

LOVE MONDAYS.

ATTRACTING AND RETAINING A HAPPY,
ENGAGED AND PRODUCTIVE WORKFORCE

Neil Millett
Marketing Exec, reed.co.uk

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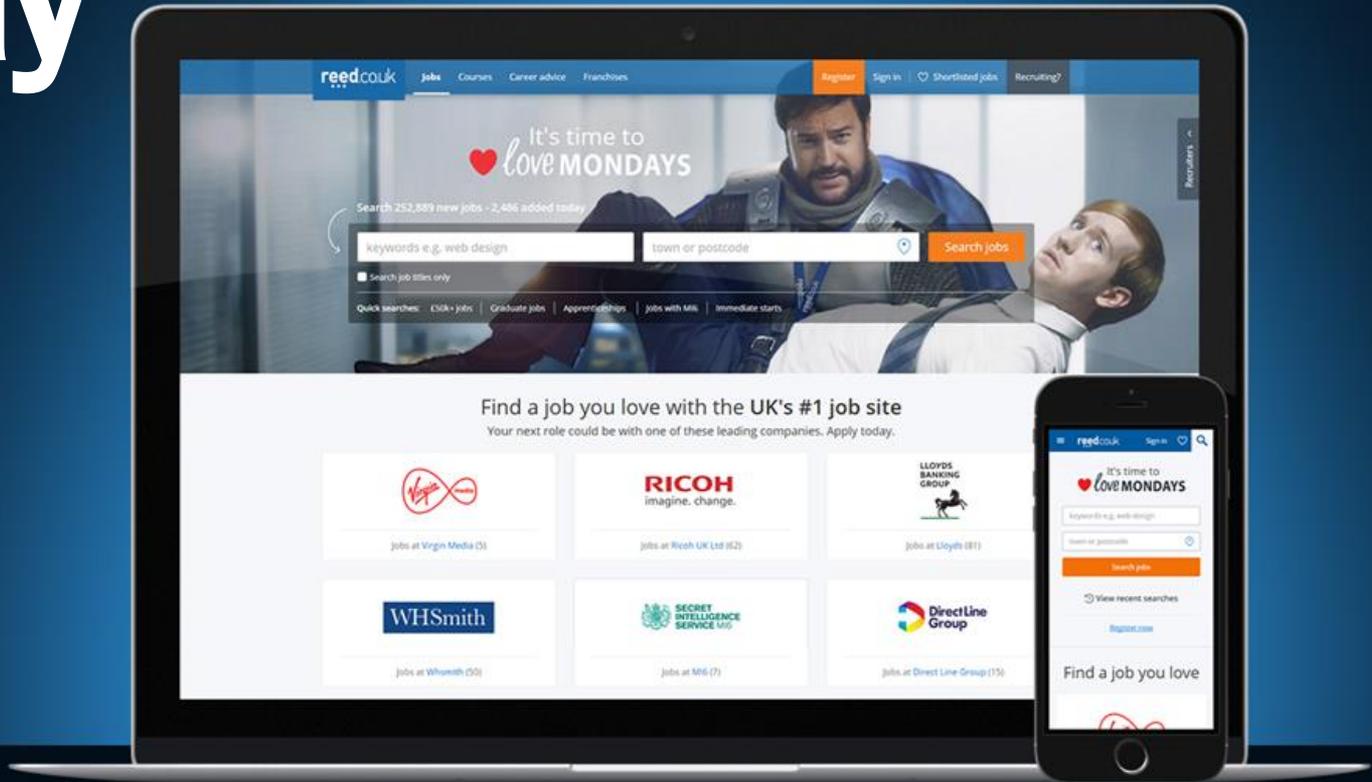
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Today





31.8 million
people in work



37.6 hours
average working week



The research

n=2,000 Jan 2017

**ARE YOU
IN YOUR
DREAM JOB?**



21%

**of employees believe they're
currently in their dream job**

Whilst

54%

of people believe there's
no such thing

The average employee is “happy”

57%

of the time in their current role

Who's happy?



