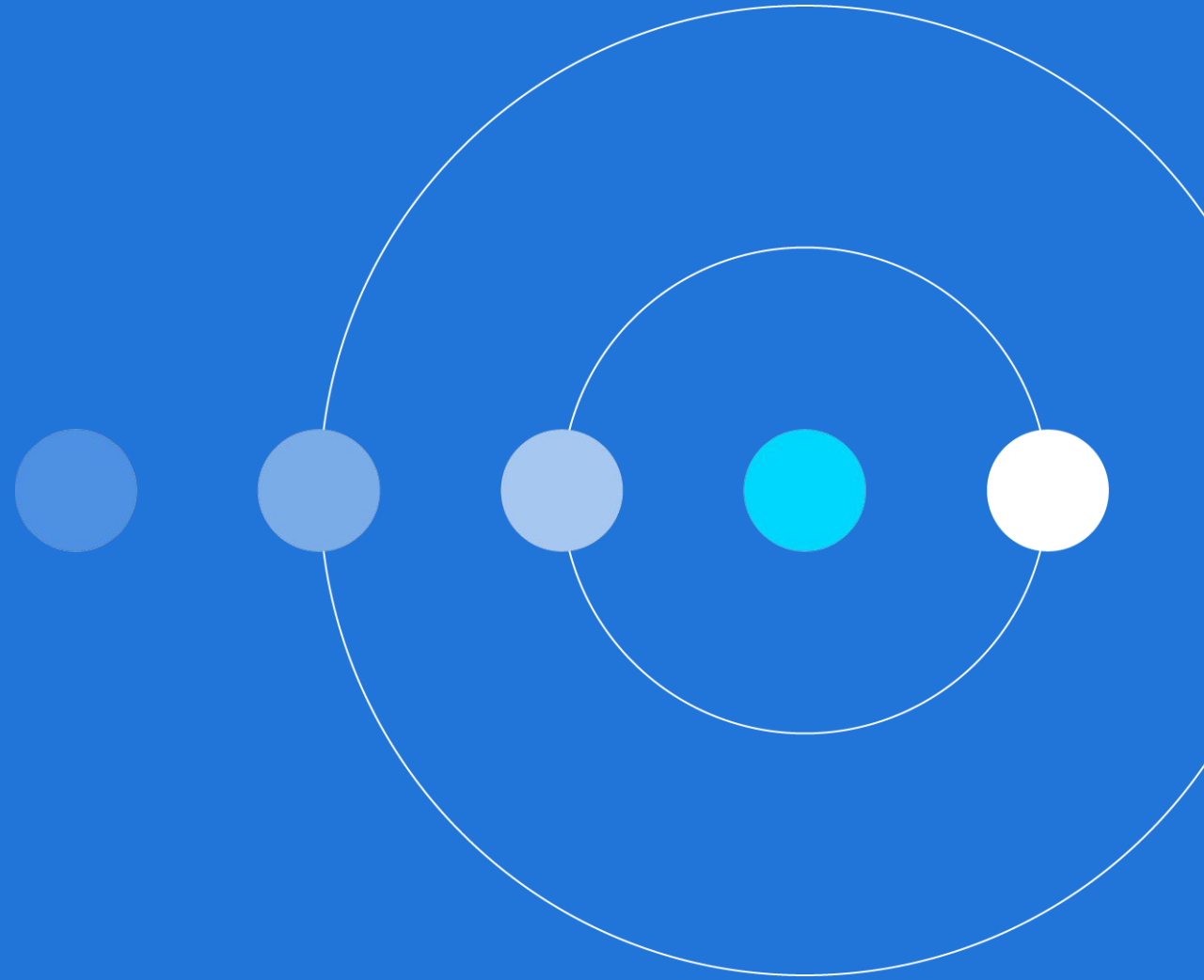


workmonitor 2024:

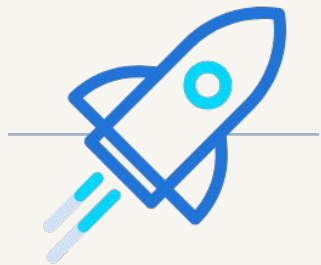
rethinking ambition.



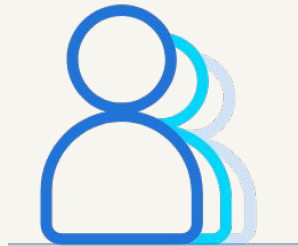
randstad

partner for talent.

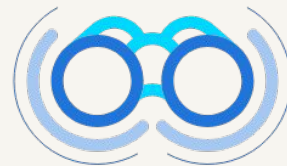
The **Randstad Workmonitor**, now in its 21st year, explores the views of working people in 34 markets across Europe, Asia-Pacific and the Americas. It aims to provide an inside look at their attitudes, ambitions and expectations as the world of work continues to transform.



Launched in 2003, our flagship thought leadership is one of the longest-running and largest studies of its kind.



It surveys 27,000 talent across 34 markets in Europe, Asia Pacific and the Americas every year.



In 2023, the 20th edition gathered key insights into the last two decades of research.



Between 2020 and 2023, the Workmonitor saw a 732% increase in top-tier coverage.



This year ambition, flexibility, equity and AI & skilling have emerged as key areas of focus.



workmonitor 2024:

key findings.

workmonitor 2024: key findings.

A new talent ABC is emerging.

- **A stands for ambition:** talent is rethinking what ambition means, putting work-life balance, flexibility, equity and skilling at the heart of career decisions.
- **B stands for balance:** personal lives are being prioritized over careers by talent.
- **C stands for connection:** employers must rekindle connections with workers to understand their needs and desires.

