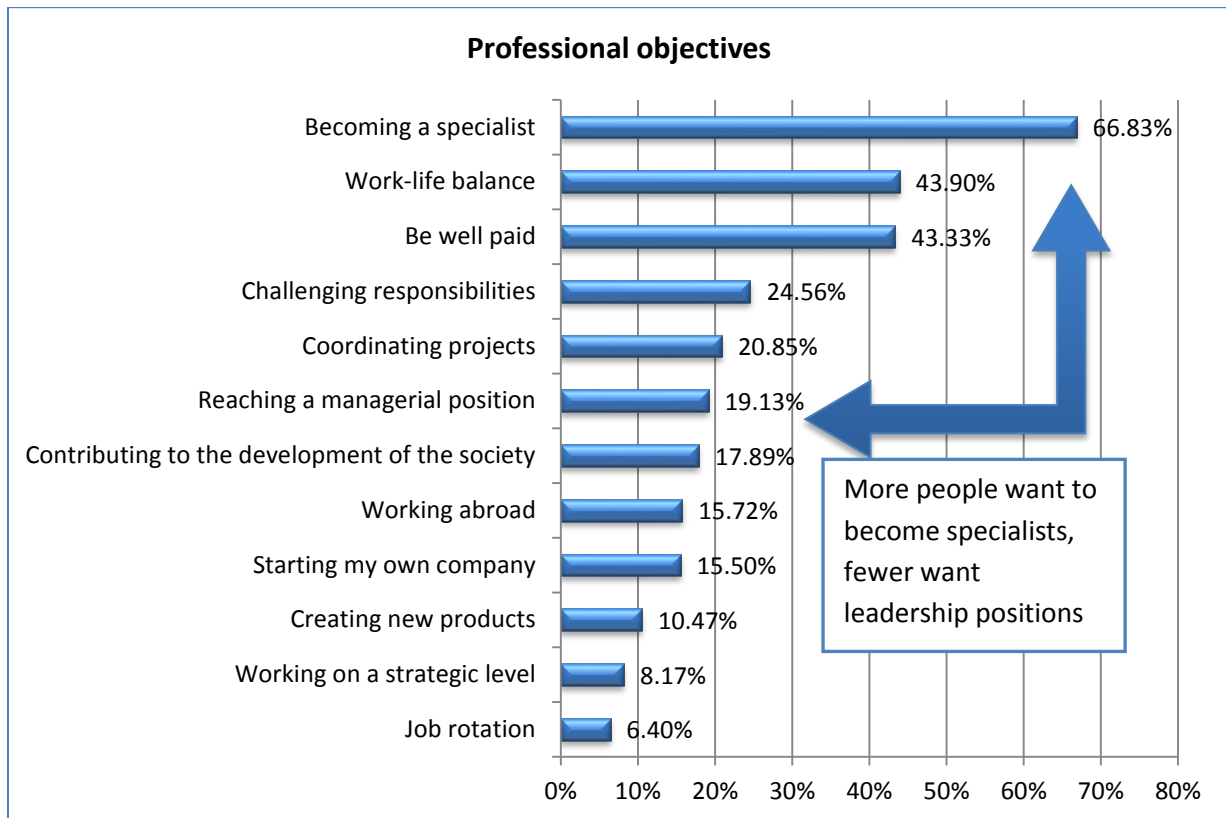


- Analysis on niche groups, depending on their:
 - Current job / industry (e.g. Software Developers in Bucharest split on experience levels)
 - Foreign language (e.g. German speakers with business background)
 - Educational background (e.g. students & grads from certain universities / faculties etc.)
 - Industries they target (e.g. people who want to work in FMCG)

Cost for full version (100 standard analyses + more than 300 personalized analyses): 3,200 Euro + VAT

For additional information about the Personalized Reports, please contact us:
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SAMPLE STANDARD ANALYSIS – BUCHAREST



