employer brand research 2021

Poland.
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The pandemic (COVID-19) has not been equally acute for all sectors. Its consequences are also clearly visible in the labor market. As results from the latest edition of the national report – Randstad Employer Brand – one in three employees in Poland have experienced a change in their employment situation. 23% of the respondents intend to change their job in the next 6 months. What are their motivations? As an employer, are you ready for the changing expectations of employees during the pandemic? What should you concentrate on in the first place?

Uncertainty and fear related to job loss increased significantly already at very beginning after the pandemic announcement. As a result, for the second time in the entire 11-years history of our survey, job security has been so close to expectations regarding remuneration. That is not all. Our analyses show that in order to build a strong employer brand you should check the relations in the team and whether you, as an employer, are still transparent in communication between the company and employees.

Moreover, we have arrived at interesting conclusions from the comparison of what is important for candidates and how the currently employed persons perceive their workplace. The largest disproportions have been discovered in professional development.

More detailed analyses and expanded information are provided later on in this report. We hope that you’ll find it to be a valuable tool for building a strong employer brand.

There is no doubt that people are under the influence of the processes happening in the broader market and their decisions and expectations are closely related to them. Only an employer who knows and understands the needs of their employees will be able to react quickly and adequately.
what is the Randstad Employer Brand?

a few words about the survey.
what is the Randstad Employer Brand?

- a representative employer brand research based on perceptions of the general audience. Optimizing over 21 years of successful employer branding insights.
- an independent survey with over 190,000 respondents in 34 markets worldwide.
- a reflection of employer attractiveness for the market’s 150 largest employers known by at least 10% of the population.
- provides valuable insights to help employers shape their employer brand.
As many as 34 markets are surveyed as part of the Randstad Employer Brand, covering more than 80% of the global economy.

- **Worldwide**
  - over 190,000 respondents
  - 6,493 companies surveyed

- **Sample**
  - aged 18 to 64
  - representative on gender
  - overrepresentation of age 25 - 44
  - comprised of students, employed and unemployed workforce

- **Poland**
  - 4,931 respondents

- **Fieldwork**
  - online interviews
  - January 2021

- **Length of interview**
  - 16 minutes
main assumptions behind the randstad employer brand.

30 companies per respondent
“do you know this company?” determines awareness.

for each company known
“would you like to work for this company?” determines attractiveness.

each company known
rating on a set of drivers: determines reason for attractiveness.

EVP drivers
each company is evaluated on:
01 financially healthy
02 COVID-19 safe work environment
03 very good reputation
04 job security
05 career progression
06 gives back to society
07 possibility to work remotely/ from home
08 pleasant work atmosphere
09 work-life balance
10 attractive salary & benefits

smart sampling
Each respondent is shown 30 companies. Each company is evaluated only by respondents who are aware of that particular brand.

In order to make sure that the less well known brands are assessed by a sufficient number of respondents, we make use of a smart sampling method.

This method ensures that the lesser known companies are shown to more respondents in order to realize a sufficient robust sample. That way the Randstad Employer Brand Research assures dependable insights for both well known and lesser known employer brands.

KANTAR TNS®
For this research, Randstad partners with Kantar, one of the world’s largest insight, information and consultancy networks.
sample composition
socio-demographics, employment situation, region.

gender

<table>
<thead>
<tr>
<th>Gender</th>
<th>Percentage</th>
</tr>
</thead>
<tbody>
<tr>
<td>female</td>
<td>52%</td>
</tr>
<tr>
<td>male</td>
<td>48%</td>
</tr>
</tbody>
</table>

employment status

<table>
<thead>
<tr>
<th>Employment Status</th>
<th>Percentage</th>
</tr>
</thead>
<tbody>
<tr>
<td>working as permanent staff</td>
<td>59%</td>
</tr>
<tr>
<td>working as temporary staff</td>
<td>14%</td>
</tr>
<tr>
<td>self-employed/freelance</td>
<td>8%</td>
</tr>
<tr>
<td>seeking/unemployed</td>
<td>6%</td>
</tr>
<tr>
<td>homemaker</td>
<td>4%</td>
</tr>
<tr>
<td>student</td>
<td>5%</td>
</tr>
<tr>
<td>other</td>
<td>3%</td>
</tr>
</tbody>
</table>

region

<table>
<thead>
<tr>
<th>Region</th>
<th>Percentage</th>
</tr>
</thead>
<tbody>
<tr>
<td>Central (1)</td>
<td>26%</td>
</tr>
<tr>
<td>North (2)</td>
<td>13%</td>
</tr>
<tr>
<td>South (3)</td>
<td>30%</td>
</tr>
<tr>
<td>East (4)</td>
<td>14%</td>
</tr>
<tr>
<td>West (5)</td>
<td>17%</td>
</tr>
</tbody>
</table>

sample composition consists of socio-demographics, employment situation, region.

