

employer
brand research
2019



country report
czech republic.

contents.

- 1 introduction
- 2 country results
- 3 sector insights
- 4 top employers
- 5 deep dive
- 6 methodology
- 7 hall of fame



introduction.



why employer branding matters.



Companies with positive brands get 2X as many applications as companies with negative brands

64%

of consumers have stopped purchasing a brand after hearing news of that company's poor employee treatment.

50%

of candidates wouldn't work for a company with a bad reputation – even with a pay increase.¹

79%

of candidates research companies on social media before applying.

78%

job candidates say the overall candidate experience they get is an indicator of how a company values its people.



Companies with bad reputations pay 10% more per hire.

76%

Employees who experience a strong alignment are more likely to recommend their employer as a place to work.⁷

67%

Companies with an employee engagement strategy are 67% more likely to improve their revenue per full-time equivalent on a year-over-year basis.⁶

the employer brand roadmap.



what is the randstad employer brand research?

- **representative employer brand research** based on perceptions of the general audience. Optimizing 19 years of successful employer branding insights.
- **independent survey** with over 200,000 respondents in 32 countries worldwide.
- **reflection of employer attractiveness** for the country's 150 largest employers known by at least 10% of the population.
- **valuable insights** to help employers shape their employer brand.



32 countries surveyed covering more than 75% of the global economy.

Austria
Australia
Argentina
Belgium
Brazil
Canada
China
Czech Republic
France
Germany
Greece
Hong Kong
Hungary
Italy
India
Japan
Luxembourg
Malaysia
New Zealand
Netherlands
Norway
Poland
Portugal
Romania
Russia
Singapore
Spain
Sweden
Switzerland
UK
Ukraine
USA



● countries surveyed

worldwide

- over 200,000 respondents
- 6,162 companies surveyed

sample

- aged 18 to 65
- representative on gender
- overrepresentation of age 25 – 44
- comprised of students, employed and unemployed workforce

country

- 4,778 respondents

fieldwork

- online interviews
- between 18 december 2018 and 3 january 2019

length of interview

- 16 minutes



employer brand research set up.

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.

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.

drivers

each company is evaluated on:

- 01 financially healthy
 - 02 uses latest technology
 - 03 very good reputation
 - 04 job security
 - 05 career progression
 - 06 gives back to society
 - 07 interesting job content
 - 08 pleasant work atmosphere
 - 09 work-life balance
 - 10 attractive salary & benefits
-



KANTAR TNS

For this research, Randstad partners with Kantar TNS, one of the world's largest insight, information and consultancy networks.



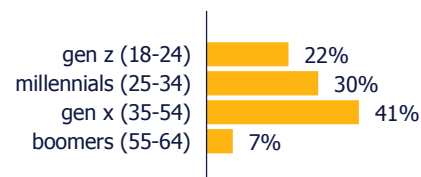
sample composition in czech republic

socio-demographics, employment situation, region.

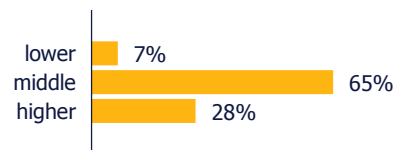
gender



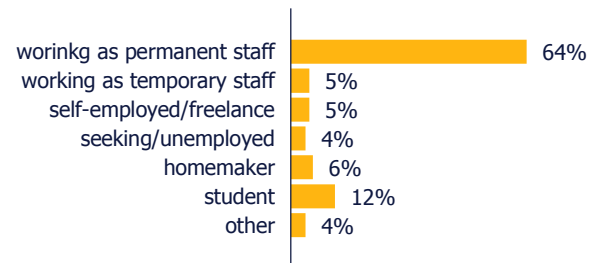
age



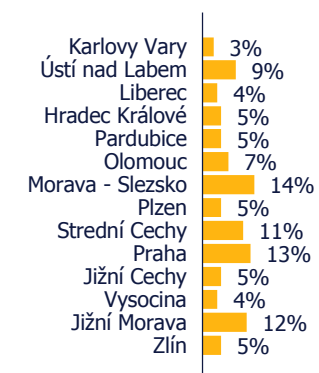
education



situation



region

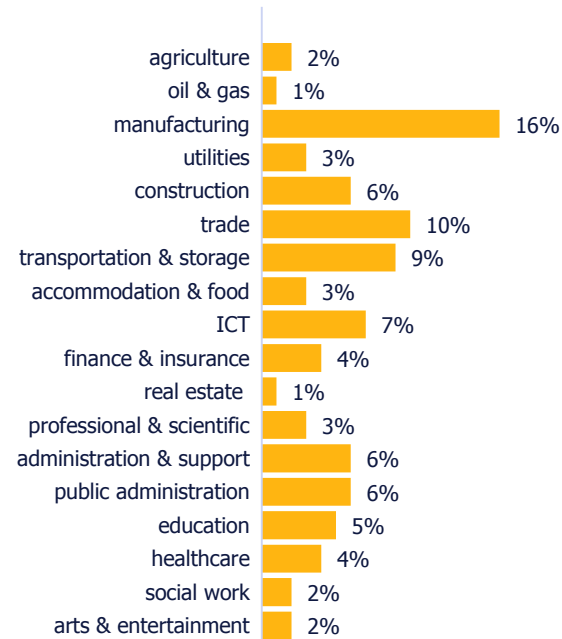


total sample: 4.778
 fieldwork: 18 december 2018 and 3 january 2019



sample composition in czech republic

sector



function

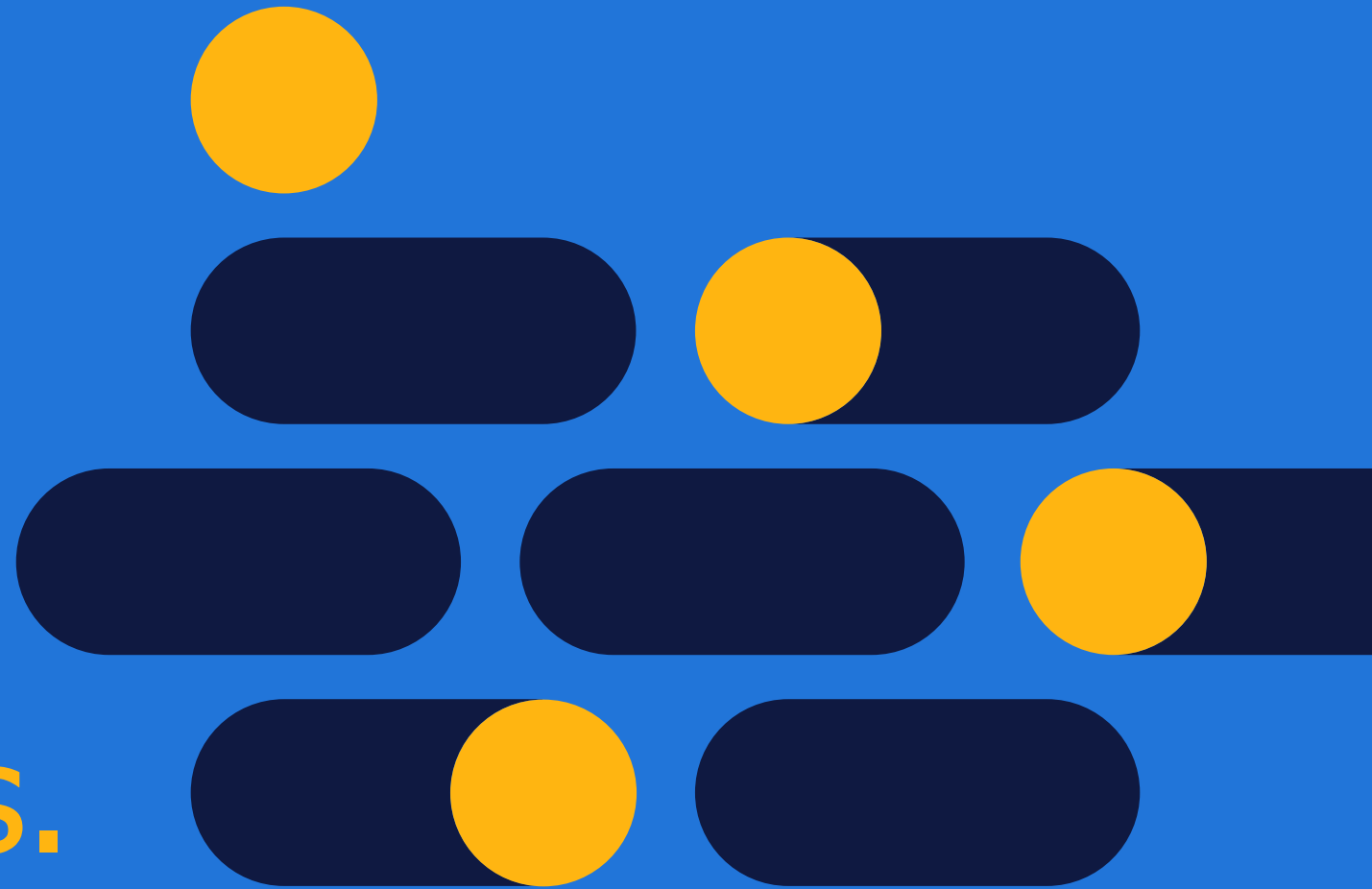


base: currently employed (n=3.541)



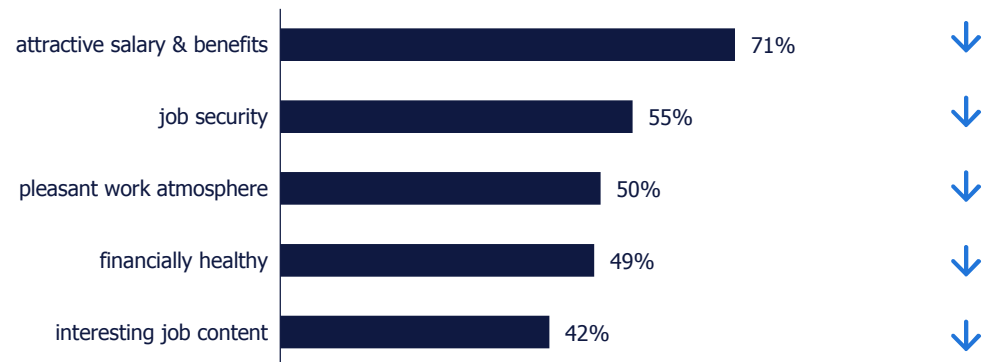
country

EVP drivers.



