

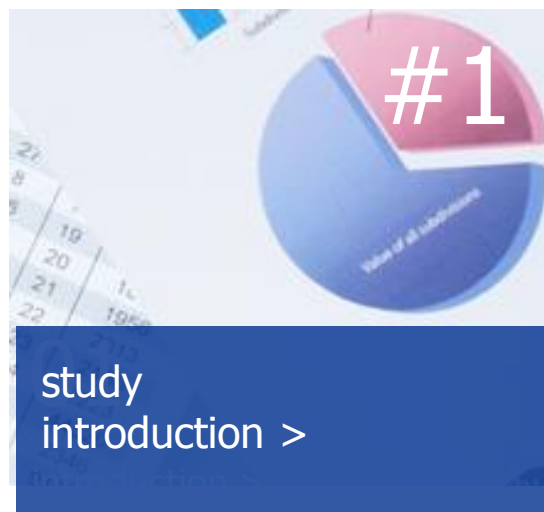
Randstad Employer Brand Research 2017

Report for Poland



Employer Brand
Research 2017
powered by  randstad

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Randstad Employer Brand Research 2017

study introduction >

Financial plan of company development

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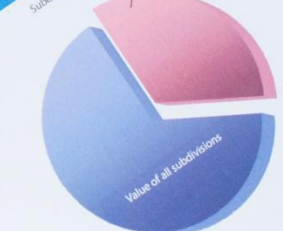
Business activity of company and subdivisions

Data and prognosis of activity



The given analytical report allows to estimate to the full a current situation both in all company and in its divisions separately. It will allow to predict more precisely immediate prospects of development dynamics of the company at the account of privation of positive dynamics of growth.

As a result of investigation of period to do next: raise a break even sales level, increase incomes of direct sales, reduce costs to transportation, strengthen sale divisions, carry out personnel training.



main markets

Np	a
1	1127
2	2328
3	4336
4	5414
5	6587
6	7623
7	1520
8	16346
9	8175
10	1834
11	1956
12	56
13	32
14	11
15	56
16	27
17	28
18	29
19	30
20	1
21	57
22	5736
23	6823
24	1036
25	8113
26	9125
27	1372
28	1489
29	1527
30	7467
31	1813
32	26
33	5736
34	6823
35	1036
36	8113
37	9125
38	1372
39	0
40	2328
41	4336
42	5414
43	6587
44	7623
45	1489
46	1527
47	7467
48	1813
49	2946
50	1056

activity dynamics

1	7945
2	1036
3	8113
4	9125
5	1372
6	0
7	2328
8	4336
9	5414
10	6587
11	7623
12	1489
13	1527
14	7467
15	1813
16	2946
17	1056

What is Randstad Employer Brand Research?

#1

the **most representative study** which provides a comprehensive analysis of the global employer brand area



#2

includes **helpful tips for organizations to shape their image**



#3

allows to determine **aspects of employment that are important for employees in a particular period and in different groups of candidates**



#4

concerns the largest employer brands in **26 countries across 5 continents**



general characteristics of the study



Who was studied?

A sample of respondents aged 18–65, reflecting the gender ratio and with the predominant age group: 25 – 44

The sample consisted of working-age students, employees and unemployed



When?

The interviews were conducted between 15 November and 13 December 2016



How?

On-line questionnaire (CAWI); the respondents were invited to take part in this research via e-mail

more than 6.5
thousand

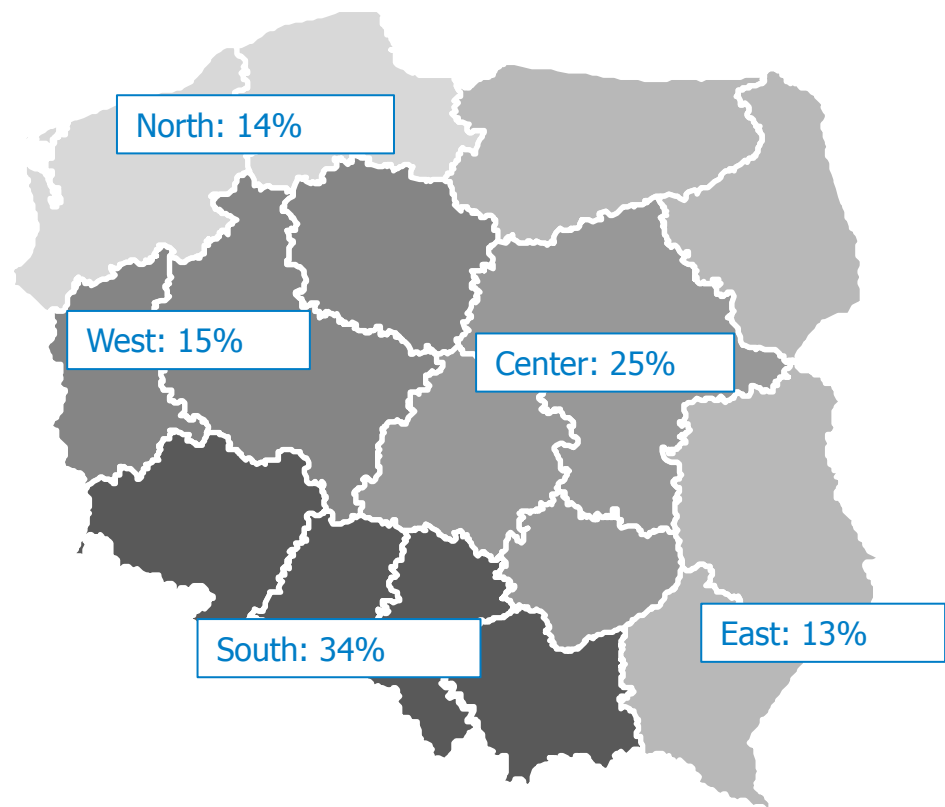
respondents in Poland

7th edition

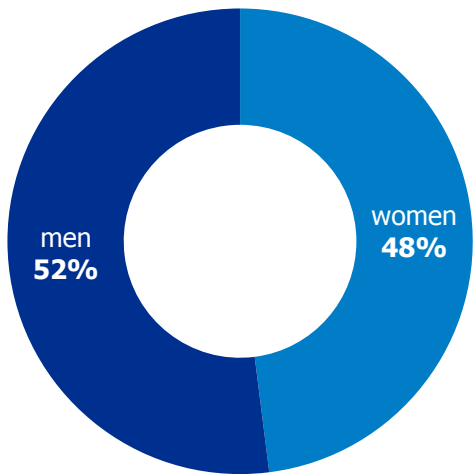
of the study in Poland and
17th globally

sample characteristics

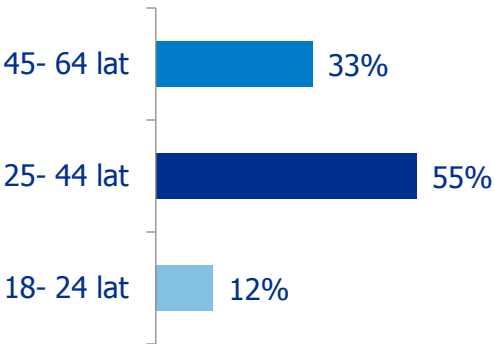
Region:



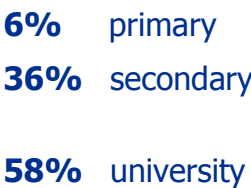
Gender:



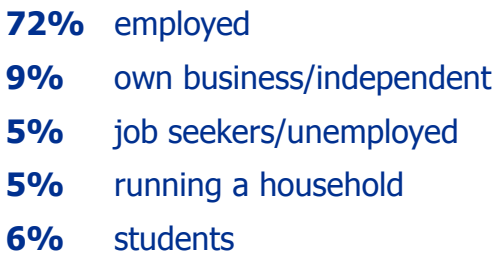
Age:



Education:

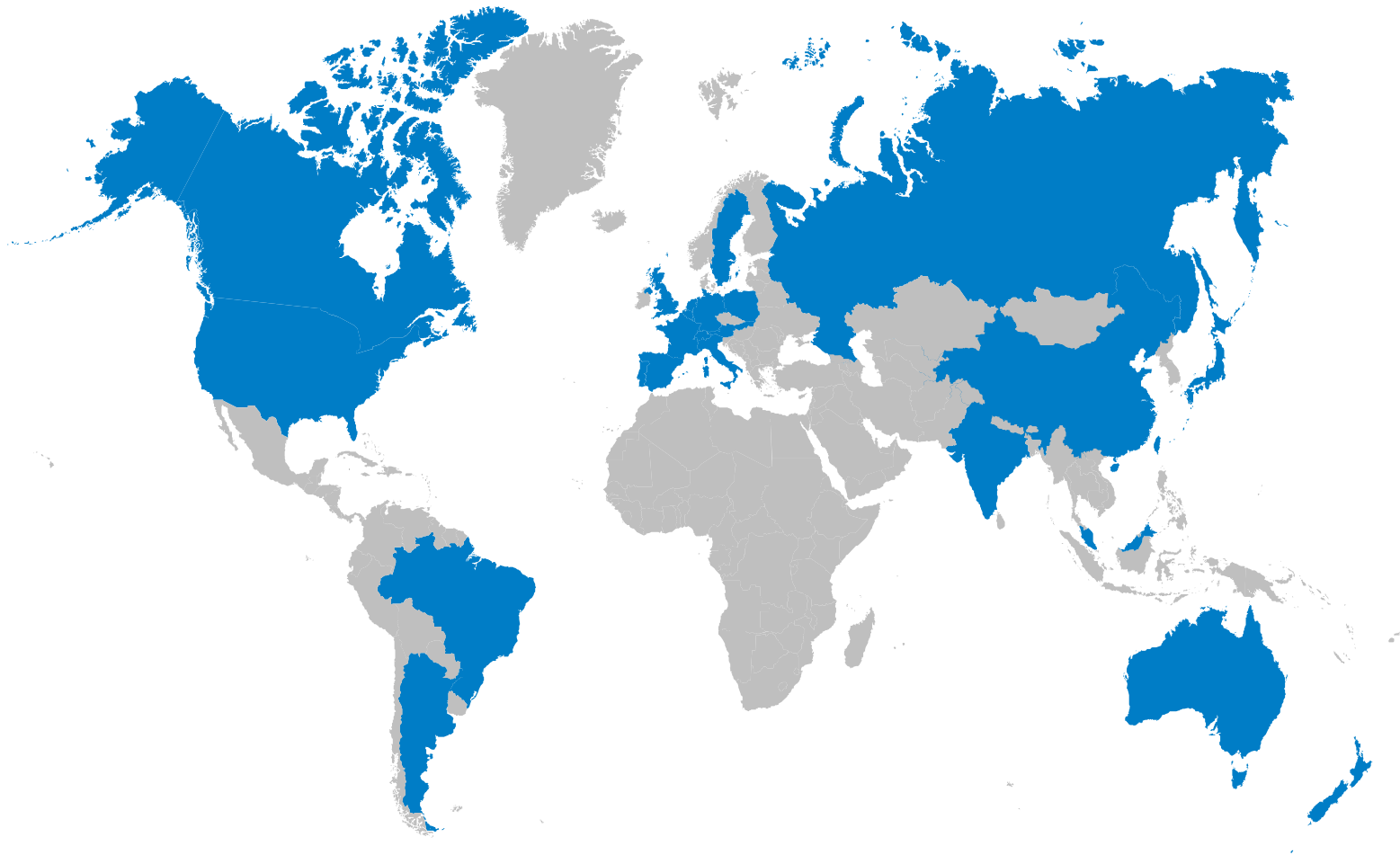


Occupational status:



The national report includes analyses of all the companies in Poland included in the study.
The report is an accurate illustration of the most attractive employers in Poland and Randstad’s global clients based in Poland.

the study includes 26 countries, constituting 75% of the global economy



Countries included in the study:

- | | |
|------------|-------------|
| Australia | Malaysia |
| Argentina | New Zealand |
| Belgium | Netherlands |
| Brazil | Poland |
| Canada | Portugal |
| China | Russia |
| France | Singapore |
| Germany | Spain |
| Hong Kong | Sweden |
| Hungary | Switzerland |
| Italy | UK |
| India | USA |
| Japan | |
| Luxembourg | |

in total, more than **160,000** people took part in the study in 26 countries

5,495 companies expressed their opinion globally

more than **6.5 thousand** respondents were registered in Poland

how to become a more attractive employer?

5 questions you should answer

Through a strong employer's brand, your company is perceived as an attractive place to work, distinguished by values, job organization culture and career prospects.

A strong employer's brand consists not only of external communication, which is how the company presents itself in the market and wants to be perceived. Another important element is what people say and think about your company in terms of a potential workplace.

This information is gathered from different sources, including social media.

How a brand is perceived influences the recruitment process. **A strong brand attracts talents.**

#1

To what extent are the values you communicate to others attractive for your potential employees?



#2

What currently motivates workers/candidates at the workplace?



#3

How to attract the most talented candidates to your brand?



#4

What are the good practices implemented by the most attractive employers?