The report has identified four key areas that will help employers better understand this new abc: **ambition & motivation, flexibility, equity & understanding, and AI & skilling.**



ambition &
motivation.



ambition & motivation.

Ensuring a stable balance between work and private life is a greater motivation for employees than the amount of their salary.

work-life balance edges ahead of pay

importance for current and future jobs



would not accept a job if it



ambition & motivation.

Work-life balance has for the first time become more important than pay for workers.

63%

my private life is more important than my work life

52%

if I find a job I like, I'll stick with it, even if it doesn't offer any room for advancement or development

39%

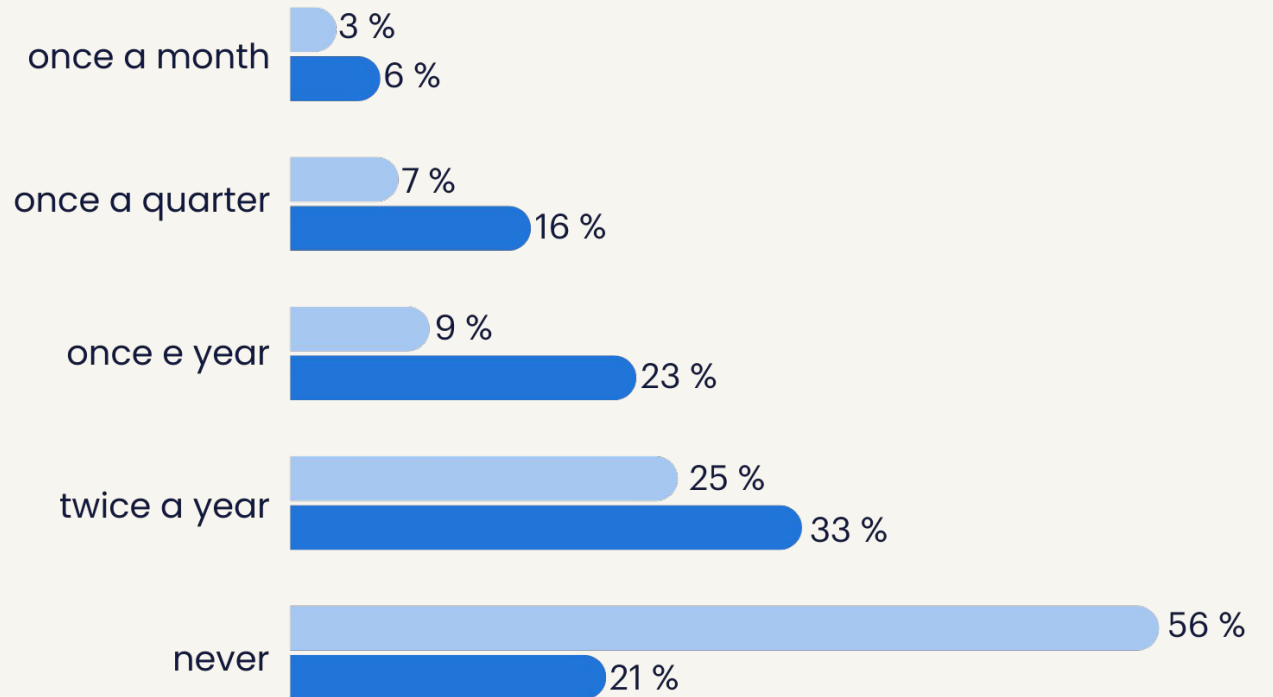
I am not interested in career advancement: "I am satisfied with my current position"

42%

I would quit my job if it made it impossible for me to enjoy my life

ambition & motivation.

It is important that employers to understand that the motivations and ambitions of each individual member of their team are different, most of them less interested in career advancement and they care more about job satisfaction.