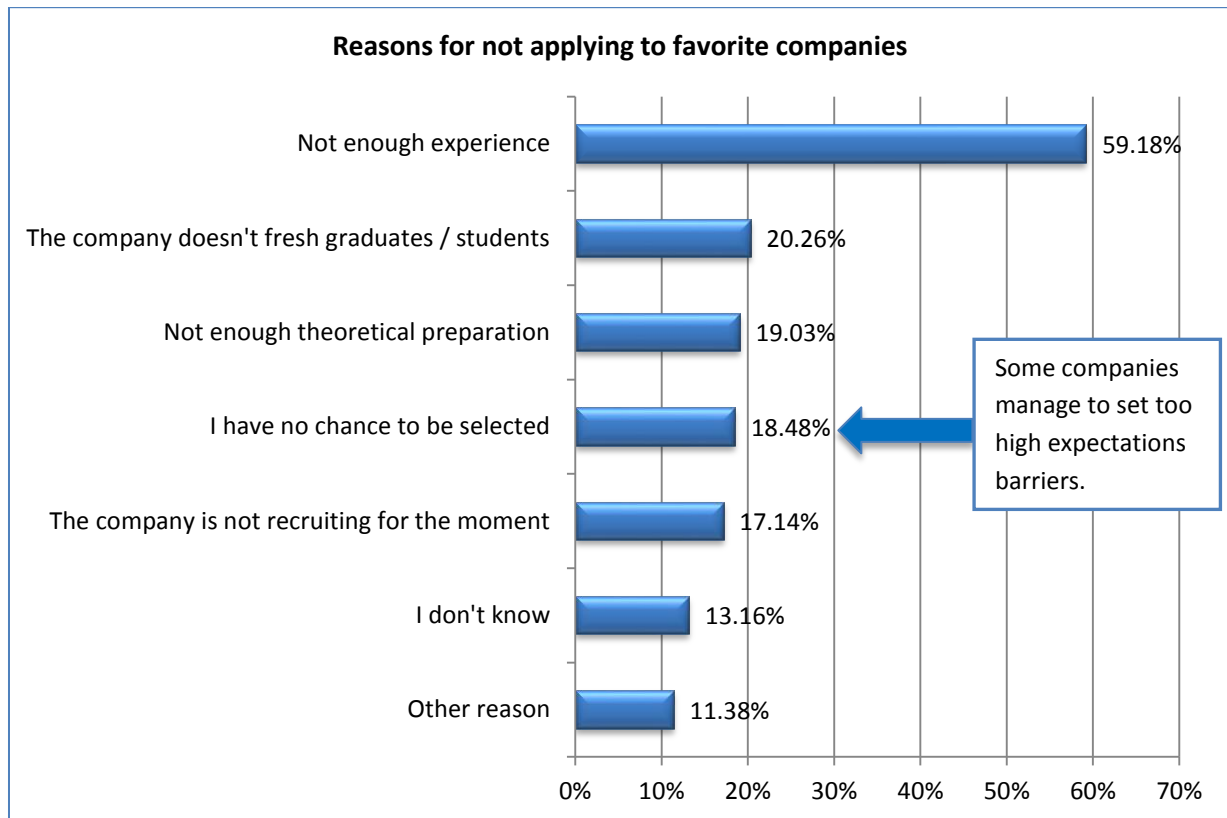
*Percentages out of Total Valid N=2264

Q: Please select maximum 3 professional objectives that you want to accomplish in the next 3 years. (Please choose maximum 3 options.)

★ Food for thought:

- What does your company offer and what is the gap with the market expectations?
- How well do you communicate your offering?