HAPPINESS BY SECTOR +

57%
average



67.1%

**PROPERTY &
CONSTRUCTION**



63.6%

**SCIENCE &
PHARAMACEUTICAL**



61.4%

**TEACHING &
EDUCATION**

HAPPINESS BY SECTOR -

57%
average



50.8%

RETAIL



50.9%

ENERGY



51.2%

SALES

Where's happy?

HAPPINESS BY LOCATION

2. North West



3. Wales



1. South East



HAPPINESS BY LOCATION

9. East Midlands



7. North East



8. London



HAPPINESS BY LOCATION

4. South West



Recruitment professionals spend

55.2%

of the time “happy” in their current role

Getting happier?

57.9%

**of employees believe their job would be
greatly improved with a few changes**

What changes could be made?

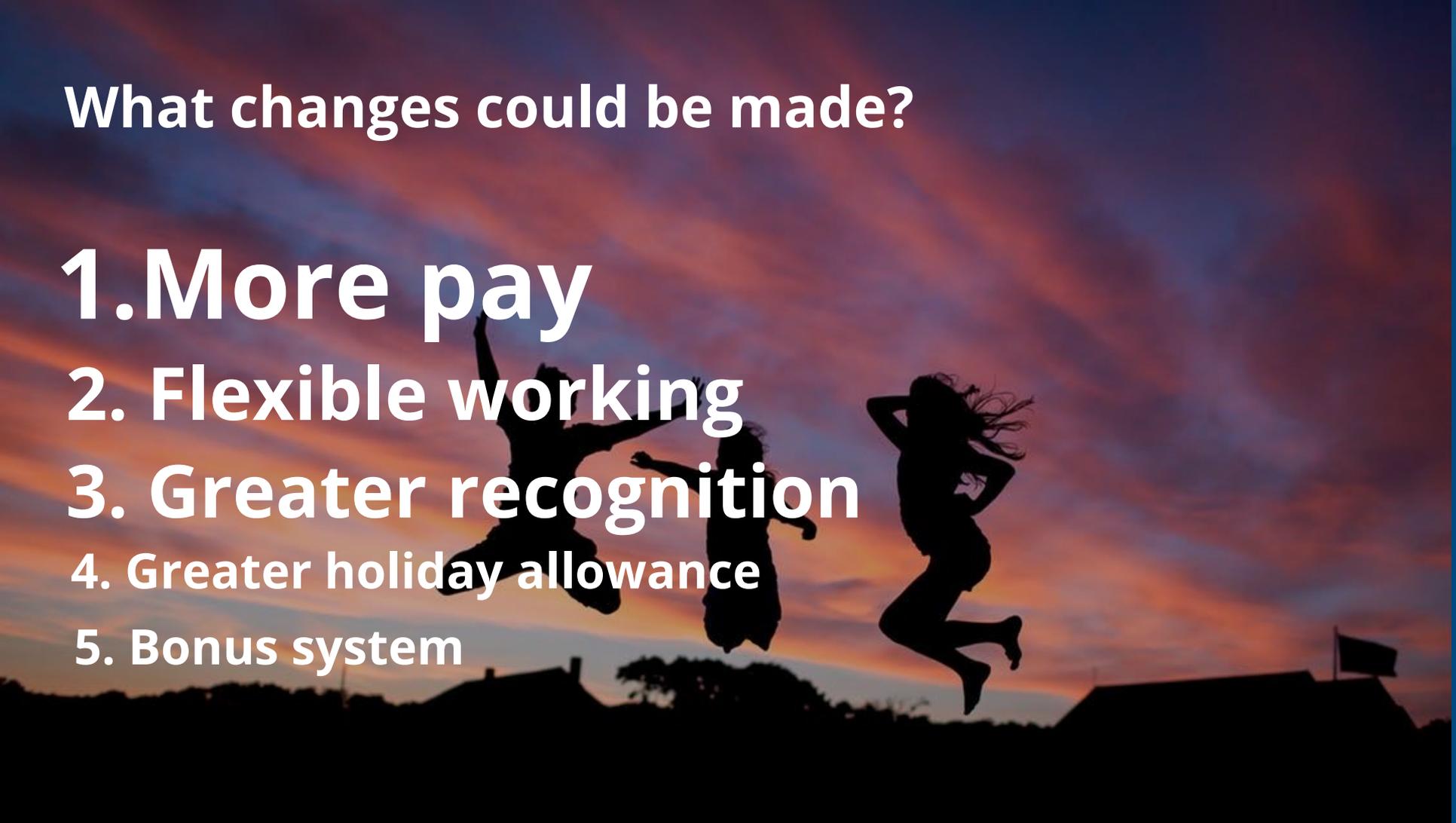
1. More pay

2. Flexible working

3. Greater recognition

4. Greater holiday allowance

5. Bonus system

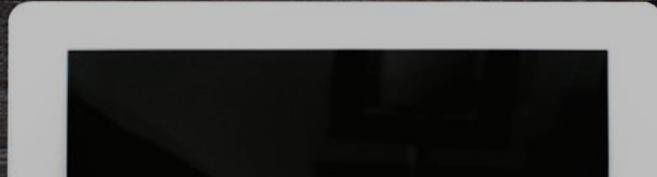


PEAK PERKS.

WHAT PERKS DO
EMPLOYEES VALUE MOST?



**The right
work-life balance**





**Excellent
pension scheme**



3

**Flexible
working hours**

A child wearing a striped beanie and a dark jacket is sitting on a parent's shoulders. The parent is wearing a dark jacket and a red beanie. They are in a crowd at a parade, with buildings and other people in the background. A large white number '4' with a blue outline is overlaid on the child's head.

4

**A boss who understands
family comes first**

5

Being able to
work from home if you need to



And office comforts...

Free tea & coffee maker (41%)

A nice view from the window (33%)

A quiet workspace, so you can concentrate (33%)

A chair which is measured to you, so that you are always comfortable (31%)

Being allowed to work in jeans (30%)

Gym membership (28%)

Free fruit provisioned (27%)

IN GOOD COMPANY

What employees value
in your employer brand

49%

A brand with strong ethics



TOMS

Join the movement



Women behind the Wheel



There's no escaping the fact that men outnumber women in the bus driving world. But more and more women are proving it's a job they're great at – and that bus driving is a career that suits them.