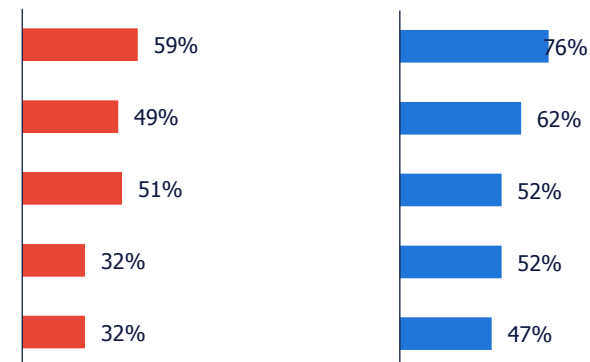
what potential employees want when choosing an employer.

most important criteria



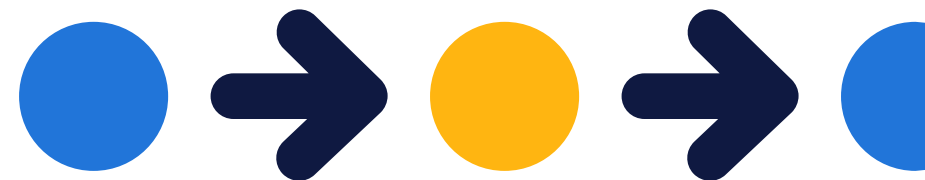
versus 2018

europa

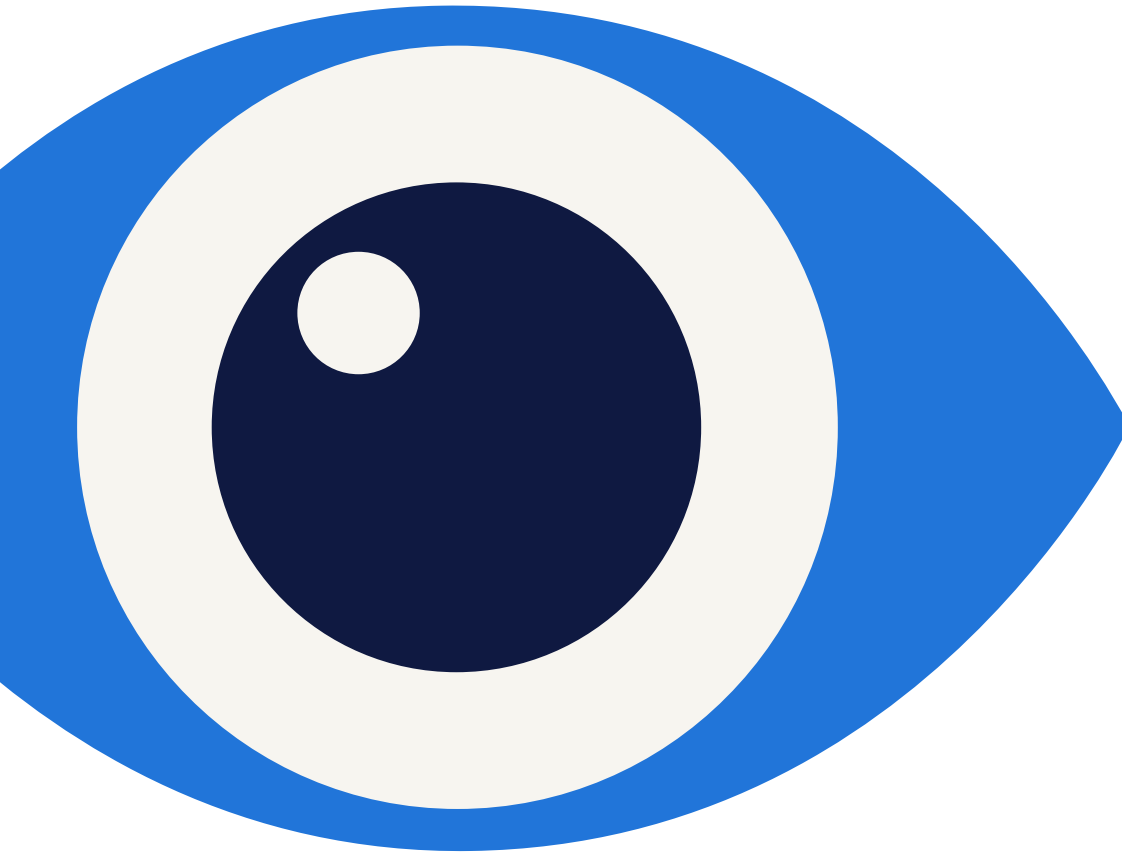


2018

[click here](#) for a breakdown of all results by socio-demographic profile and trends for the last 5 years.



perception of employer offer in czech republic and the region.



Understanding the gap between what employees want and what they think employers offer in the czech republic and in the region provides valuable insights into building an employer brand.

employers in the czech republic are perceived to offer.

- 1 financially healthy
- 2 job security
- 3 uses latest technologies
- 4 very good reputation
- 5 career progression
- 6 attractive salary & benefits
- 7 pleasant work atmosphere
- 8 interesting job content
- 9 work-life balance
- 10 gives back to society

employers in europe are perceived to offer.

- 1 financially healthy
- 2 uses latest technologies
- 3 very good reputation
- 4 job security
- 5 career progression
- 6 interesting job content
- 7 attractive salary & benefits
- 8 pleasant work atmosphere
- 9 work-life balance
- 10 gives back to society

gap between what (potential) employees seek and what employees perceive employers to offer in czech republic.

Employers in a country may not always be perceived to be offering what (potential) employees are looking for. Below you see the 3 main attributes employees look for but which they believe employers do not sufficiently offer.

gap top 3

- 1 attractive salary & benefits
 - 2 pleasant work atmosphere
 - 3 interesting job content
-



what do potential employees want by generational profile.

gen z (18-24)

51%

of the gen z's seek career opportunities. This is higher when compared to older workforce.

gen x (35-54)

62%

of the gen x are looking for job security in their employer. Among younger generations, this factor is deemed less important.

millennials (25-34)

38%

of the millennials seek a balanced work-life situation. Gen x and boomers are less interested in this offering from their employer.

boomers (55-64)

62%

of the boomers are attracted to financial healthy employers. Younger generations find this less attractive.



[click here](#) for a breakdown of all results by socio-demographic profile and trends for the last 5 years.



important attributes by type of contract.

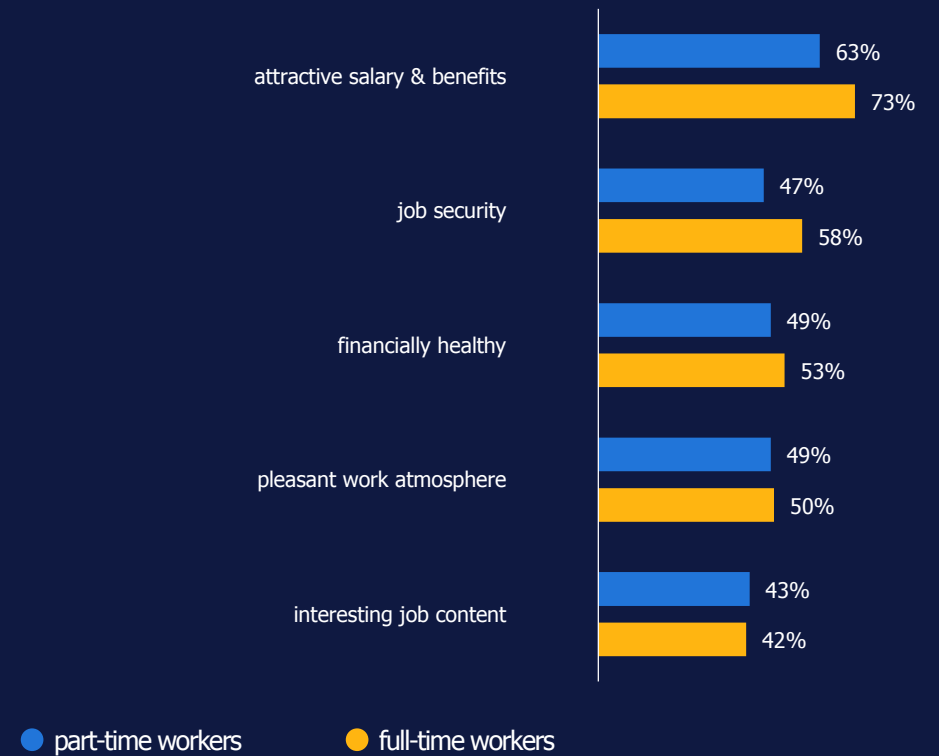


8%

of today's workforce
works part-time.