N = 4,931

1. Łódzkie, Mazowieckie, Świętokrzyskie
2. Pomorskie, Warmińsko-Mazurskie, Zachodniopomorskie
3. Dolnośląskie, Małopolskie, Opolskie, Śląskie
4. Lubelskie, Podkarpackie, Podlaskie
5. Kujawsko-Pomorskie, Lubuskie, Wielkopolskie

employer brand research 2021, country report
## Sample Composition

### Sector, Function

<table>
<thead>
<tr>
<th>Sector</th>
<th>Function</th>
</tr>
</thead>
<tbody>
<tr>
<td>agriculture</td>
<td>managers</td>
</tr>
<tr>
<td>oil &amp; gas</td>
<td>professionals</td>
</tr>
<tr>
<td>manufacturing</td>
<td>technicians</td>
</tr>
<tr>
<td>utilities</td>
<td>clerks</td>
</tr>
<tr>
<td>construction</td>
<td>service / sales</td>
</tr>
<tr>
<td>trade</td>
<td>skilled agricultural</td>
</tr>
<tr>
<td>transportation &amp; storage</td>
<td>craft / trade</td>
</tr>
<tr>
<td>accommodation &amp; food</td>
<td>machine operators</td>
</tr>
<tr>
<td>ICT</td>
<td>elementary occupations</td>
</tr>
<tr>
<td>finance &amp; insurance</td>
<td>armed forces occupations</td>
</tr>
<tr>
<td>real estate</td>
<td></td>
</tr>
<tr>
<td>professional &amp; scientific</td>
<td></td>
</tr>
<tr>
<td>administration &amp; support</td>
<td></td>
</tr>
<tr>
<td>public administration</td>
<td></td>
</tr>
<tr>
<td>education</td>
<td></td>
</tr>
<tr>
<td>healthcare</td>
<td></td>
</tr>
<tr>
<td>social work</td>
<td></td>
</tr>
<tr>
<td>arts &amp; entertainment</td>
<td></td>
</tr>
</tbody>
</table>

**Sample Composition**

Currently employed (N = 4,023)

If our research caught your interest, see yourself through the eyes of your prospective employees. Get insights into effectively building an attractive image of your employer brand during the pandemic (COVID-19).

Discover the >>offer<< and order a Randstad Employer Brand 2022 survey for your company.
workplace expectations

one year after the pandemic (COVID-19) announcement in Poland.
the most desirable aspects of employment (the so-called brand EVPs) one year after the pandemic announcement in Poland.