Here at Stagecoach we're really keen to welcome women onto the team. Being a bus driver lets you use your customer service skills in a different way – to help people in your local community get from A to B.

You'll also enjoy fully paid training, a good salary and benefits, overtime opportunities if you want them and shifts that enable you to plan your lifestyle. If you can drive a car, there's nothing to stop you driving a bus.

31%

**A brand known for excellent
customer service**

MailChimp

SUP.

We'd love to meet you!

Our ^{Award Winning} SUPPORT TEAM is hiring

Thursday, March 20

6pm - 10pm

Octane (Grant Park)

437 Memorial Drive Suite A5

mailchimp.com/jobs



MailChimp

We'd Love to Meet You!

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437 Memorial Drive Suite A5

mailchimp.com/jobs

WE'RE FRIENDLY

29%

**A brand known for helping in their local
community**



Deloitte.

Deloitte

Deloitte

oit

Deloitte.

Class of 2023

Two wheels go walking
First one does the talking.
It's ^{the} ^{big} ^{one!} **e**
o **u**
ay on ai ee
play boat rain bee
say oat train see
stay float brain tree
pay coat man three
e i o u y

100% of
Ms. Hines
class will score
> 187
on MAP!

HELP
WANTED

Y AND
MONSTER

LORNA

RAIN

THE DREAM JOB EQUATION

The makeup
of the perfect role

reed.co.uk

4 Day week

£61k

Per annum

9am-4pm
The ideal working day

5 Days a month
working from
home

12min

walking commute

Have job will travel

Majority would
love to work
abroad

The perfect team is between

5-10

people

32

Days of
annual
leave please

Summary

- **There are lots of simple (and uncostly!) ways to nurture happiness – and engagement**
- **People are realistic and reasonable, but many of us spend hours (years!) at work, so culture and environment are important**
- **Ethics, CSR and ‘doing good’ are important – especially to young people**
- **Flexibility and recognising the importance of work-life balance is crucial**

THANKS

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