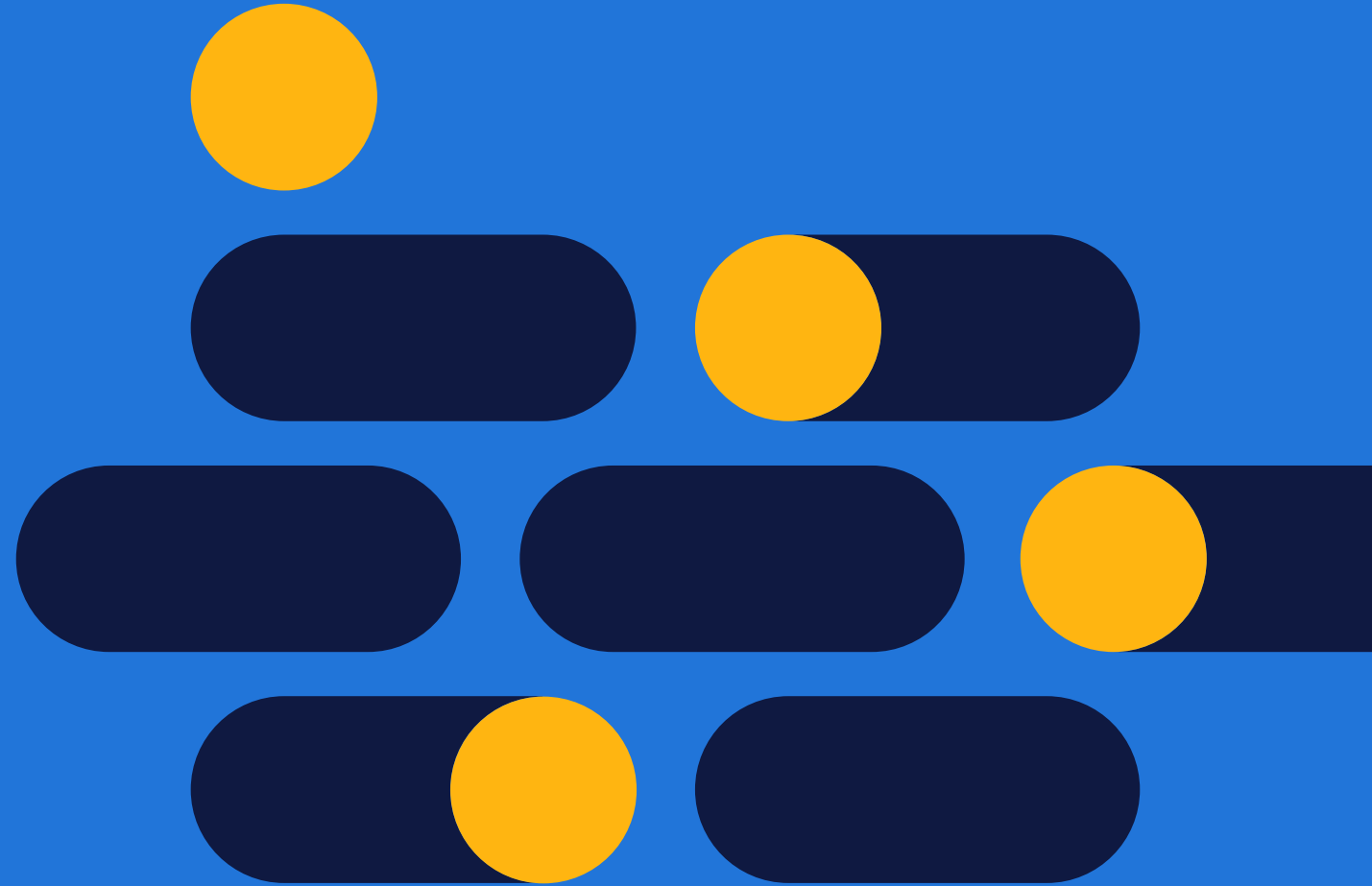


most important attributes



switchers and stayers

in focus.



changing employer czech republic vs europe.

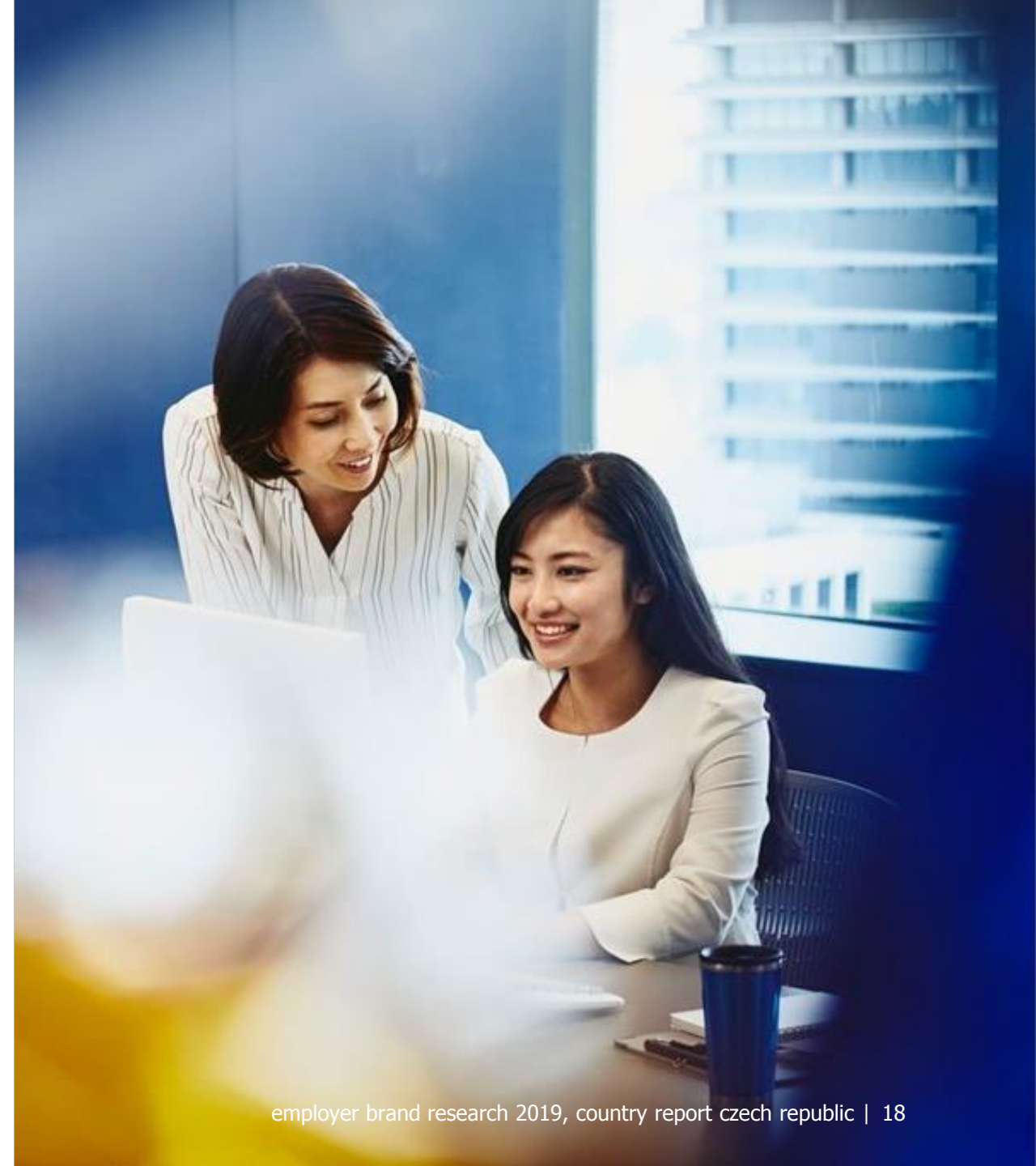
switchers: changed employer in the past year.



stayers: stayed with their employer in the past year.

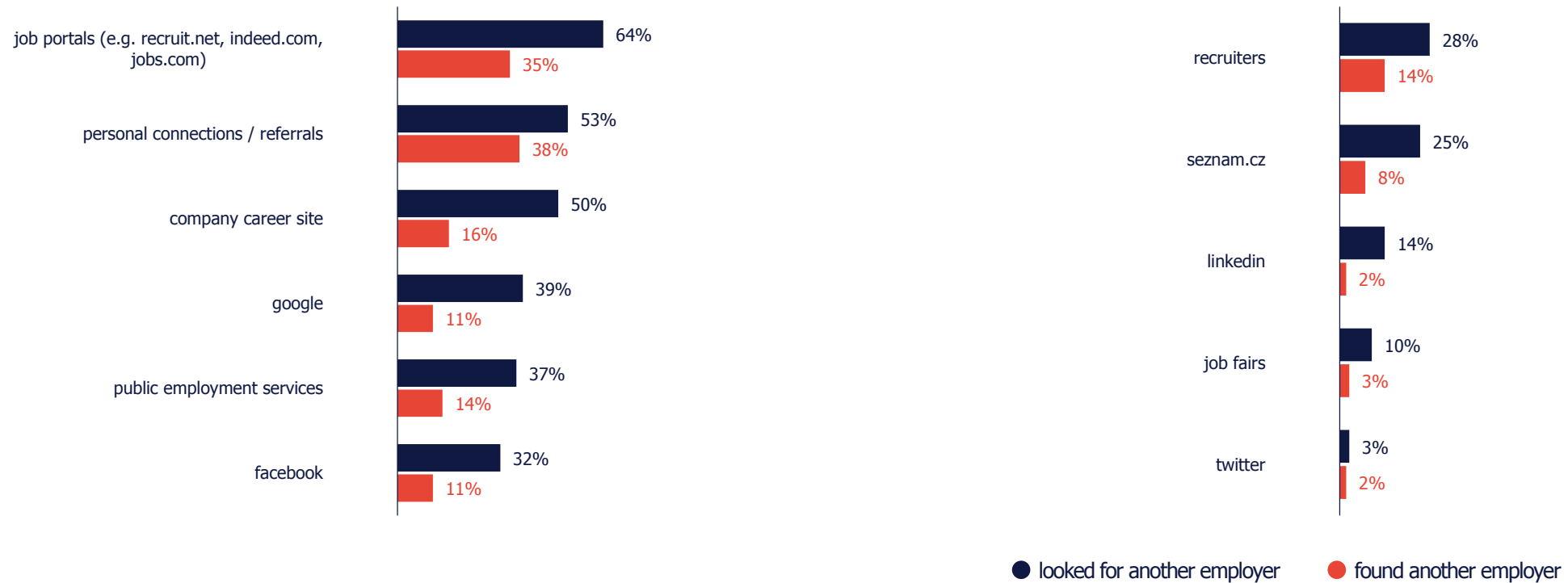


intenders: plan to change employer within the next year.



how do the czech workers look for and find employers.

channels used to look for and find employers



most important attributes switchers vs stayers.



22%

(21%)*

switchers: changed employer in the past year.



