

# Attraction

## BENCHMARKING OVERVIEW

2022

In early 2022, employers across the country were surveyed about various employee attraction and retention topics, and more than 150 organizations of various sizes and industries responded. Their responses help provide insight into the many trending strategies used to attract and recruit new employees.

Predictably, **most employers (87%) have found it at least somewhat difficult to attract new talent in today's labor market.** With workers' desires and priorities having shifted during the pandemic, employers may be required to think outside the box and adjust their talent strategies.



Respondents were asked to select what they think are the top 3 answers to the following questions:

### What do workers want?



**83%**  
Competitive compensation



**58%**  
Competitive benefits



**40%**  
Flexible schedules



**30%**  
Career development opportunities



**24%**  
Strong company cultures

### What do employers want?



**61%**  
Reliability



**39%**  
Experience



**39%**  
Knowledge



**37%**  
Technical skills



**30%**  
Professionalism

## What strategies are employers using to improve employee attraction?



**45%**  
Offering an employee referral program



**41%**  
Offering additional compensation



**31%**  
Expanding benefits



**30%**  
Offering bonuses



**28%**  
Offering more upskilling and development opportunities

## Recruiting and Hiring for Today's Workplaces

Although today's hot labor market is friendly for workers, employers can still consider new strategies to attract and recruit employees, such as:



#### Offer an employee referral program.

A referral program can encourage and reward current employees for referring qualified candidates. Using an employee referral program also gives organizations increased access to passive job seekers who are currently employed and might not have otherwise shown interest.



#### Expand the candidate pool.

Many employers develop relationships with universities and professional associations to connect with qualified candidates. Additionally, some have found success by winning over talent from different industries or recruiting for remote positions in expanded geographical regions.



#### Offer learning and development opportunities.

To meet workers' demands for improved career opportunities, employers can enhance their staffing levels and close skills gaps by offering employees a chance to enrich their careers via upward mobility.



#### Strengthen the employer brand.

A strong employer brand helps organizations stand out from the competition. With an authentic brand demonstrating how employees collectively work toward the company's mission, employers can attract candidates who think, feel and strive for the same goals. For example, a company's social media pages can be developed to focus not only on available jobs, but also brand values.