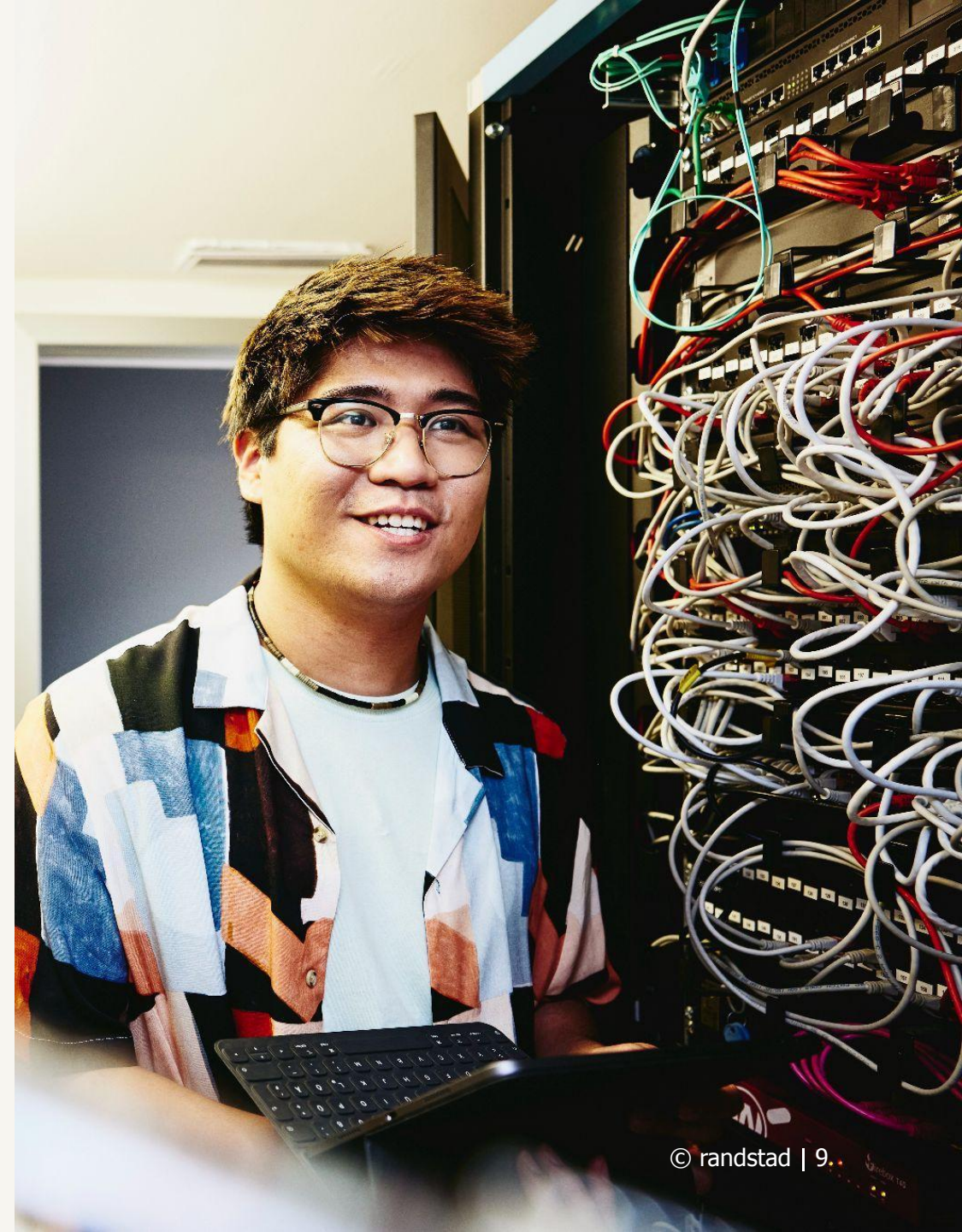


how often does your employer talk to you about your career progression?

how often would you like your employer to talk to you about your career progression?

ambition & motivation: key learnings

- **Czechs desire a career less than in the rest of the world.** Despite the economic uncertainty, more than a third of workers in the Czech Republic (39%) have career ambitions, 45% are not interested in career advancement. Globally, on average, more than half of the respondents (59%) desire growth.
- **Ambition takes many forms.** Our data shows that while ambition levels are high, this means different things for different people. While some see holding a leadership position as their goal, others seek to gain role-related expertise.
- **Connection is key.** There is no one-size-fits-all when it comes to ambition and motivation. Employers must create clear lines of communication with colleagues in order to understand what progression looks like to them.

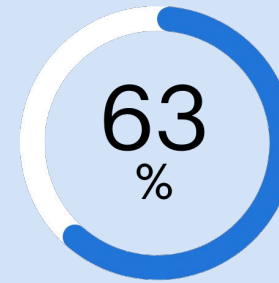


flexibility.

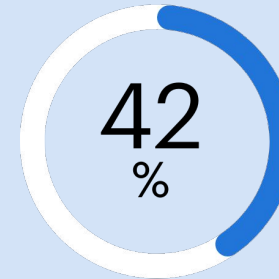


flexibility.

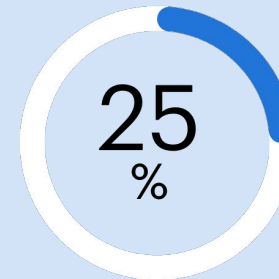
A significant proportion of respondents would consider quitting if asked to spend more time in the office.



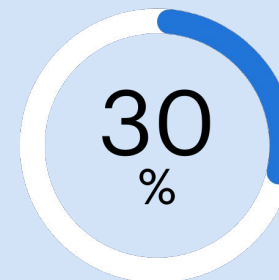
my personal life is more important than my work life



I would quit my job if it was preventing me from enjoying my life



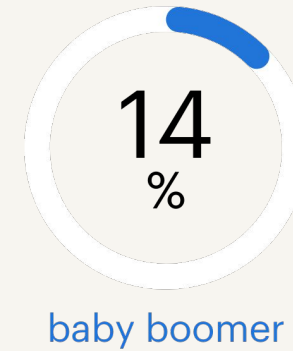
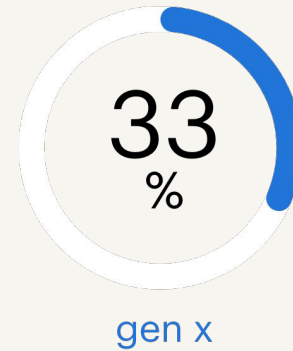
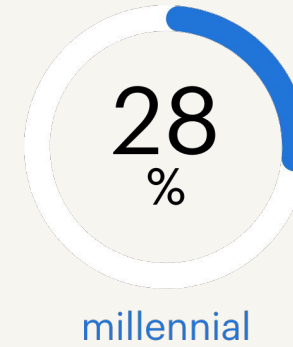
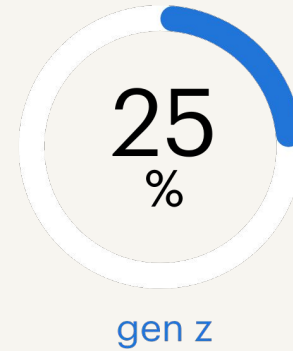
being able to work from home is non-negotiable for me



I'd consider quitting my job if asked to spend more time in the office

flexibility.