78%

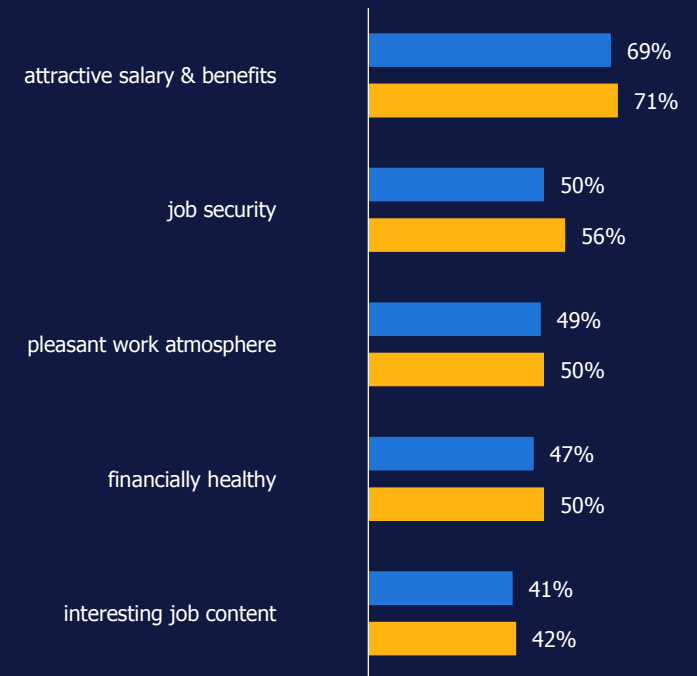
(79%)*

stayers: stayed with their employer in the past year.

*in 2018



most important attributes



● switchers

● stayers

most important attributes intenders.



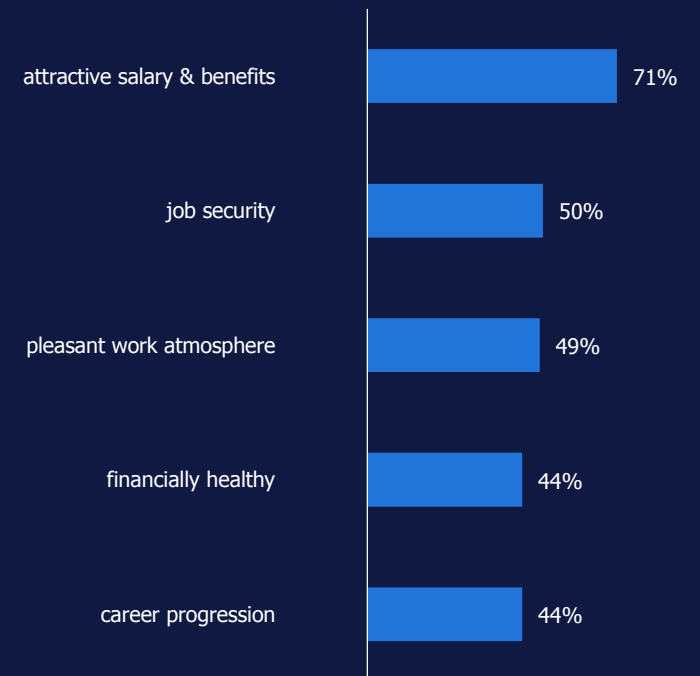
27% (27%)*

intenders: plan to
change employer
within the next year.

*in 2018

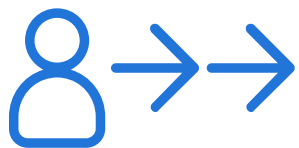


most important attributes



● intenders

channels to look for employers intenders.



43% (41%)*

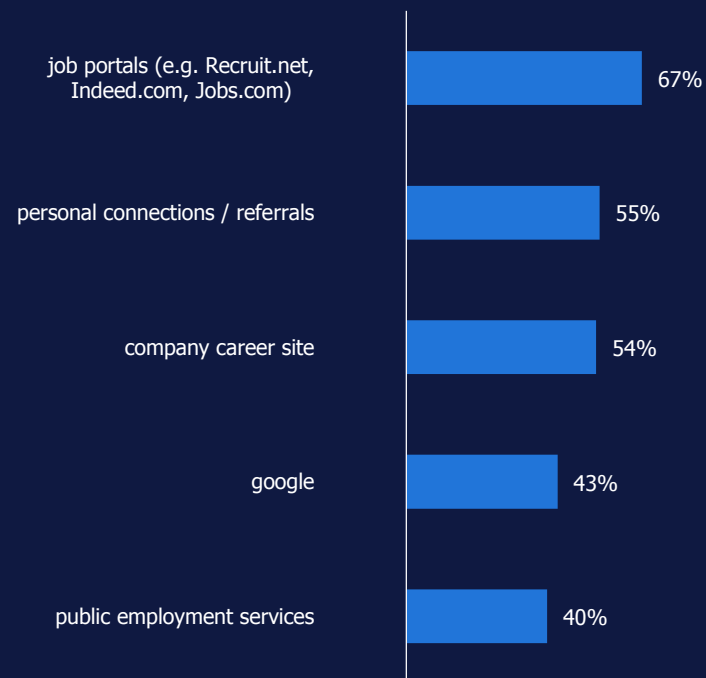
of last year's switchers*
intend to switch again
next year

** n=1.055 switched last year

*2018



channels to look for employers



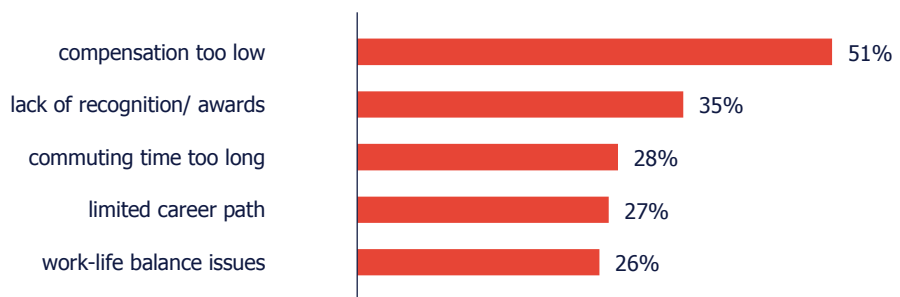
● intenders

why do the czechs stay or leave.

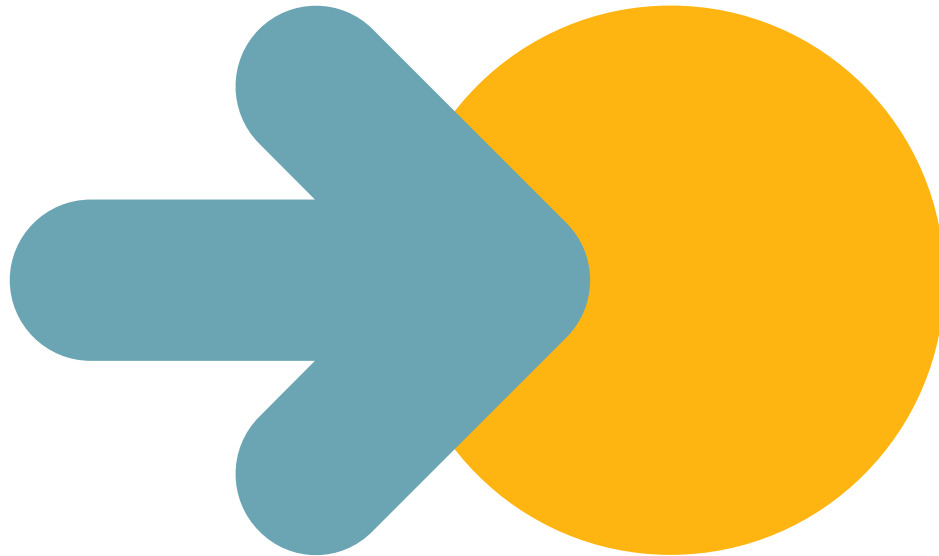
main reasons to stay



main reasons to leave



what factors do the czechs stay for reasons to stay, by profile.



gen z (18-24)

42%

of the gen z's are staying with their employer for career opportunities. This is higher when compared to older workforce.

gen x (35-54)

48%

of the gen x's stay with their employer because of interesting job content. Among younger generations, this factor is deemed less important.

millennials (25-34)

50%

of the millennials stay if their employer is conveniently located. Gen x is less interested in this offering from their employer.

boomers (55-64)

59%

of the boomers are more likely to stay financial healthy companies. This is less so among the younger generations.

[click here](#) for a breakdown of all results.

what factors do the czechs leave for reasons to leave, by profile.

gen z (18-24)

34%

of the gen z's are leaving their employer if they don't have career opportunities. This is higher when compared to older workforce.

gen x (35-54)

41%

of the gen x's leave if they lack recognition or awards. Among younger generations, this factor is deemed less important.

millennials (25-34)

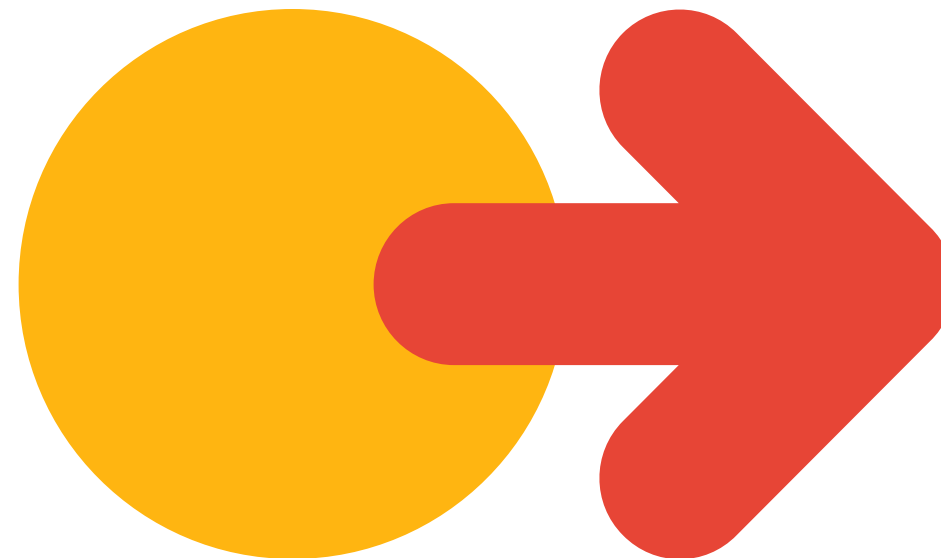
31%

of the millennials leave if they perceive work-life balance issues. Other generations are less interested in this offering from their employer.

boomers (55-64)

31%

of the boomers are more likely to leave their organization if it shows poor leadership. This is higher compared to millennials.