SAMPLE STANDARD ANALYSIS – BUCHAREST



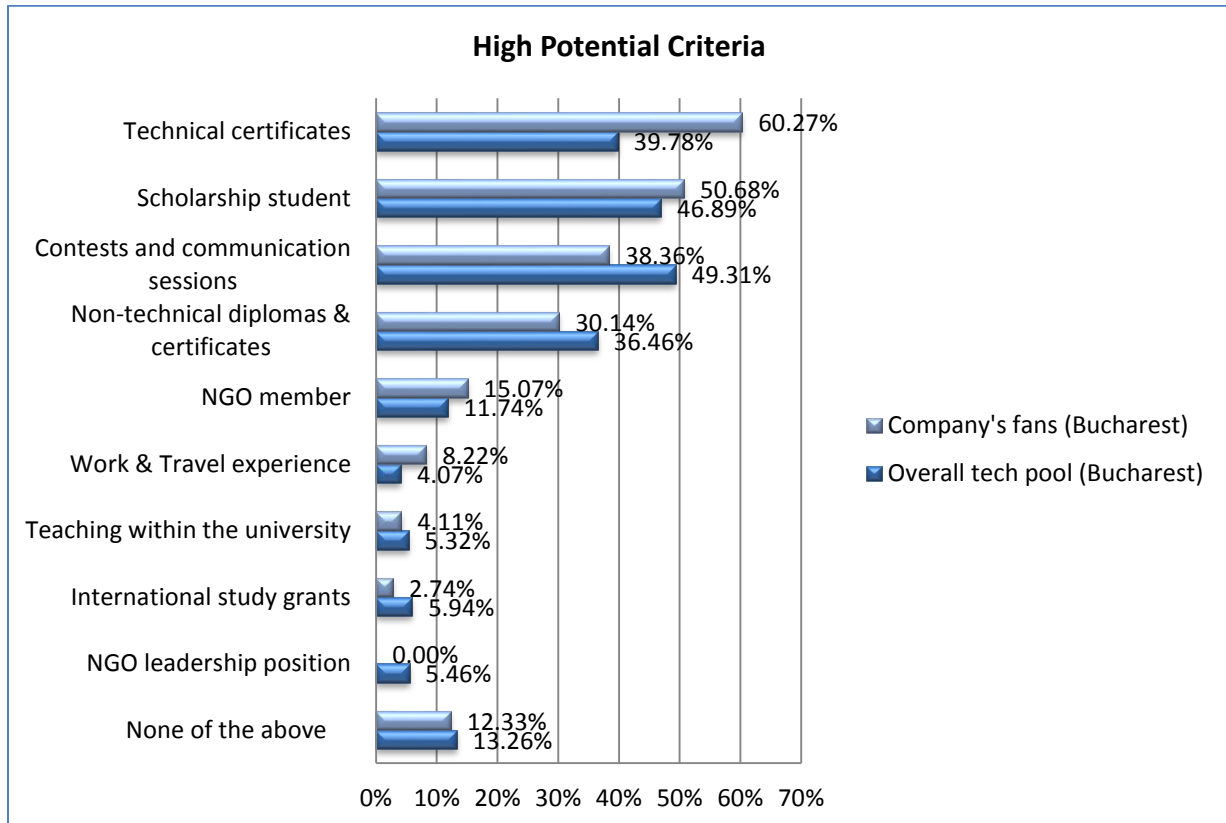
*Percentage out of Total Valid N=1621

Q : Why haven't you applied to a job within your most desired employer? (Please choose all suitable options.)

★ Food for thought:

- What would you do to make sure you don't lose any of the applicants?