#5

Are you able to work with a long-term perspective – consciously shape the brand you would like to identify with?



people join cultures, not companies

88%

of Millennials (people born between 1980 and 2000) confirm that being a member of a company with an appropriate organizational culture is **really important** for them

96%

admit that **sharing the same values at work and in personal life** is a key factor for being satisfied with working in a particular company

80%

left the company due to the employer's organizational culture

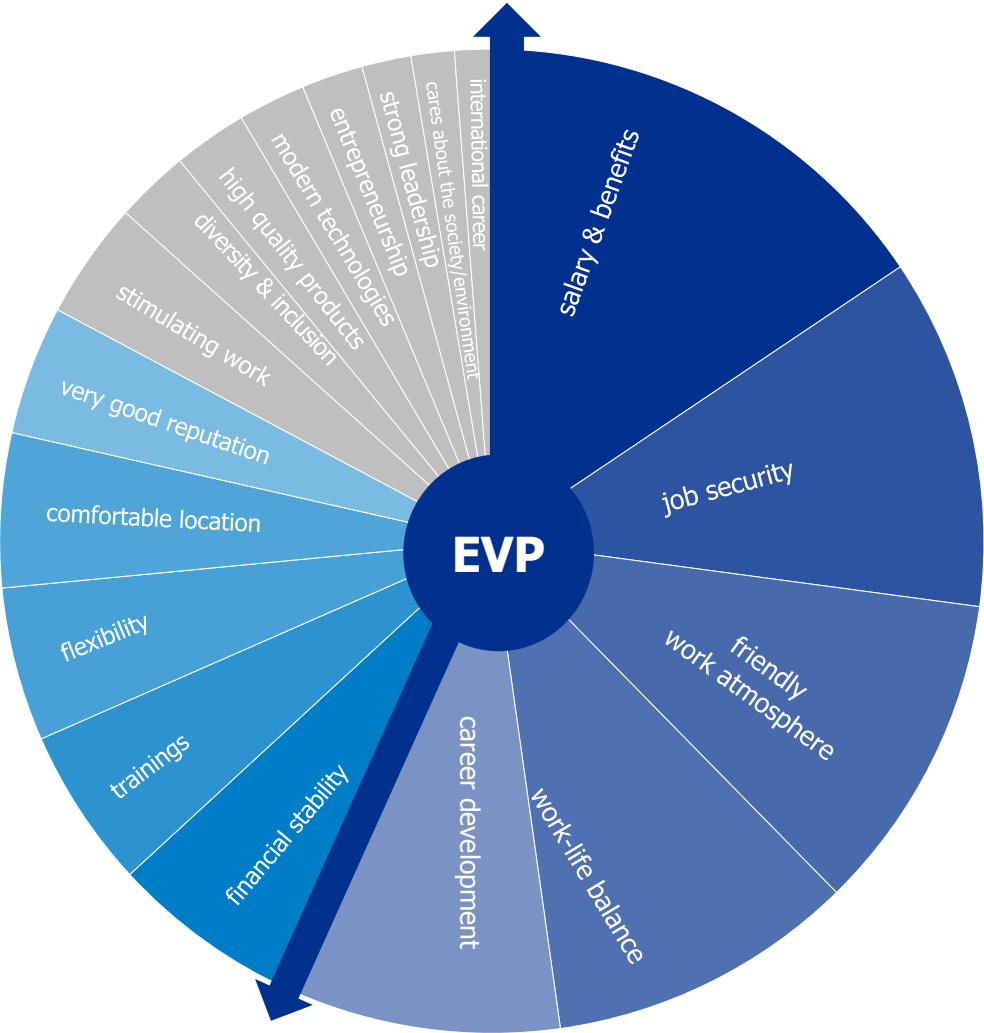
An aerial photograph of a city skyline. A tall, modern skyscraper with a glass facade and a gold-colored logo at the top is the central focus. To its right, another tall building with a unique, angular design is visible. In the foreground, a large, circular, classical-style building with a dome is prominent. The background shows a dense urban landscape with various buildings and greenery under a clear sky.

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**results of the Polish edition of
the study >**

features of the most attractive employer

What is characteristic of the most desirable employers in Poland?



Top 5 features of a perfect employer

Top rated features according to job seekers

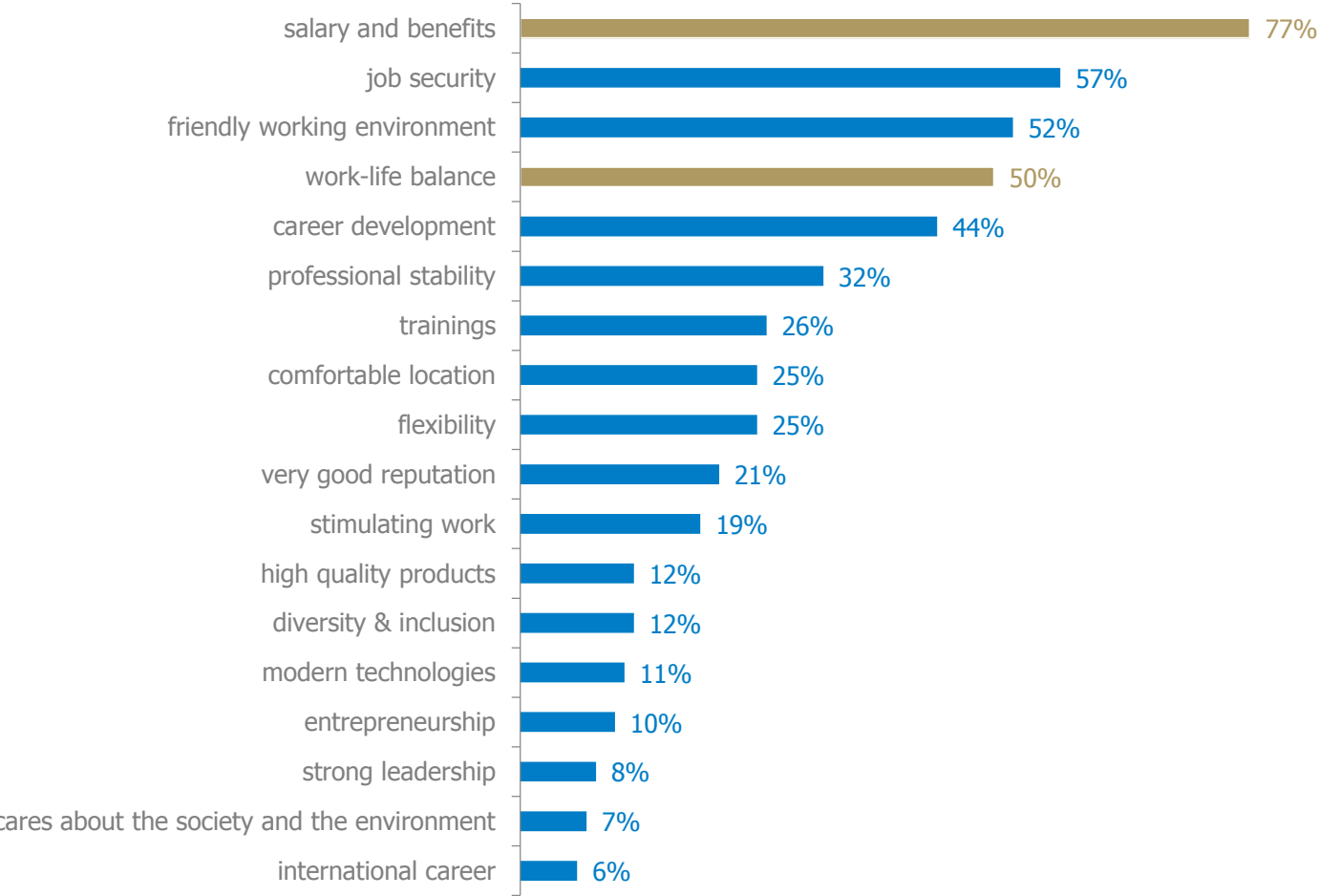


Stressing or improving those elements is crucial for the employer's brand identity (EVP), as they have the strongest influence on their image.