<table>
<thead>
<tr>
<th>drivers*</th>
<th>Poland 2021</th>
<th>versus 2020</th>
<th>Poland 2020</th>
<th>Europe 2021</th>
</tr>
</thead>
<tbody>
<tr>
<td>attractive salary &amp; benefits</td>
<td>80%</td>
<td>+6 p.p.</td>
<td>74%</td>
<td>67%</td>
</tr>
<tr>
<td>pleasant work atmosphere</td>
<td>70%</td>
<td>+19 p.p.</td>
<td>51%</td>
<td>64%</td>
</tr>
<tr>
<td>job security</td>
<td>70%</td>
<td>+15 p.p.</td>
<td>55%</td>
<td>62%</td>
</tr>
<tr>
<td>career progression</td>
<td>64%</td>
<td>+15 p.p.</td>
<td>49%</td>
<td>52%</td>
</tr>
<tr>
<td>work-life balance</td>
<td>60%</td>
<td>+20 p.p.</td>
<td>40%</td>
<td>60%</td>
</tr>
<tr>
<td>financially healthy</td>
<td>56%</td>
<td>+24 p.p.</td>
<td>32%</td>
<td>50%</td>
</tr>
<tr>
<td>good training</td>
<td>53%</td>
<td>+21 p.p.</td>
<td>32%</td>
<td>48%</td>
</tr>
<tr>
<td>location</td>
<td>48%</td>
<td>+23 p.p.</td>
<td>25%</td>
<td>41%</td>
</tr>
<tr>
<td>very good reputation**</td>
<td>46%</td>
<td>+21 p.p.</td>
<td>25%</td>
<td>35%</td>
</tr>
<tr>
<td>interesting job content</td>
<td>43%</td>
<td>+24 p.p.</td>
<td>19%</td>
<td>48%</td>
</tr>
<tr>
<td>possibility to work remotely/from home***</td>
<td>42%</td>
<td>new</td>
<td>new</td>
<td>41%</td>
</tr>
<tr>
<td>COVID-19 safe work environment***</td>
<td>39%</td>
<td>new</td>
<td>new</td>
<td>41%</td>
</tr>
<tr>
<td>uses latest technologies</td>
<td>35%</td>
<td>+21 p.p.</td>
<td>14%</td>
<td>29%</td>
</tr>
<tr>
<td>diversity &amp; inclusion</td>
<td>35%</td>
<td>+21 p.p.</td>
<td>14%</td>
<td>35%</td>
</tr>
<tr>
<td>gives back to society</td>
<td>34%</td>
<td>+20 p.p.</td>
<td>14%</td>
<td>36%</td>
</tr>
<tr>
<td>strong management</td>
<td>29%</td>
<td>+19 p.p.</td>
<td>10%</td>
<td>34%</td>
</tr>
</tbody>
</table>

*2017: work that is stimulating and challenging
**previous years: strong image/strong values
***new drivers in the research

what’s important: when comparing 2021 with previous years, please note that this question has been altered in that respondents are now free to choose as many drivers as they considered important from a list of 16 drivers whilst in previous years they were forced to pick exactly 5 out of these 16.
do Poles differ in their expectations depending on the type of work performed?

The factors that differentiate white-collar from blue-collar workers the most significantly are career progression opportunities and a sense of work-life balance. It turns out that both those factors are more important for office workers than for workers performing physical tasks.

However, regardless of the nature of the work performed, the expectations regarding work atmosphere and salary are almost the same in both groups.
general perception of employers in Poland.

Once again, this year’s Randstad Employer Brand survey proves that employees’ expectations are not always consistent with the image of the individual employers.

The biggest discrepancies between Poles’ expectations and the way they see their current workplace pertain to career progression.

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When Poles think about particular companies, what aspects of work do they associate with these companies?

- 01 financially healthy
- 02 job security
- 03 very good reputation
- 04 COVID-19 safe work environment
- 05 career progression
- 06 attractive salary & benefits
- 07 pleasant work atmosphere
- 08 gives back to society
- 09 work-life balance
- 10 possibility to work remotely/from home

When Poles think about their current job, what aspects of work do they associate with it?

- 01 job security
- 02 financially healthy
- 03 COVID-19 safe work environment
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- 09 career progression
- 10 possibility to work remotely/from home

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See how the survey results relate to the situation at your company. Discover the REBR 2022 survey >>offer<< for your company.

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employer brand research 2021, country report
a closer look at 3 key factors.
number 1. the importance of remuneration rises freely, maintaining its top position.

The importance of the EVP driver in 2021

<table>
<thead>
<tr>
<th></th>
<th>Poland</th>
<th>Europe</th>
</tr>
</thead>
<tbody>
<tr>
<td>80%</td>
<td></td>
<td></td>
</tr>
<tr>
<td>67%</td>
<td></td>
<td></td>
</tr>
</tbody>
</table>

attractive salary & job security

This is the second time in the 11 years of the research history when the remuneration and job security are so equally important.

women vs. men

Women put remuneration first.

Men more often than women pay attention to the use of the latest technologies in the company and a good standing of the organization, but these two factors were not among the top five work aspects.
number 2. the quality of relationships is important regardless of the working conditions.

importance of the workplace atmosphere in 2021

The importance of a friendly workplace atmosphere has been increasing gently in the last 5 years. Additionally, this year it slightly outranked job security, taking the second place on the list of priority work aspects (the so-called employer brand EVPs).

white = blue collar

For employees on white-collar positions (69%) and blue-collar workers (68%) the importance of a friendly workplace atmosphere is equally important.
number 3. redefined career progression.

importance of career progression in 2021

increase by 15 pp (2021 vs. 2020)

The importance of career progression in Poland increased by 15 percentage points compared to the previous year and can be seen in all age groups.

