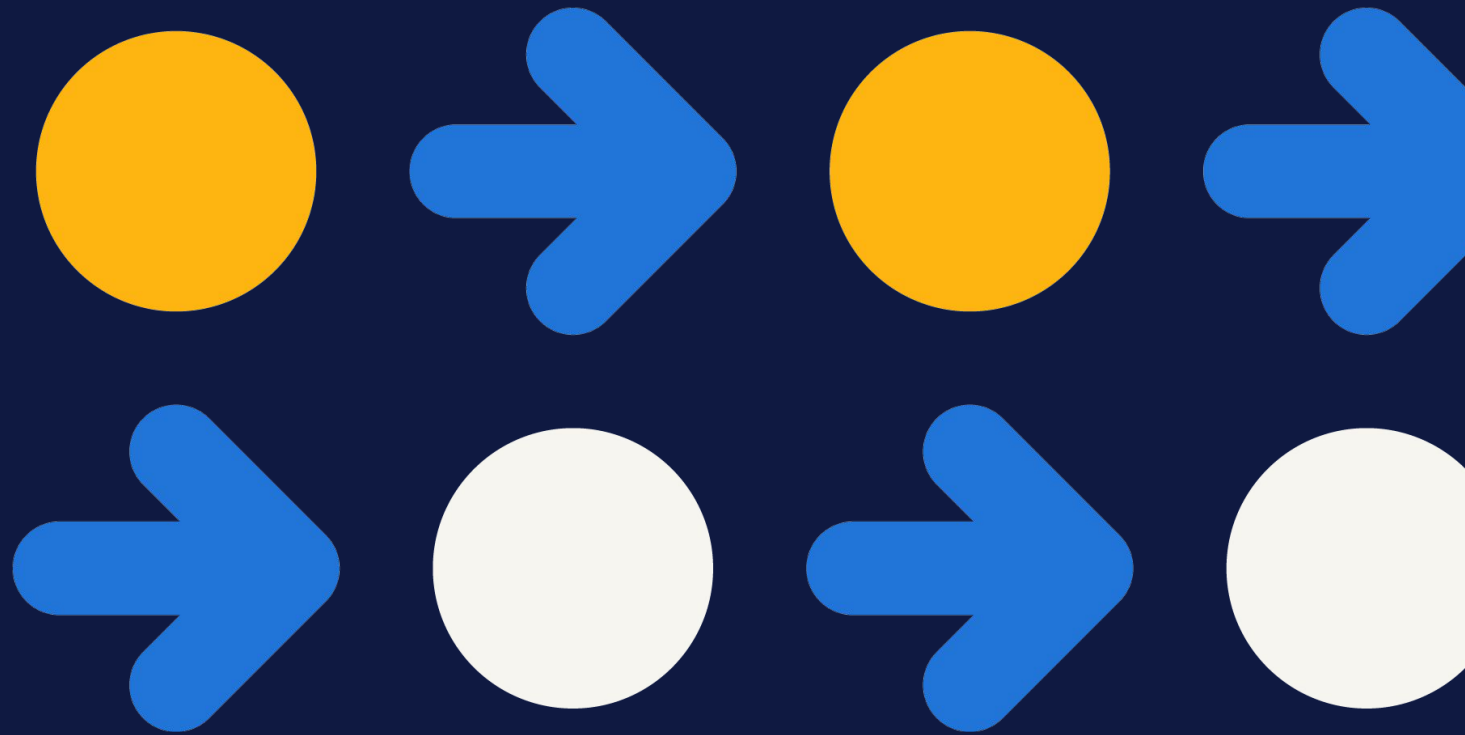


employer
brand research
2021



czech republic.

 randstad

human forward.

content.

- 1 introduction
- 2 employer attractiveness
- 3 switching behavior
- 4 COVID-19 in focus
- 5 further reading



what is the randstad employer brand research?

- 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.



the employer brand roadmap.



why employer branding matters.



companies are overpaying on salaries by 10% if they don't have a strong brand.¹

50%

of candidates say they wouldn't work for a company with a bad reputation - even with a pay increase.²

96%

agree that alignment of personal values with a company's culture is a key factor in their satisfaction working there.³

80%

of workforce leaders agree that a strong employer brand has a significant impact on their ability to hire great workforce.⁴ 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.

19%

Only 19% of employees globally perceive a strong alignment between what their employer says about itself and their experience working there.⁵

1-2x

companies with a strong employer brand have a 1-2x faster time to hire.⁸

#1

#1 obstacle to candidates in the application process is not knowing what it's like to work at an organization.⁷

76%

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.⁹

52%

52 % of candidates first seek out the company's website and social media to learn more about an employer.⁶



34 markets surveyed covering more than 80% of the global economy.

argentina
australia
austria
belgium
brazil
canada
china
czech republic
france
germany
greece
hong kong SAR
hungary
india
italy
japan
kazakhstan
luxembourg
malaysia
mexico
new zealand
norway
poland
portugal
romania
russia
singapore
spain
sweden
switzerland
the netherlands
uk
ukraine
usa



● markets surveyed

[click here](#) for detailed research methodology

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
- 4,750 respondents

country

- czech republic

fieldwork

- online interviews
- january 2021

length of interview

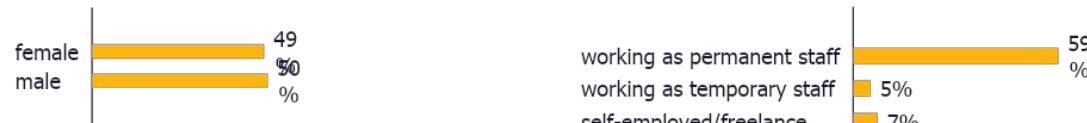
- 16 minutes



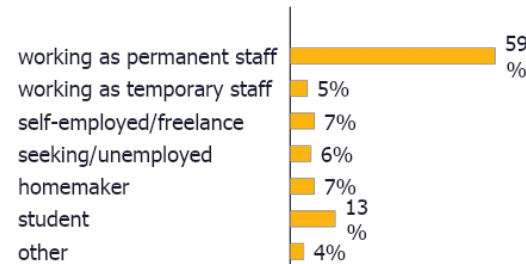
sample composition in czech republic

socio-demographics, employment status, region.

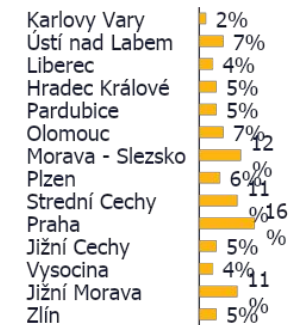
gender



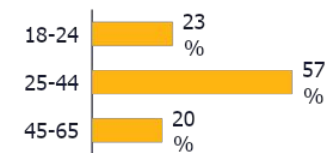
employment status



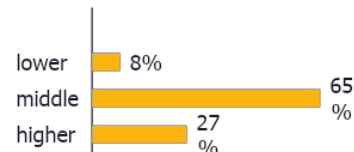
region



age



education

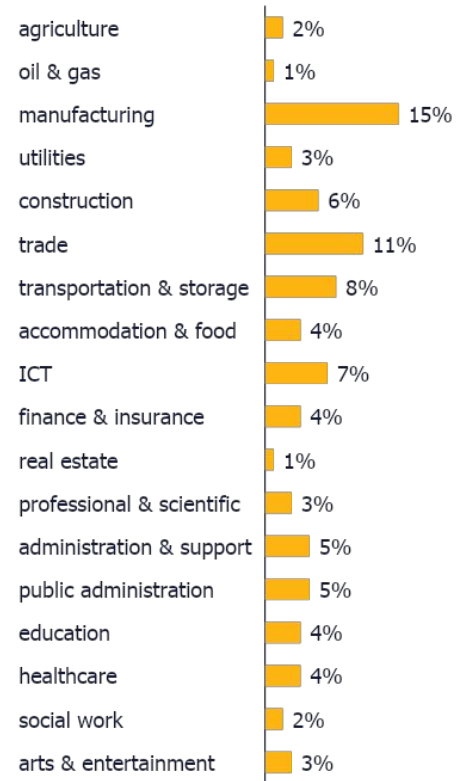


total sample: 4,750
fieldwork: january 2021



sample composition in czech republic sector, function.