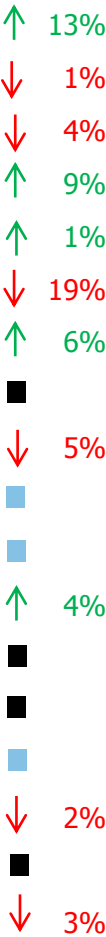
comparison of the most important employment aspects over time

What factors are the most important for candidates looking for employment?

aspects of employment (2017)



changes in comparison to the previous year (2016)



Among the top ranked aspects of employment, **salary and benefits** are still the most important, with the position of this factor increasing by 13 pp in comparison to the previous year.

This is the first such high score in the entire history of this study.

At the same time, job security and career development are highly rated and remain at a similar level in comparison to the previous year.

This year's edition of the study marks the increased significance of the **work-life balance** factor.

Ensuring work-life balance has never been so important. **Never before in the history of this study has this employment aspect been rated so high.**

the significance of key employment aspects in different social groups

How do sociodemographic features of the employees influence their choice of the most desirable employment aspects?

Both men and women choose the same aspects when forming their expectations towards the employer. Regardless of gender, their first priority is an attractive salary, followed by job security and a friendly work atmosphere. Some minor differences can be observed in terms of age and education level.

Age



18-24 years

- 1. offers attractive salary and benefits
- 2. maintains a friendly work atmosphere
- 3. offers the opportunity for career development



25-44 years

- 1. offers attractive salary and benefits
- 2. offers long-term job security
- 3. maintains a friendly work atmosphere



45-65 years

- 1. offers attractive salary and benefits
- 2. offers long-term job security
- 3. helps maintain a work-life balance



Education level



Primary

- 1. offers attractive salary and benefits
- 2. offers long-term job security
- 3. maintains a friendly work atmosphere



Secondary

- 1. offers attractive salary and benefits
- 2. offers long-term job security
- 3. maintains a friendly work atmosphere



University

- 1. offers attractive salary and benefits
- 2. offers long-term job security
- 3. helps maintain a work-life balance



the employees' expectations are not always in line with the way the company is perceived 1/2
Unfulfilled employees' expectations are an opportunity to develop your brand's EVP.

Candidates' expectations:

- 1 job security
- 2 friendly work atmosphere
- 3 work-life balance
- 4 career development
- 5 company's good financial standing
- 6 very good reputation
- 7 stimulating work
- 8 modern technologies
- 9 cares about the society/environment

Feelings towards the employers' offers:

- 1 company's good financial standing
- 2 modern technologies
- 3 very good reputation
- 4 job security
- 5 career development
- 6 stimulating work
- 7 friendly work atmosphere
- 8 work-life balance
- 9 cares about the society/environment

employees' expectations are not always in line with the way the company is perceived 2/2

What are the 3 most distinguishable discrepancies?

There is a clear discrepancy between employees' expectations and what they find in companies' job offers.

Among the priorities of the employees are **job security**, **a friendly work atmosphere** and **the need for maintaining work-life balance**. However, candidates do not believe that the companies offer these values.

This also works similar the other way. The employers communicate that they offer a position at a financially secure company and provide their employees with latest technologies at the workplace. However, as it turns out, these are not the same values that one is looking for in the first place in an employer.

1

discrepancy no. 1: **job security**

Employees are looking for an employer that will provide them with long-term job security. Although it is one of the most desirable job aspects, employees believe that employers are better in ensuring other aspects.

2

discrepancy no. 2: **friendly work atmosphere**

A friendly work atmosphere is one of the employment aspects that are expected from a perfect employer. However, as far as the candidates are concerned, most companies fail to provide their employees with this factor.

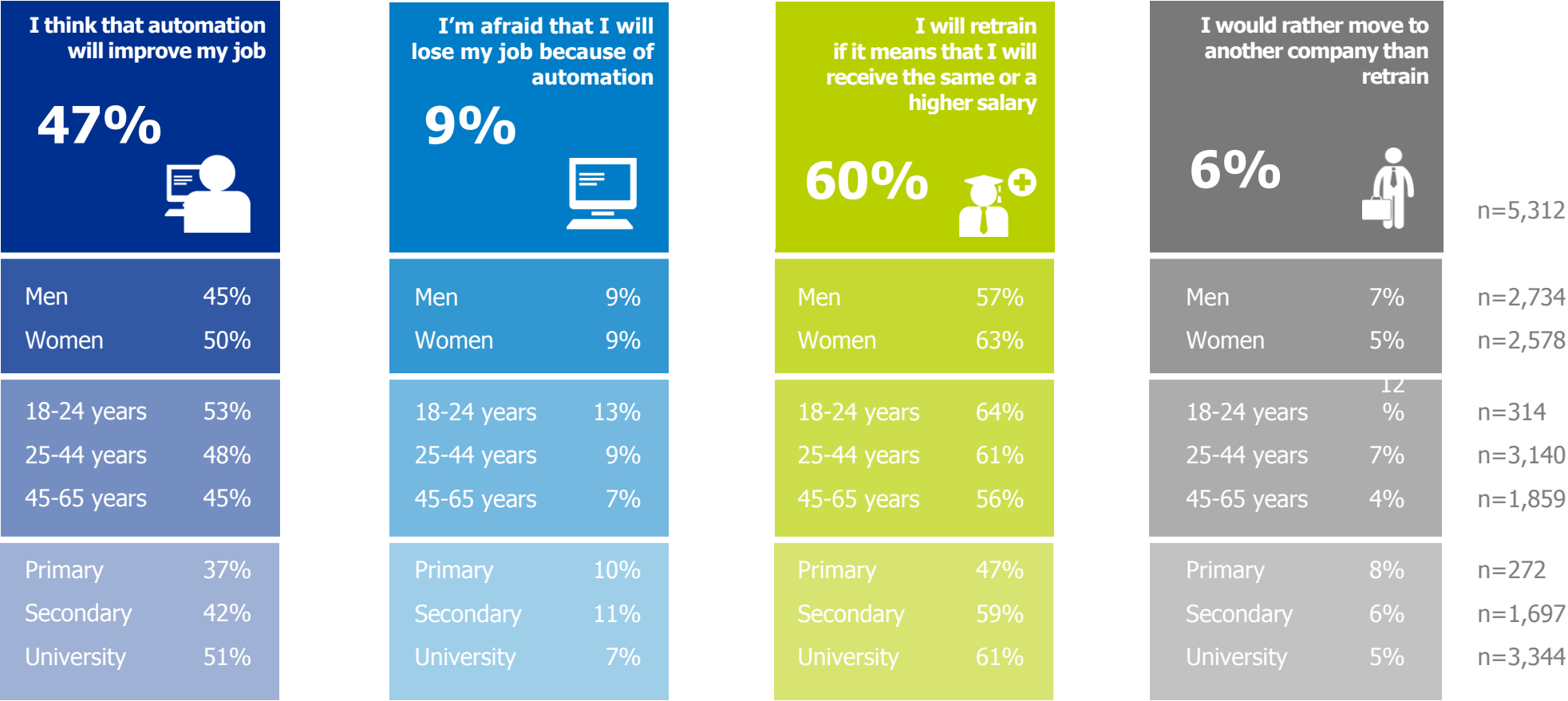
3

discrepancy no. 3: **work-life balance**

Employees are drawn to companies that allow their teams to maintain a work-life balance. However, despite the fact that this factor is ranked as very important among employees, most companies treat it with a very low priority.

how employees feel about automation and retraining

What do Polish employees think about automation and are they willing to retrain?