4th place vs. 9th place

There is a significant discrepancy between what Poles admit to receive from their current employer and what they declare to be important form them; this is the greatest discrepancy revealed in the research.
changing employer switchers and intenders.
the most desirable aspects of employment for the Poles who changed their job in the past 6 months.

10% changed employer in the past 6 months.

15% of those affected by COVID changed employer in the past 6 months.

In this year’s research we intentionally asked the respondents about their work situation in the last 6 months to be able to even better capture the impact of the pandemic (COVID-19) on the job market. It turned out that the number of employees who really changed their employer in the second half of 2020 was 10%.

What is characteristic of employees who decided to stay in their current workplace? Remuneration and benefits as well as job security were more important for them.

top 5 most important attributes

- Attractive salary & benefits: 78% (switchers) vs 82% (stayers)
- Job security: 67% vs 71%
- Pleasant work atmosphere: 68% vs 70%
- Career progression: 64% vs 64%
- Work-life balance: 58% vs 59%
plans regarding workplace change.

If one’s employment situation has changed due to COVID-19, the intention to change to a new employer is considerably higher (35%) than in the case of those who just intend to change employers (23%) in the next six months.

2021

23%
plan to change employer in the next 6 months.

35%
of those affected by COVID-19 plan to change their employer in the next 6 months.
**job loss fear in 2021**

**intention to switch.**

*27% of employees admitted they were concerned about losing their job.* A higher percentage of women (33%) than men (22%) was observed in that group.

<table>
<thead>
<tr>
<th>Percentage</th>
<th>Intenders Afraid to Lose Their Job</th>
<th>Intenders Not Afraid to Lose Their Job</th>
</tr>
</thead>
<tbody>
<tr>
<td>30%</td>
<td><img src="image.png" alt="Bar chart" /></td>
<td><img src="image.png" alt="Bar chart" /></td>
</tr>
<tr>
<td>16%</td>
<td><img src="image.png" alt="Bar chart" /></td>
<td><img src="image.png" alt="Bar chart" /></td>
</tr>
</tbody>
</table>

Of the employees who are afraid of losing their job, 30% plan to change their job in the next 6 months. In comparison, almost less than a half, namely 16% of those who were not concerned, are planning to change their job in the next 6 months.

If we focus only on the persons whose job security was disturbed to a greater or lesser extent, it turns out that 30% of them is considering to leave their current employer. In comparison, almost less than a half, namely 16% of those who were not concerned, are planning to change their job in the next 6 months.

The expectations of both those groups do not differ significantly. The only discrepancy in the expectations is visible in **trainings**. They are more important for those who are not concerned about their employment.

*employer brand research 2021, country report*
action vs. intention to change the employer depending on the nature of the work performed.

employer change

In general, in the last six months 10% of employees in Poland have changed their job; what is interesting are the conclusions drawn from the analysis of those data from the perspective of various professional groups. It turns out that almost two times more employees performing physical tasks (15%) have changed their employer over the last 6 months compared to white-collar workers (7%).

plans to leave

20% of white-collar workers and 23% of blue-collar workers declare that they intend to change their job in the first half of 2021. Those results are very similar to the general population: 23% of Poles.
how do workers in Poland find new job opportunities?

Channels used to find new job opportunities.

- **Job portals / job boards (np. pracuj.pl, olx.pl, prace.pl)**
  - 2021: 44%
  - 2020: 50%

- **Personal connections / referrals**
  - 2021: 38%
  - 2020: 41%

- **Google**
  - 2021: 14%
  - 2020: 20%

- **Social media**
  - 2021: 13%
  - 2020: 19%

- **Recruitment agencies**
  - 2021: 13%
  - 2020: 16%

- **Public employment services**
  - 2021: 10%
  - 2020: 13%

- **LinkedIn**
  - 2021: 7%
  - 2020: 8%

- **Company career site**
  - 2021: 6%
  - 2020: 10%

- **Job fairs**
  - 2021: 3%
  - 2020: 6%

- **Goldenline**
  - 2021: 2%
  - 2020: 4%

- **olx.pl**
  - 2021: 72%

- **pracuj.pl**
  - 2021: 44%

- **praca.pl**
  - 2021: 38%

- **jobs.com**
  - 2021: 9%

- **indeed.com**
  - 2021: 7%

- **recruit.net**
  - 2021: 3%

- **monsterboard**
  - 2021: 3%

In the second half of 2020, 10% of Poles changed jobs. On the other hand, in the next 6 months, more than 1 in 4 people plan to look for a new employer.