sector



function



base: currently employed (n=3,363)



czech republic

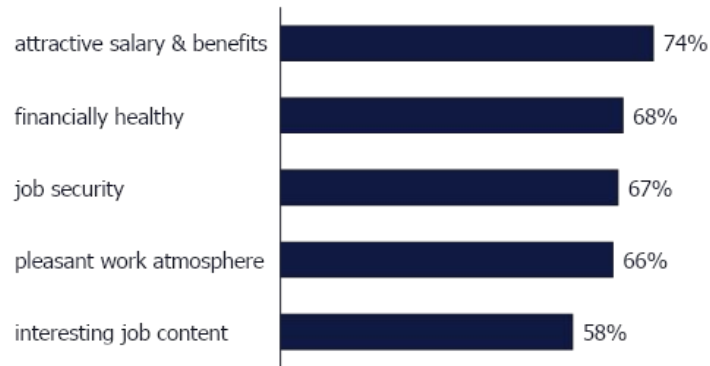
employer attractiveness.



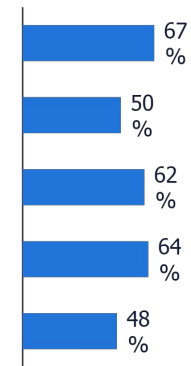
what potential employees want

the 5 most important drivers when choosing an employer.

top 5 most important drivers



europa 2021

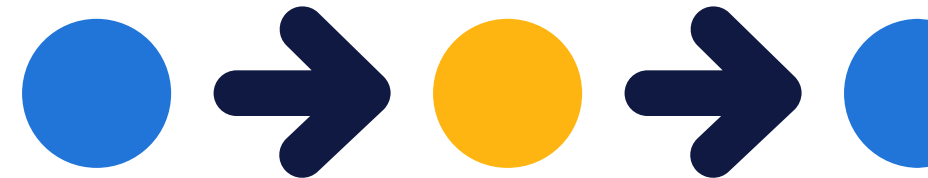


czech republic 2020

- 01 attractive salary & benefits
- 02 job security
- 03 pleasant work atmosphere
- 04 financially healthy
- 05 interesting job content

czech republic 2019

- 01 attractive salary & benefits
- 02 job security
- 03 pleasant work atmosphere
- 04 financially healthy
- 05 interesting job content



*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.

what potential employees want when choosing an employer.

most important driver

salary & benefits

Salary & benefits is the most important driver in Czech Republic and score highest among women and those aged 35 to 54. Three other drivers follow quite closely and at similar levels of importance: financial health, job security and pleasant work atmosphere. All are more often considered important by women, who also tend to find more aspects important than men (8 vs. 7, on average). Similarly, the lower-educated find fewer aspects important, including these 3. Those aged 18 to 24 attach significantly more importance to career progression opportunities and so do women. A COVID-19 safe workplace is considered the least important of all aspects.

[click here](#) for a breakdown of the EVP importance results by socio-demographic profile.

employers' proposition

job security and financial health

Whilst the average Czech employee rates their own employers highest on job security, those aged 18 to 24 rate their employer highest on financial health and second highest on job security. Employers are well appreciated for their a COVID-19 safe workplace, however employees find this driver not that important. Czech employers are evaluated lowest on the possibility to work remotely, although the higher-educated rate their employers considerably higher on this aspect. Men tend to rate their employers higher than women on salary & benefits, career progression and giving back to society.

[click here](#) for a deep dive into the most attractive sectors and employers in 2021.

recommended employer focus

salary & benefits and career progression

Salary & benefits is the most important driver for potential employees but the Czech perceive their employers to lag in offering an attractive remuneration package. Other than salary & benefits, a gap can also be noted when it comes to career progression: more than half of employees consider this aspect important but they rate their own employers second to last best performing driver.

Czech employers can focus on bridging these gaps in order to increase their attractiveness and be at a competitive advantage for the already scarce labor force.



what do potential employees want job collars in focus.

white-collar

50%

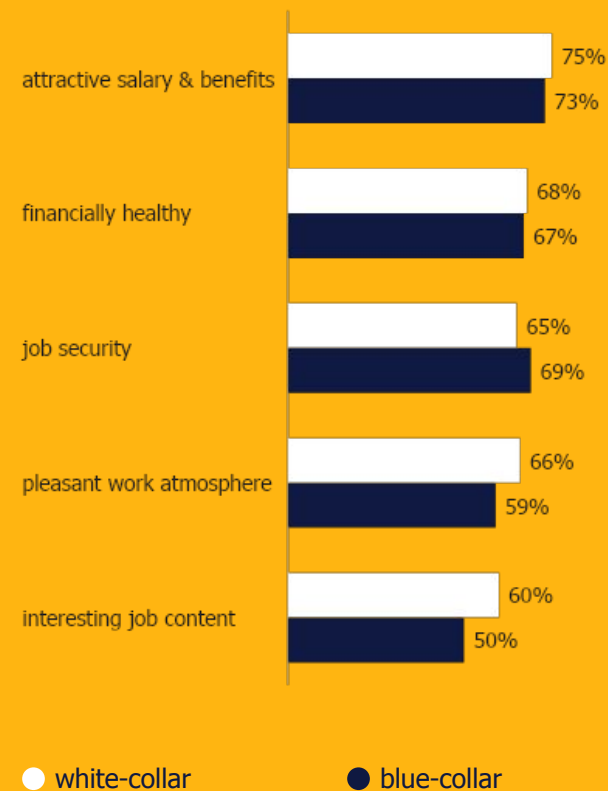
of white-collar employees consider the possibility of working remotely an important pull factor towards an employer. This is considerably higher when compared to blue-collar workers (22%).

blue-collar

73%

of blue-collar workers consider job security an important driver and this is slightly higher than among white-collar professionals. They consider about 7 drivers to be important to them which is slightly less than white-collar employees (8).

most important attributes



job-switching behavior



in focus.

switching behavior finding another employer.

1 in 8 Czech employees changed employer

13% of Czech employees changed their employer in the last half year of 2020; this is higher among those younger than 35 and the lower-educated (19%, respectively). Furthermore, 22% intend to switch employers in the first half of 2021 with women and those aged 18 to 24 being more likely to do so (25% and 31%, respectively). When compared to employees who stayed by their employer in the second half of 2020, those who switched employers consider salary & benefits, financial health and job security less important whilst they attach more value to diversity & inclusion.

personal connections – top channels to find one's next employer

Switchers are most likely to find their next employer on job portals (43%) and through personal connections (39%). Those aged 18 to 24 are considerably more likely to find jobs on social media (30% vs. 18% for the average Czech employee).



most important attributes switchers vs. stayers.

switchers

2021

13%

changed employer in the
past 6 months.

