

To attract talent in 2010, you have to provide a package that will justify the risk of moving.

In the wake of the economic uncertainty of 2008-09, people have become more considered about making a move in their careers. Employers will therefore have to work smarter to attract talent to new opportunities.

It appears that many people feel less anxiety in their current role and are waiting for bigger and better opportunities which may emerge during the year ahead. Most people are not particularly dissatisfied with their workplaces and are feeling more positive now than they did in 2009 about their level of job security, the flexibility, hours and pay they are being given, and their career path ahead.

At a market level, the ability for a new job to tempt people is less obvious than before. Compared to 2009, there are now less job hunters who will “definitely consider changing” based on:

- Better pay 53%
- Better benefits 40%
- Current job not satisfying 43%

Across the board, a friendly team environment and effective management have become more important. Employers wanting to attract and retain good people need to foster an engaging workplace and support team building to ensure strong working relationships and company culture.

In 2009 CareerOne debunked the traditional active and passive groups of job hunters and identified seven different needs based segments titled The C1-7 segments. By looking at the job hunter market at a segment level, people can be motivated to change by appealing to the factors that are inherently important to them.

In the 2010 report, the opportunity to work with a supportive team in a job close to home is much more attractive. Over sixty percent of the workforce is still open to moving but not actively job hunting. With a shift towards the Supportive Environment segment, and the majority of people in that segment opting for online applications, having a presence online which communicates the right attributes about your organisation and/or a specific role is essential.

To learn more download the complete report here:

www.careerone.com.au/hiddenhunters