**Where are Poles looking for jobs?**

The channels are very similar to what Poles declared in the previous year.

The job search channels and methods selected most frequently are **advertising portals (44%)**, including: **olx.pl (72%)** and **pracuj.pl (44%)**.

An equally popular method of searching for a job are **friends’ recommendations (38%)**.
job market
during the pandemic.

employer brand research 2021, country report| 24
In total, 33% of Poles saw their employment situation change. This group includes persons who were furloughed, worked different hours than previously or became unemployed. Compared to men (28%), women (39%) were more likely to see an impact on their employment situation due to the pandemic (COVID-19). They were more often forced to work reduced hours or for a reduced salary. Women more often than men lost their job due to the pandemic.

One in three employees in Poland saw their employment situation change.

Poland vs. other Europeans
33% vs. 39%

Poles were affected by the change of employment due to the pandemic relatively less frequently than other Europeans.
remote working due to COVID-19.

During the pandemic, 44% of Polish respondents worked from home, and 14% of them did not come to the office at all.

Poland vs. other Europeans

25% > 23%

of the employees who said they worked remotely, do so out of their own decision.

Poland vs. other Europeans

2% = 2%

employees who can work from home are not allowed to do so by their employer.
loyalty towards employers during the pandemic.

51% of the surveyed employees declared that they feel more loyal towards their employer as a result of the measures or actions the employer took during the pandemic.

loyalty towards employers increased also in:

- 56% works only remotely
- 50% works partly remotely
- 50% obliged to work remotely
- 51% own decision to work remotely
the most attractive sector in Poland.
employer’s attractiveness and brand awareness
what does it mean for the employer’s brand?

- High attractiveness and high brand awareness:
  - Dominant player
  - Selected freely among the well-qualified / highly motivated candidates

- High attractiveness and low brand awareness:
  - Niche player
  - Selected less frequently among the well-qualified / highly motivated candidates

- Low attractiveness and high brand awareness:
  - Weak player
  - Selected much less frequently among the less qualified / less motivated candidates

- Low attractiveness and low brand awareness:
  - Neutral player
  - Selected less frequently among the less qualified / less motivated candidates

Having a high awareness means that employers in the sector are widely known.

A sector with high attractiveness contains more highly attractive companies than other sectors.
What do Poles think about individual sectors in 2021?

awareness and attractiveness assessment.

01 pharmaceutical and cosmetics
02 household goods
03 automotive
perception of particular sectors by Poles
top 3 employment aspects (top 3 EVP drivers) 1/2.

<table>
<thead>
<tr>
<th>sector</th>
<th>Top 3 EVP drivers</th>
</tr>
</thead>
<tbody>
<tr>
<td>01 pharmaceutical and cosmetics</td>
<td>financially healthy</td>
</tr>
<tr>
<td>02 household goods</td>
<td>financially healthy</td>
</tr>
<tr>
<td>03 automotive</td>
<td>financially healthy</td>
</tr>
<tr>
<td>04 medical</td>
<td>financially healthy</td>
</tr>
<tr>
<td>05 car components</td>
<td>financially healthy</td>
</tr>
<tr>
<td>06 materials and fuel</td>
<td>financially healthy</td>
</tr>
<tr>
<td>07 power sector</td>
<td>financially healthy</td>
</tr>
<tr>
<td>08 business services</td>
<td>financially healthy</td>
</tr>
<tr>
<td>09 manufacturing</td>
<td>financially healthy</td>
</tr>
<tr>
<td>10 paper and timber</td>
<td>financially healthy</td>
</tr>
<tr>
<td>11 electronic and electrotechnical</td>
<td>financially healthy</td>
</tr>
</tbody>
</table>

1. financially healthy
2. COVID-19 safe work environment \(→\) very good reputation \(→\) job security
3. very good reputation \(→\) job security

employer brand research 2021, country report
## perception of particular sectors by Poles
### top 3 employment aspects (top 3 EVP drivers) 2/2.