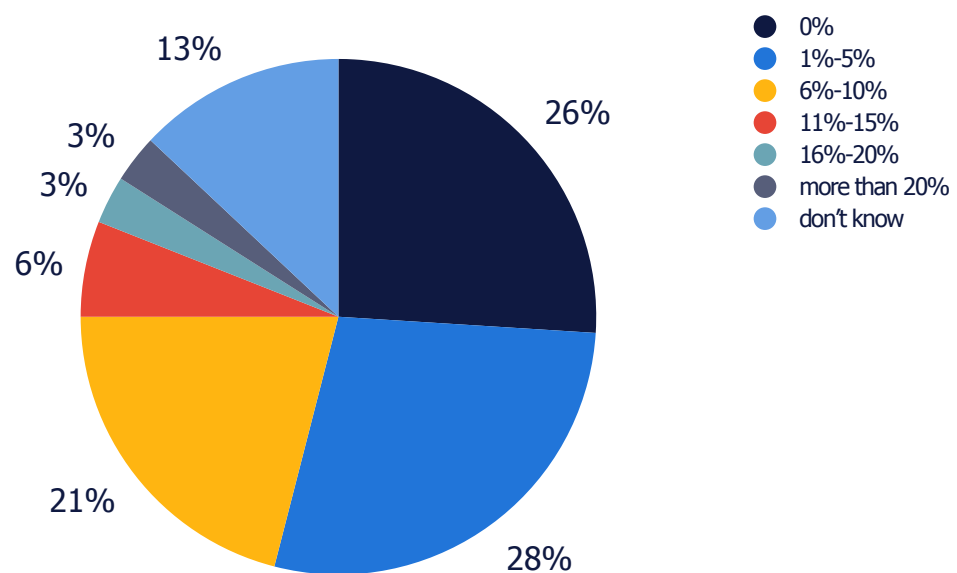


[click here](#) for a breakdown of all results.



willingness to forfeit salary for more work security.

amount of salary employees are willing to forfeit



czech republic

12%

is willing to forfeit more than 10% of their salary in this exchange

europa

16%

is willing to forfeit more than 10% of their salary in this exchange



ideal employer

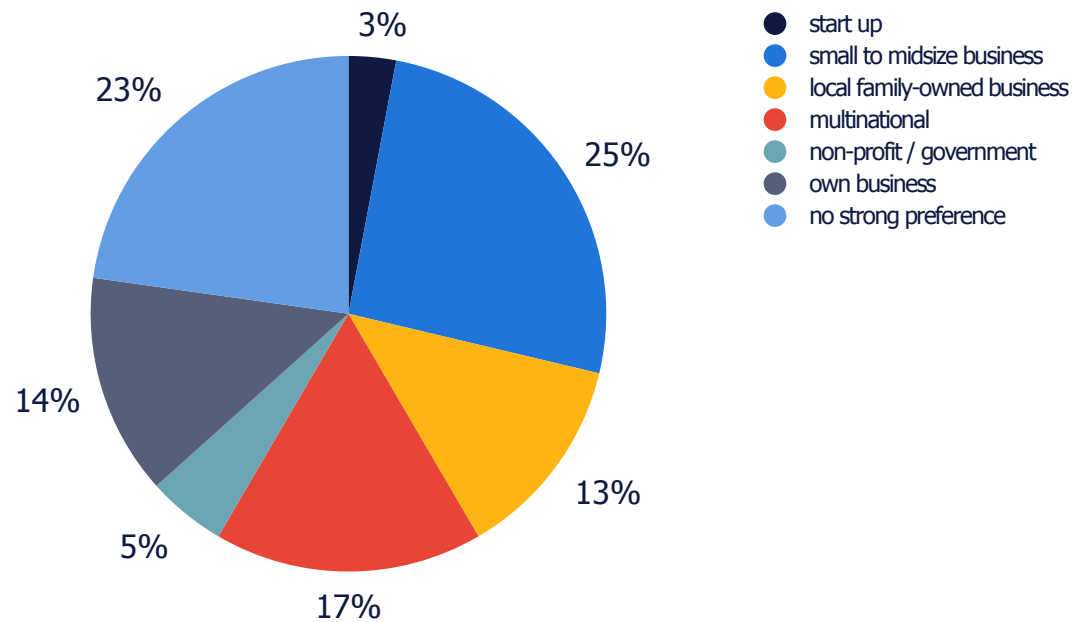


in focus.



25% of the czechs prefer to work for small to midsize business.

preferred company type



gen z (18-24)

27%

would prefer to work for a small to midsize business

gen x (35-54)

27%

have no strong preference

millennials (25-34)

25%

would prefer to work for a small to midsize business

boomers (55-64)

30%

have no strong preference

company type preference reasons why.

small to midsize (26%)

pleasant work atmosphere

interesting job content

job security

multinational (17%)

financial health

job security

attractive salary & benefits

own business (14%)

interesting job content

pleasant work atmosphere

financial health

local family-owned (13%)

pleasant work atmosphere

interesting job content

job security

non-profit (5%)

job security

interesting job content

pleasant work atmosphere

start-up (3%)

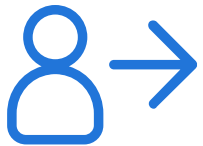
interesting job content

career progression

pleasant work atmosphere



company type preference switchers vs stayers.



25%

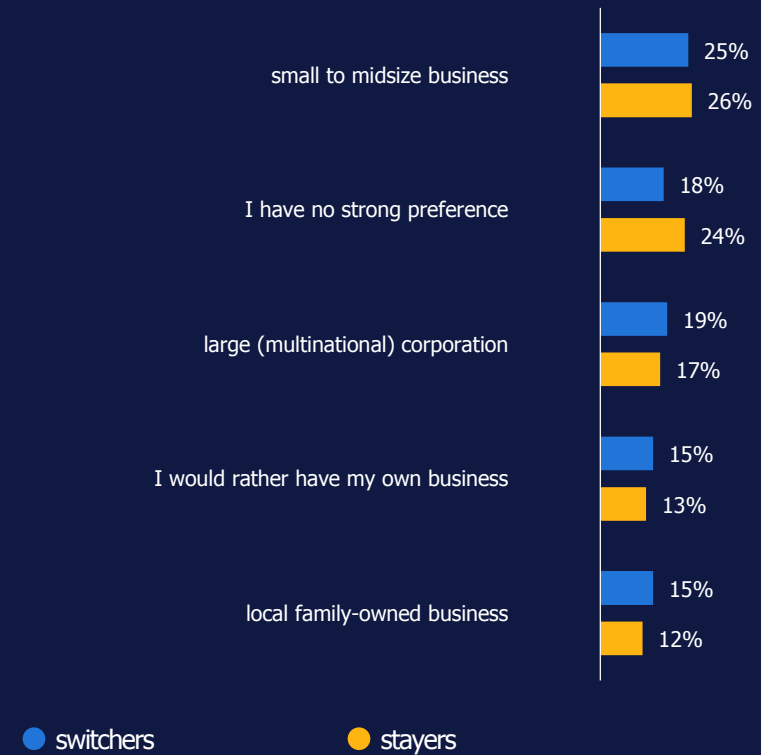
of the switchers prefer
to work for a small to
midsize business.



24%

of the stayers have no
strong preference.

company type preference



93% of the czechs check potential employer's reputation.

channels for reputation check



most often used

gen z (18-24)

61%

job boards

gen x (35-54)

59%

company website

millennials (25-34)

61%

job boards

boomers (55-64)

60%

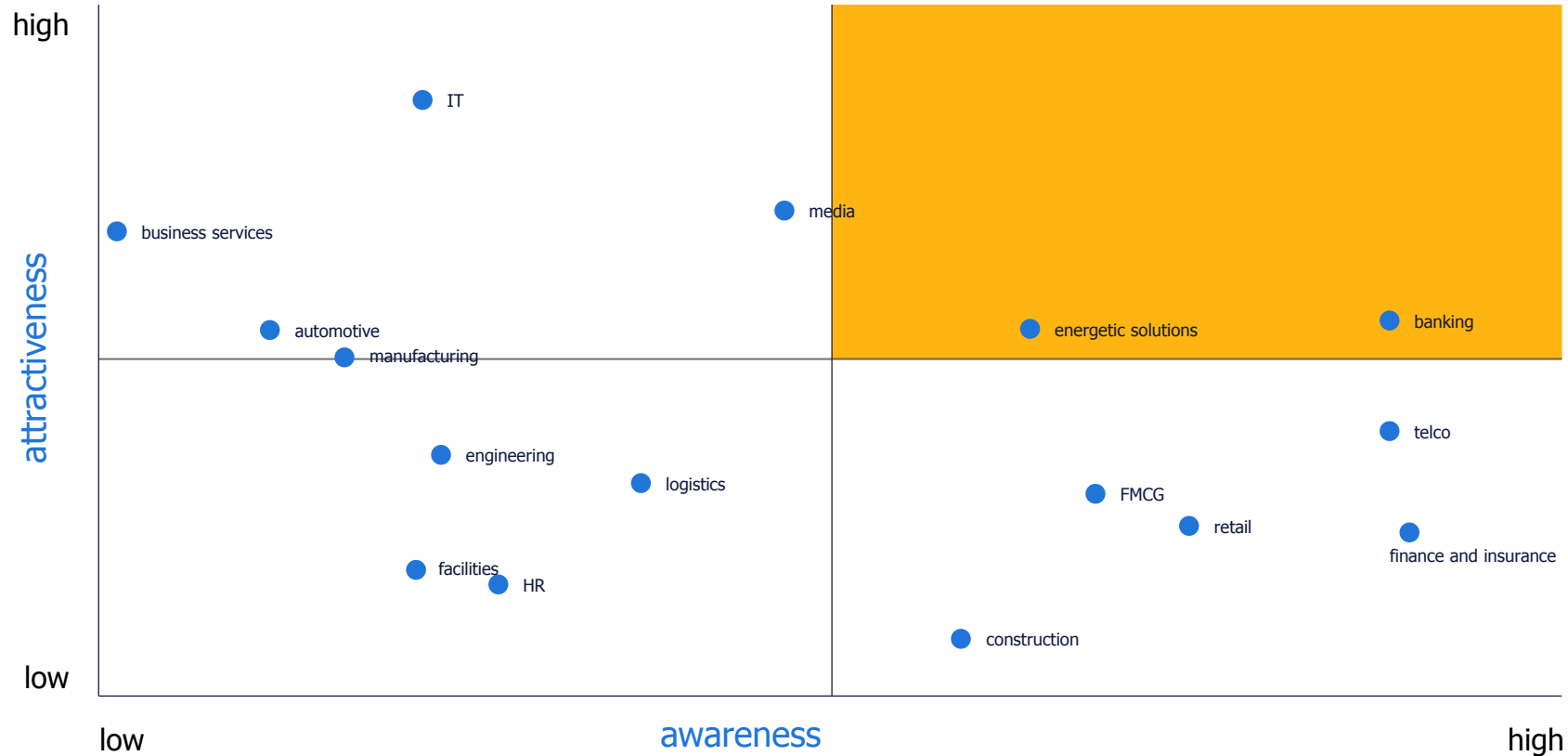
company website

sector



insights.

top performing sectors in the czech republic by awareness and attractiveness.



high awareness

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

high attractiveness

A sector with high attractiveness contains more highly attractive companies than other sectors.



czech republic's sectors score best on these 3 EVP drivers.