2021

19%

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

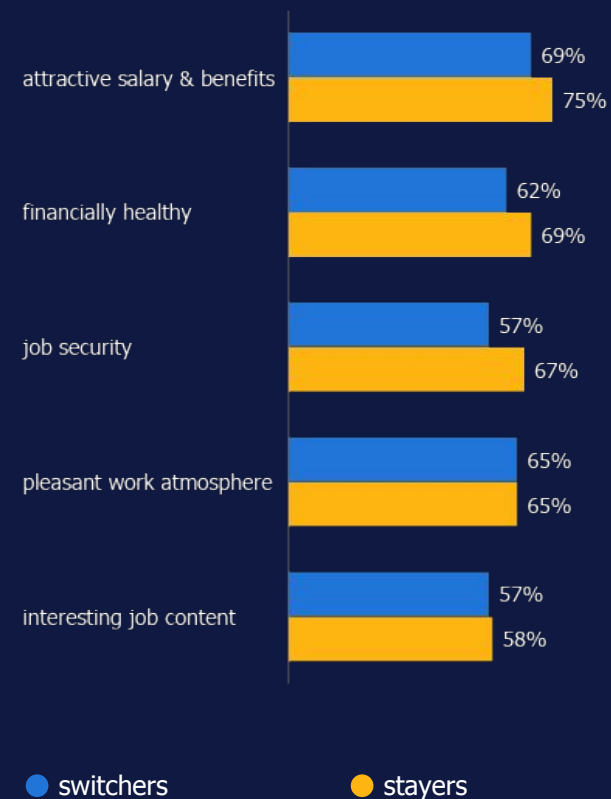
stayers

2021

87%

stayed with their employer
in the past 6 months.

most important attributes



* past 6 months = last half of 2020. REBR2021 covers a period of 6 months (as opposed to 12 months in the past) in order to better capture the impact of COVID-19.

switching behavior job collars in focus.

white-collar intenders

20%

of white-collar employees intend to switch to another employer in the first half of 2021. This is not different from the average Czech employee who intends to switch employers (19%).

blue-collar switchers

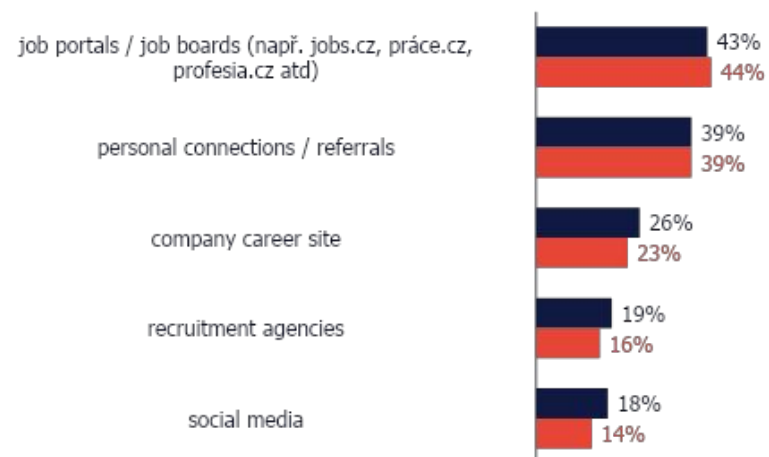
16%

of blue-collar workers changed employers in the last half of 2020, which is in line with the national average. The choice of channels among blue-collar workers is comparable to the average employee in the Czech Republic, except for Public Employment Services which are used slightly more often by blue-collar workers.

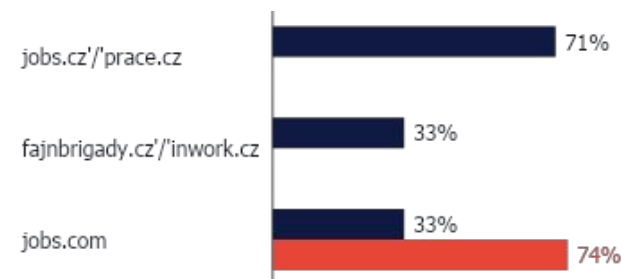


how do employees in czech republic find new job opportunities.

top 5 channels used to find new job opportunities

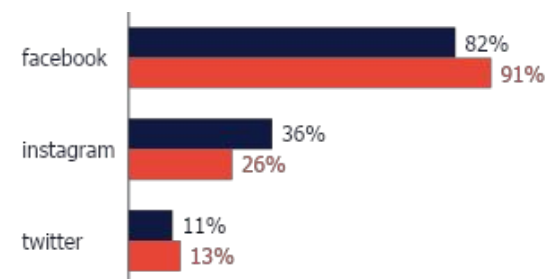


top 3 job portals



top 3 social media channels

*base is too small for 2021



● 2021

● 2020



COVID-19

in focus.



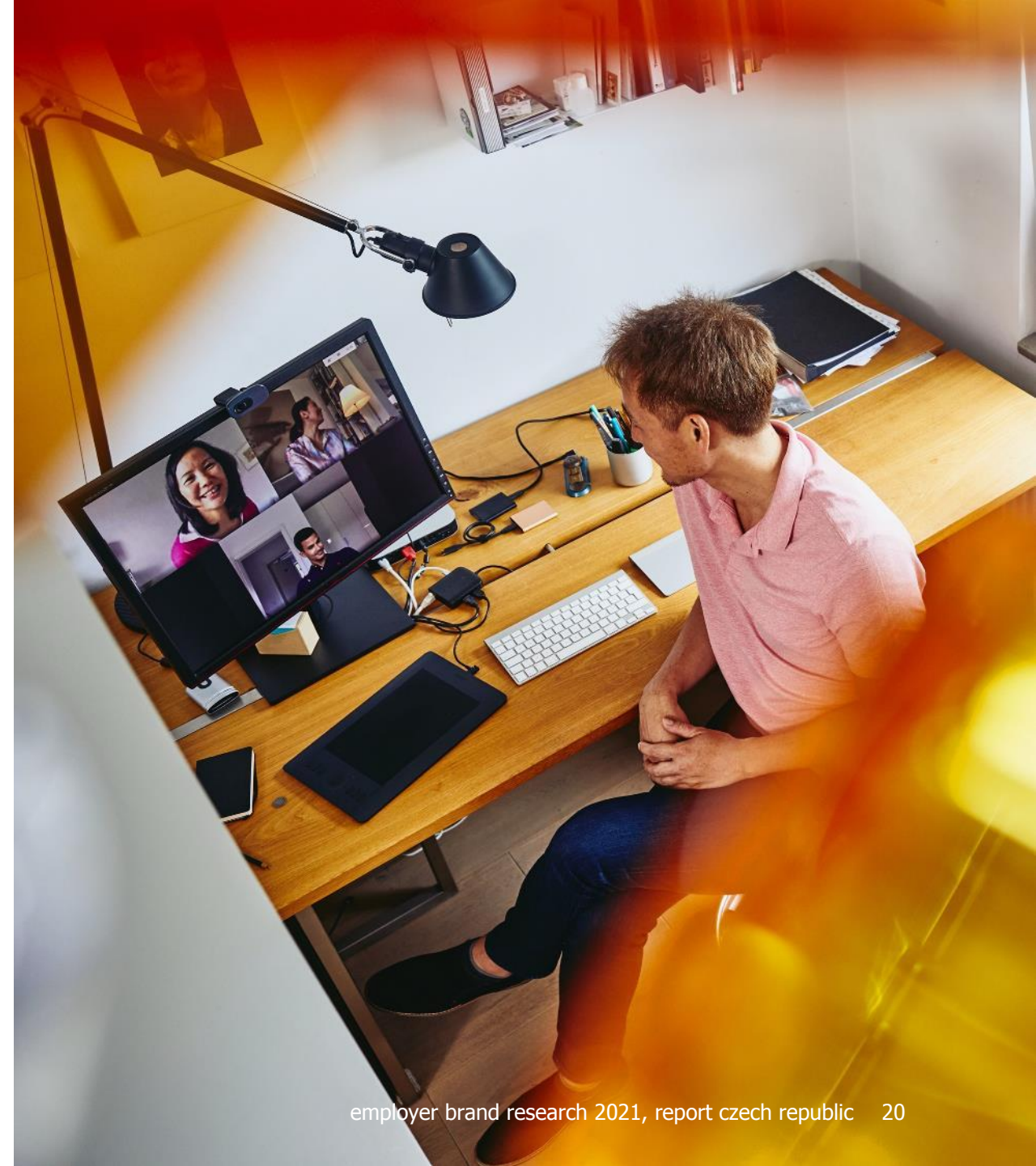
COVID-19 and its impact on the labor market.