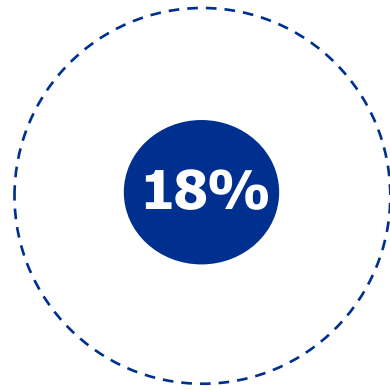
how much are the employees attached to the sector they work in?

Do candidates consider changing their employment sector?

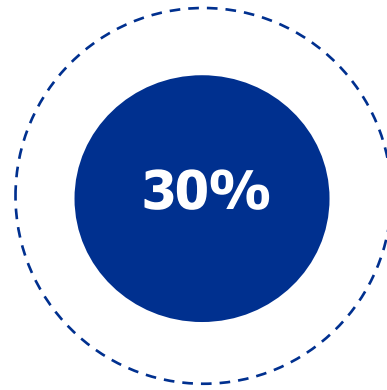
● Yes ● No



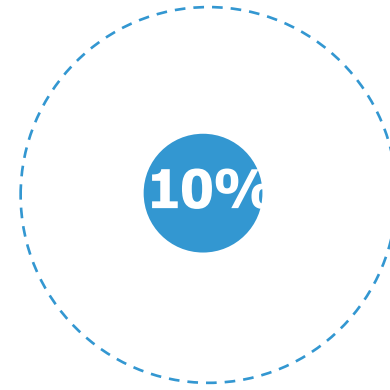
I'm not very attached to my sector



only if I weren't able to find employment in my sector anymore



only if the salary and benefits were at least similar to what I currently receive



my skills cannot be transferred to other sectors



I have other reasons to remain in my sector

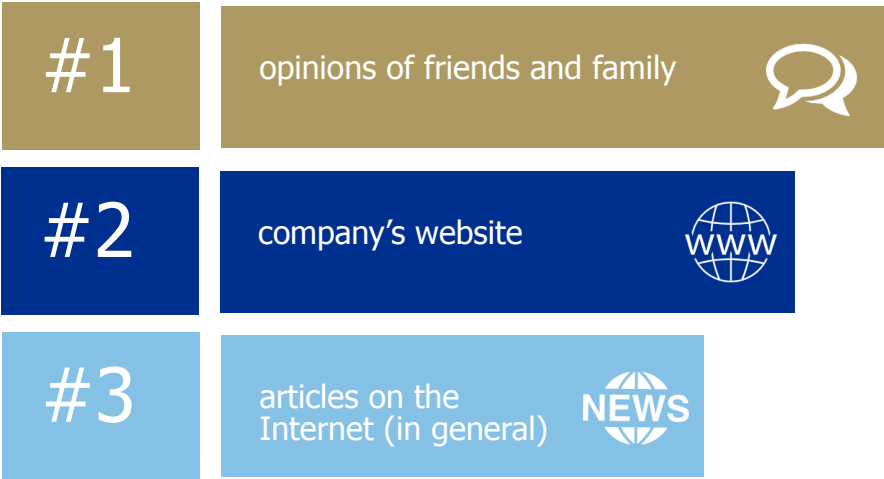
what is the preferred type of organization and how do the candidates verify their future employer's reputation?

Preferred type of organization



Large international corporations are absent from the ranking of the three most desirable employers. Candidates mostly look for employment in small organizations or start their own business.

The top 3 most popular channels to verify brand reputation



When looking for information about brand reputation, they usually ask their close friends and family members of their opinion. It is only their second priority to look for information about the brand on the company's official website.

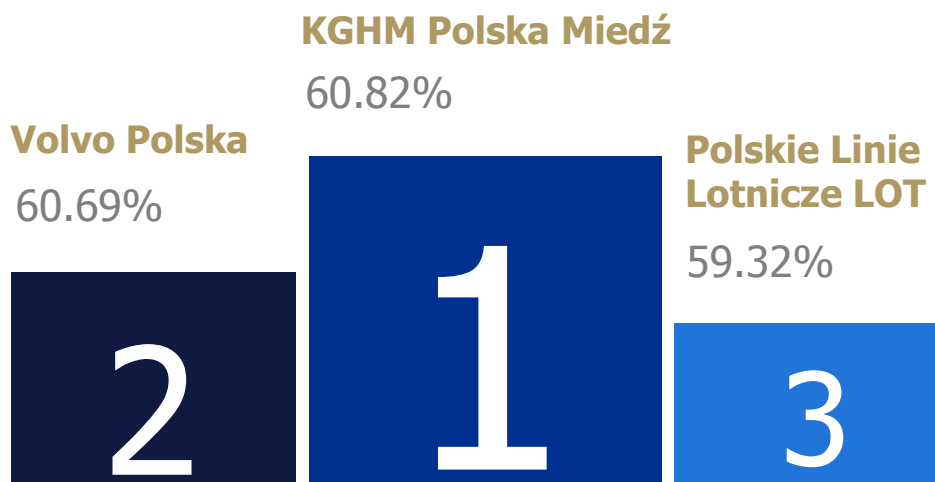
The image features three golden trophies arranged horizontally. Each trophy has a conical base and a spherical top decorated with numerous small, golden star-shaped and human-figure-shaped ornaments. The trophies are set against a dark background with out-of-focus blue and green bokeh lights. A semi-transparent blue rectangle is overlaid on the left side of the image, containing white text.

Randstad Employer Brand Research 2017

winners of the Polish study edition
>

the most attractive employers in Poland

Which companies are among the top ten most attractive employers in Poland?