Middle-aged people and young people are especially interested in flexibility. Working from home has the least importance for the Baby Boomers.



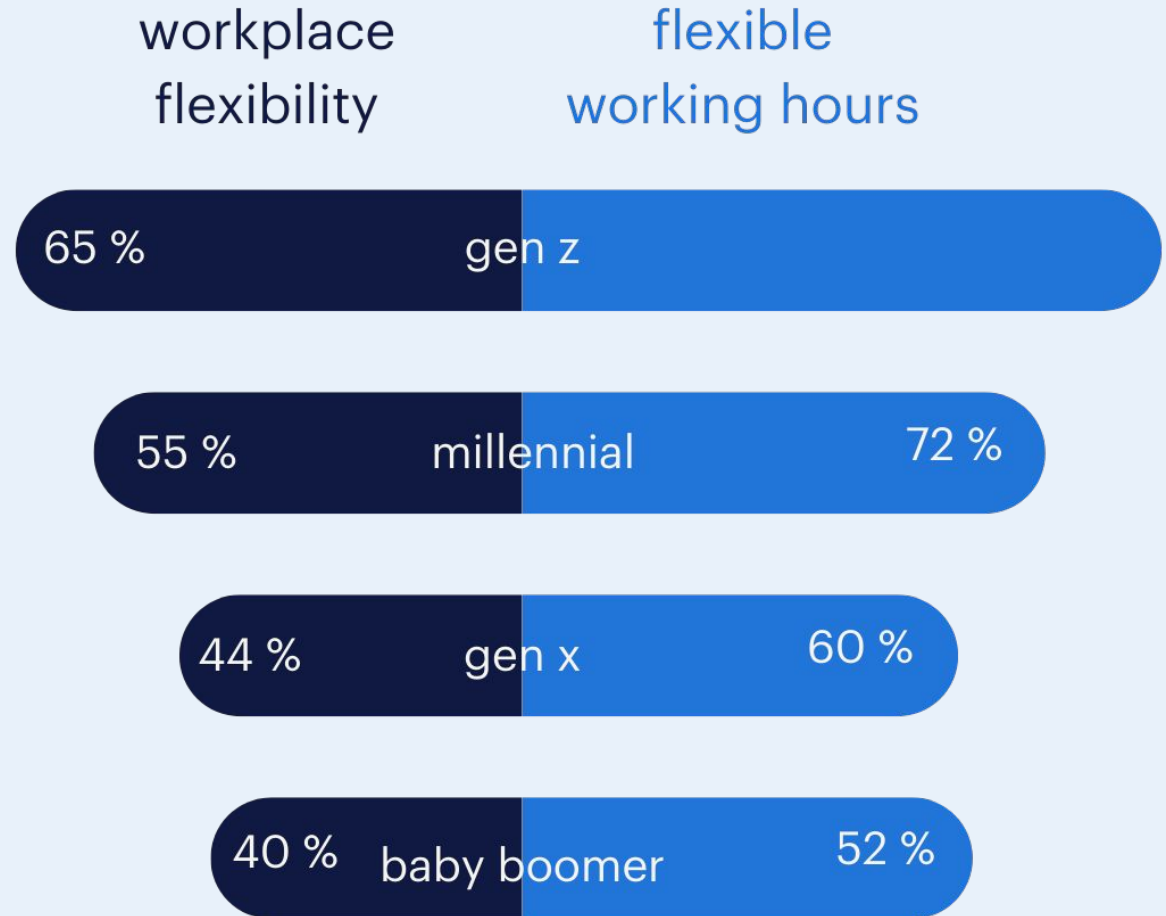
flexibility.

Organizations should carefully consider the need for job flexibility based on the regions in which they operate. There are clear differences regarding the importance talent place on where and when they work.



flexibility.

Flexibility should be understood in its entirety and complexity - and offered with the nuances needed to fully leverage its benefits in an equitable workplace. Working hours is an element of flexibility considered more crucial when making a decision about a new position.



flexibility: key learnings

- **Flexibility remains a priority.** Many have adjusted their lives to remote and flexible working and expect working from home and hybrid arrangements to continue.
- **Working time wins over work location.** Flexible working time is often associated with working from home. However, the Workmonitor survey shows that in many cases flexible working time is more valued than a flexible working location.
- **Leaders must connect with their team.** As teams continue to become more globalized, managers need to build connections with team members in different markets, find out what they value, and use this knowledge to create equitable global workplaces.



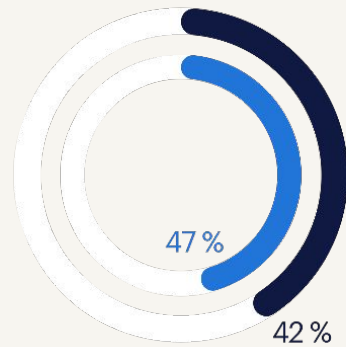
equity
& understanding.



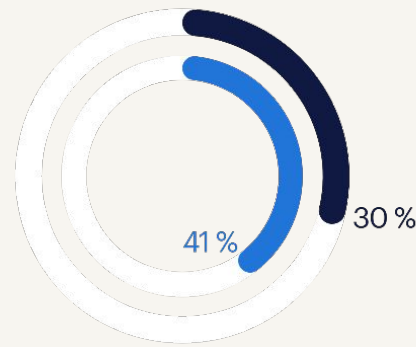
equity & understanding.

Worldview alignment is important to the workforce and 28% of respondents would not accept a job if the business did not align with their social and environmental values. While this does not make up the majority of the workforce, it is a high enough percentage for organizations to take notice if they wish to be an employer of choice.