possibility of working remotely relatively important

Even though not one of the crucial drivers in Czech Republic, about 2 in 5 potential employees in the country are attracted by employers who offer the possibility to work remotely. Women (47%) and the higher-educated (51%) find this aspect more important than the average Czech employee.

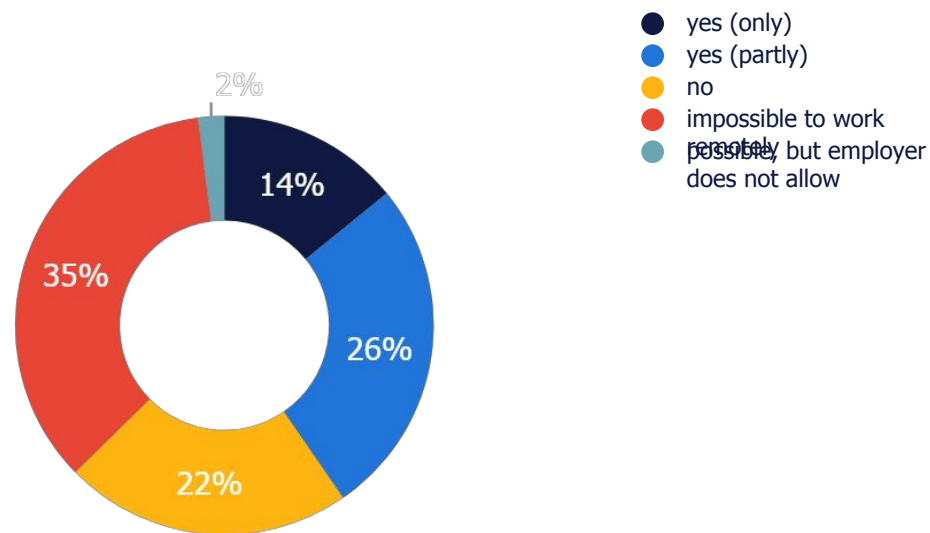
2 in 5 Czech employees started to work (more) remotely during the COVID-19 pandemic

Out of the 40% employees who started working more remotely, 61% were involved in the decision to work remotely, whereas 38% of employees working remotely had no choice in the decision to do so.



remote working due to COVID-19.

did you start working (more) remotely/ from home due to the COVID-19 crisis?



czech republic

26%

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

Having an influence or not on the decision to work more remotely is a universal matter as it is not related to age, gender, or education. However, it is primarily the higher-educated employees that started working more remotely.

Only 2% of employees who can work from home are not allowed to do so by their employer; this is even truer for women (4%). Next to that, for 35% of employees, jobs are bound to the premises which makes working from home or elsewhere impossible.

europe

23%

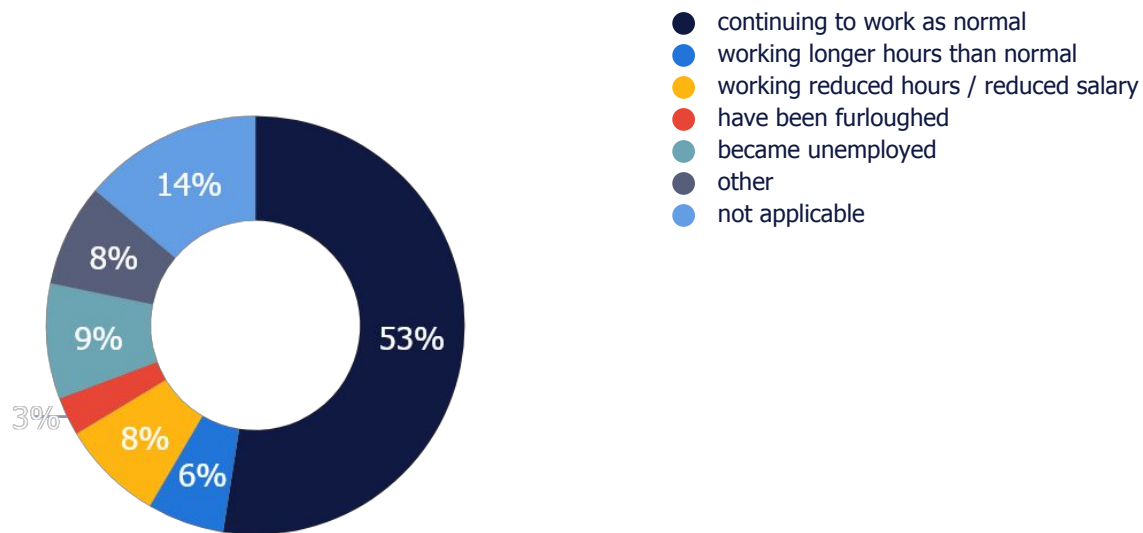
of the employees who said they worked remotely, do so out of their own decision.

When looking across Europe, we do not see major differences among the socio-demographics as far as the decision to work remotely is concerned. Most European employees (40%) were obliged to work more remotely by their employer and / or the authorities.

A very little proportion of Europeans who could work from home were not allowed to do so by their employer (2%). For 28% of Europeans, working from home is impossible as their jobs are bound to the premises with this being most often the case for the lower-educated (40%).

employment situation changes due to COVID-19.

how COVID-19 changed one's employment situation



one in three employees saw their employment situation change

34% of employees were either furloughed, became unemployed, worked more or fewer hours than usual or for other reasons saw their employment situation change due to COVID-19.

Women, those aged 18 to 24 and the lower-educated were most likely to have become unemployed (12%, 13% and 14%, respectively).

Most Czech employees continues, however, to work as normal despite the pandemic. Men, those aged 35 to 54 and the higher-educated were more likely to continue to work as normal (63%, 65% and 63% respectively).

europa

39%

have seen their employment situation change due to COVID-19.

job loss fear in 2021 intention to switch.