The most attractive employers* in 2017

1.	KGHM Polska Miedź	60.82%
2.	Volvo Polska	60.69%
3.	Polskie Linie Lotnicze LOT	59.32%
4.	Volkswagen Motor Polska	59.05%
5.	Volkswagen Poznań	58.55%
6.	Polski Koncern Naftowy Orlen	57.73%
7.	PGNiG	57.00%
8.	PGE Polska Grupa Energetyczna	56.80%
9.	Samsung Electronics Polska	56.59%
10.	ABB	56.31%

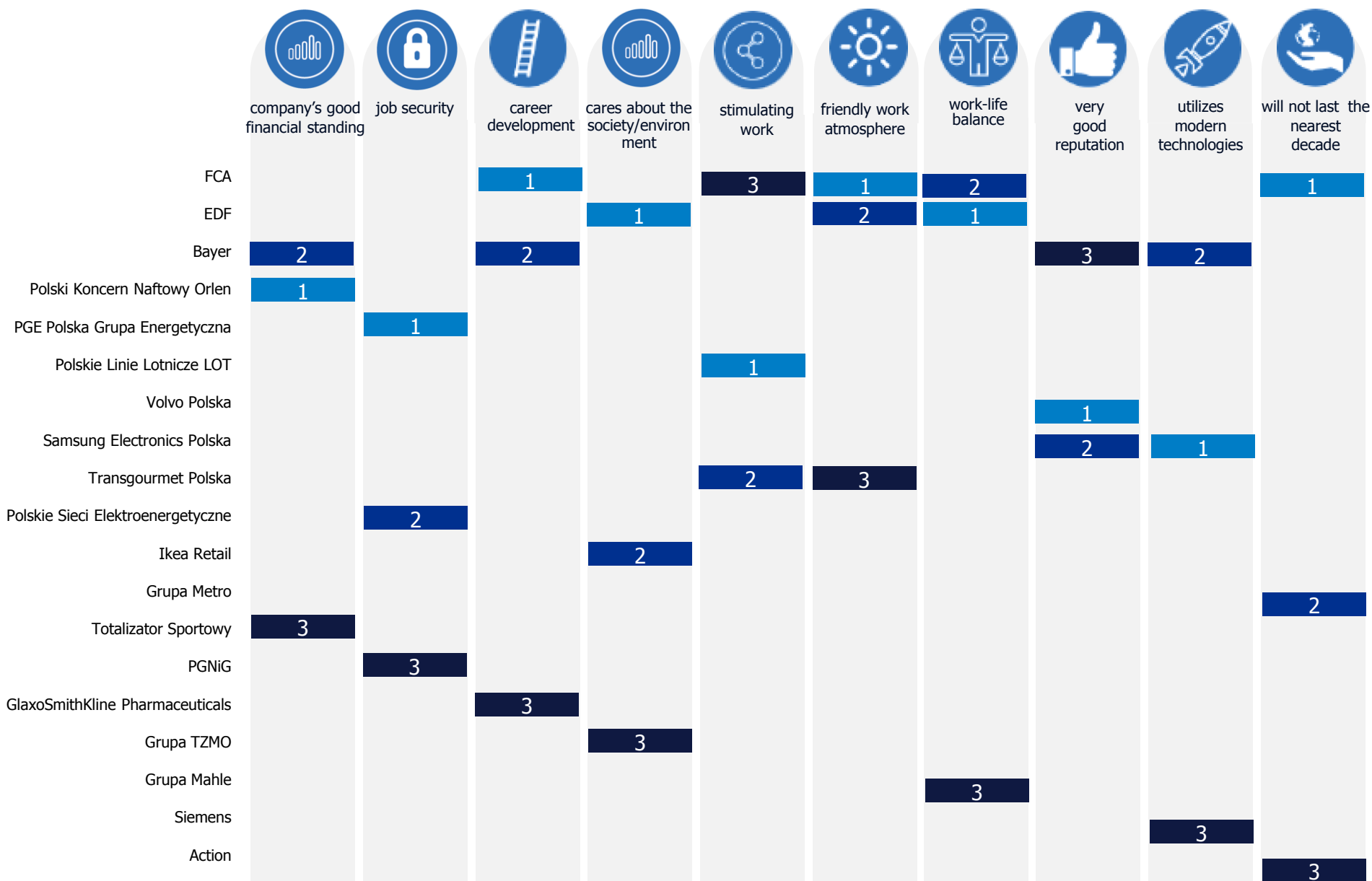
The most attractive employers in 2016

1.	KGHM Polska Miedź	66.09%
2.	Polskie Linie Lotnicze LOT	63.50%
3.	Samsung Electronics Polska	62.09%
4.	Volvo Polska	60.99%
5.	Toyota Motor Manufacturing Poland	59.55%
6.	GlaxoSmithKline Pharmaceuticals	59.48%
7.	PGNiG	59.29%
8.	PGE Polska Grupa Energetyczna	58.31%
9.	Bayer	56.29%
10.	Polskie Sieci Elektroenergetyczne	55.76%

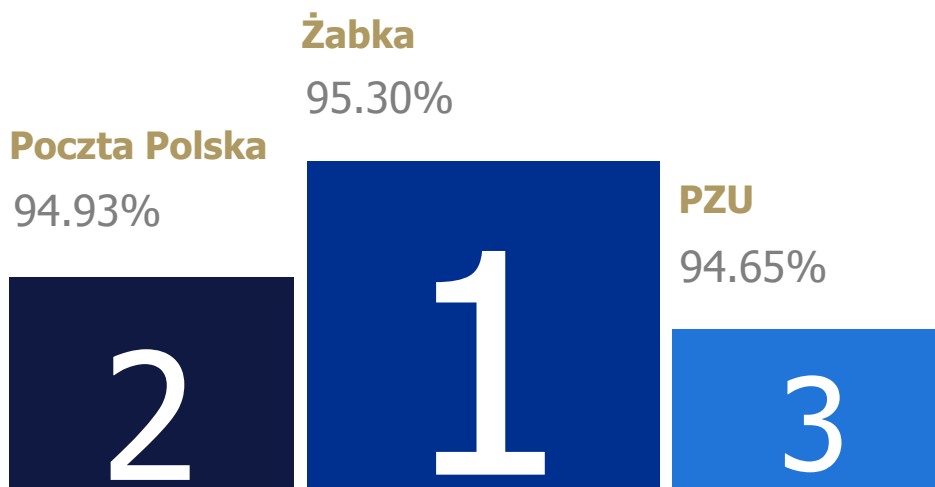
*The above ranking lists the most attractive employers that are eligible to receive Randstad Award

TOP 3 most attractive employers* in terms of employment aspects

An employer's offer is built from the following employment factors (Employee Value Proposition, EVP)



brand awareness is not a key factor when it comes to being perceived as an attractive employer



The most recognized employers of 2017

1.	Żabka	95.30%
2.	Poczta Polska	94.93%
3.	PZU	94.65%
4.	Lidl	94.15%
5.	Carrefour	93.81%
6.	Tesco	93.62%
7.	Cyfrowy Polsat	93.07%
8.	Auchan	91.78%
9.	Bank Zachodni WBK	91.64%
10.	Castorama	91.57%

Brand awareness can tell us just how widely a particular company is known.

The attractiveness of an employer's brand is what we understand as the willingness to commence work in at the company.

The fact that some employers were not included in the list of the most attractive employers does not mean that they are not attractive employers. It does mean, however, that in this year's study they were surpassed by other brands that are deemed more attractive places to work, even with a much smaller brand awareness.