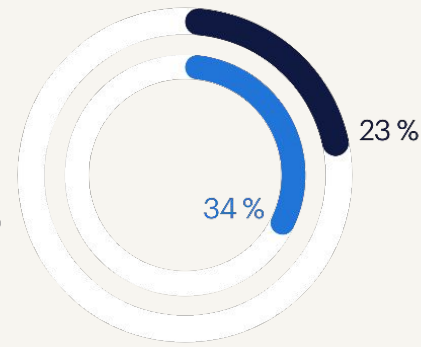
- Czech Republic
- global



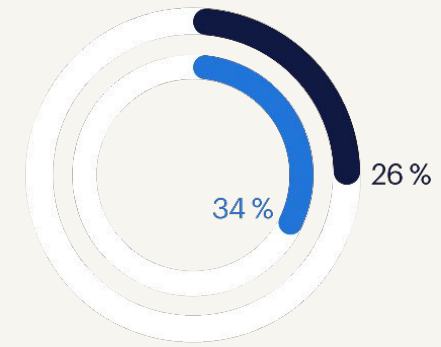
gen z



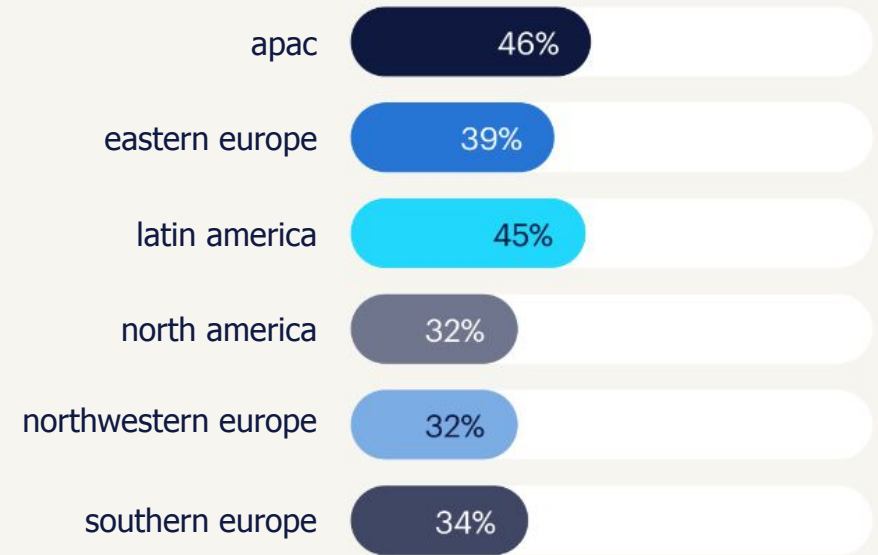
millennial



gen x



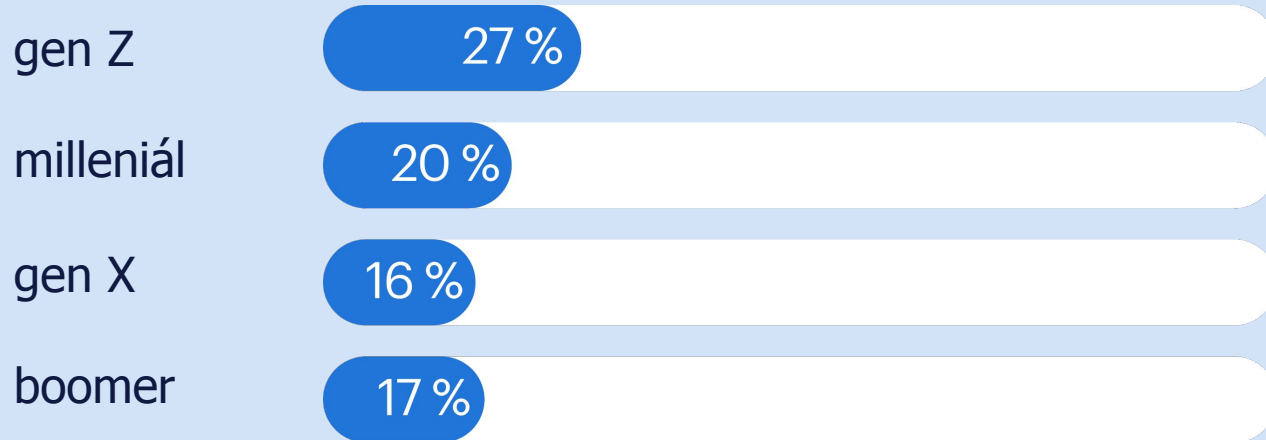
baby boomers



equity & understanding.