1/2

sector	top 3 EVP drivers		
	1	2	3
01 IT	uses latest technologies	financially healthy	job security
02 media	financially healthy	uses latest technologies	job security
03 business services	financially healthy	uses latest technologies	career progression
04 banking	financially healthy	job security	career progression
05 energetic solutions	financially healthy	job security	uses latest technologies
06 automotive	financially healthy	uses latest technologies	job security
07 manufacturing	financially healthy	uses latest technologies	job security
08 telco	financially healthy	uses latest technologies	job security



czech republic's sectors score best on these 3 EVP drivers.

2/2

sector	top 3 EVP drivers		
	1	2	3
09 engineering	financially healthy	uses latest technologies	job security
10 logistics	financially healthy	job security	uses latest technologies
11 FMCG	financially healthy	job security	very good reputation
12 retail	financially healthy	job security	very good reputation
13 finance and insurance	financially healthy	job security	career progression
14 facilities	financially healthy	job security	uses latest technologies
15 HR	financially healthy	job security	uses latest technologies
16 construction	financially healthy	job security	uses latest technologies



top



employers.

top employers in czech republic.

top 10 employers 2019

- 01 ŠKODA AUTO
- 02 Microsoft
- 03 Seznam.cz
- 04 LEGO
- 05 IBM
- 06 Avast
- 07 SAP Services
- 08 Siemens
- 09 Kofola
- 10 Internet Mall

top 10 employers 2018

- 01 Microsoft
- 02 ŠKODA AUTO
- 03 Seznam.cz
- 04 IBM Global Services Delivery Center Czech Republic
- 05 LEGO Production
- 06 SAP Business Services
- 07 Plzeňský Prazdroj
- 08 Sellier & Bellot
- 09 ČEZ
- 10 Kofola

czech republic's top companies

top 3 EVP drivers of the top 5 companies.

top 5 companies	top 3 EVP drivers		
	1	2	3
1 ŠKODA AUTO	financially healthy	uses latest technologies	very good reputation
2 Microsoft	financially healthy	uses latest technologies	career progression
3 Seznam.cz	financially healthy	uses latest technologies	very good reputation
4 LEGO	financially healthy	very good reputation	job security
5 Sellier & Bellot	financially healthy	very good reputation	job security

top employers by EVP driver.

EVP driver	1	2	3
attractive salary & benefits	ŠKODA AUTO	Microsoft	IBM
career progression	Microsoft	IBM	ŠKODA AUTO
financially healthy	Microsoft	ŠKODA AUTO	IBM
gives back to society	Microsoft	ŠKODA AUTO	IKEA Česká republika
interesting job content	Microsoft	IBM	LEGO
job security	ŠKODA AUTO	Microsoft	Continental Automotive
pleasant work atmosphere	Microsoft	ŠKODA AUTO	Seznam.cz
uses latest technologies	Microsoft	IBM	ŠKODA AUTO
very good reputation	ŠKODA AUTO	Microsoft	Plzeňský Prazdroj
work-life balance	Microsoft	LEGO	Seznam.cz



deep dive

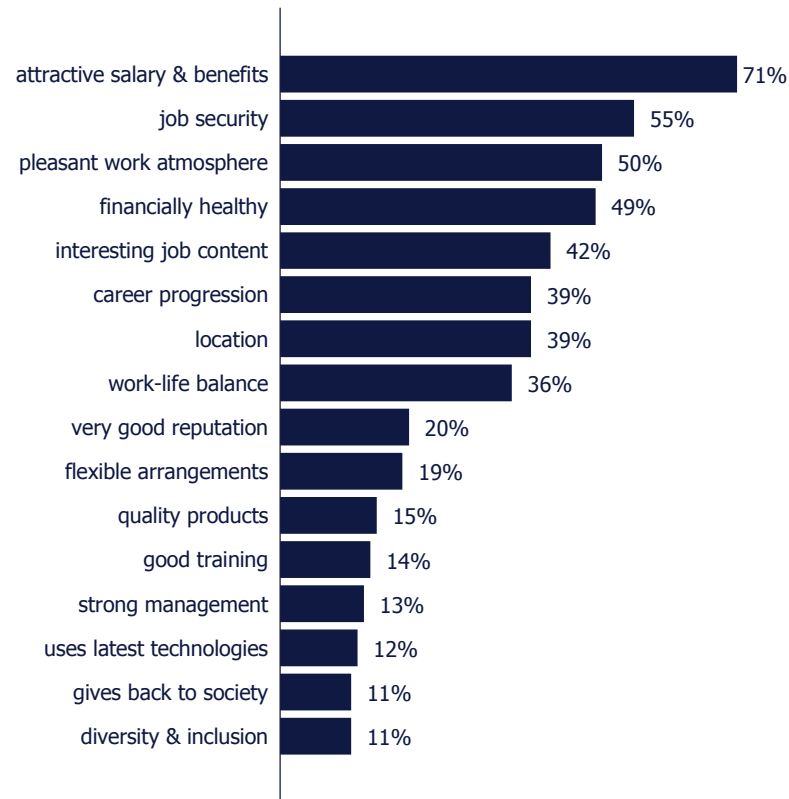
appendix 1.



what potential employees want

the most important criteria when choosing an employer.

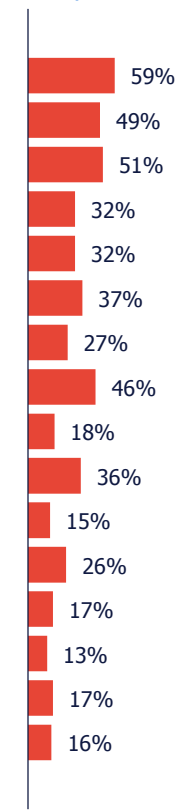
important criteria



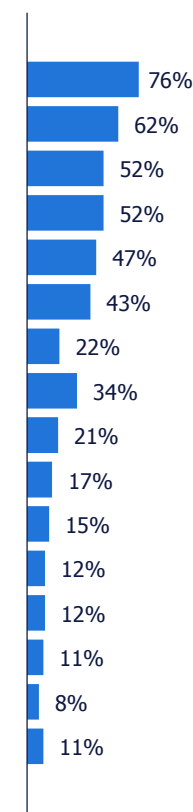
versus 2018



europa



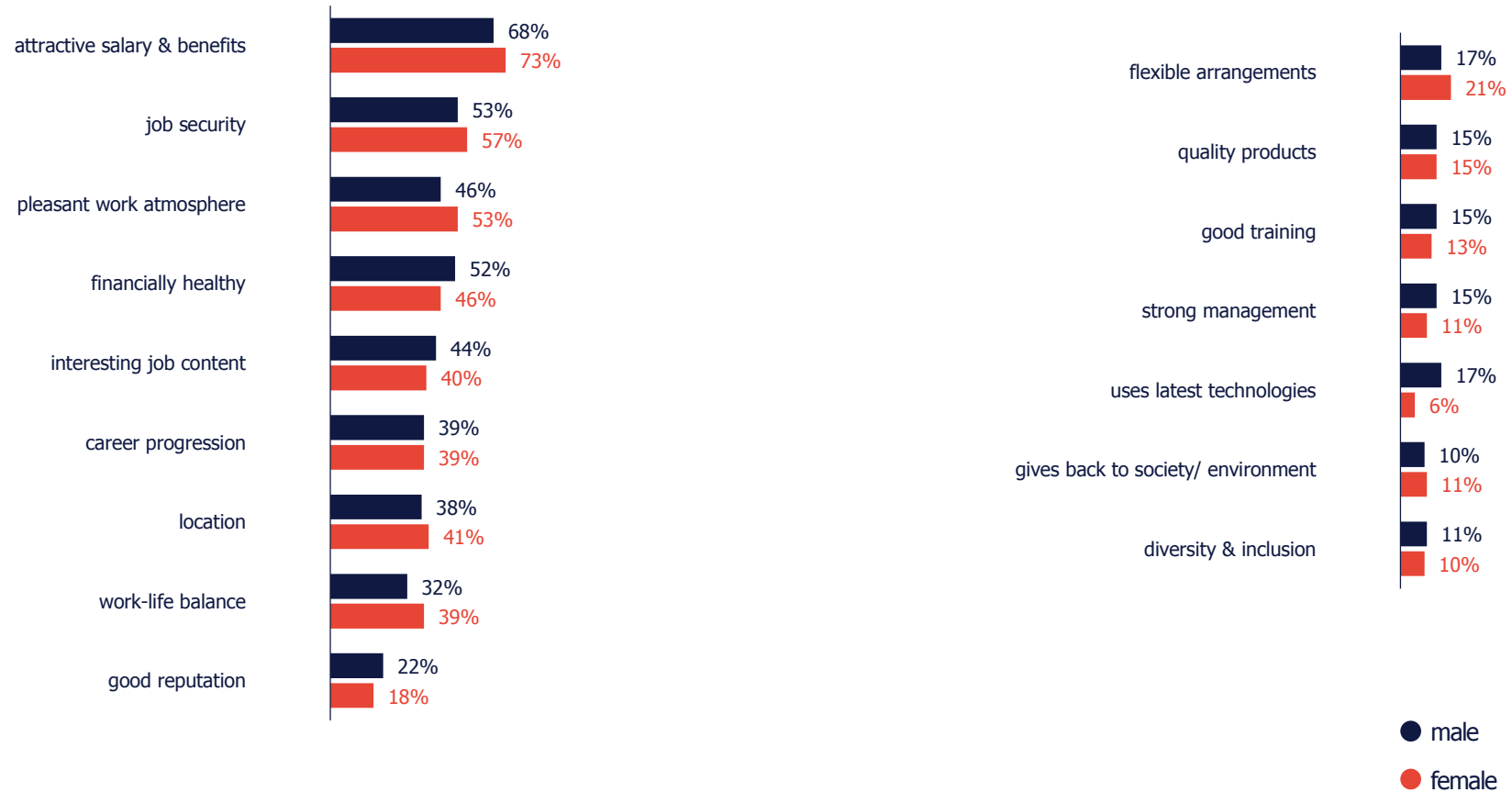
2018



Characteristics highest rated by the labor force. Stressing these elements or improving them is critical for your EVP because they contribute most to the strength of your employer brand.