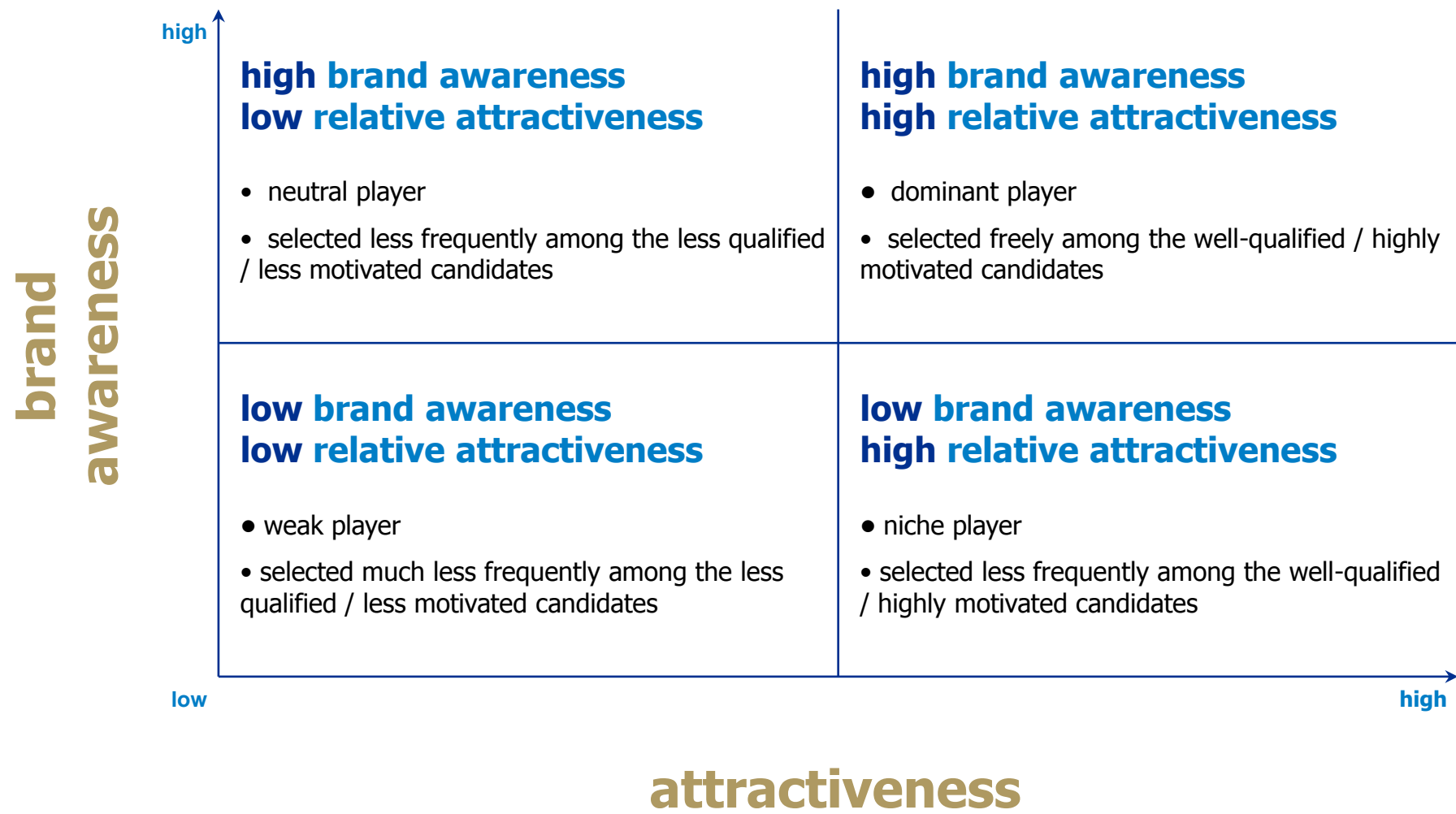
A photograph of a modern building's interior, featuring a large glass facade and a curved, ribbed ceiling. The image is tinted with a deep blue color. A dark blue rectangular box is overlaid on the left side, containing white text.

Randstad Employer Brand Research 2017

sector attractiveness evaluation >

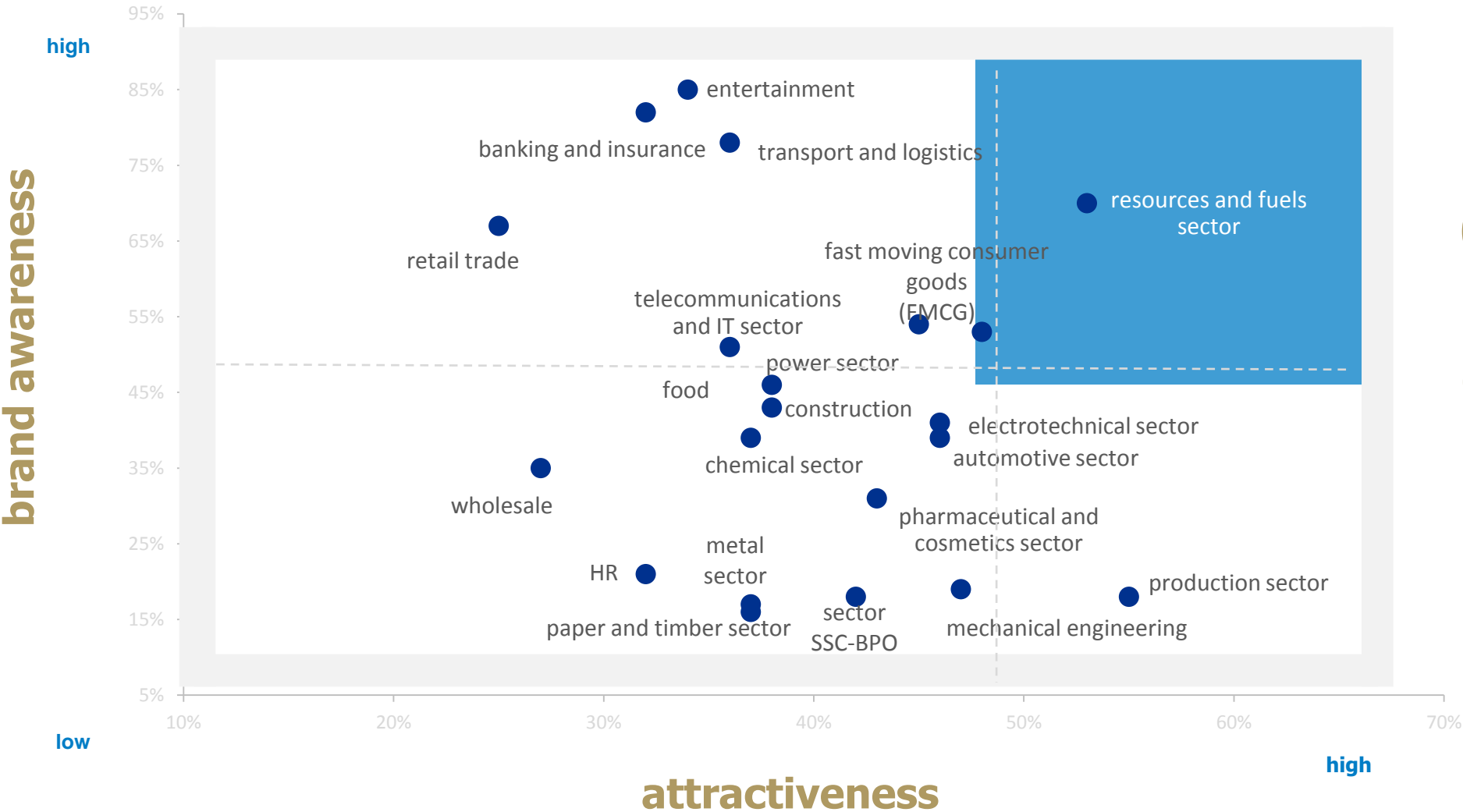
employer's attractiveness and brand awareness