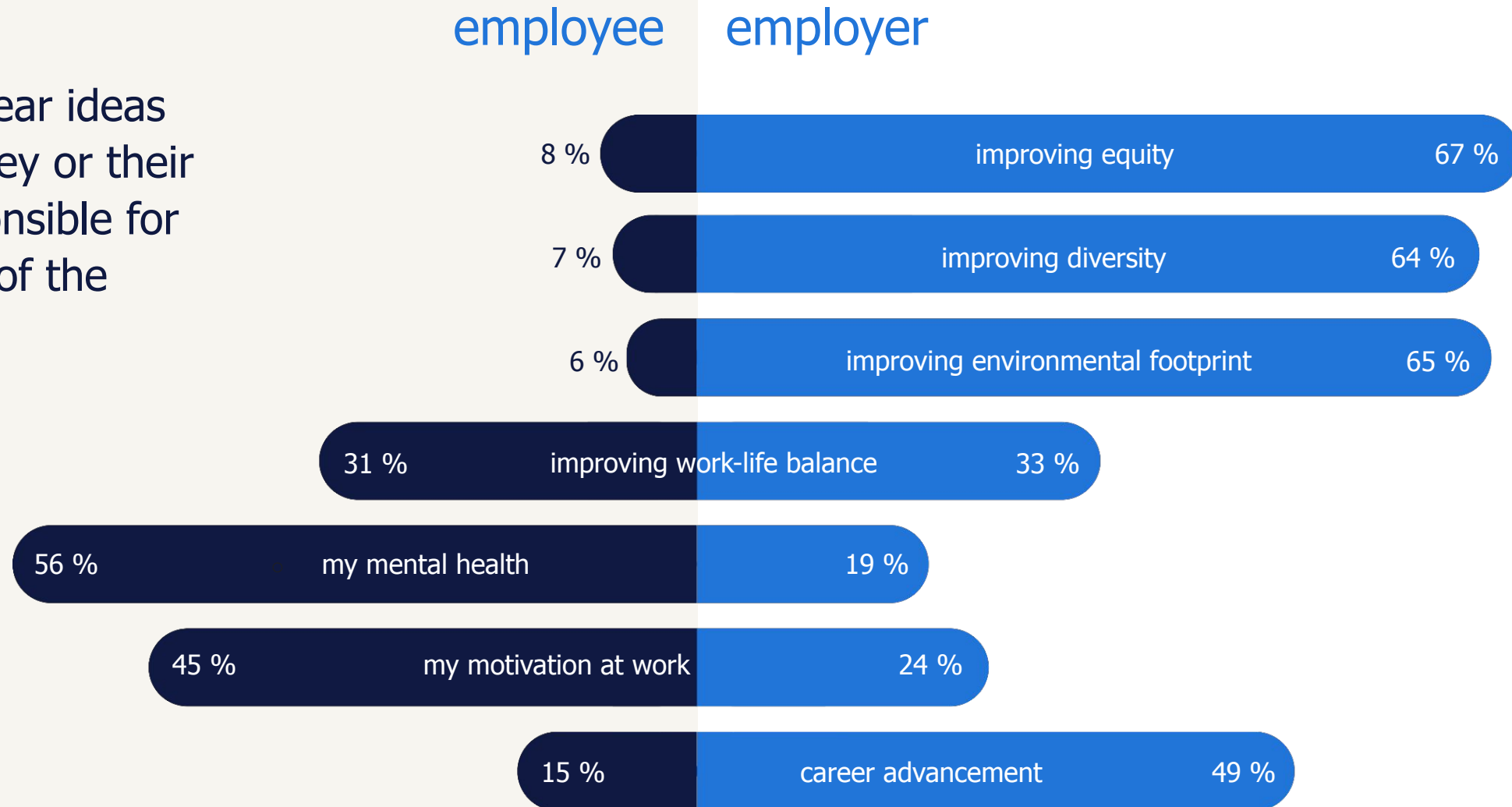
19% of respondents feel that their employer does not really understand their generation, this feeling is most prevalent among Generation Z.

my employer doesn't understand my generation



equity & understanding.

Talent also has clear ideas about whether they or their employer is responsible for different aspects of the work.