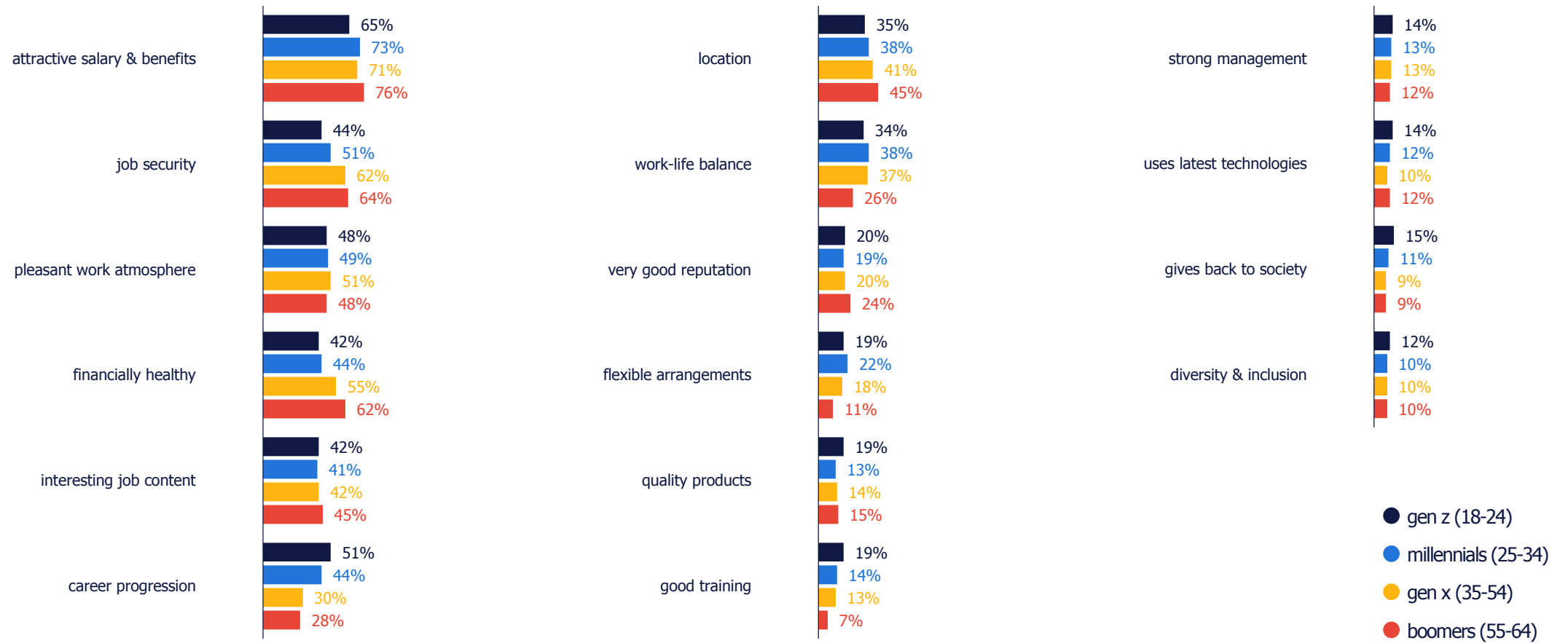
EVP driver importance by gender.



EVP driver importance by education.

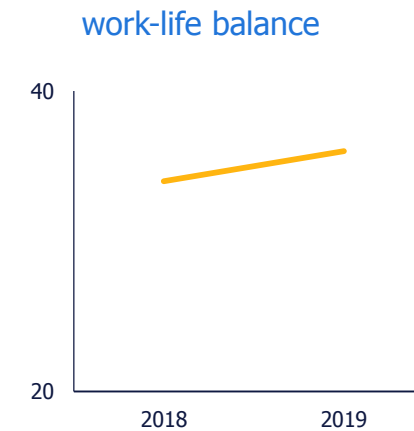
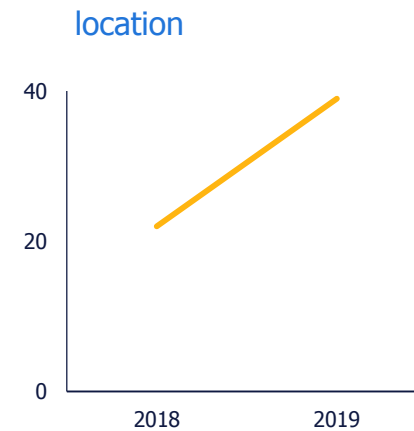
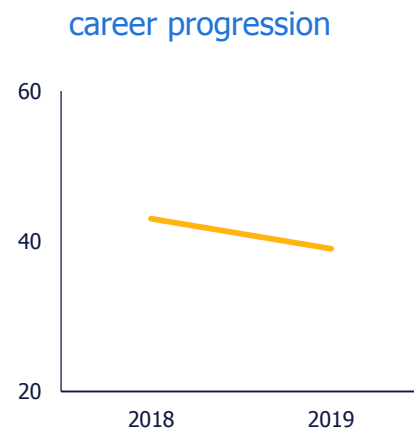
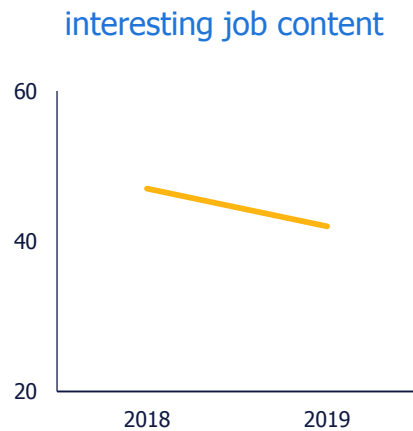
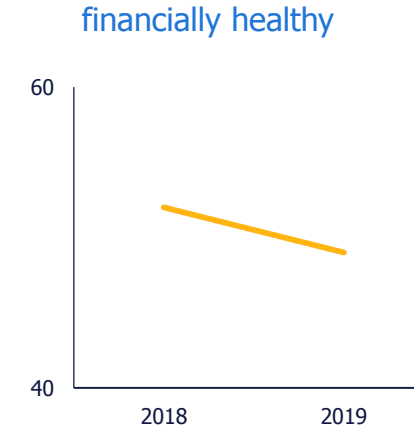
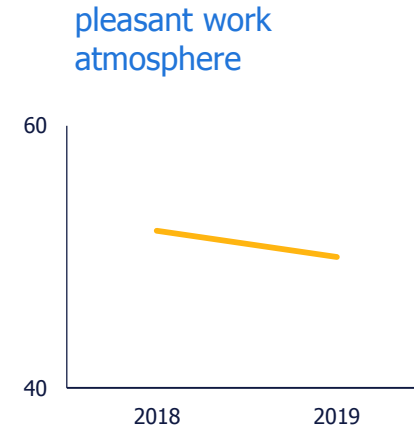
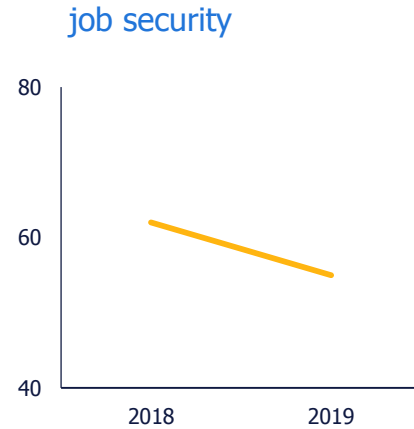
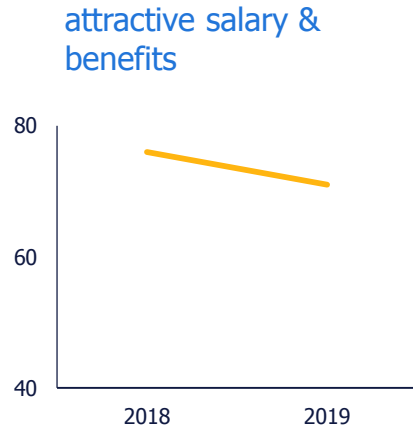


EVP driver importance by age.



EVP driver importance trends, total.

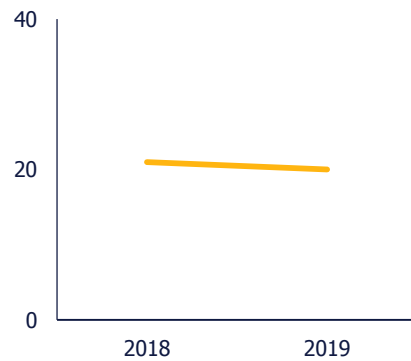
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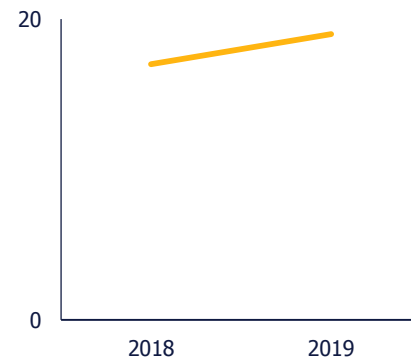
EVP driver importance trends, total.