What does it mean for the employer's brand?



employer's attractiveness and brand awareness

Which sectors are perceived to be the most attractive?



Top 3 most attractive sectors

- 1 production: 55%
- 2 raw materials and fuels: 53%
- 3 power: 48%

The sectors' results by key aspects of employment (EVP components)

Which sectors have the highest and the lowest grades?

aspects of employment	highest	average	lowest
job security	power sector	SSC-BPO	retail sale
friendly work atmosphere	mechanical engineering	chemical sector	retail sale
work-life balance	mechanical engineering	SSC-BPO	retail sale
career development	production sector	chemical sector	retail sale
company's good financial standing	resources and fuels	banking and insurance	transport and logistics
very good reputation	mechanical engineering	paper and timber sector	retail sale
stimulating work	mechanical engineering	paper and timber sector	retail sale
utilizes modern technologies	production sector	power sector	retail sale
CSR – cares about the society/environment	mechanical engineering	entertainment	transport and logistics

most desired job aspects (EVP components), by sectors 1/2

What are the 3 most important job aspects with regard to sector?

Sector attractiveness	3 most important job aspects			
	Sector	1	2	3
	1. production	utilizes modern technologies	company's good financial standing	career development
	2. resources and fuels	company's good financial standing	utilizes modern technologies	job security
	3. power	company's good financial standing	job security	utilizes modern technologies
	4. mechanical engineering	utilizes modern technologies	company's good financial standing	very good reputation
	5. electrotechnical	utilizes modern technologies	company's good financial standing	very good reputation
	6. automotive	utilizes modern technologies	company's good financial standing	very good reputation
	7. fast moving consumer goods (FMCG)	company's good financial standing	very good reputation	utilizes modern technologies
	8. pharmaceutical and cosmetics	company's good financial standing	utilizes modern technologies	very good reputation
	9. SSC-BPO	company's good financial standing	utilizes modern technologies	career development
	10. construction	company's good financial standing	utilizes modern technologies	very good reputation

the most desired job aspects (EVP components), by sectors 2/2

What are the 3 most important job aspects with regard to sector?

Sector attractiveness	3 most important job aspects			
	Sector	1	2	3
	11. food	company's good financial standing	utilizes modern technologies	very good reputation
	12. metal	company's good financial standing	utilizes modern technologies	job security
	13. chemical	utilizes modern technologies	company's good financial standing	job security
	14. paper and timber	company's good financial standing	utilizes modern technologies	job security
	15. telecommunications and IT	utilizes modern technologies	company's good financial standing	very good reputation
	16. transport and logistics	job security	utilizes modern technologies	company's good financial standing
	17. entertainment	company's good financial standing	utilizes modern technologies	job security
	18. HR	company's good financial standing	utilizes modern technologies	career development
	19. banking and insurance	company's good financial standing	utilizes modern technologies	career development
	20. wholesale	company's good financial standing	utilizes modern technologies	job security
	21. retail sale	company's good financial standing	job security	utilizes modern technologies

Randstad Employer Brand Research 2017

the most attractive
employers ranked by key job
aspects >



the most attractive employers* ranked by key job aspects

What are the sociodemographic features of the employees that influence the choice of the most desirable employment aspects? Results by gender, age and education.

no. 1:
job security



Men

1. PGNiG
2. PGE Polska Grupa Energetyczna
3. KGHM Polska Miedź

Women

1. Polskie Sieci Elektroenergetyczne
2. ThyssenKrupp Energostal
3. EDF



18-24 years

1. RWE Polska
2. ABC Data
3. Synthos

25-44 years

1. KGHM Polska Miedź
2. PGE Polska Grupa Energetyczna
3. PGNiG

45-65 years

1. FCA
2. Polski Koncern Naftowy Orlen
3. OGP Gaz-System



Primary

1. FCA
2. Synthos
3. Bayer

Secondary

1. Polskie Sieci Elektroenergetyczne
2. KGHM Polska Miedź
3. PGE Polska Grupa Energetyczna

University

1. FCA
2. EDF
3. PGNiG

*The above ranking lists the most attractive employers that are eligible to receive Randstad Award
Randstad Employer Brand Research 2017 - raport dla Polski

the most attractive employers* ranked by key job aspects

What are the sociodemographic features of the employees that influence the choice of the most desirable employment aspects? Results by gender, age and education.

no. 2:
friendly work
atmosphere



Men

1. FCA
2. Microsoft
3. Toyota Motor Manufacturing Poland

Women

1. Grupa Mahle
2. Zespół Elektrowni PAK
3. BSH Sprzęt Gospodarstwa Domowego



18-24 years

1. Circle K
2. BASF
3. Impexmetal

25-44 years

1. FCA
2. EDF
3. Grupa Mahle

45-65 years

1. FCA
2. Transgourmet Polska
3. Pelion



Primary

1. FCA
2. Asseco
3. AmRest Holdings

Secondary

1. CNH Industrial
2. Grupa Mahle
3. EDF

University

1. FCA
2. EDF
3. Transgourmet Polska

*Please keep in mind that the above ranking lists the most attractive employers that are eligible to receive Randstad Award.

the most attractive employers* ranked by key job aspects

What are the sociodemographic features of the employees that influence the choice of the most desirable employment aspects? Results by gender, age and education.

no. 3:
work-life
balance



Men

1. FCA
2. Pelion
3. EDF

Women

1. Grupa Mahle
2. Circle K
3. BSH Sprzęt Gospodarstwa Domowego



18-24 years

1. BASF
2. Kompania Piwowarska
3. ABC Data

25-44 years

1. EDF
2. Grupa Mahle
3. AB

45-65 years

1. FCA
2. Pelion
3. EDF



Primary

1. FCA
2. AmRest Holdings
3. Asseco

Secondary

1. Grupa Brenntag
2. Pelion
3. Grupa Mahle

University

1. EDF
2. FCA
3. Circle K

*Please keep in mind that the above ranking lists the most attractive employers that are eligible to receive Randstad Award.