<table>
<thead>
<tr>
<th>sector</th>
<th>1</th>
<th>2</th>
<th>3</th>
</tr>
</thead>
<tbody>
<tr>
<td>12 FMCG</td>
<td>financially healthy</td>
<td>job security</td>
<td>very good reputation</td>
</tr>
<tr>
<td>13 telecommunications and IT</td>
<td>financially healthy</td>
<td>COVID-19 safe work environment</td>
<td>career progression</td>
</tr>
<tr>
<td>14 construction</td>
<td>financially healthy</td>
<td>job security</td>
<td>career progression</td>
</tr>
<tr>
<td>15 transport and logistics</td>
<td>financially healthy</td>
<td>job security</td>
<td>career progression</td>
</tr>
<tr>
<td>16 chemical</td>
<td>financially healthy</td>
<td>job security</td>
<td>very good reputation</td>
</tr>
<tr>
<td>17 banking and insurance</td>
<td>financially healthy</td>
<td>COVID-19 safe work environment</td>
<td>career progression</td>
</tr>
<tr>
<td>18 food</td>
<td>financially healthy</td>
<td>job security</td>
<td>very good reputation</td>
</tr>
<tr>
<td>19 retail</td>
<td>financially healthy</td>
<td>job security</td>
<td>very good reputation</td>
</tr>
<tr>
<td>20 security</td>
<td>financially healthy</td>
<td>COVID-19 safe work environment</td>
<td>job security</td>
</tr>
<tr>
<td>21 wholesale</td>
<td>financially healthy</td>
<td>job security</td>
<td>very good reputation</td>
</tr>
<tr>
<td>22 office cleaning</td>
<td>financially healthy</td>
<td>job security</td>
<td>COVID-19 safe work environment</td>
</tr>
</tbody>
</table>
the most attractive employers in Poland 2021.
Randstad Employer Brand 2021 winners.

01 Samsung Electronics Polska
02 Volvo Polska
03 Polskie Linie Lotnicze LOT
04 Kompania Piwowarska
05 Toyota Motor Manufacturing Poland
06 Pratt & Whitney Rzeszów
07 KGHM Polska Miedź
08 Neuca
09 Fujitsu Technology Solutions
10 BSH Sprzęt Gospodarstwa Domowego
# Poland’s top companies

*top 3 EVP drivers of the top 5 companies.*

<table>
<thead>
<tr>
<th>top 5 the most attractive employers 2021</th>
<th>top 3 EVP drivers</th>
<th></th>
</tr>
</thead>
<tbody>
<tr>
<td><strong>01</strong> Samsung Electronics Polska</td>
<td><strong>1</strong> financially healthy</td>
<td>very good reputation</td>
</tr>
<tr>
<td><strong>02</strong> Volvo Polska</td>
<td><strong>2</strong> financially healthy</td>
<td>very good reputation</td>
</tr>
<tr>
<td><strong>03</strong> Polskie Linie Lotnicze LOT</td>
<td><strong>3</strong> attractive salary &amp; benefits</td>
<td>career progression</td>
</tr>
<tr>
<td><strong>04</strong> Kompania Piwowarska</td>
<td></td>
<td>attractive salary &amp; benefits</td>
</tr>
<tr>
<td><strong>05</strong> Toyota Motor Manufacturing Poland</td>
<td></td>
<td>very good reputation</td>
</tr>
<tr>
<td></td>
<td></td>
<td>very good reputation</td>
</tr>
<tr>
<td></td>
<td></td>
<td>attractive salary &amp; benefits</td>
</tr>
</tbody>
</table>
# Top Employers in Poland by EVP Drivers