2/2

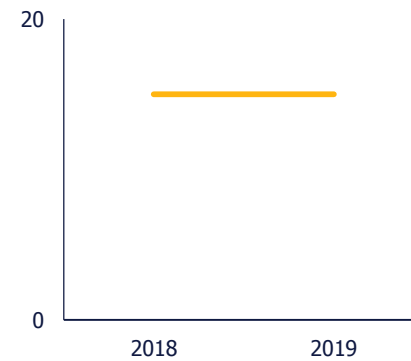
very good reputation



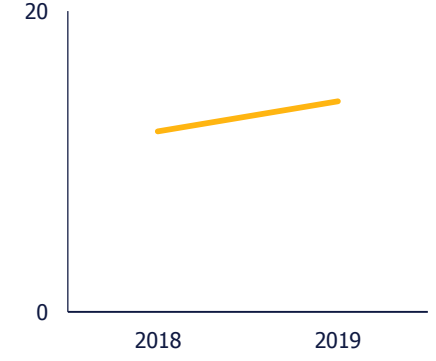
flexible arrangements



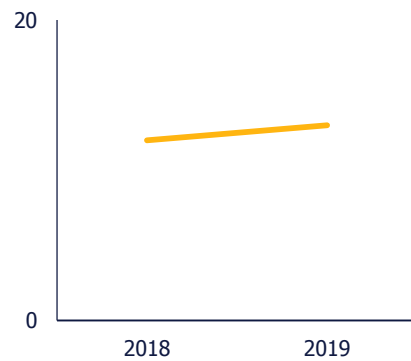
quality products



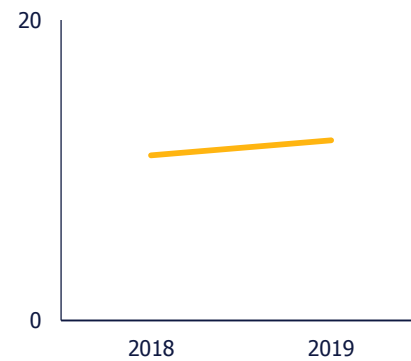
good training



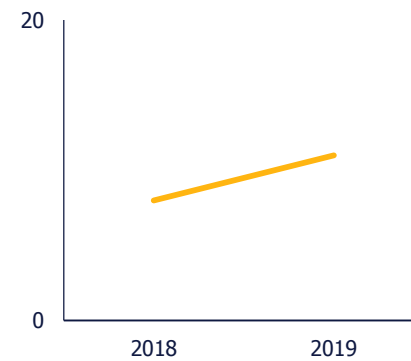
strong management



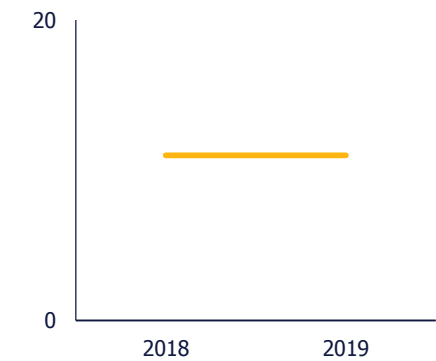
uses latest technologies



gives back to society

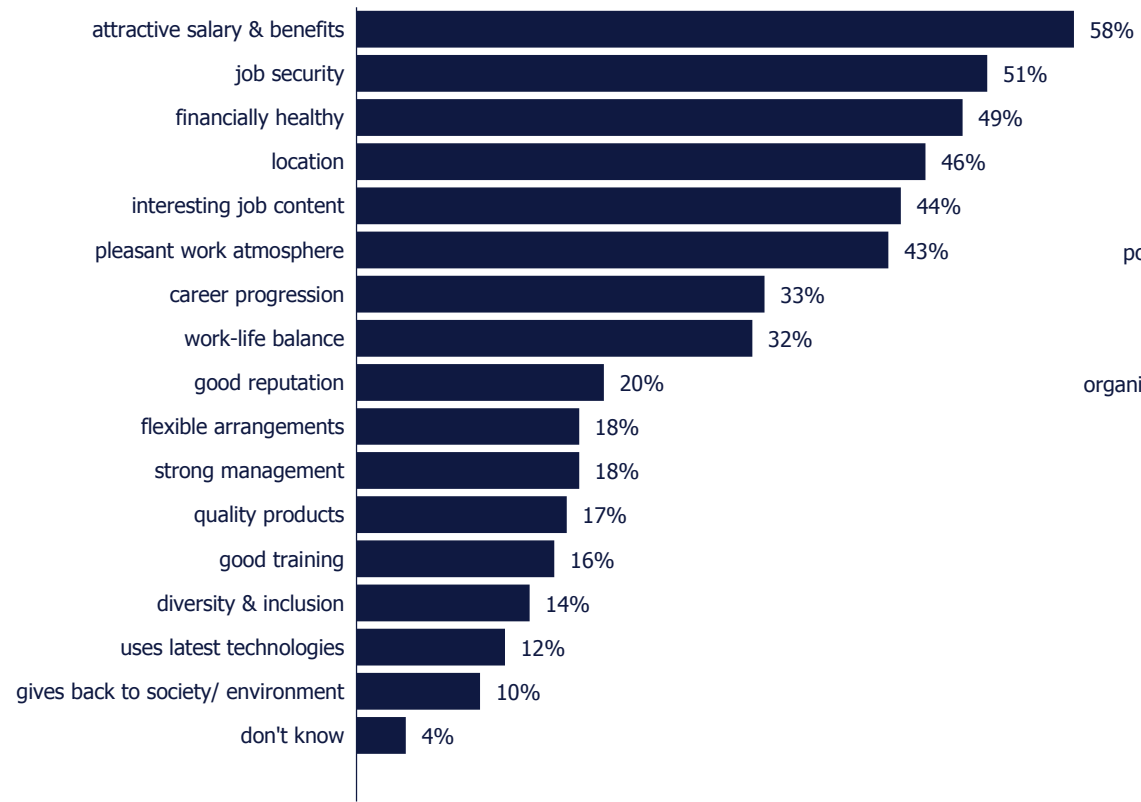


diversity & inclusion

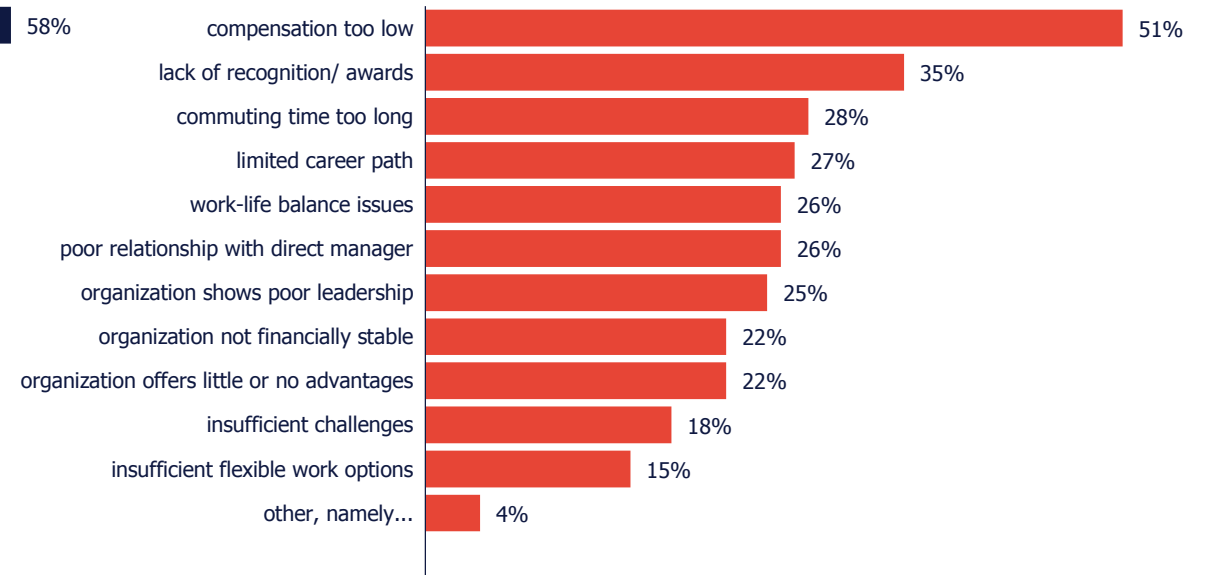


what factors do the czechs stay or leave for.

reasons to stay



reasons to leave



methodology



appendix 2.

methodology

why smart sampling?

Since REBR 2017 companies are evaluated between 140 and 400 respondents. The actual number of evaluations per company depends on the awareness of the company.

The error margin is determined by the % of respondents giving a certain answer and the sample size to which the question has been asked. The highest error margin occurs when 50% of the respondents give a certain answer. The error margin is lower when 30% (or 70%) of the respondents give a certain answer.

example

140 respondents have evaluated company X. Of these 140, 50% find the company nice to work for. Taking the error margin at $n=140/50\%$ into account, the real answer lies between 42% and 58%.

400 respondents have evaluated company Y and of these 400, 50% finds the company nice to work for. Taking the error margin at $n=400/50\%$ into account, the real answer lies between 45% and 55%.

1200 respondents have evaluated company Z and of these 1200, 50% finds the company nice to work for. Taking into account the error margin at $n=1200/50\%$, the real answer lies between 47% and 53%.

Therefore, the difference in error margin is very small between $n=1200$ and $n=400$ evaluations per company (5% margin vs 3% margin at the most). As such it can be concluded that maximum 400 evaluations per company are sufficient in order to determine a reliable attractiveness per company.

In practice, this means that every company with an awareness over 35% will have max 400 respondents evaluating the company. Companies with an awareness below 35% will be evaluated by 140 to 400 people (depending on awareness).



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company specific slide.

your company

- What does it do/ what is it known for
- Active in x countries: name countries

few facts about their EVP (if any)

- Abc
- Abc

how can the RS consultant help them

- Ipienit re laceatu riateni temquis coraectem volorro totasi ipsam dis sum quissinvenis enisti ut faccae.
- Obita qui qui as modisque pos est re, officataque dem ut atur sum nis assi nimo vollab ilit ratus, vid ut volo rem la idebis etur ressi deri dolo bearum remporenis.
- Alita ex ellupta tecusam que non repuda nimpe solum am dolecti re il ipsam fugiam volorum quam.



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.



name organization
name contact
person



name organization
name contact
person



name organization
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person



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name contact
person



randstad

human forward.