SAMPLE PERSONALIZED ANALYSIS – BUCHAREST

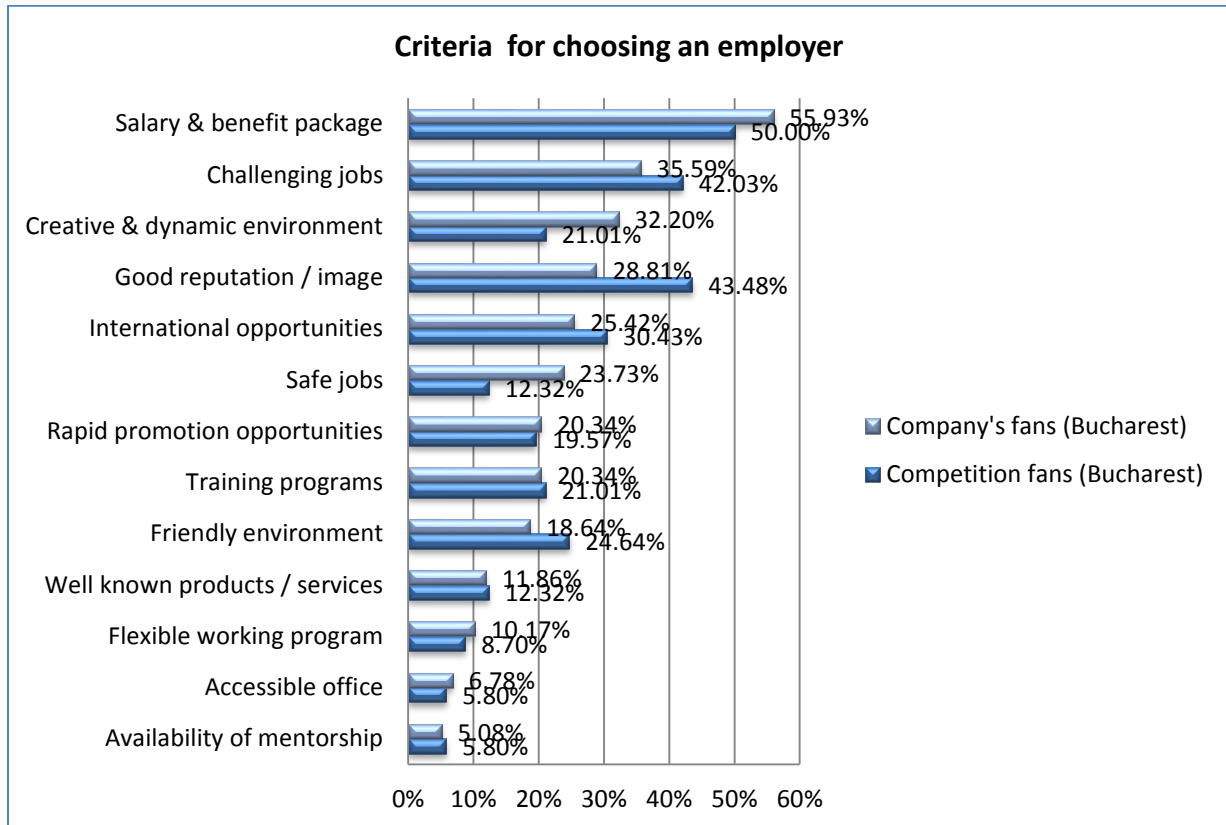


*Percentages out of total valid N*T company fans Buch=73; N*T Bucharest=1448

Q: Please check all matching options.

Example of analysis showing the profile differences in which regards High Potential criteria between the technical respondents in Bucharest who chose the company as one of their most wanted employers and the general tech pool.

SAMPLE PERSONALIZED ANALYSIS – BUCHAREST



**Percentages out of total valid N*B Company fans Buch=59 ; N*B Competition fans Buch=138*

Q: Which are the 3 most important factors that you take into consideration when choosing an employer?
(Please choose maximum 3 options.)

Example of analysis showing the profile differences regarding the main factors taken into consideration by the people who chose the company as one of their most wanted employers vs. those who chose the competition

EMPLOYER BRANDING CONSULTANCY

We have an 8 year experience working with some of the strongest employer brands in Romania along the employer branding process.

Our services are unique on the market due to the four pillars we have built in this period.

- Having benchmarked the employer brand performance of over 250 companies, we are uniquely positioned to provide organizations the facts that matter when building a strong employer brand;
- We have a deep understanding of the perceptions of young professionals and the trends in their expectations regarding an employer;
- In terms of communication, we have a portfolio of standard and personalized initiatives that reach over 70% of each generation of graduates and over 300,000 professionals;

- We have a portfolio of over 110 employer branding projects and best practices.

Drawing on a team of researchers, employer branding strategists and creative designers, we are able to shape strong employer brands, starting with determining the core differentiators and defining relevant and appealing employer value propositions (EVP).

Our survey methodology draws on a 8 year experience and is able to provide actionable insights that are successfully implemented for global and/or multiple segments.



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