<table>
<thead>
<tr>
<th>EVP Drivers</th>
<th>Top 1</th>
<th>Top 2</th>
<th>Top 3</th>
</tr>
</thead>
<tbody>
<tr>
<td>attractive salary &amp; benefits</td>
<td>KGHM Polska Miedz</td>
<td>Atos Origin IT Services</td>
<td>Samsung Electronics Polska</td>
</tr>
<tr>
<td>pleasant work atmosphere</td>
<td>EMC Instytut Medyczny</td>
<td>Atos Origin IT Services</td>
<td>Samsung Electronics Polska</td>
</tr>
<tr>
<td>job security</td>
<td>Polski Koncern Naftowy Orlen</td>
<td>Samsung Electronics Polska</td>
<td>Operator Gazociagów Przesyłowych Gaz System</td>
</tr>
<tr>
<td>career progression</td>
<td>EMC Instytut Medyczny</td>
<td>Samsung Electronics Polska</td>
<td>Atos Origin IT Services</td>
</tr>
<tr>
<td>work-life balance</td>
<td>Atos Origin IT Services</td>
<td>Ikea Industry Poland</td>
<td>LS Airport Services</td>
</tr>
<tr>
<td>financially healthy</td>
<td>Polski Koncern Naftowy Orlen</td>
<td>Samsung Electronics Polska</td>
<td>Jeronimo Martins Polska</td>
</tr>
<tr>
<td>very good reputation</td>
<td>Toyota Motor Manufacturing Poland</td>
<td>Samsung Electronics Polska</td>
<td>Volvo Polska</td>
</tr>
<tr>
<td>possibility to work remotely/from home</td>
<td>Capgemini Polska</td>
<td>Atos Origin IT Services</td>
<td>Comarch</td>
</tr>
<tr>
<td>COVID-19 safe work environment</td>
<td>ZF Polpharma</td>
<td>Samsung Electronics Polska</td>
<td>Atos Origin IT Services</td>
</tr>
<tr>
<td>gives back to society</td>
<td>Eko Okna</td>
<td>Capgemini Polska</td>
<td>ZF Group</td>
</tr>
</tbody>
</table>
how to successfully build employer brand?
why employer branding matters 1/2.

- **50%** of candidates say they wouldn’t work for a company with a bad reputation - even with a pay increase.\(^1\)
- **96%** agree that alignment of personal values with a company’s culture is a key factor in their satisfaction working there.\(^2\)
- **80%** of workforce leaders agree that a strong employer brand has a significant impact on their ability to hire great workforce.\(^3\)

As people work for cultures, not companies, their perception of you as an employer is of paramount importance. Both recruiters and candidates cite company culture as one of the most important determinants in employer choice. Also, if your culture is transparent: candidates actively research the culture of companies to understand if they’ll fit. If candidates see positive employee and candidate experiences on review sites, they feel more confident submitting their resume and making a career move.
why employer branding matters 2/2.

<table>
<thead>
<tr>
<th>19%</th>
<th>1-2x</th>
<th>#1</th>
</tr>
</thead>
<tbody>
<tr>
<td>Only 19% of employees globally perceive a strong alignment between what their employer says about itself and their experience working there.</td>
<td>Companies with a strong employer brand have a 1-2x faster time to hire.</td>
<td>#1 obstacle to candidates in the application process is not knowing what it’s like to work at an organization.</td>
</tr>
</tbody>
</table>

<table>
<thead>
<tr>
<th>76%</th>
<th>52%</th>
</tr>
</thead>
<tbody>
<tr>
<td>Employees who experience a strong alignment between what their employer says about itself and their experience working there are more likely to recommend their employer as a place to work.</td>
<td>52% of candidates first seek out the company’s website and social media to learn more about an employer.</td>
</tr>
</tbody>
</table>
the employer brand roadmap.

audit current employer brand
• employer brand story
• external perception

interview employees and leaders to understand:
• their perception of your brand
• gaps and areas for improvement

assess competitors for workforce

create the brand pillars and employee value proposition

external market analysis
• career motivations and drivers
• specific views of your company improvement

launch employer brand internally
gain employee + leadership feedback

activate employer brand externally

measure, assess & refine

develop the employer brand strategy and creative assets

gain employee + leadership feedback
let’s talk.

Our research has many insightful, but complex insights so we’d love the opportunity to walk you through this document, share our thoughts and answer any questions you might have.

Feel free to contact us,
Monika Hryniszyn
HR Consultancy Director
Randstad Polska

M +48 605 059 698
E monika.hryniszyn@randstad.pl
see yourself through the eyes of your prospective employees

get insights into building a strong employer brand during and after the pandemic.

Discover the Randstad Employer Brand 2022 survey >>>offer<<< for your company right now. Focus on your company.
appendix 1.
detailed survey results.
EVP driver importance by gender.

- Attractive salary & benefits: Male - 77%, Female - 77%
- Pleasant work atmosphere: Male - 64%, Female - 75%
- Job security: Male - 66%, Female - 73%
- Career progression: Male - 60%, Female - 68%
- Work-life balance: Male - 55%, Female - 64%
- Financially healthy: Male - 58%, Female - 55%
- Good training: Male - 47%, Female - 59%
- Location: Male - 46%, Female - 49%
- Very good reputation: Male - 44%, Female - 49%

- Interesting job content: Male - 42%, Female - 43%
- Possibility to work remotely/from home: Male - 36%, Female - 47%
- COVID-19 safe work environment: Male - 33%, Female - 44%
- Uses latest technologies: Male - 37%, Female - 34%
- Diversity & inclusion: Male - 30%, Female - 39%
- Gives back to society: Male - 29%, Female - 38%
- Strong management: Male - 28%, Female - 29%
### EVP driver importance by education.