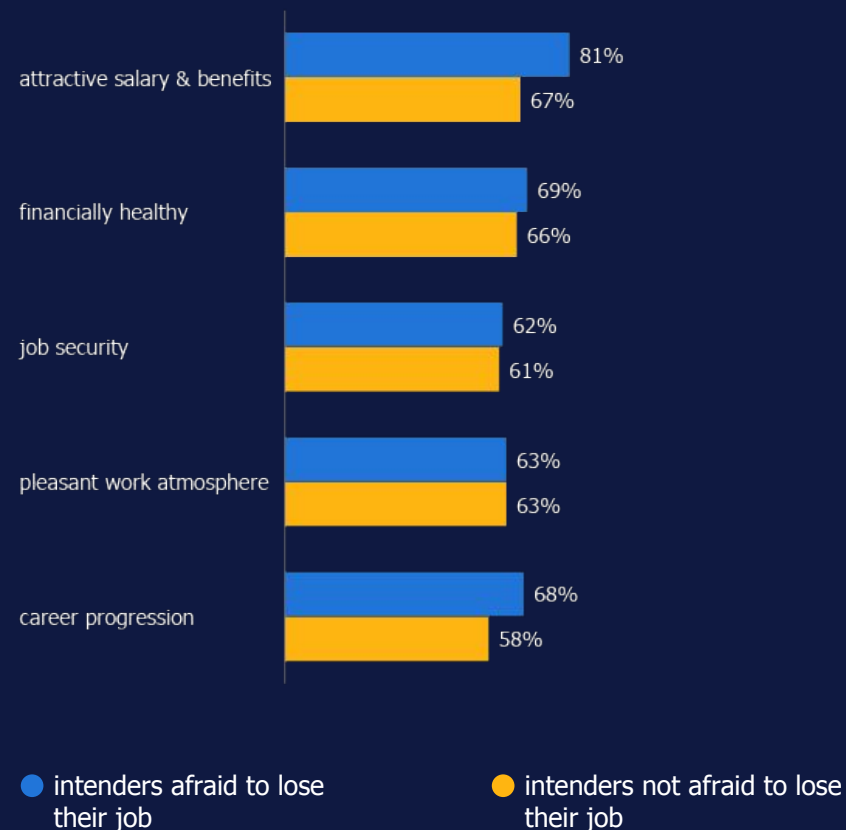
28%

of the employees who are afraid of losing their job, plan to change their job in the next 6 months.

10%

of the employees who are not afraid of losing their job, plan to change their job in the next 6 months.

most important attributes



* next 6 months = first half of 2021. REBR2021 covers a period of 6 months (as opposed to 12 months in the past) in order to better capture the impact of COVID-19.

intention to switch amongst those affected by COVID-19.

intenders

2021

22%

plan to change employer in the
next 6 months.

intenders

2021

38%

of those affected by COVID-19 plan to
change their employer in the next 6 months.



* next 6 months = first half of 2021. REBR2021 covers a period of 6 months (as opposed to 12 months in the past) in order to better capture the impact of COVID-19.

If one's employment situation has changed due to COVID-19, the intention to change to a new employer is considerably higher (38%) when compared with the national average (22%).

The way employers in the Czech Republic have supported their employees and handled the pandemic has had a positive impact on loyalty among employees. A majority (55%) of employees say they are more loyal now as opposed to 12% who feel less loyal to their employer. Women are more likely than men to feel more loyal to their employer (60% vs. 51%). Whether employees had a say or not in the decision to work more from home during the pandemic is not correlated with their loyalty towards their employer.

job loss fear in 2021 due to COVID-19.

relative fear of job loss

Most Czech employees are not afraid of losing their job (54%), however a reasonable proportion do fear this will happen in 2021 (20%). This is slightly higher among those aged 18 to 24 (27%), which is consistent with the fact that they were made redundant more often.

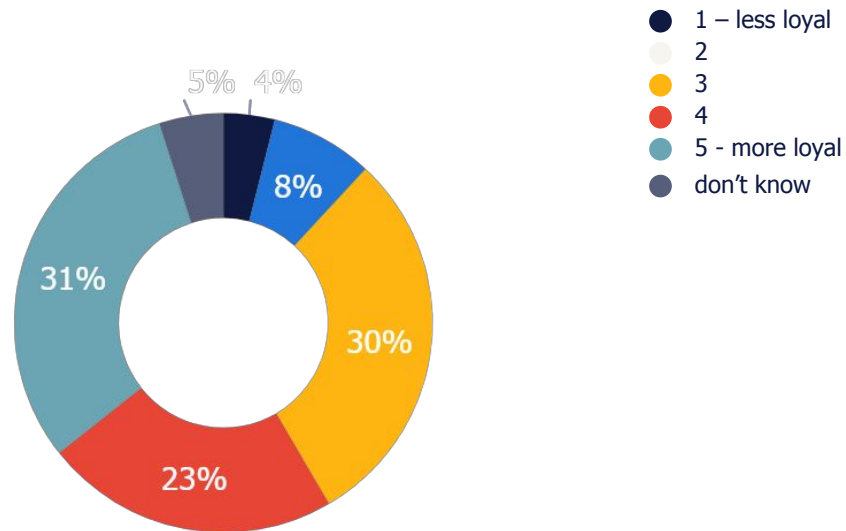
Intenders are more likely to worry about job loss in 2021 (36%), however the same proportion (36%) is not worried about job loss.

Worry due to COVID-19 is highest in the regions of Praha and Liberec (25% and 26%, respectively) and lowest in the region of Vysocina (13%).



loyalty towards employers during the pandemic.

loyalty to one's employer based on how well supported employees felt during the COVID-19 pandemic



works only remotely

57% of the employees who only work from home feel more loyal towards their employer because of how the employer managed the COVID-19 situation.

works partly remotely

53% of the employees who work partly from home feel more loyal towards their employer because of how the employer managed the COVID-19 situation.

obliged to work remotely

55% of the employees who were obliged by their employer / authorities to work from home feel more loyal towards their employer because of how the employer managed the COVID-19 situation.

own decision to work remotely

51% of the employees who decided on their own to work from home feel more loyal towards their employer because of how the employer managed the COVID-19 situation.

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

- ipient 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.

randstad czech republic

Alžběta Honsová

alzbeta.honsova@randstad.cz



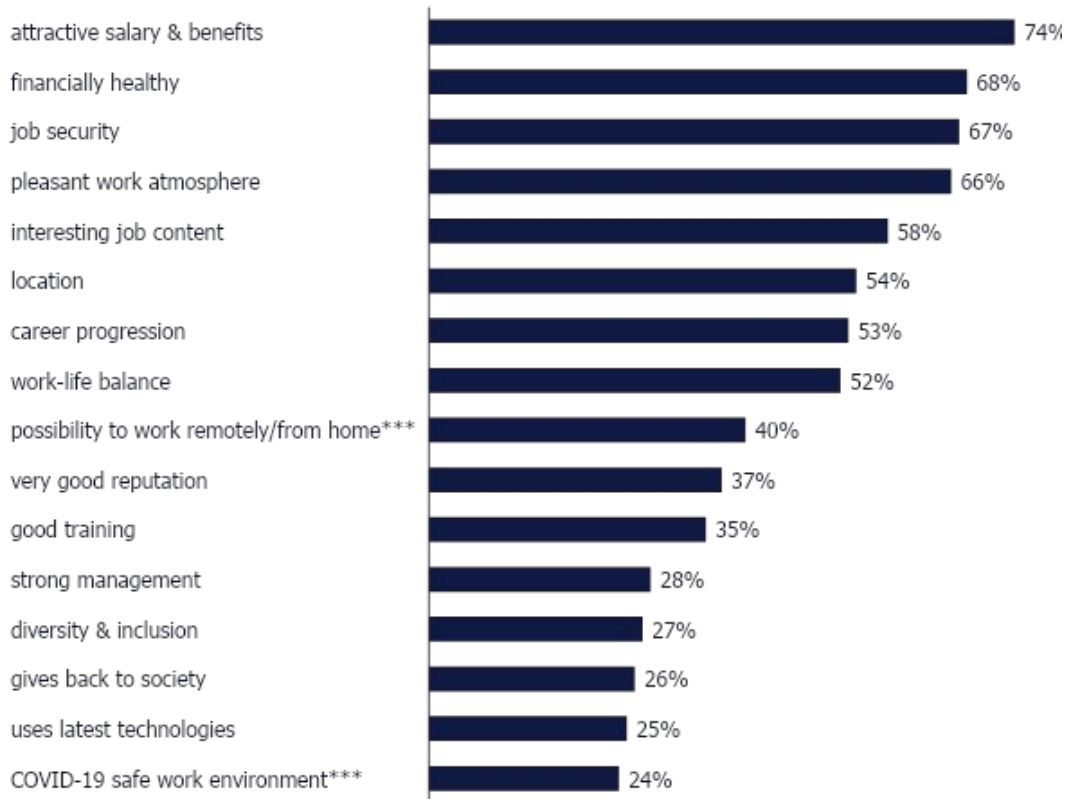
appendix 1

deep dive
EVP drivers.