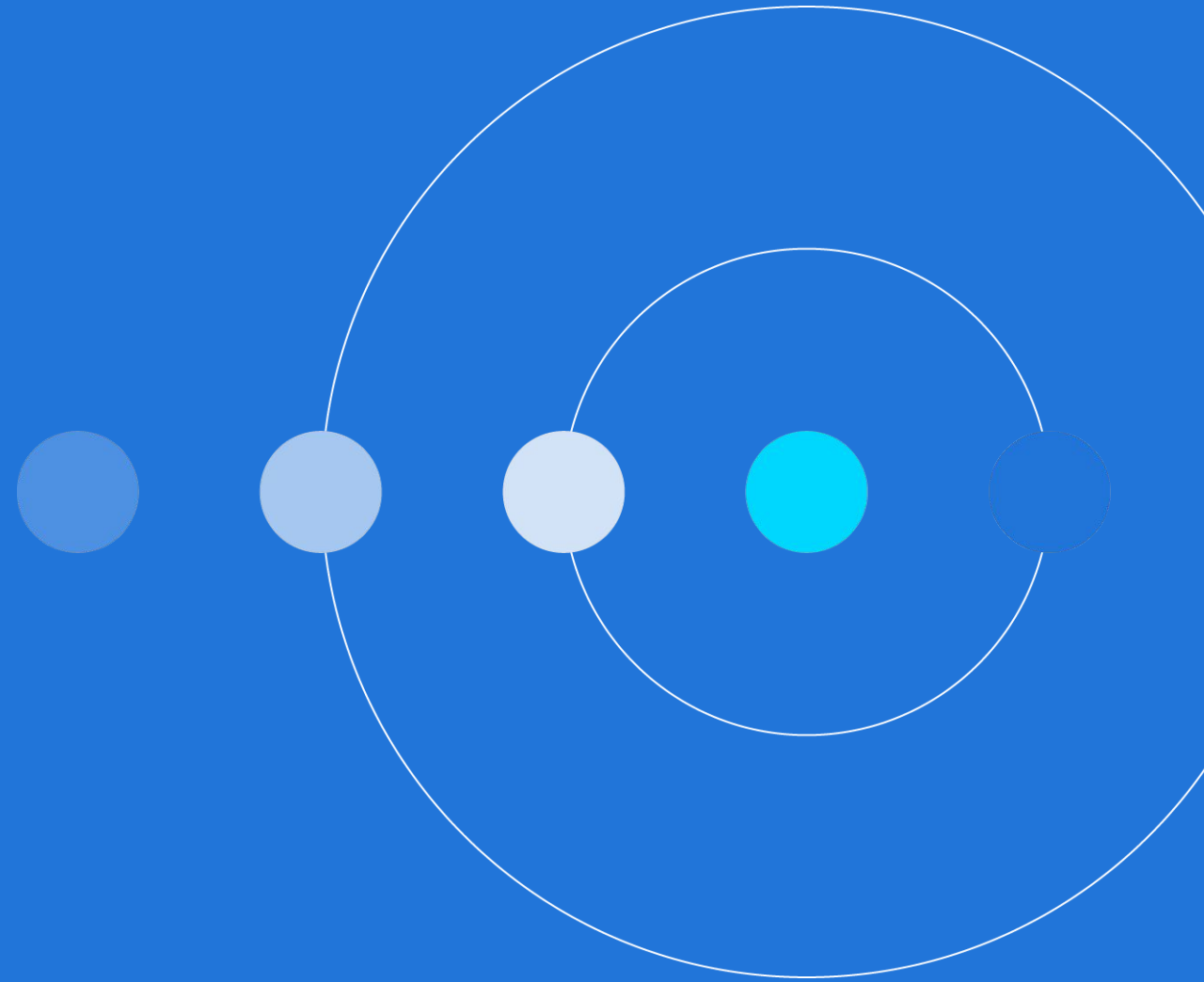


equity & understanding: key learnings

- **Talent of all generations wants to belong.** Understanding the motivations and needs of different generations and groups will be critical for talent attraction and retention.
- **Bringing one's full self into work is a fundamental desire.** However, a third of workers don't feel that they can bring their full selves into work, and a fifth say they have different work and private personalities.
- **Talent wants to connect with employers.** By creating more opportunities for workers to participate, companies can make significant progress on equity and inclusion while boosting overall workforce engagement.



AI & skilling.

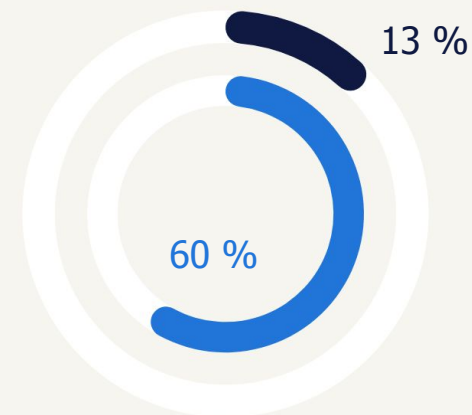


AI & skilling.

Talent mainly expects employers to provide training and upskilling opportunities but is also willing to shoulder some of the responsibility.

workers are also willing to take responsibility for training & upskilling:

thinking about your current role, between you and your employer, where do you think the responsibility lies for training and upskilling?

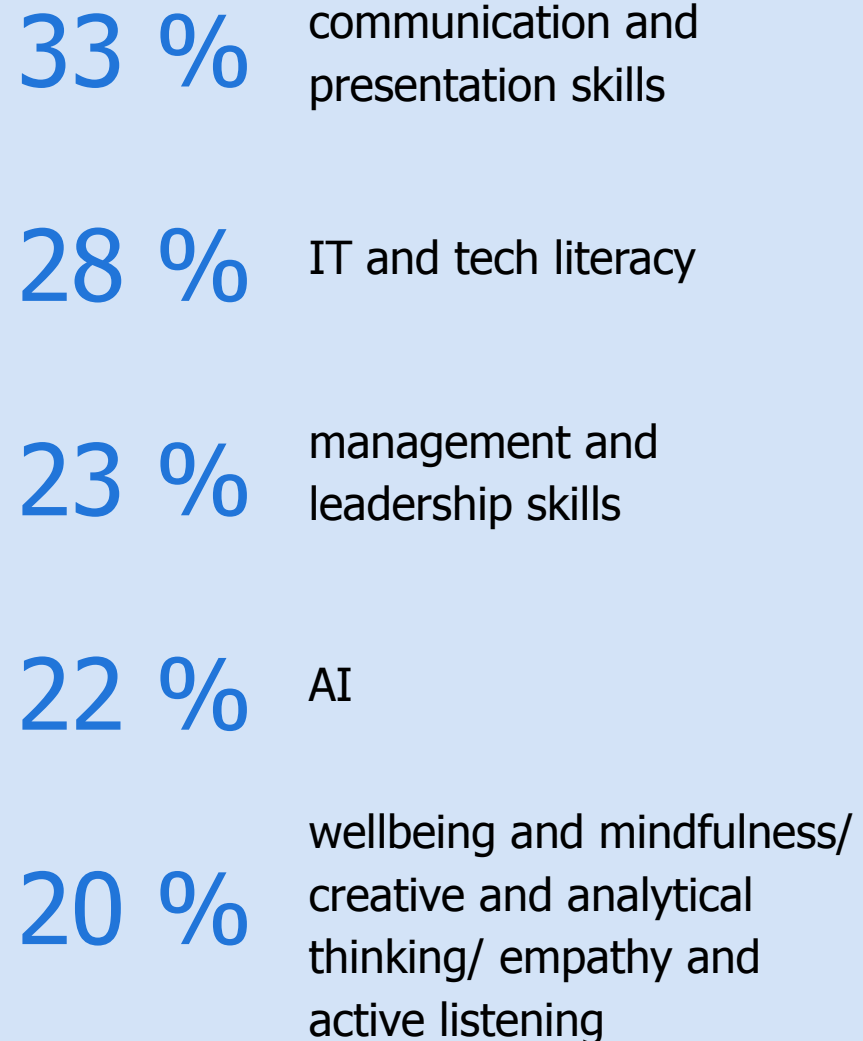


- employer
- employee



AI & skilling.

