

into the

FUTURE

Your newsletter update from Future Prospects

The consumer behaviour of employment How the price has slipped down the ladder of priorities in the purchasing decision

If you think the primary driver for a candidate to choose your position over another company's is salary, think again. Welcome to the labour market of the new millennium, where the candidate is in the driver's seat and the quality of the work experience, including your corporate culture and value system is where the judging takes place.

Think for a moment about the process you go through when choosing a laundry detergent. Stroll down the supermarket aisle and you'll have no fewer than 8 or 9 different brands to choose from. Price is certainly one consideration, but you don't always choose the cheapest brand. You may consider a range of other factors such as branding, smell, specific features such as "enzyme cleaning power" and even packaging. You choose the brand that you feel comfortable with, the brand that is consistent with how you view yourself.

When a candidate is weighing up 5 different job offers, a similar process is taking place and those jobs offering the most money certainly don't automatically win out.

In the past, when job security was the top value offered by organizations, employees bartered their commitment and loyalty for assurance of a permanent place in the company. There was also once a time when salaries in certain industries got to dizzying heights and money became the

prime decision driver. Today, the landscape is changing and those organizations offering a comfortable, respectful corporate culture where the worker is in more control are winning the top candidates.

Whether or not it feels good, most businesses can't argue with the bottom line. Having an empowered, enthusiastic workforce is good for business. Trust and confidence in senior management are the key drivers of employee commitment, and the key to gaining employee trust is showing it in return.

What candidates are looking for when choosing between job offers

- A corporate culture that respects workers and listens to them
- An environment that encourages participation in decision making
- A role that fosters creativity, initiative and learning
- A company that places importance on forming good relationships between managers and employees
- A company that has a system for career advancement based purely on effort and results, not age

Future Prospects is a leading-edge workforce and recruitment specialist. From support staff to executive management, we find the best candidates each and every time. Call us to discover how Future Prospects can maximise the potential of your workforce.

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