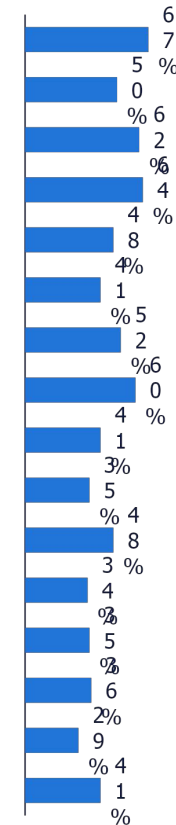


what potential employees want the most important criteria when choosing an employer.

important criteria



europa 2021



czech republic 2020

- 01 attractive salary & benefits
- 02 job security
- 03 pleasant work atmosphere
- 04 financially healthy
- 05 interesting job content
- 06 location
- 07 career progression
- 08 work-life balance
- 09 flexible arrangements**
- 10 very good reputation
- 11 quality products**
- 12 good training
- 13 strong management
- 14 gives back to society
- 15 diversity & inclusion
- 16 uses latest technologies

czech republic 2019

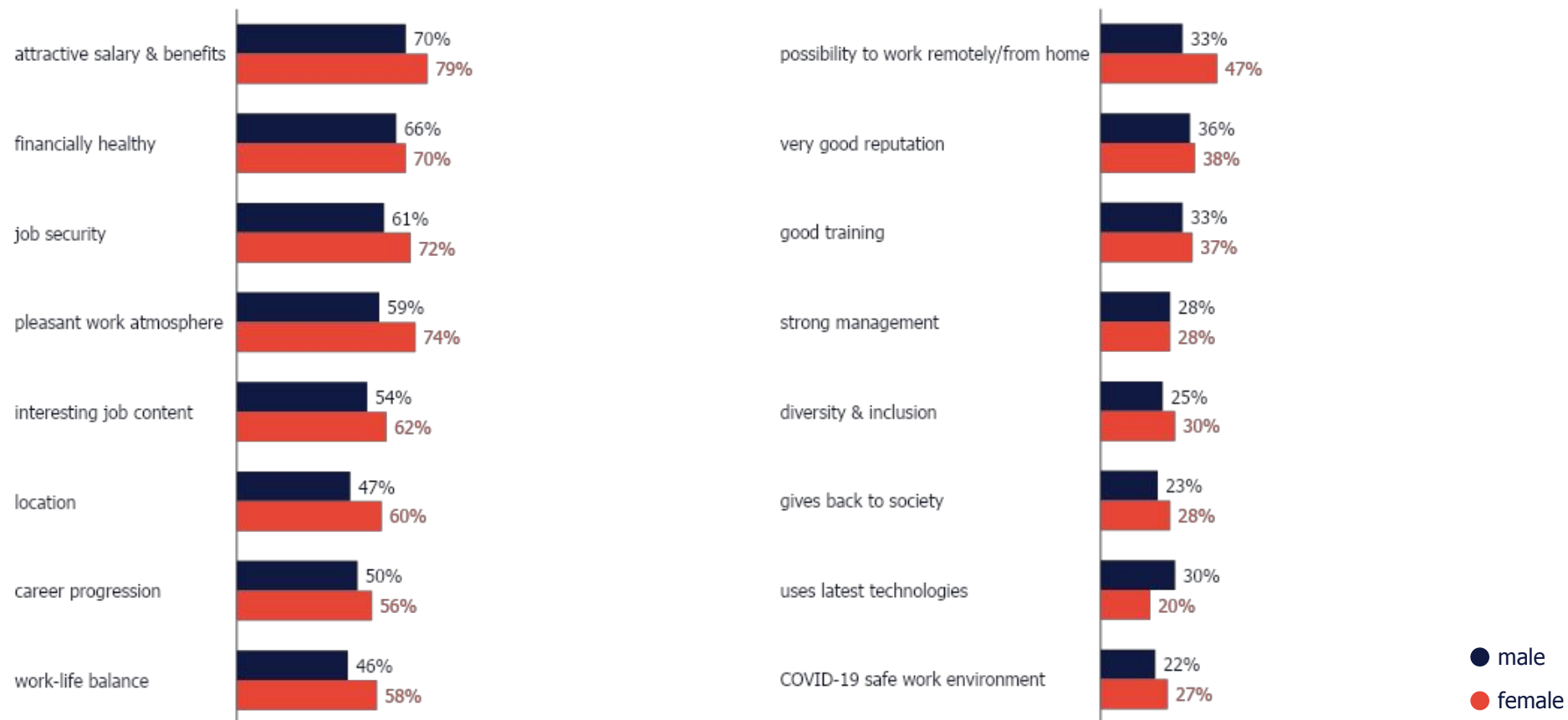
- 01 attractive salary & benefits
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- 08 work-life balance
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- 11 quality products**
- 12 good training
- 13 strong management
- 14 uses latest technologies
- 15 gives back to society
- 16 diversity & inclusion

* 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.

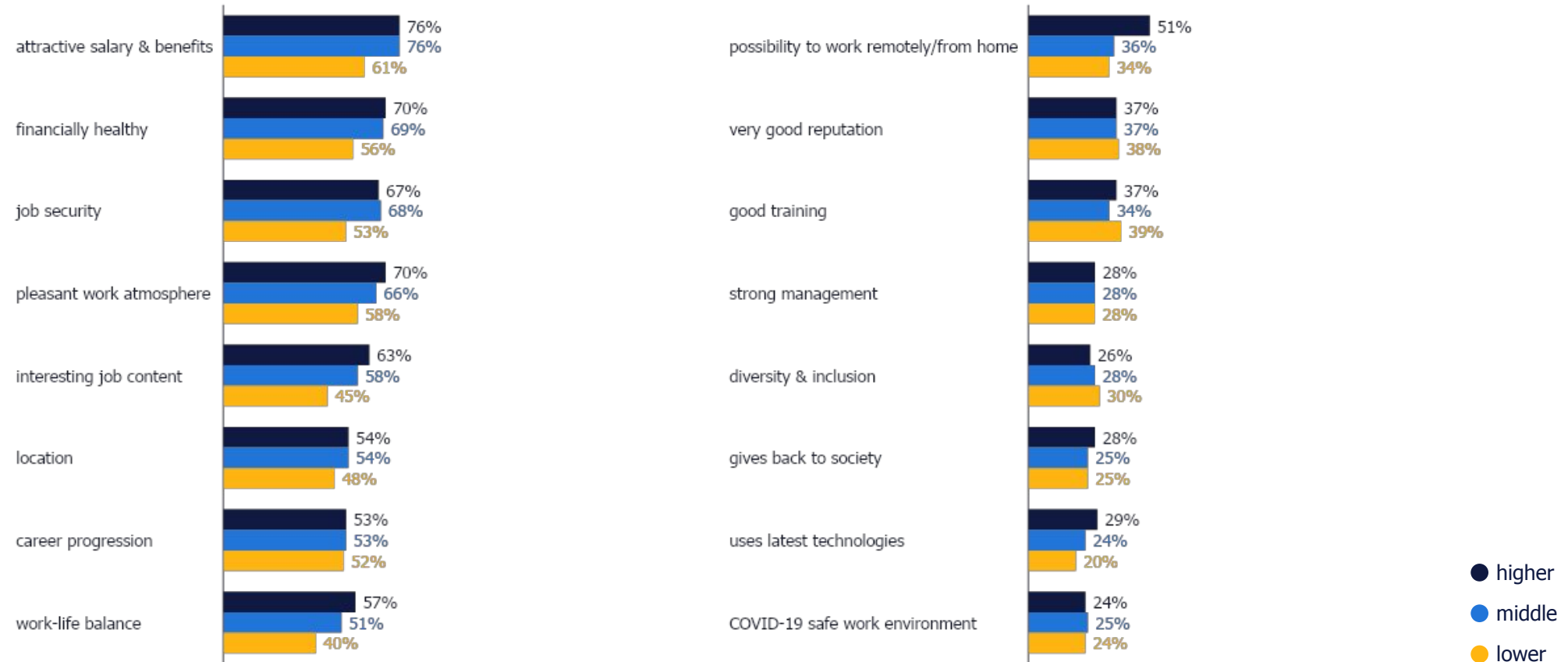
***only researched in 2021 **not researched in 2021