<table>
<thead>
<tr>
<th>EVP Driver</th>
<th>Higher Education</th>
<th>Middle Education</th>
<th>Lower Education</th>
</tr>
</thead>
<tbody>
<tr>
<td>Attractive salary &amp; benefits</td>
<td>72%</td>
<td>71%</td>
<td>62%</td>
</tr>
<tr>
<td>Pleasant work atmosphere</td>
<td>71%</td>
<td>70%</td>
<td>64%</td>
</tr>
<tr>
<td>Job security</td>
<td>71%</td>
<td>70%</td>
<td>58%</td>
</tr>
<tr>
<td>Career progression</td>
<td>67%</td>
<td>64%</td>
<td>50%</td>
</tr>
<tr>
<td>Work-life balance</td>
<td>62%</td>
<td>59%</td>
<td>49%</td>
</tr>
<tr>
<td>Financially healthy</td>
<td>57%</td>
<td>56%</td>
<td>53%</td>
</tr>
<tr>
<td>Good training</td>
<td>55%</td>
<td>53%</td>
<td>49%</td>
</tr>
<tr>
<td>Location</td>
<td>47%</td>
<td>48%</td>
<td>49%</td>
</tr>
<tr>
<td>Very good reputation</td>
<td>43%</td>
<td>51%</td>
<td>48%</td>
</tr>
<tr>
<td>Interesting job content</td>
<td>47%</td>
<td>40%</td>
<td>35%</td>
</tr>
<tr>
<td>Possibility to work remotely/from home</td>
<td>47%</td>
<td>38%</td>
<td>31%</td>
</tr>
<tr>
<td>COVID-19 safe work environment</td>
<td>36%</td>
<td>41%</td>
<td>43%</td>
</tr>
</tbody>
</table>

- higher
- middle
- lower

**Employer brand research 2021, country report | 45**
## EVP driver importance by age.

<table>
<thead>
<tr>
<th>EVP Driver</th>
<th>Gen Z (18–24)</th>
<th>Millennials Y (25–34)</th>
<th>Gen X (35–54)</th>
<th>Baby Boomers (55–64)</th>
</tr>
</thead>
<tbody>
<tr>
<td>Attractive salary &amp; benefits</td>
<td>79%</td>
<td>80%</td>
<td>80%</td>
<td>80%</td>
</tr>
<tr>
<td>Pleasant work atmosphere</td>
<td>78%</td>
<td>71%</td>
<td>68%</td>
<td>64%</td>
</tr>
<tr>
<td>Job security</td>
<td>60%</td>
<td>70%</td>
<td>70%</td>
<td>76%</td>
</tr>
<tr>
<td>Career progression</td>
<td>74%</td>
<td>72%</td>
<td>72%</td>
<td>72%</td>
</tr>
<tr>
<td>Work-life balance</td>
<td>59%</td>
<td>60%</td>
<td>59%</td>
<td>59%</td>
</tr>
<tr>
<td>Financially healthy</td>
<td>42%</td>
<td>54%</td>
<td>59%</td>
<td>59%</td>
</tr>
<tr>
<td>Uses latest technologies</td>
<td>64%</td>
<td>58%</td>
<td>51%</td>
<td>43%</td>
</tr>
<tr>
<td>Diversity &amp; inclusion</td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Location</td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Very good reputation</td>
<td>46%</td>
<td>46%</td>
<td>47%</td>
<td>49%</td>
</tr>
<tr>
<td>Interesting job content</td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Possibility to work remotely</td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>COVID-19 safe work environment</td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Strong management</td>
<td></td>
<td></td>
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<td></td>
</tr>
<tr>
<td>Employer brand research 2021, country report</td>
<td>46</td>
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</tbody>
</table>
source bibliography.

1. https://hbr.org/2016/03/a-bad-reputation-costs-company-at-least-10-more-per-hire

2. https://www.betterteam.com/blog/employer-branding

3. https://www.slideshare.net/JWTINSIDE/culture-scape-1028-sm


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human forward.