

Attracting and retaining talent

Strategies for success

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Agenda

Market insights

Candidate trends

Where to start

Question time



Your speakers for today



Karen Frenkiel

Senior Manager, Corporate Finance
People & Change – Strategy team



Julia Storie

Manager, Corporate Finance
People & Change – Strategy team

Market insights



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SUMMARY REPORT

BUSINESS

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Understanding the businesses that drive Australia's economy

SUMMARY REPORT

BUSINESS

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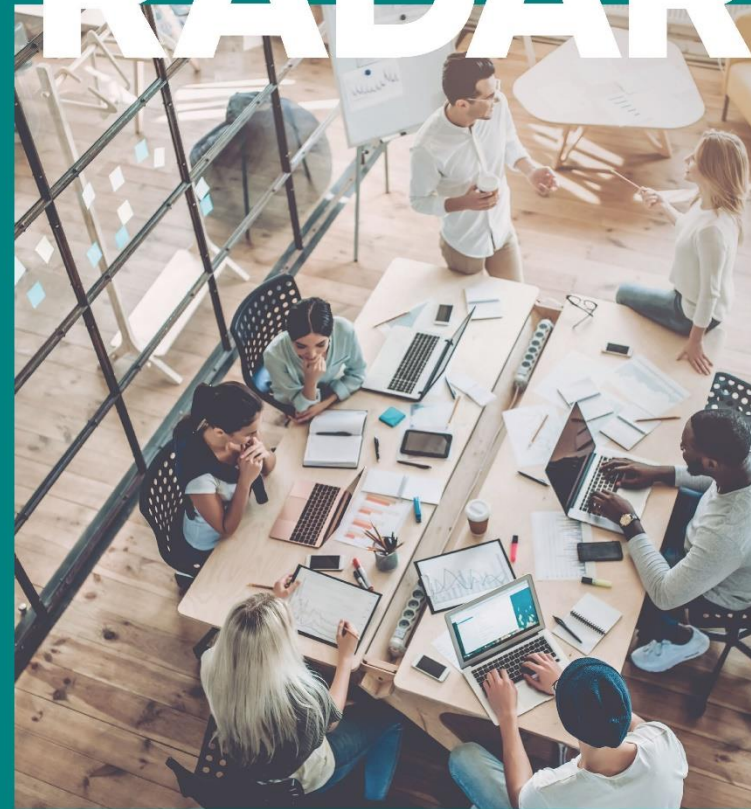
Understanding the businesses that drive Australia's economy
THE BUSINESS CONFIDENCE

SUMMARY REPORT

JULY 2023

BUSINESS

RADAR



Understanding the businesses that drive Australia's economy

BUSINESS CONFIDENCE | GENERATIVE AI | CYBERSECURITY

pitcher.com.au

Coverage of Business Radar

Number of respondents across business structure



*5 undisclosed

Number of respondents across business lifecycle stage



People challenges facing the middle market

Pitcher Partners Radar Report October 2022



Staff turnover

Up to 52% of mid-market businesses have seen an increase in staff turnover



Upskilling

56% of respondents are focusing on upskilling existing and less experienced staff



Attracting staff

49% of respondents have found it challenging to attract and/or retain the right staff



Impact to business growth

Businesses with increased staff turnover are unable to expand due to staff shortages

Broader market insights



Hyperflex is the new Hybrid

Allowing employees to work from home will no longer be enough



Career lattice

The concept of the career ladder is dead
Employees now want greater balance when it comes to experiences



Goldilocks employers

Middle market employers are becoming more attractive



Social recruitment

Thinking differently about recruitment, social media and networks to find hidden talent

Source: Career trends to look out for in 2023 – CPA media release 2022; Ten trends that will shape Aussie workplaces in 2023 – Smart Company media release Dec 2022; Legal people - ALPMA conference May 2023

Candidate trends



Candidate trends

Flexibility



Flexibility is highly individualised and a new basic alongside pay and career progression

Stability vs salary



Some candidates are looking for stability in the current economic climate while others are still demanding above market salaries

Contract negotiations



Increase in contract negotiations to include sign on bonuses, paying out claw backs, moving for promotions and visa sponsorships

Networking and social media



There are an increasing number of candidates who are finding roles through their networks and social media channels

Generational behaviour patterns



Gen Z and Gen Y behaviour patterns are emerging, they are looking for a workplace that will compliment their work and life

Where to start



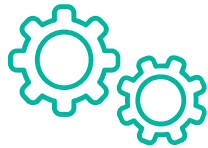
Goldilocks employers

What is the goldilocks effect?

It's a sweet spot where



it still feels
like **family**



employees see the
value of their
contribution and impact
their work is having



employees still get
learning and
development
opportunities



employees gain
exposure to leaders
and experience on
different projects

Creating an Employee Value Proposition



KEY POINT

“78% of people would not work for an employer without a formalised flexible work policy”

Source: HRM weekly 2023



How flexible can you be?

What form of flexible working can you incorporate into your workforce



Potential flexible work solutions



Compressed work week

4 days' work for full time pay



Flex time & flex roles

Allowing employees to manage their own work schedules from start and finish times to remote working and job sharing



Workspace re-design

Redesigning workspaces to incorporate agile & different ways of working to support a mix of in-person & virtual collaboration



Additional leave

Thinking outside the box about additional flexible leave options you can make available to your people

Social recruitment

Think differently about your recruitment strategy



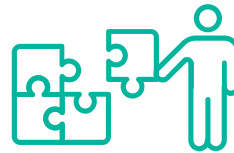
Leadership presence

Profile matters!



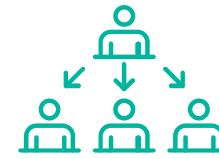
Internships and grads

Creating new career pathways



Paint a picture

It's not just about the job, what is it like to work for you?



Alumni network

Staying connected with potential future candidates



Onboarding experience

Make new employees feel like they are a part of the organisation before their first day

Recap



The recap... so what now?



EVP from
start to finish



Explore and implement
flexible **solutions** that fit



Social recruitment
strategy

Question time



Thank you