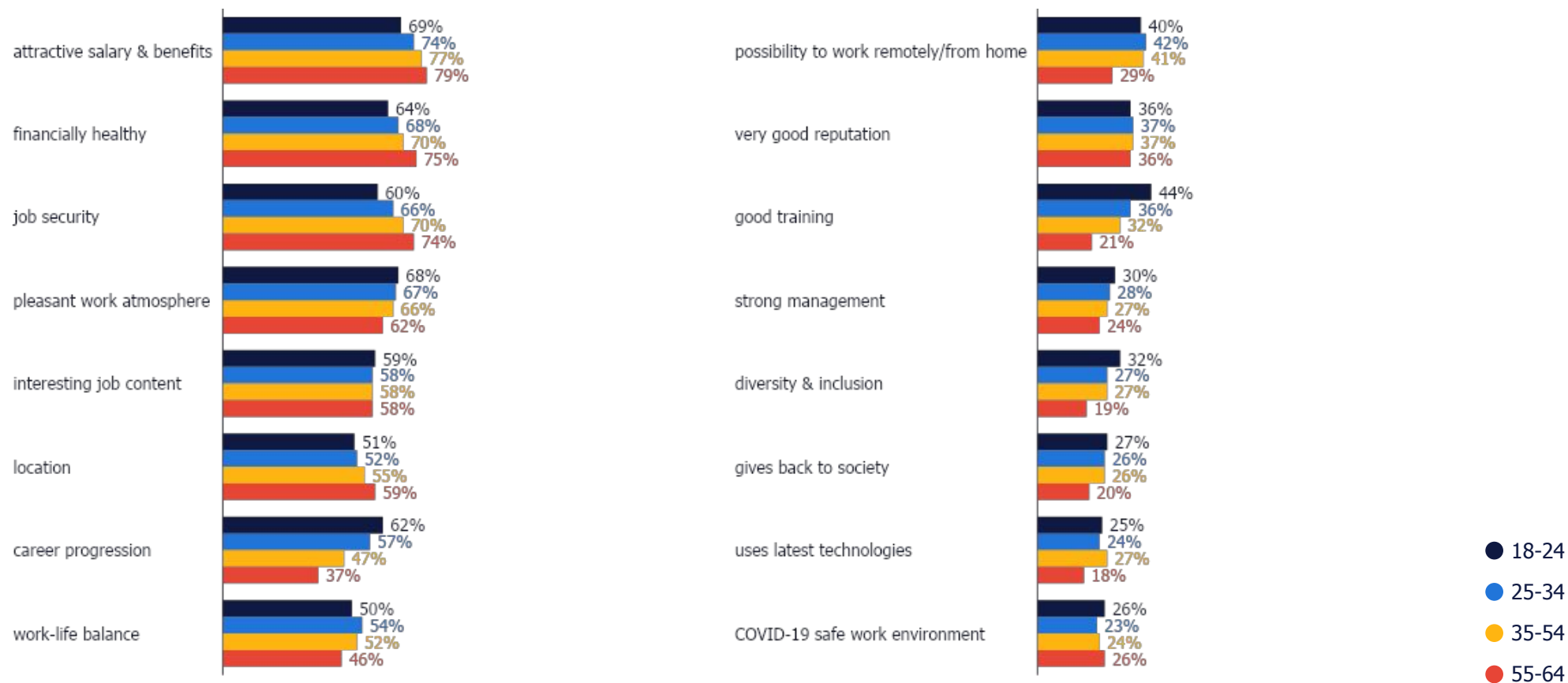
EVP driver importance by gender.



EVP driver importance by education.



EVP driver importance by age.

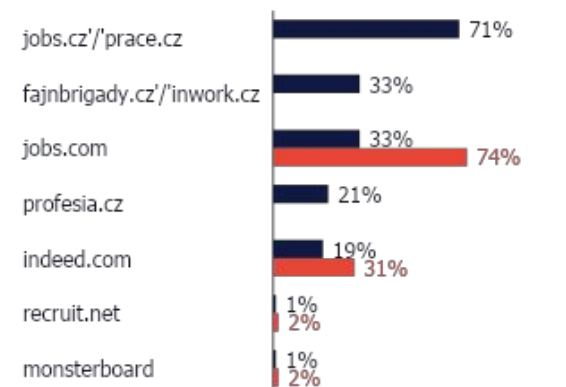


how do employees in czech republic find new job opportunities.

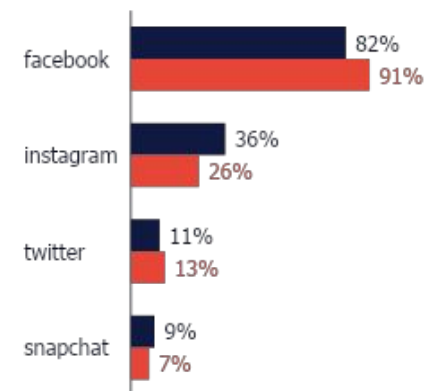
channels used to find new job opportunities



channels used to find new job opportunities deep dive social media & job portals



*base is too small for 2021



● 2021

● 2020



appendix 2



deep dive
employers.

perception of employer offer in czech republic.

Understanding the gap between what employees want and what they think employers offer provides valuable insights into building an employer brand. Furthermore, benchmarking against what employees perceive being offered by their current employer gives more context to the gaps that need to be bridged.

evaluation of current employer

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

general perception of employers in czech republic

- 01 financially healthy
- 02 COVID-19 safe work environment
- 03 job security
- 04 very good reputation
- 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

profile of ideal employer

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

perception of employer offer in czech republic and the region.