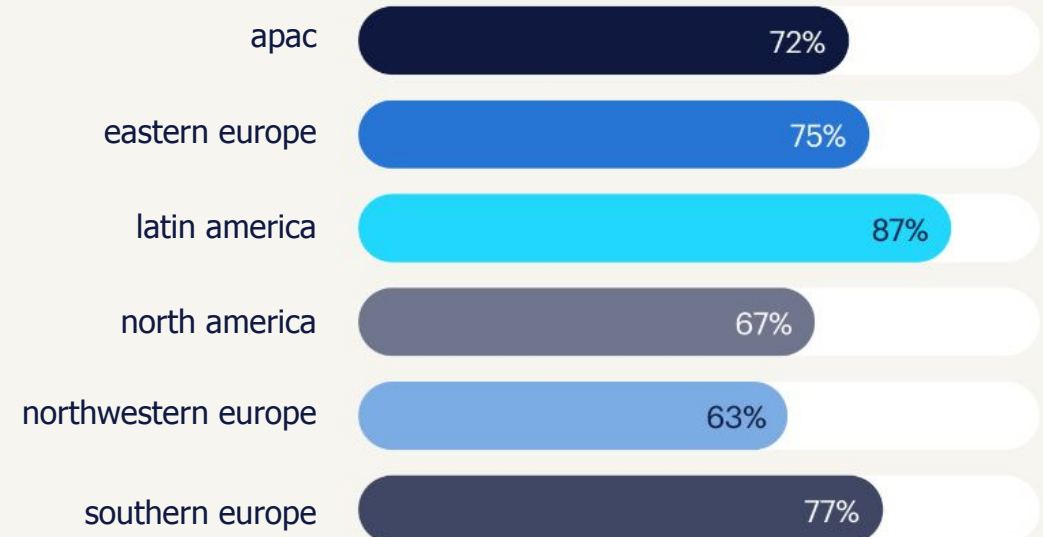
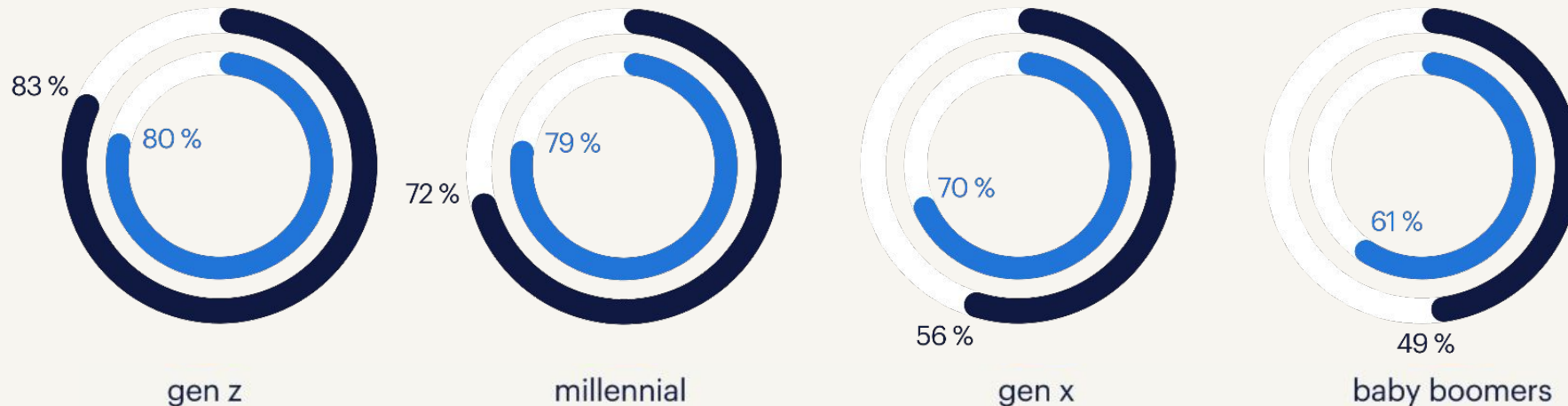
When asked which learning and development opportunities they were most interested in, workers were most likely to place the following options in their top five, highlighting the importance of soft skills in today's workplaces:



AI & skilling.

Training and development are important to talent in both their current and potential future jobs, though there is some regional and generational variance.

- Czech Republic
- global



AI & skilling.

- **Skilling bolsters retention.** Training and development opportunities are non-negotiable for talent, many of whom would even consider quitting a current job or not making a future career move if this box wasn't ticked.
- **AI is in focus.** As digitization and automation — AI in particular — disrupt traditional jobs, training is especially, though not exclusively, important among operational workers.
- **According to the workers, the employer is mainly responsible for their development, but they also want to be partners in development.** Talent is mainly putting the onus for training on their employer but not alone. They are also willing to take some responsibility for evolving their skill sets in partnership with employers.





about
the survey.

about the survey.

The survey for our 2024 study was conducted online among respondents aged 18-67, between October 23 and November 11, 2023.

A total of 27,000 respondents in 34 countries took part. In the Czech Republic, 500 respondents answered.



thank
you.