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



employers in czech republic are perceived to offer

- 01 financially healthy
- 02 COVID-19 safe work environment
- 03 job security
- 04 very good reputation
- 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

employers in europe are perceived to offer

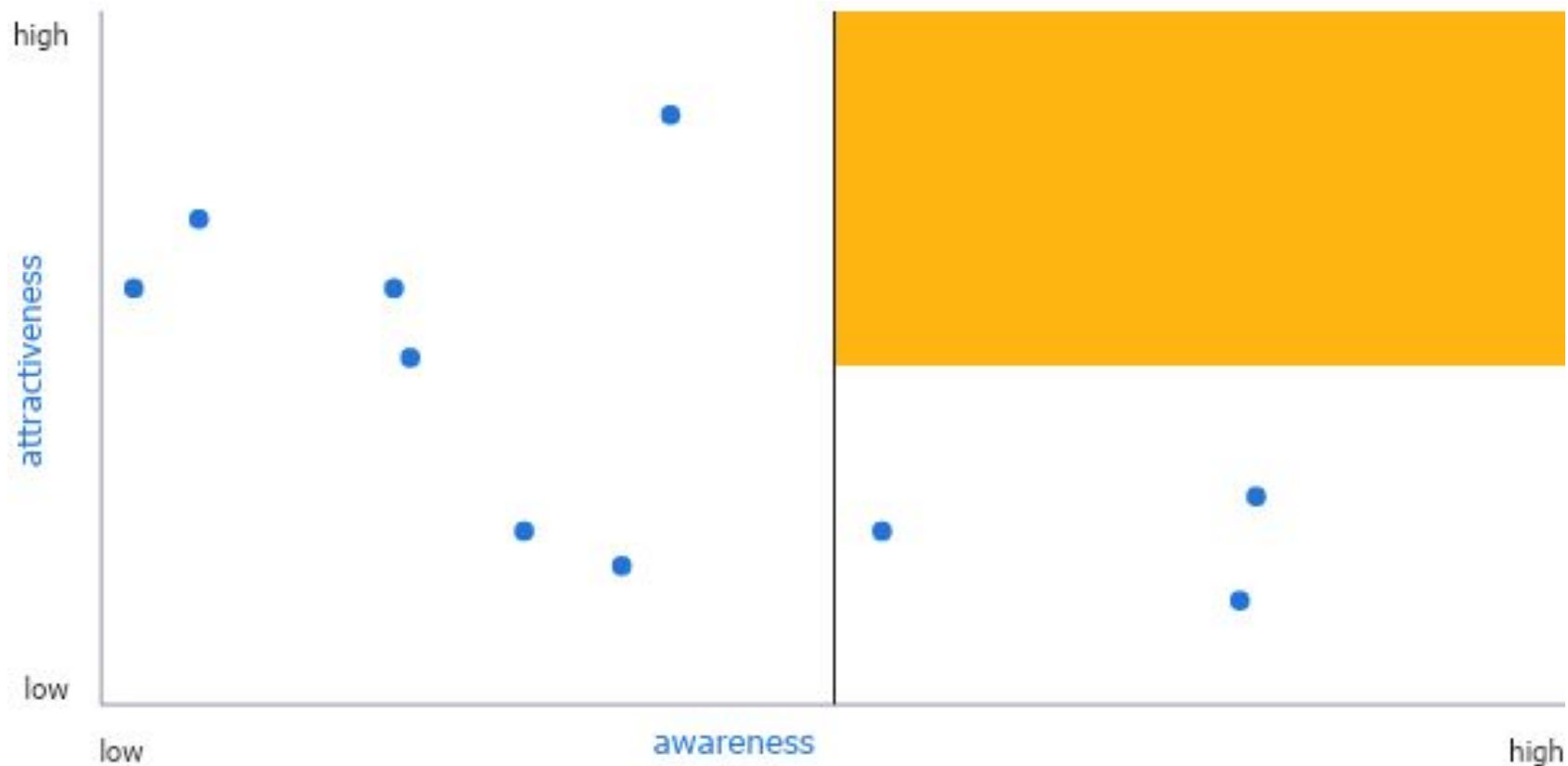
- 01 financially healthy
- 02 job security
- 03 very good reputation
- 04 COVID-19 safe work environment
- 05 career progression
- 06 pleasant work atmosphere
- 07 attractive salary & benefits
- 08 work-life balance
- 09 gives back to society
- 10 possibility to work remotely/from home

sector

insights.



top performing sectors in 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 best performing companies by sector.

1/1

top 3 companies

sector

1

2

3

01 it&telco

Microsoft

Seznam.cz

Red Hat

02 pharma&lifescience

Sanofi Aventis

Teva Pharmaceuticals

KRKA

03 business services

Deloitte

KPMG

Kiwi

04 automotive

ŠKODA AUTO

BOSCH

CONTINENTAL

05 manufacturing

Škoda Transportation

ABB

LEGO Production

06 banking&insurance

Air Bank

ČSOB

Raiffeisenbank

07 fmcg

Plzeňský Prazdroj

Kofola

Coca-Cola

08 logistics &transport

ČSA, TravelServices, Smartwings

DSV Global Transport & Logistics

Amazon

09 energetic solutions, construction
&facilities

ČEZ

Energetický a průmyslový holding (EPH)

Innogy (RWE Česká republika)

10 retail

IKEA

Dr. Max

SPORTISIMO



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

1/1

top 3 EVP drivers

sector	1	2	3
01 it&telco	financially healthy	job security	attractive salary & benefits
02 pharma&lifescience	financially healthy	COVID-19 safe work environment	job security
03 business services	financially healthy	COVID-19 safe work environment	career progression
04 automotive	financially healthy	job security	COVID-19 safe work environment
05 manufacturing	financially healthy	COVID-19 safe work environment	job security
06 banking&insurance	financially healthy	COVID-19 safe work environment	career progression
07 fmcg	financially healthy	job security	COVID-19 safe work environment
08 logistics &transport	financially healthy	COVID-19 safe work environment	job security
09 energetic solutions, construction &facilities	financially healthy	job security	COVID-19 safe work environment
10 retail	financially healthy	job security	COVID-19 safe work environment



top



employers.

top employers to work for in czech republic.

top 10 employers 2021

- 01 Microsoft
- 02 ŠKODA AUTO
- 03 Seznam.cz
- 04 Red Hat
- 05 Škoda Transportation
- 06 Sanofi Aventis
- 07 Oracle
- 08 IBM
- 09 Plzeňský Prazdroj
- 10 Kofola

top 10 employers 2020

- 01 ŠKODA AUTO
- 02 Microsoft
- 03 Kofola
- 04 IBM
- 05 LEGO Production
- 06 Siemens
- 07 Avast
- 08 ČEZ
- 09 Nestlé Česko
- 10 Red Hat

czech republic's top 3 EVP drivers of the top 5 companies.

top 5 companies	1	2	3
1 Microsoft	financially healthy	possibility to work remotely/from home	attractive salary & benefits
2 ŠKODA AUTO	financially healthy	very good reputation	attractive salary & benefits
3 Seznam.cz	financially healthy	possibility to work remotely/from home	COVID-19 safe work environment
4 Red Hat	very good reputation	attractive salary & benefits	possibility to work remotely/from home
5 Škoda Transportation	financially healthy	attractive salary & benefits	very good reputation

czech republic's top employers by EVP driver.

EVP driver	1	2	3
attractive salary & benefits	Microsoft	ŠKODA AUTO	IBM
financially healthy	Microsoft	Coca-Cola	CEZ
job security	Microsoft	ŠKODA AUTO	CEZ
pleasant work atmosphere	Microsoft	IBM	Seznam.cz
career progression	Microsoft	Oracle	KPMG
work-life balance	Microsoft	Seznam.cz	Air Bank
possibility to work remotely/from home	Microsoft	Seznam.cz	Oracle
very good reputation	Microsoft	ŠKODA AUTO	Plzenský Prazdroj
gives back to society	IKEA	Karlovarské minerální vody	AVE odpadové hospodářství
COVID-19 safe work environment	Air Bank	Microsoft	Pfizer

appendix 3



methodology.

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 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
-

KANTAR

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



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human forward.

